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Inter-State Disparities in Tourist Arrivals: An Analytical Study of the Braj Region of Uttar Pradesh and Rajasthan

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Abstract

The Braj region is one of India's most important religious and cultural landscapes, closely associated with the life and teachings of Lord Krishna. Extending across the states of Uttar Pradesh and Rajasthan, the region comprises numerous pilgrimage centres, sacred sites, temples, kunds, and hills that attract devotees from across the country. Despite sharing a common religious heritage, significant disparities exist in tourist arrivals between the Uttar Pradesh and Rajasthan segments of Braj. The present study examines these inter-state disparities through a comparative analysis of Mathura–Vrindavan in Uttar Pradesh and the Bharatpur Braj region in Rajasthan.

The study is based entirely on secondary data collected from official tourism statistics, government reports, tourism websites, and published literature. Comparative and percentage analyses have been employed to evaluate tourist arrivals and the contribution of both regions to their respective state tourism sectors. The findings reveal that Mathura–Vrindavan attracted approximately 90.08 million tourists in 2024, while the Bharatpur Braj region received about 2.11 million tourists. Furthermore, Mathura–Vrindavan contributed nearly 13.9 percent to Uttar Pradesh's tourism sector, whereas Bharatpur contributed only 0.91 percent to Rajasthan's tourism sector.

The study also finds that the Rajasthan segment of Braj possesses substantial religious tourism resources, including Kaman (Kamvan), Braj Char Dham, Gandhamadan Parvat, Jatari Dham, Vimal Kund, and Chaurasi Khamba. However, these destinations remain comparatively less visible and less promoted than the major pilgrimage centres of Mathura–Vrindavan. The research concludes that disparities in tourist arrivals are influenced not merely by the availability of religious attractions but also by destination branding, tourism promotion, institutional support, pilgrimage concentration, and visitor awareness. The study recommends the development of an integrated Braj tourism framework and enhanced promotion of Rajasthan Braj destinations to achieve more balanced regional tourism development.

Keywords: Braj Region, Religious Tourism, Tourist Arrivals, Mathura–Vrindavan, Bharatpur, Inter-State Disparities, Destination Branding.

1.Introduction

Tourism has emerged as one of the most significant sectors contributing to economic growth, employment generation, cultural preservation, and regional development. Among the various forms of tourism, religious tourism occupies a prominent position in India due to the country's rich spiritual heritage and diverse pilgrimage traditions. Millions of domestic and international tourists travel annually to religious destinations, making pilgrimage tourism an important component of the Indian tourism industry.

The Braj region represents one of India's most sacred cultural landscapes and is deeply associated with the life, teachings, and divine pastimes of Lord Krishna. Traditionally, Braj extends across parts of present-day Uttar Pradesh and Rajasthan and encompasses numerous pilgrimage centres, sacred forests, kunds, temples, hills, and sites connected with Krishna's childhood and spiritual activities. The region includes prominent destinations such as Mathura, Vrindavan, Govardhan, Barsana, and Nandgaon in Uttar Pradesh, as well as Kaman (Kamvan), Deeg, Jateri Dham, Gandhamadan Parvat, Braj Char Dham, Vimal Kund, Chaurasi Khamba, and other sacred sites in Rajasthan.

Among these destinations, Mathura–Vrindavan has emerged as one of the most visited religious tourism centres in India. The region attracts millions of pilgrims annually due to its association with Shri Krishna Janmabhoomi, Banke Bihari Temple, Prem Mandir, and Govardhan Parvat. According to Hindu religious traditions, Govardhan Parvat occupies a special place in the hearts of devotees because Lord Krishna lifted the hill to protect the people of Braj from the wrath of Indra. Consequently, Govardhan Parikrama has become one of the most important pilgrimage practices in the country, attracting devotees throughout the year.

