



Uttar Pradesh Government Investment in Hospitality Sector | Uttar Pradesh | 17 Apr 2024

Why in News?

According to the officials, The Uttar Pradesh government might **invest Rs 32,000 crore** in the **hospitality and [tourism sector](#)**.

- The state's **annual tourist footfall** is estimated to reach **850 million by 2028**.

Key Points

- The investment would likely create an **additional 80,000 accommodation units** by way of hotels, and resorts to bridge the deficit in room availability.
- The state is focusing on ramping up hospitality units in **tourism hotspots** such as **Varanasi, Ayodhya, Prayagraj, and Agra**.
- The heritage properties, including forts and palaces, are being offered to the private sector for development.
- Under the **[Tourism Policy 2022](#)** the state is also providing subsidies for **setting up unique countryside farm stays**.
 - Homeowners are encouraged to enlist their properties for homestays, while the owners of heritage properties are being invited to convert their precincts as heritage hotels for discerning tourists.
- The state is aiming to develop **multi-experience circuits** such as wellness centres, and improving the connectivity of Buddhist destinations, such as Sarnath and Kaushambi.
- It is also focusing on diversifying tourism experiences and creating contemporary tourism products by developing **adventure tourism, [MICE \(meetings, incentives, conferences, and exhibitions\)](#), wellness, and ecotourism**.

Special Cover on Ram Navami | Uttar Pradesh | 17 Apr 2024

Why in News?

In a programme organized under the aegis of **postal department** and **Prayag Philatelic society**, postmaster general of Prayagraj region released a special cover on the eve of **Ram Navami**.

Key Points

- Stamp collections featuring iconic cultural figures such as **Lord Ram** serve as a **bridge between people and their heritage**.
- These stamps are not only popular in India but also in over 20 other countries worldwide, where they depict characters and tales from the **epic Ramayana**.

- The unique **Ram Navami-themed stamp** will be on **sale for Rs 25 at the Philatelic bureau** situated in the head post office of Prayagraj.

Prayag Philatelic Society

- It was **formed on 21st July 2017** as a registered society under the **Societies Registration Act 1860** at Allahabad.
- Its objective is to promote the cause of philately among all age groups, it invited membership from all over India.

Rama Navami

- It is a **spring Hindu festival**.
- The festival marks the **birth of Lord Rama, the seventh incarnation of Lord Vishnu**.
- The day is the **ninth and last day of Chaitra Navaratri**. This typically occurs in the Gregorian months of March or April every year.

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