MEMORANDUM OF UNDERSTANDING
Yamanashi Prefecture, Japan and the State of Uttar Pradesh, Republic of India on the Promotion of Exchange in the Field of Tourism

Yamanashi Prefecture, Japan and the State of Uttar Pradesh, Republic of India (hereinafter referred to as "**the Prefecture and the State**"), pursuant to the "Basic Agreement towards building a mutual beneficial relationship between the Department of Tourism, State of Uttar Pradesh, Republic of India and Yamanashi Prefecture, Japan" concluded on December 23, 2024 (hereinafter referred to as "**the Basic Agreement**"), and in order to promote international exchange and mutual understanding, hereby conclude this Memorandum of Understanding on the promotion of exchange in the field of tourism as follows.

A. PURPOSE

The purpose of this Memorandum is to promote concrete and effective exchange between the Prefecture and the State in the field of tourism, thereby contributing to thedeepening of mutual understanding and to the promotion of tourism.

B. AREAS OF COOPERATION

The Prefecture and the State shall cooperate with each other on the following matters.

1. Sharing of know-how and information on measures aimed at promoting tourism and attracting visitors.
2. Collaboration in the tourism promotion activities carried out by the Prefecture and the State.
3. Joint production and dissemination of dramas and other audio-visual works that convey the attractions of the Prefecture and the State.
4. Promotion of exchange between tourism operators and other related parties on both sides in order to deepen understanding of each other's tourism resources.
5. Publicity for tourism routes featuring the religious and cultural heritage of the Prefecture and the State, and promotion of mutual visitor exchange.
6. Promotion of Buddhist, Spiritual & Wellness tourism.
7. Joint promotion, where mutually agreed, of tourism routes, campaigns, exhibitions, seminars, digital content and other promotional activities.
8. Promotion of mutual awareness of the UNESCO World Heritage values of Fujisan—Sacred Place and Source of Artistic Inspiration in Japan and the Ancient Buddhist Site of Sarnath in Uttar Pradesh.
9. Any other matters that the Yamanashi Prefecture and the State deemed necessary to achieve the purpose of this Memorandum

ARTICLE 3: BEARING OF COSTS

Costs incurred in the implementation of this MoU shall be borne by the Prefecture and the State, respectively, in respect of the initiatives undertaken by each of them. However, where such a course is not considered appropriate, the matter shall be addressed and resolved through mutual consultation between the Yamanashi Prefecture and the State.

ARTICLE 4: POINTS OF CONTACT

- **Yamanashi Prefecture:** Tourism, Culture and Sports Department
- **State of Uttar Pradesh:** Department of Tourism, Secretariat Uttar Pradesh, India.

ARTICLE 5: NATURE OF THIS MEMORANDUM

This MoU shall not create any legally binding force, legal obligation orlegal right for the Prefecture and the State.

ARTICLE 6: PERIOD OF VALIDITY

1) This MoU shall come into effect on the date of its signature and shall remain valid for the duration of the Basic Agreement.
2) If, during the term of the Basic Agreement, either the Prefecture or the State wishes to terminate the cooperation under this MoU, it shall notify the other party no later than three (3) months prior to the desired date of termination.

ARTICLE 7: SETTLEMENT OF DIFFERENCES

Any difference arising from the interpretation or implementation of this Memorandum shall be settled amicably through consultation and/or negotiationbetween the Prefecture and the State.

IN WITNESS WHEREOF, the undersigned, being duly authorized, have signed this Memorandum of Understanding.

Done at **Lucknow** on **August 21, 2026**, in two (2) original copies in English, both texts being equally authentic and retained by two sides.

For Yamanashi Prefecture, Japan

小泉嘉透

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Director-General
Tourism, Culture and Sports Department

State of Uttar Pradesh, Republic of India

21/08/2026

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Director-General
Department of Tourism
Government of Uttar Pradesh