On the other hand, the Rajasthan segment of Braj also possesses significant religious and cultural importance. Kaman (Kamvan), one of the principal forests of Braj, is associated with numerous Krishna leelas and forms an integral part of the Braj Chaurasi Kos Yatra. Similarly, Gandhamadan Parvat, Jatari Dham, Braj Char Dham, Vimal Kund, Chaurasi Khamba, Bhojan Thali, and Kamleshwar Mahadev Temple are important pilgrimage destinations that contribute to the spiritual identity of Rajasthan Braj. Religious traditions suggest that these sites are closely linked with Krishna devotion and the broader sacred geography of Braj.

Despite sharing a common religious heritage and possessing numerous sacred attractions, significant disparities exist in tourist arrivals between the Uttar Pradesh and Rajasthan segments of Braj. Recent tourism statistics indicate that Mathura–Vrindavan attracts substantially higher tourist arrivals than the Bharatpur Braj region. This disparity is particularly noteworthy because the Rajasthan segment of Braj possesses considerable religious tourism potential but has not achieved a comparable level of tourist recognition and visitation.

One possible explanation for this difference lies in the varying levels of destination branding, tourism promotion, institutional support, and pilgrimage concentration. Uttar Pradesh has established a dedicated Krishna-Braj Circuit and created the Uttar Pradesh Braj Teerth Vikas Parishad to promote and develop Braj tourism. Furthermore, Mathura–Vrindavan enjoys strong national and international visibility through major religious festivals, pilgrimage circuits, and tourism campaigns. In contrast, although Rajasthan Braj contains several important sacred destinations, its representation within tourism promotion frameworks appears comparatively limited.

Against this background, the present study seeks to examine the inter-state disparities in tourist arrivals within the Braj region through a comparative analysis of Mathura–Vrindavan in Uttar Pradesh and the Bharatpur Braj region in Rajasthan. The study aims not only to compare tourist arrivals but also to explore the broader factors responsible for these disparities, including religious significance, tourism branding, institutional support, visitor awareness, and destination promotion. By doing so, the study contributes to a better understanding of regional tourism development and provides policy recommendations for achieving more balanced and integrated tourism growth across the entire Braj region.

2.Literature Review

Nimesh and Mishra (2024) examined the role of pilgrimage tourism in promoting rural development and livelihood generation in Mathura and Vrindavan of the Braj region. The study adopted a mixed-methods approach using primary data collected through 250 structured questionnaires and 30 in-depth interviews with local stakeholders, along with secondary data from government reports and tourism statistics. The findings revealed that pilgrimage tourism generated more than 30,000 direct and indirect employment opportunities in 2023 and significantly contributed to the growth of micro-enterprises such as homestays, guide services, and women's self-help groups. The study also highlighted improvements in infrastructure, particularly in road connectivity and sanitation facilities. However, challenges such as seasonal employment, environmental degradation, and infrastructural disparities were identified. The authors concluded that pilgrimage tourism can serve as an effective catalyst for rural development in the Braj region when supported by integrated planning, community participation, and sustainable tourism policies.

Khanna and Kaushal (2025) evaluated the economic impact of the Brij Raj Mahotsav, a major cultural and religious event in Mathura, on the local hospitality sector. The study focused on transport service providers and examined key indicators such as revenue generation, customer volume, staffing patterns, and business perceptions during the event period. Data were collected through structured responses from local transport businesses. The findings revealed a moderate increase in revenue and customer traffic for most operators during the festival, although the majority did not introduce special services or recruit additional staff. Respondents identified inadequate road infrastructure and insufficient logistical coordination as major challenges affecting business operations. Despite these constraints, the overall perception of the event remained positive, indicating its significant contribution to local economic activity. The study concluded that mega cultural events such as Brij Raj Mahotsav have the potential to stimulate economic growth in tourism-dependent regions, provided that infrastructure development and sector-specific planning are strengthened to maximize their benefits.

