

Ujjain to Host “mantic” – PHDCCI’s 2nd Global Spiritual Tourism Conclave on 27 August 2025

Chief Minister of Madhya Pradesh & Union Tourism Minister to Inaugurate PHDCCI’s 2nd Global Spiritual Tourism Conclave in Ujjain

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The holy city of Mahakal, Ujjain, will host “mantic” – PHDCCI’s 2nd Global Spiritual Tourism Conclave on 27 August 2025. The event is being organised by the PHD Chamber of Commerce and Industry (PHDCCI) in collaboration with the Ministry of Tourism, and the Madhya Pradesh Tourism Board.

The conclave will be inaugurated by Dr. Mohan Yadav, Chief Minister of Madhya Pradesh as Chief Guest, and Shri Gajendra Singh Shekhawat, Union Minister of Tourism & Culture, as Guest of Honour. Gauranga Das Prabhu, Spiritual Leader, will deliver the keynote address, setting the spiritual tone of the conclave.

Senior officials including Mr. Suman Billa (IAS), Additional Secretary & Director General, Ministry of Tourism, and Mr. Sheo Shekhar Shukla (IAS), Principal Secretary – Tourism, Government of Madhya Pradesh, will also address the gathering. A highlight will be the release of the PHDCCI–KPMG Report on Spiritual Tourism titled “Faith & Flow: Navigating Crowds in India’s Sacred Spaces.”

A Government–Industry Roundtable, chaired by the Chief Minister, will provide a platform for dialogue on strengthening infrastructure, responsible hospitality, and cultural promotion in spiritual tourism.

The day-long deliberations will include thematic sessions on:

- Temple Economies: Where Faith Meets Livelihood – examining how temple circuits sustain local economies.
- Mahakal’s Mandala: Ujjain’s Spiritual Power & Urban Future – exploring heritage and modernisation.
- Mind, Body & Soul: Wellness as the New Spiritual Frontier – integration of yoga, Ayurveda, and wellness.
- Divine in the Digital – Spirituality 2.0 – impact of AI, VR, and apps on spiritual access.
- Guardians of the Sacred Axis – The Jyotirlinga Circuit – tracing the cultural significance of the 12 Jyotirlingas.

Delegates will also visit Shri Mahakaleshwar and Kal Bhairav Temples, experiencing Ujjain’s spiritual heritage.

The conclave is supported by E-Factor Experiences, Sri Mandir App, IRCTC, Mann Fleet Partners, KPMG, Indore Talk, Hotel Anjushree, ADTOI, FHRAI, IATO, and TAAI.

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