



# MoU between Madhya Pradesh and Uttar Pradesh to Promote Cultural Exchange & Culture Promotion

## Why in News?

On June 13, 2023, an MoU was signed between Madhya Pradesh and Uttar Pradesh to promote cultural exchange & culture promotion in Lucknow in the presence of Uttar Pradesh Governor Anandiben Patel.

## Key Points:

- Principal Secretary of Culture & Tourism, Madhya Pradesh Shiv Shekhar Shukla and Principal Secretary of Culture & Tourism, Uttar Pradesh Mukesh Kumar Meshram signed the MoU.
- Under the activities of the 'Ek Bharat-Shreshtha Bharat' campaign, both states will promote each other's local culture.
- According to the MoU, a group of artists from Madhya Pradesh will give cultural performances on Uttar Pradesh Day-24 January and Republic Day-26 January in Uttar Pradesh. On the other hand, on the foundation day of Madhya Pradesh, a group of artists from Uttar Pradesh will give cultural presentations in Madhya Pradesh.
- Art competitions, exhibitions, seminars, drama and theater activities will be organized jointly by both the states. In joint events, the host state will arrange for local hospitality, while the visiting state will bear the cost of travel.
- Both states will prepare a book based on their rich culture, customs, and traditions to display and distribute in educational institutions of each other's state. Both states will broadcast each other's local TV and radio channels in their respective states.
- The duration of the MoU is for 3 years, which can be extended for another 3 years with mutual consent.
- With the MoU, Uttar Pradesh and Madhya Pradesh governments will be able to further strengthen each other's relationship. With such agreements, the citizens of the state will get an opportunity to understand, appreciate, and enrich India's diversity and know & understand Indian culture, customs and traditions.
- In another program, Madhya Pradesh's Culture, Tourism, Religious Trust and Religious Affairs Minister Usha Thakur inaugurated the marketing office of tourism at Hotel Gomti in Hazratganj, Lucknow to promote the tourist places of Madhya Pradesh rich in natural beauty in Uttar Pradesh.
- Kaushalendra Vikram Singh, Managing Director of Madhya Pradesh State Tourism Development Corporation said that there is a plan to open marketing offices in Varanasi and Ayodhya in the near future.
- Residents of Uttar Pradesh will be told about the information and services of tourist places of the state through coffee table books, brochures, leaflets, Madhya Pradesh maps etc. in the marketing office. Along with this, information about the achievements, innovations and activities of Tourism Corporation's hotels, resorts, and boat clubs will also be given. This will increase the number of tourists coming from Uttar Pradesh to Madhya Pradesh.



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