Sharma (2021) studied the impact of overtourism on the local community in Mathura and Vrindavan. The study found that excessive tourist inflow creates pressure on the environment, infrastructure, and socio-cultural life of residents. While tourism generates economic opportunities, it also leads to overcrowding and environmental challenges. The author emphasized the need for sustainable tourism planning and effective management to balance tourism growth with community well-being.

Jain (2026) examined the impact of tourism and globalisation on the Braj region, including Mathura, Vrindavan, Govardhan, and Barsana. Using survey and interview data, the study found that increasing tourism and global influences have significantly transformed the cultural, social, and religious landscape of Braj. The findings revealed changes in traditional practices and the growing commercialization of sacred spaces. The author concluded that tourism and globalisation have led to cultural hybridisation, creating both opportunities and challenges for preserving Braj's religious and cultural heritage.

Tater, Toor, Surana, and Chandra (2024) examined the role of sacred eco-heritage sites in preserving traditional knowledge systems in the Braj region. The study found that sacred landscapes, water bodies, forests, and other ecological resources have historically contributed to the conservation of cultural and ecological knowledge. However, rapid urbanization, encroachment, and the loss of natural features such as kunds, wetlands, and forests pose significant threats to this heritage. The authors concluded that protecting sacred eco-heritage sites is essential for preserving Braj's traditional knowledge systems, cultural values, and ecological sustainability.

Agrawal, Goyal, and Singh (2016) conducted a SWOT analysis of tourism in Mathura to assess its attractiveness among domestic and foreign tourists. The study identified Mathura's rich religious and cultural heritage as a major strength, while infrastructural and management issues were recognized as weaknesses. It also highlighted opportunities for tourism growth and potential threats that could affect the destination's

competitiveness. The authors concluded that effective planning and addressing existing shortcomings are essential for enhancing Mathura's tourism potential and attracting more visitors.

Maheshwari and Singh (2024) examined the sustainability dimensions of religious tourism in Mathura-Vrindavan. Using data collected from 245 tourists, the study analyzed the effects of accommodation, accessibility, and tourist attractions on environmental, socio-cultural, and economic sustainability. The findings revealed that religious tourism creates economic opportunities but also raises environmental and management challenges. The authors concluded that sustainable planning and effective destination management are essential for the long-term development of religious tourism destinations.

Kapoor and Chakraborty (2021) examined the significance of the Parikrama circuit in Mathura and its role in preserving the city's heritage, culture, and tourism potential. The study highlighted that Parikrama has evolved from a purely religious practice to an activity that also contributes to tourism and the local economy. The authors emphasized the need for planned development and revitalization of the Parikrama circuit to protect Mathura's unique historical and cultural identity while promoting sustainable tourism development.

3. Research Gap

Existing studies have extensively examined religious tourism in Mathura–Vrindavan and the broader Braj region. However, limited research has focused on the Rajasthan segment of Braj, including Kaman, Deeg, Gandhamadan Parvat, Jatari Dham, and Braj Char Dham. Furthermore, very few studies have conducted a comparative analysis of tourist arrivals between the Uttar Pradesh and Rajasthan segments of Braj. The role of destination branding, tourism promotion, and institutional support in creating these disparities has also received limited attention. Therefore, the present study attempts to fill this gap by comparing tourist arrivals and tourism development patterns in Mathura–Vrindavan and the Bharatpur Braj region.

4.Objectives of the Study

- To compare tourist arrivals in Mathura–Vrindavan and the Bharatpur Braj region.
- To examine the contribution of both regions to their respective state tourism sectors.
- To identify factors responsible for inter-state disparities in tourist arrivals.
- To suggest measures for balanced tourism development in the Braj region.

5.Research Methodology

The present study is descriptive and analytical in nature and is based entirely on secondary data. The study examines inter-state disparities in tourist arrivals between Mathura–Vrindavan in Uttar Pradesh and the Bharatpur Braj region in Rajasthan.

