

Uttar Pradesh-Japan Partnership Deepens Through Culture, Tourism, Investment and People-to-People Exchange

Shared Heritage, Strategic Cooperation and New Tourism Opportunities

LUCKNOW, UTTAR PRADESH , INDIA, August 25, 2026 /EINPresswire.com/ -- A high-level Japanese delegation led by H.E. Mr. Kotaro Nagasaki, Governor of Yamanashi Prefecture, visited Uttar Pradesh as part of the U.P.-Japan Investment Meet 2026. The multi-city programme brought together government representatives, business leaders and stakeholders, with engagements covering investment, innovation, tourism, education and cultural exchange.



MoUs and Letters of Intent, discussions on the Green Hydrogen program with Galgotia University

From Economic Dialogue to Cultural Diplomacy

The visit combined economic engagement with direct exposure to Uttar Pradesh's cultural and spiritual heritage. It also reinforced the growing relationship between Uttar Pradesh and Yamanashi, particularly through Buddhist heritage, tourism and people-to-people connections. The programme demonstrated how tourism and culture can complement investment and innovation from the Taj Mahal and Sarnath to the ghats and temples of Varanasi creating a broader platform for sustained India-Japan cooperation.

Focus on strengthening cultural and tourism ties and identifying new avenues

The programme began with an interaction over dinner in New Delhi hosted by Mr. Jaiveer Singh, Hon'ble Minister of Tourism and Culture, Government of Uttar Pradesh. Governor Nagasaki, Vice Governor Mr. Junichi Ishidera and members of the Japanese delegation participated. The discussions focused on strengthening cultural and tourism ties and identifying new avenues for collaboration.

Mr. Jaiveer Singh said, "Tourism and culture form the strongest bridge between India and Japan," reflecting the shared values, Buddhist heritage and people-to-people links that underpin the relationship. The visit placed tourism at the centre of a wider international engagement strategy.

Academic and Innovation Exchange at Galgotias University

The delegation then visited Galgotias University, where Mr. Jaiveer Singh joined Governor Nagasaki, Vice Governor Ishidera and other delegates. The programme included the signing of MoUs and Letters of Intent, discussions on the Green Hydrogen programme with faculty and a campus visit, highlighting opportunities for academic cooperation, innovation, technology and knowledge exchange.

Taj Mahal Showcases Uttar Pradesh's Heritage

The delegation subsequently visited the Taj Mahal in Agra, the iconic UNESCO World Heritage Site and a global symbol of India's architectural heritage. Mr. Jaiveer Singh, Dr. Ved Pati Misra, Director General, Uttar Pradesh Tourism and other senior officials accompanied the delegation, further strengthening the cultural dimension of the visit.

Agra Dialogue Connects Tourism and Investment

At Hotel J.P. Palace, Agra, Invest UP hosted a lunch attended by Governor Nagasaki, Vice Governor Ishidera, Mr. Jaiveer Singh, Dr. Ved Pati Misra and other officials. The interaction



MoU signed between Uttar Pradesh and Yamanashi Prefecture



The delegation visited Sarnath, a UNESCO World Heritage Site associated with Lord Buddha

focused on collaboration in culture, tourism, innovation and investment, linking Uttar Pradesh's cultural assets with its expanding economic ecosystem.

U.P.-Japan Investment Meet in Lucknow

The engagement continued at Indira Gandhi Pratishthan, Lucknow. A key outcome was the signing of a tourism cooperation MoU between Uttar Pradesh and Yamanashi Prefecture, covering tourism knowledge-sharing, joint promotion, engagement between tourism operators, religious and cultural routes and mutual visitor exchange. The agreement also highlighted the UNESCO World Heritage values of Sarnath and Fujisan.

Expanding Tourism Opportunities

Mr. Amrit Abhijat, Additional Chief Secretary, Tourism, Culture and Religious Affairs, Government of Uttar Pradesh, highlighted the potential for wider tourism cooperation, saying,

“Uttar Pradesh is well-positioned to host Japanese tourists interested in spiritual and cultural journeys.” He also identified opportunities in wellness, cuisine, sports and experiential tourism, creating scope for new tourism products and investment.

Sarnath and the Shared Buddhist Heritage

The delegation next visited Sarnath, a UNESCO World Heritage Site associated with Lord Buddha's first sermon. The visit offered an opportunity to experience Uttar Pradesh's Buddhist heritage and reflected the deep civilisational connection between India and Japan. It added a significant cultural dimension to the investment-led programme.

Varanasi: Ganga Aarti and a Living Spiritual Tradition



The delegation visited the Taj Mahal in Agra, the UNESCO World Heritage Site



At Namo Ghat, the delegation witnessed the sacred Ganga Aarti on the banks of the Ganga. In Varanasi, Mr. Ravindra Jaiswal, Hon'ble Minister of State (Independent Charge), welcomed the Japanese delegates in the presence of Advisor to the Hon'ble Chief Minister, Mr. Awanish Kumar Awasthi, and other dignitaries. Souvenirs from Uttar Pradesh Tourism were presented as a gesture of hospitality.

A Blessed Morning at Kashi Vishwanath

On the final day, Governor Nagasaki and members of the Japanese delegation visited Shri Kashi Vishwanath Temple, Varanasi for morning darshan. Governor Nagasaki said, "We wish to advance cooperation in several important sectors together with Chief Minister Yogi Adityanath. One of these important initiatives is to promote the development of Uttar Pradesh and Yamanashi Prefecture through a green hydrogen system." The visit concluded the Uttar Pradesh engagement on a deeply spiritual note.

A Partnership Rooted in Shared Values

The visit demonstrated the breadth of the Uttar Pradesh-Japan partnership, connecting investment and innovation with tourism, heritage, spirituality, education and people-to-people exchange. The strengthened cooperation between Uttar Pradesh and Yamanashi creates a foundation for sustained visitor exchanges, joint tourism promotion, cultural collaboration and investment in tourism infrastructure, giving fresh momentum to the enduring India-Japan relationship.

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