

**रूहमantic: PHDCCI's 1<sup>st</sup> Global Spiritual Tourism Conclave**  
**23 August 2024 | Park Inn by Radisson Ayodhya**

**FINAL AGENDA**

7:00 AM – 8:00 AM	Yoga Session conducted by Isha Foundation at Cygnett Collection KK Hotels	
9:30 AM – 10:30 AM	Registration with Tea, Coffee	
INAUGURAL SESSION		
10:30 AM – 10:40 AM	National Anthem and Lighting of the Lamp by dignitaries	
10:40 AM – 10:50 AM	Welcome Address by <b>Mr. Rajan Sehgal</b> , Co-Chair – Tourism & Hospitality Committee, PHDCCI	
10:50 AM – 11:00 AM	Address by <b>Mr. Arun Srivastava</b> , Joint Director General, Ministry of Tourism, Government of India	
11:00 AM – 11:10 AM	Address by <b>Ms. Eesha Priya (IAS)</b> , Special Secretary – Tourism, Government of Uttar Pradesh	
11:10 AM – 11:20 AM	Address by <b>Mr. Sheo Shekhar Shukla (IAS)</b> , Principal Secretary – Tourism and Culture, Government of Madhya Pradesh	
11:20 AM – 11:25 AM	Release of PHDCCI-KPMG Report and Event Report on Spiritual Tourism	
11:25 AM – 11:30 AM	Vote of Thanks by <b>Ms. Shalini S Sharma</b> , Assistant Secretary General, PHDCCI	
11:30 AM – 11:45 AM	Rejuvenating Tea	
AYODHYA: THE EMERGING SPIRITUAL HUB		
11:45 AM – 12:25 PM	Ayodhya holds a unique position in the hearts of millions worldwide as the birthplace of Lord Rama. The city boasts a rich cultural heritage, with numerous temples, ashrams and sacred sites attracting pilgrims and tourists alike. The recent construction of the Ram Mandir further elevates Ayodhya’s stature as a key spiritual destination. This session will focus on the initiatives of Nagar Nigam Ayodhya, Ayodhya Development Authority, investment opportunities, infrastructure requirements, transforming Ayodhya into a premier spiritual tourism destination.	
	Moderator	<b>Mr. Prateek Hira</b> Chairman – UP Chapter, Indian Association of Tour Operators
	Panellists	<b>Mahant Girish Pati Tripathi</b> Hon’ble Mayor, Ayodhya
		<b>Mr. Ashwini Kumar Pandey (IAS)</b> Vice Chairman, Ayodhya Development Authority
		<b>Mr. Vinod Pandey</b> Cluster General Manager, Hotel Taj Mahal, Lucknow
<b>Mr. K S Sawhney</b> Managing Director, Bakshi Transport Service (P) Ltd		

12:25 PM – 12:32 PM	Presentation by <b>Uttar Pradesh Tourism</b>	
12:33 PM – 12:40 PM	Presentation by <b>Madhya Pradesh Tourism Board</b>	
12:40 PM – 12:45 PM	Presentation by <b>Pawan Hans Ltd</b>	
12:45 PM – 12:50 PM	Presentation by <b>KPMG India</b>	
IN-CONVERSATION – KUBER NAMOH NAMAH: SPIRITUAL TOURISM & THE GOD OF WEALTH		
12:50 PM – 1:30 PM	<u>Host</u> <b>Ms. Shalini S Sharma</b> Assistant Secretary General PHDCCI	<u>Guest</u> <b>Mr. Champat Rai</b> General Secretary Shri Ram Janmabhoomi Teerth Kshetra
1:30 PM – 2:30 PM	<b>Satvik Bhojan</b>	
BUDDHIST TOURISM: MASS CIRCUITS OR NICHE DESTINATIONS?		
2:30 PM – 3:00 PM	<b>Case Study 1: India</b> Presentation by <b>Dr. Kiran Shinde</b> , Convener – Planning Program, La Trobe University, Australia  India has probably the largest concentration of archeologically and historically important Buddhist sites. But ironically, Buddhists account for only 0.8% of the 1.35 billion people in India and this makes up for the uniqueness of the situation of Buddhist tourism. Is it wise to promote Buddhist sites as circuits which are meant for mass international travellers or as ‘routes and destinations’ which are more frequented by domestic tourists? This case study analyses this conundrum and suggests a way forward.	
SAVE THY LORD: PRESERVING SANCTITY THROUGH SUSTAINABLE TOURISM		
3:00 PM – 3:30 PM	<b>Case Study 2: Vrindavan</b>  The name ‘Vrindavan’ evokes images of Lord Krishna as a child frolicking in the idyllic surroundings of a place which is dotted with shrubs, trees, lakes and ponds. But the reality of the place where he is believed to have spent his childhood is very different from what one imagines it to be. This case study examines how ‘the idea of a pilgrimage to Vrindavan has changed, moving away from its original meaning as a trek to the home of the gods and instead becoming more of a holiday and leisure destination’. What are the lessons from this for other upcoming destinations?	
	Presenters	<b>Ar. Charlie Gupta</b> Research Fellow School of Planning & Architecture, Bhopal
		<b>Ar. Ridhu Dhan Gahalot</b> Research Fellow School of Planning & Architecture, Bhopal
3:30 PM – 3:45 PM	<b>Rejuvenating Tea</b>	

LIFE HAPPENS FROM WITHIN	
3:45 PM – 4:15 PM	<p>Talk by <b>Shri Sadhguru</b></p> <p>A spiritual sojourn is incomplete without the ability to understand how to live the right way. And it goes beyond pranayama and yoga. This session will feature Shri Sadhguru sharing tips on zindagi.</p>
PANEL DISCUSSION: NIRVANA THROUGH DIGITAL DARSHAN?	
4:15 PM – 5:00 PM	<p>'Paavan', 'Smukti', 'Rgyan', 'DevotTed Distruptees' are some of the new-age technology companies which are doing business in spirituality. Technology is a great enabler for bringing tranquillity and God closer to those who are 'रूहमantic' but cannot travel too far and wide in search of a soulful experience. This session will explore the different ways which companies are devising to ensure wellbeing for all through digital devices.</p>
	<p>Moderator</p> <p><b>Dr. Sanjukta Ghosh</b> Associate Professor, IIT(BHU), Varanasi</p>
	<p>Panellists</p> <p><b>Mr. Aacharya Dev</b> Co-Founder, VAMA App</p>
	<p><b>Mr. Giresh Vasudev Kulkarni</b> Founder, Temple Connect</p>
	<p><b>Mr. Indraneel Dasgupta</b> Founder &amp; CEO, My Tirth India</p>
	<p><b>Mr. Raghava Krishna</b> Founder and CEO, Brhat</p>
5:00 PM – 5:10 PM	<p>End of conference with <b><i>Maha Abhishek Puja through Vama App at Jarkutinatheshwar Mahadev Temple, Prayagraj</i></b></p>
5:10 PM – 5:15 PM	<p>Concluding Remarks by <b>Ms. Shalini S Sharma</b>, Assistant Secretary General, PHDCCI</p>