5.1 Sources of Data

The study relies on secondary data collected from:

- Uttar Pradesh Tourism Department reports

- Rajasthan Tourism Department reports

- Ministry of Tourism publications

- Official tourism websites

- Government documents and reports

- Research articles, books, and related literature

5.2 **Study Area**

The study focuses on two important segments of the Braj region:

- Mathura–Vrindavan (Uttar Pradesh)

- Bharatpur Braj Region including Kaman (Kamvan), Deeg, Jatari Dham, Gandhamadan Parvat, and Braj Char Dham (Rajasthan)

5.3 **Data Analysis Techniques**

The collected data have been analyzed using:

- Comparative Analysis

- Percentage Analysis

- Tabular Analysis

- Bar Diagrams

- Pie Charts

5.4 **Scope of the Study**

The study compares tourist arrivals, contribution to state tourism, religious tourism resources, tourism branding, and institutional support in the selected regions. The analysis aims to identify the factors responsible for disparities in tourist arrivals within the Braj region and to suggest measures for balanced tourism development.

6. Analysis and Discussion

6.1 Tourist Arrivals Comparison

To examine inter-state disparities in tourist arrivals, a comparison was made between Braj region in Uttar Pradesh and the Bharatpur Braj region in Rajasthan.

Table 1: Tourist Arrivals in 2024

Region	Tourist Arrivals
Uttar Pradesh Braj Region	90,081,788
Rajasthan Braj Region	2,108,810

Interpretation

The data indicate a substantial disparity in tourist arrivals between the two regions. Mathura–Vrindavan attracted approximately 90.08 million tourists in 2024, whereas the Bharatpur Braj region received only about 2.11 million tourists. The findings suggest that the Uttar Pradesh segment of Braj attracts significantly more visitors than the Rajasthan segment.

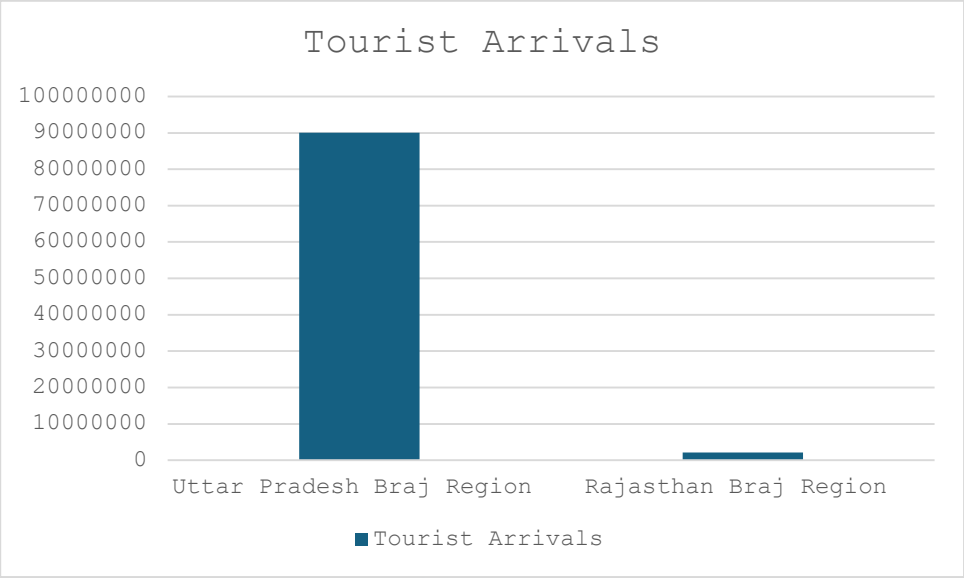


Figure 6.1

Description: Figure 6.1 shows that the Mathura Braj Region attracts significantly more tourists than the Bharatpur Braj Region.

6.2 Contribution to State Tourism

The contribution of both regions to their respective state tourism sectors was calculated to assess their relative importance.

