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प्रेषक,

सहायक निदेशक,
पर्यटन निदेशालय, बिहार, पटना।

सेवा में,

श्री पूरन पटवारी, कंसल्टेंट,
विदेश मंत्रालय, भारत सरकार।
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विषय :- मेकांग गंगा कॉपरेशन के तहत Fam Tour के रिपोर्ट के संबंध में।

महाशय,

उपर्युक्त विषय के संबंध में निदेशानुसार कहना है कि मेकांग गंगा कॉपरेशन के तहत कराये गये Fam Tour से संबंधित प्रतिवेदन/रिपोर्ट एवं छायाचित्र पत्र के साथ संलग्न कर प्रेषित की जा रही।

कृपया प्राप्ति स्वीकार की जाय।

अनु०-यथोक्त।

विश्वासभाजन

[Signature]
26/6/25

सहायक निदेशक

पर्यटन निदेशालय, बिहार, पटना।

Report on Mekong Ganga Cooperation Fam Tour – Bihar Expedition

Organized by: Department of Tourism, Government of Bihar

Duration: 3 Days

Participating Countries: Thailand, Laos, Vietnam, Myanmar, Cambodia

Tour Dates: 7th June to 10th June 2025

Accommodation: Hotel Hyatt, Bodh Gaya & Indo Hokke Hotel, Rajgir (Nalanda)

Overview:

As part of the international outreach under the **Mekong Ganga Initiative**, Under the leadership of Sri Lokesh Kumar Singh, Secretary Tourism and guidance of Sri Udayan Mishra, Director, Department of Tourism, Government of Bihar, successfully conducted a **3-day Familiarization (Fam) Tour** for a distinguished group of tour operators, travel media representatives, and tourism stakeholders from five Mekong Ganga Cooperation nations—**Thailand, Lao PDR, Vietnam, Myanmar, and Cambodia**.

Objective:

The objective of this Fam Tour was to showcase Bihar's deep-rooted spiritual, cultural, and historical significance in the context of Buddhist heritage, and to strengthen cross-border tourism ties with Mekong Ganga region countries.

Itinerary Highlights:

During the expedition, the delegates explored several iconic and spiritually important destinations in Bihar:

- **Mahabodhi Temple, Bodh Gaya** – The place of Buddha's enlightenment (UNESCO World Heritage Site)
- **Sujata Stupa & Sujata Temple Bodh Gaya**– Marking the pivotal offering to Siddhartha by Sujata
- **Dungeshwari Cave, GayaJi** – Site of Buddha's intense meditation
- **Pattharkatti Village, GayaJi** – Known for traditional stone craftsmanship
- **Dashrath Manjhi Memorial, Gehlor GayaJi**– Honoring the 'Mountain Man'
- **Ancient Nalanda University, Nalanda** – A renowned center of Buddhist learning (UNESCO World Heritage Site)

- **Ghora Katora Lake, Rajgir** – A scenic ecological retreat
- **Vishwa Shanti Stupa, Rajgir** – World Peace Pagoda
- **Rajgir Attractions:**
 - **Glass Bridge**
 - **Rajgir Ropeway**
 - **Venuvan**

Logistics and Support:

The delegates were accommodated at the premium **Hotel Hyatt, Bodh Gaya**, and their trip was coordinated and assisted efficiently by Departmental Officers **Shri Sudhir Kumar, Shri Madan Kumar & Shri Mukund Verma** and Nodal Officer **Shri Keshri Kumar**, Assistant Director who ensured smooth facilitation and local hospitality throughout the tour.

For the esteemed delegates of the Mekong Ganga Cooperation, the Department of Tourism meticulously arranged comprehensive logistic and transport services. This included the provision of two luxury buses, commencing their journey from Varanasi. Upon their arrival in Varanasi, dedicated officers were on hand to extend a warm welcome and ensure a seamless boarding process.

The transportation itinerary concluded upon the delegates' safe arrival in Gaya. Throughout the entire road transit, the proactive support and coordination from the respective **District Administrations** were instrumental in guaranteeing the delegates' utmost safety, security, and a completely hassle-free travel experience. Their meticulous arrangements ensured smooth passage and effective oversight.

Appetite:

The Department of Tourism ensured the **Mekong Ganga Cooperation delegates** enjoyed delightful culinary experiences throughout their journey. We arranged for **appetizing food services** that reflected the rich flavors of the region, ensuring every meal was a memorable part of their visit. Our aim was to provide not just sustenance, but a taste of Bihar's vibrant gastronomic heritage along with their famous food.

Marketing:

The delegates of the Mekong Ganga Cooperation particularly appreciated their visit to Pattharkatti Village and the souvenir shop services provided by the Department.

This immersive experience offered them a unique glimpse into the region's rich artisanal heritage.

The delegates were reportedly most impressed by the exquisite craftsmanship displayed in the stone carving industry at Pattharkatti. Witnessing the intricate work firsthand and understanding the dedication of the local artisans was a highlight. The souvenir shop services were also highly commended for offering a diverse range of authentic, high-quality local crafts, allowing delegates to take home tangible memories of Bihar's artistic traditions. This aspect of their tour was widely praised for its cultural insight and support for local livelihoods.

Guides:

The Department of Tourism facilitated exceptional guide services for the Mekong Ganga Cooperation delegates throughout their entire journey. These professional guides were specifically chosen for their multilingual proficiency, crucially including the delegates' native languages, which greatly enhanced communication and understanding.

The delegates expressed profound appreciation for the guides' extensive knowledge of Bihar's rich history, culture, and attractions. Their ability to provide insightful commentary and contextual information in the delegates' preferred language was consistently lauded, significantly enriching the overall tour experience. This personalized approach to guidance was highly praised, contributing significantly to the success of the visit.

Impact and Observations:

- The Fam Tour generated **highly positive feedback** from the delegates, many of whom were impressed by the spiritual energy, improved infrastructure, and evolving hospitality ecosystem of Bihar.
- The immersive experiences and visits to Buddhist sites have opened new avenues for **cultural and spiritual tourism** from Ganga Mekong nations.
- There was an expressed **interest in developing new travel itineraries and packages** centered around Bodh Gaya, Nalanda, and Rajgir for international travelers.
- The program created significant **business visibility** for local **hoteliers, transport providers, and tour operators**, boosting confidence among stakeholders.

- Delegates acknowledged Bihar's **untapped tourism potential** and indicated willingness to promote the state in their respective markets as a key Buddhist destination.
- During the Ganga Mekong Fam Tour, the visiting delegates expressed deep appreciation for Bihar's rich spiritual and cultural heritage. They committed to actively promoting Bihar as a key Buddhist and cultural destination among tour organizers, travel operators, and within their respective countries.

Conclusion:

The Mekong Ganga Cooperation FAM Tour proved to be a milestone initiative in strengthening Bihar's tourism engagement with Southeast Asian Buddhist nations. It not only showcased Bihar's Buddhist circuit but also created a strong **business and cultural bridge**, leaving a lasting and favorable impression on the minds of international stakeholders.

Such focused international familiarization tours can play a vital role in positioning Bihar as a global spiritual destination, paving the way for enhanced tourist footfall, cultural exchange, and economic development in the region.
