

रूहमन्तः PHDCCI's 2nd Global Spiritual Tourism Conclave
27 August 2025 | Hotel Anjushree, Ujjain, Madhya Pradesh

FINAL AGENDA

9:30 AM – 10:30 AM	Registration
INAUGURAL SESSION	
10:30 AM – 10:35 AM	National Anthem and Lamp Lighting
10:35 AM – 10:40 AM	Welcoming all Guests with Angavastra
10:40 AM – 10:42 AM	Opening Remarks by Dr. Ranjeet Mehta , CEO & Secretary General, PHDCCI
10:42 AM – 10:45 AM	Welcome Address by Mr. Sanjeev Agrawal , Chair – MP Chapter, PHDCCI
10:45 AM – 10:50 AM	Theme Address by Mr. Anil Parashar , Chair – Tourism Committee, PHDCCI
10:50 AM – 10:55 AM	Special Address by Mr. Sheo Shekhar Shukla (IAS) , Principal Secretary – Tourism, Government of Madhya Pradesh
10:55 AM – 11:00 AM	Keynote Address by Mr. Dhira Gaura Das , Spiritual Leader, ISKCON Ujjain
11:00 AM – 11:05 AM	Release of PHDCCI-KPMG Report on Spiritual Tourism
11:05 AM – 11:10 AM	MoU signing between Madhya Pradesh Tourism Board and <ul style="list-style-type: none"> • Cocacola India • Bharat Innovation Global (BIG) • Patanjali Wellness, Haridwar & Rose Valley Golf Resort, Pachmarhi
11:10 AM – 11:20 AM	Guest of Honour Address by Shri Gajendra Singh Shekhawat , Hon'ble Minister of Tourism and Culture, Government of India
11:20 AM – 11:30 AM	Chief Guest Address by Dr. Mohan Yadav , Hon'ble Chief Minister of Madhya Pradesh
11:30 AM – 11:35 AM	Vote of Thanks by Mr. Rajan Sehgal , Co-Chair – Tourism Committee, PHDCCI
11:35 AM – 11:40 AM	Inauguration of Partner Stalls by Chief Guest and Guest of Honour
11:45 AM – 12:10 PM	Rejuvenating Tea Break
GOVERNMENT-INDUSTRY ROUNDTABLE (By invite only)	
11:45 AM – 12:30 PM (Sitar Hall)	<i>Closed door roundtable interaction of the Hon'ble Chief Minister of Madhya Pradesh with leading corporates and senior members of PHDCCI to foster collaborative ideas on areas such as spiritual tourism, cultural promotion and responsible hospitality.</i>
12:10 PM – 12:20 PM	Partner Presentations (Madhya Pradesh Tourism, E-Factor, IRCTC)
12:20 PM – 12:30 PM	Presentation by KPMG India on 'PHDCCI-KPMG Report on Spiritual Tourism'
12:30 PM – 12:35 PM	Partner Presentation by Sri Mandir

GUARDIANS OF THE SACRED AXIS – THE JYOTIRLINGA CIRCUIT				
12:35 PM – 12:45 PM	<p>Case Study: Jyotirlingas of India</p> <p><i>From the thunderous chants of Kedarnath to the coastal stillness of Rameshwaram, the 12 Jyotirlingas form a divine axis that has guided pilgrims, saints and seekers across centuries. As faith intersects with footfall and devotion adapts to development, an essential question emerges: How do we ensure that the light of the Jyotirlingas continues to illuminate – not fade – in the times ahead?</i></p>			
	Presenter	<p>Dr. Dinesh Soni Founder, Indian.Temples Research and Media Services</p>		
TEMPLE ECONOMIES: WHERE FAITH MEETS LIVELIHOOD				
12:45 PM – 1:25 PM	<p><i>India's most visited spiritual destinations – Tirupati, Vaishno Devi, Shirdi, Badarinath Kedarnath Temple, Kashi Vishwanath Temple and many more collectively welcome millions of pilgrims annually. These sacred circuits do more than fulfil spiritual quests; they sustain entire local economies, boost micro-entrepreneurship and anchor hospitality, transport and retail ecosystems. Drawing on examples like Mahakumbh 2025, which saw over 66 crore visitors, the discussion will focus on quantifying the economic impact of faith tourism, cross-learning from successful models and developing year-round spiritual experiences.</i></p>			
	Host	<p>Mr. Samit Garg President, Event & Entertainment Management Association Managing Director, E-Factor Experiences</p>		
	Guests	<p>Mr. Prashant Mukund Das International Spiritual Guide Senior Counsellor for ISKCON</p>	<p>Mr. Vishudh Brahm Anand Trustee Shri Anandpur Trust</p>	
		<p>Mr. Aalap Bansal Partner KPMG India</p>	<p>Mr. Atul Singh Managing Director MP Incoming</p>	
MIND, BODY & SOUL: WELLNESS AS THE NEW SPIRITUAL FRONTIER				
1:25 PM – 2:00 PM	<p><i>As global travellers increasingly seek holistic well-being, India's centuries-old wellness systems – Ayurveda, Yoga, Panchakarma and meditation are being rediscovered as sacred sciences. This session explores how spiritual destinations can seamlessly integrate wellness offerings rooted in Indian traditions to elevate pilgrim experiences.</i></p>			
	Moderator	<p>Ms. Shalini S Sharma, Assistant Secretary General, PHDCCI</p>		
	Panellists			
	<p>Dr. Rekha Chaudhari Global Wellness Ambassador for India & Founder, World Digital Detox Day</p>	<p>Chef Manjit Gill President, Indian Federation of Culinary Associations</p>	<p>Dr. Manoj Kutteri Medical Director & CEO, Atmantan Wellness Centre</p>	
2:00 PM – 3:00 PM	<p>Satvik Bhojan</p>			

DIVINE IN THE DIGITAL – SPIRITUALITY 2.0				
3:00 PM – 3:30 PM	<p><i>From virtual darshans to immersive temple tours, spirituality is no longer bound by geography. This session explores how tech is enabling deeper spiritual connection – from VR-enabled rituals and AI interpreters of scriptures to WhatsApp-based pilgrimages and online archanas, while maintaining authenticity.</i></p>			
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KNOWLEDGE SHARING SESSION (virtual)				
3:30 PM – 4:30 PM	<p><i>Interaction of District Collectors and Mahakal Temple Administration on adopting best practices and shared learnings for effective temple management and enhanced pilgrim experience with Temple Trust Heads represented by:</i></p> <ul style="list-style-type: none"> • Mr. Vijay K Anand (IAS), Secretary, Infrastructure & Industrial Development Department, Uttar Pradesh and CEO, Invest UP • Mr. Goraksha Gadilkar (IAS), CEO, Shree Saibaba Sansthan Trust Shirdi • Mr. Venkaiah Chowdary (IRS), Additional Executive Officer, Tirumala Tirupati Devasthanams (TTD) • Mr. Vishwa Bhushan Mishra, CEO, Shri Kashi Vishvanath Temple Trust • Mr. Vishudh Brahm Anand, Trustee, Shri Anandpur Trust 			
4:30 PM – 4:35 PM	<p>Concluding Remarks by Ms. Sulagna Ghosh, Secretary, PHDCCI</p>			
4:35 PM – 5:00 PM	<p>Rejuvenating Tea Break</p>			