Table 2: Share in State Tourism (2024)

Region	State Tourist Arrivals	Regional Tourist Arrivals	Share (%)
Uttar Pradesh Braj Region	649,076,213	90,081,788	13.9
Rajasthan Braj Region	232,156,605	2,108,810	0.91

Interpretation

The results show that Mathura–Vrindavan contributes approximately 13.9 percent to Uttar Pradesh tourism, whereas Bharatpur contributes only 0.91 percent to Rajasthan tourism. This highlights the stronger tourism position of Mathura–Vrindavan within its respective state.

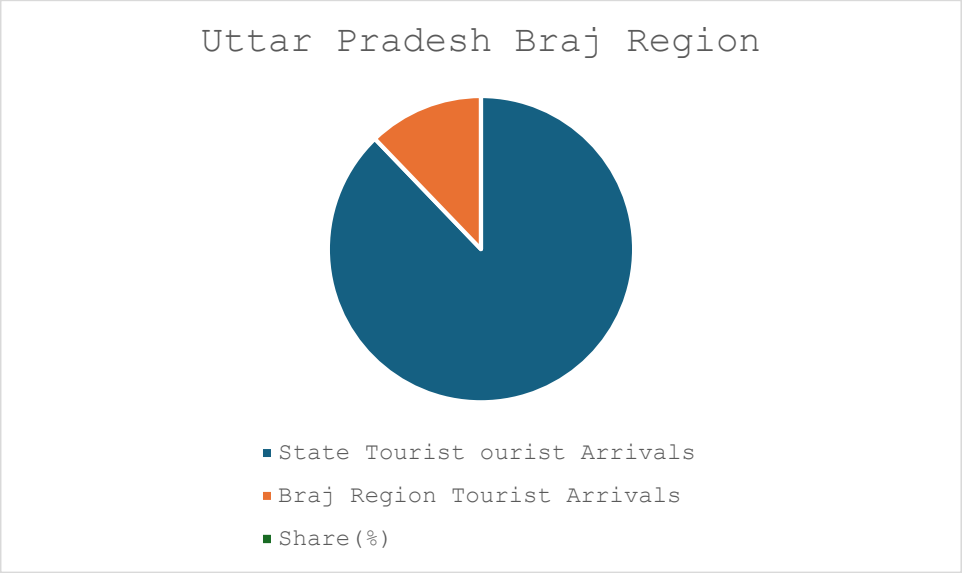


Figure 6.2.1

Description: Figure 6.2.1 indicates that Mathura–Vrindavan contributes about 13.9% to Uttar Pradesh's total tourist arrivals.

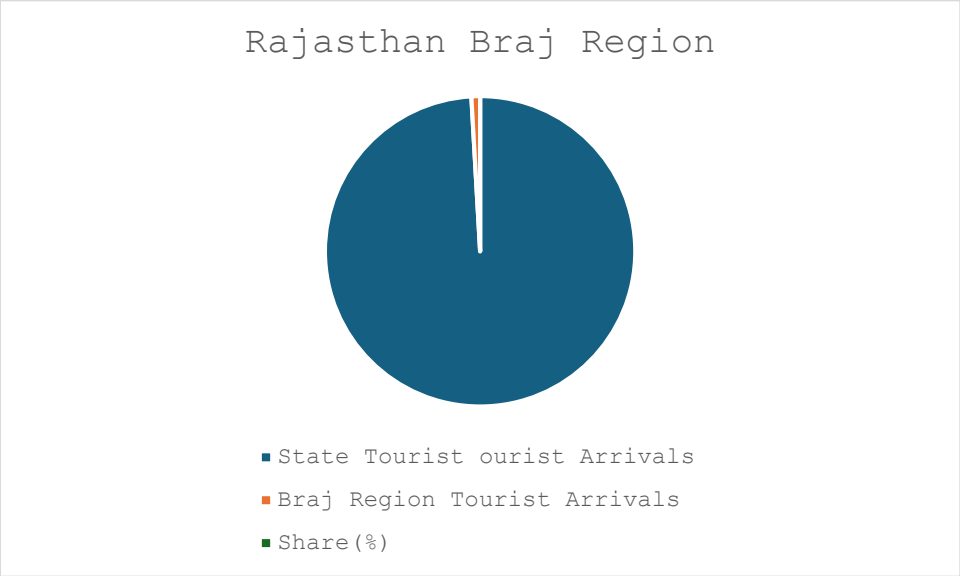


Figure 6.2.2

Description: Figure 6.2.2 shows that the Bharatpur Braj Region contributes about 0.91% to Rajasthan's total tourist arrivals.

6.3 **Religious Tourism Potential Comparison**

- Religious tourism is one of the most important factors influencing tourist arrivals in the Braj region. Both the Uttar Pradesh and Rajasthan segments of Braj possess numerous sacred sites associated with Lord Krishna and the Braj pilgrimage tradition. However, despite sharing a common religious heritage, considerable differences exist in their tourism performance.
- Mathura–Vrindavan represents the core sacred geography of Braj and contains some of the most revered pilgrimage destinations in Hinduism, including Shri Krishna Janmabhoomi, Banke Bihari Temple, Prem Mandir, Radha Raman Temple, and Govardhan Parvat. Among these, Govardhan Parvat

occupies a particularly important place in Hindu religious traditions. According to popular belief, Lord Krishna lifted Govardhan Hill on his little finger to protect the people of Braj from the wrath of Indra. As a result, Govardhan is regarded as a symbol of divine protection and devotion. The Govardhan Parikrama attracts millions of pilgrims every year and significantly contributes to the tourism prominence of the Mathura region.

- Similarly, the Rajasthan segment of Braj also possesses several sacred destinations of considerable religious significance. Kaman (Kamvan), one of the principal forests of Braj, is associated with numerous Krishna leelas and forms an important part of the Braj Chaurasi Kos Yatra. The region also includes Braj Char Dham, Vimal Kund, Chaurasi Khamba, Bhojan Thali, Kamleshwar Mahadev Temple, Jatari Dham, and Gandhamadan Parvat.
- Gandhamadan Parvat, located near Jatari Dham, occupies an important place in local Braj traditions. According to religious beliefs, Lord Krishna manifested sacred pilgrimage sites in this region to fulfill the desire of Nanda Baba and Yashoda to undertake pilgrimage. The area is also associated with Sanakadi Rishis and Devarshi Narada. Likewise, Braj Char Dham in Kaman is considered a unique pilgrimage circuit that symbolically represents the four sacred dhams within the Braj region itself.
- The comparison reveals that the Rajasthan segment of Braj is not lacking in religious or cultural attractions. On the contrary, it possesses substantial pilgrimage resources and several sites of historical and spiritual importance. However, these destinations have not achieved the same level of popularity, visibility, and recognition as Mathura–Vrindavan and Govardhan.
- Therefore, the disparity in tourist arrivals cannot be explained solely by religious significance. While both regions possess sacred attractions associated with Lord Krishna, the Mathura–Vrindavan region enjoys greater public awareness, stronger pilgrimage traditions, wider destination branding, and higher tourism visibility. In contrast, many important destinations of Rajasthan Braj remain comparatively under-promoted and less familiar to the general public.

The findings suggest that Rajasthan Braj possesses significant but underutilized religious tourism potential. Greater promotion of Kaman, Gandhamadan Parvat, Braj Char Dham, Jatari Dham, and other associated sites could contribute to increasing tourist arrivals and reducing inter-state disparities within the Braj region.

6.4 Tourism Branding and Institutional Support

- Tourism branding and institutional support play a crucial role in influencing tourist arrivals and destination popularity. Effective branding enhances destination visibility, strengthens visitor awareness, and contributes to the overall growth of tourism. The comparison between the Uttar Pradesh and Rajasthan segments of Braj indicates notable differences in tourism promotion and institutional support.
- In Uttar Pradesh, Braj tourism has been provided with a distinct identity through the development of the Krishna-Braj Circuit. The official tourism framework of the state recognizes Braj as a separate tourism circuit and promotes destinations such as Mathura, Vrindavan, Govardhan, Barsana, Nandgaon, Gokul, and Baldev under a unified tourism brand. This approach has helped strengthen the visibility of Braj tourism at both national and international levels.
- Furthermore, the establishment of the Uttar Pradesh Braj Teerth Vikas Parishad has provided dedicated institutional support for the preservation, promotion, and development of Braj heritage. The Parishad has undertaken various initiatives related to infrastructure development, pilgrimage facilities, beautification projects, cultural preservation, and tourism promotion. Such institutional mechanisms have contributed significantly to enhancing the tourism appeal of the region.

- In contrast, although Rajasthan possesses important Braj destinations such as Kaman, Deeg, Gandhamadan Parvat, Jatari Dham, Braj Char Dham, Vimal Kund, and Chaurasi Khamba, these destinations do not appear to enjoy a similar level of dedicated branding within the state's tourism framework. The absence of a clearly identifiable Rajasthan Braj tourism circuit may limit the visibility of these destinations among potential visitors.
- The comparative analysis suggests that tourism performance is influenced not only by the availability of attractions but also by how effectively destinations are promoted and managed. The strong branding of the Krishna-Braj Circuit and the institutional support provided through the Braj Teerth Vikas Parishad have strengthened the tourism position of Mathura–Vrindavan. Conversely, the relatively lower visibility of Rajasthan Braj destinations may contribute to lower tourist arrivals despite their considerable religious and cultural significance.
- Therefore, the study indicates that tourism branding, destination marketing, and institutional support are important factors responsible for the observed inter-state disparities in tourist arrivals within the Braj region. Strengthening these aspects in Rajasthan Braj could significantly enhance its tourism performance and contribute to more balanced regional tourism development.

7.Findings of the Study

The major findings of the study are as follows:

1. Significant inter-state disparities exist in tourist arrivals between the Uttar Pradesh and Rajasthan segments of the Braj region.
2. In 2024, Mathura–Vrindavan received approximately 90.08 million tourists, whereas the Bharatpur Braj region received about 2.11 million tourists, indicating a substantial difference in tourism performance.
3. Mathura–Vrindavan contributed nearly 13.9 percent to Uttar Pradesh's total tourist arrivals, while the Bharatpur Braj region contributed only 0.91 percent to Rajasthan's tourism sector.
4. Both regions possess important religious and cultural attractions associated with Lord Krishna and the Braj tradition. However, tourist arrivals remain highly uneven despite this shared heritage.
5. The Rajasthan segment of Braj contains several significant pilgrimage destinations, including Kaman (Kamvan), Braj Char Dham, Gandhamadan Parvat, Jatari Dham, Vimal Kund, Chaurasi Khamba, Bhojan Thali, and Kamleshwar Mahadev Temple, indicating substantial religious tourism potential.
6. Govardhan Parvat enjoys widespread religious recognition and attracts millions of pilgrims annually, whereas Gandhamadan Parvat and other sacred sites of Rajasthan Braj remain comparatively less known among visitors despite their religious significance.
7. Tourism branding and destination visibility play an important role in influencing tourist arrivals. The Krishna-Braj Circuit and other promotional initiatives have strengthened the tourism position of Mathura–Vrindavan.
8. Dedicated institutional support through the Uttar Pradesh Braj Teerth Vikas Parishad has contributed to the promotion and development of Braj tourism in Uttar Pradesh.
9. The comparatively lower visibility and promotion of Rajasthan Braj destinations appear to be important factors contributing to lower tourist arrivals.
10. The study indicates that disparities in tourist arrivals are influenced not only by religious significance but also by destination branding, tourism promotion, institutional support, visitor awareness, and pilgrimage concentration.,

8.Suggestions

Based on the findings of the study, the following suggestions are proposed to reduce inter-state disparities in tourist arrivals within the Braj region:

1. A comprehensive and integrated Braj Tourism Circuit should be developed linking Mathura, Vrindavan, Govardhan, Barsana, Nandgaon, Kaman, Deeg, Jatari Dham, Gandhamadan Parvat, and Braj Char Dham.
2. Rajasthan Tourism should establish a dedicated Rajasthan Braj Circuit to provide a distinct identity to Braj destinations located within the state.
3. Greater promotional efforts should be undertaken to increase awareness of important Rajasthan Braj destinations such as Kaman, Gandhamadan Parvat, Jatari Dham, Vimal Kund, Chaurasi Khamba, and Braj Char Dham.
4. Digital marketing campaigns, tourism websites, social media platforms, and promotional materials should highlight the religious significance of Rajasthan Braj destinations.
5. Tourism infrastructure, including roads, signage, parking facilities, accommodation, sanitation, and visitor information centres, should be further strengthened in the Rajasthan segment of Braj.
6. Joint tourism festivals and cultural events involving both Uttar Pradesh and Rajasthan should be organized to promote the Braj region as a unified spiritual and cultural destination.
7. Pilgrimage circuits such as the Braj Chaurasi Kos Yatra should be promoted more effectively to encourage tourists to visit both the Uttar Pradesh and Rajasthan segments of Braj.
8. Greater collaboration between the tourism departments of Uttar Pradesh and Rajasthan should be encouraged for integrated tourism planning and destination management.
9. Research, documentation, and interpretation of lesser-known sacred sites such as Gandhamadan Parvat and Jatari Dham should be strengthened to improve visitor awareness and destination visibility.
10. Special efforts should be made to develop Rajasthan Braj as a complementary pilgrimage destination to Mathura–Vrindavan, thereby ensuring more balanced and sustainable tourism development across the entire Braj region.

9.Conclusion

- The present study examined the inter-state disparities in tourist arrivals between Mathura–Vrindavan in Uttar Pradesh and the Bharatpur Braj region in Rajasthan. The findings reveal significant differences in tourism performance despite both regions sharing a common cultural, historical, and religious heritage associated with Lord Krishna and the Braj tradition.
- The analysis showed that Mathura–Vrindavan attracts substantially higher tourist arrivals and contributes a significantly larger share to its state's tourism sector than the Bharatpur Braj region. The study further revealed that Rajasthan Braj possesses several important religious and cultural attractions, including Kaman (Kamvan), Braj Char Dham, Gandhamadan Parvat, Jatari Dham, Vimal Kund, Chaurasi Khamba, Bhojan Thali, and Kamleshwar Mahadev Temple. These destinations hold considerable spiritual significance and form an integral part of the Braj cultural landscape.
- However, the study found that the disparity in tourist arrivals cannot be explained solely by the availability of religious attractions. Factors such as destination branding, tourism promotion, institutional support, pilgrimage concentration, infrastructure development, and visitor awareness play a crucial role in influencing tourist flows. The existence of the Krishna-Braj Circuit and the Uttar Pradesh Braj Teerth Vikas Parishad has contributed significantly to enhancing the visibility and

attractiveness of Mathura–Vrindavan, whereas similar promotional and institutional mechanisms are less evident in the Rajasthan segment of Braj.

- The study concludes that Rajasthan Braj possesses substantial but underutilized tourism potential. With appropriate branding, improved infrastructure, stronger promotional efforts, and better integration into the broader Braj pilgrimage circuit, destinations such as Kaman, Gandhamadan Parvat, Jatari Dham, and Braj Char Dham can attract a larger number of visitors.
- Therefore, a coordinated and integrated approach involving both Uttar Pradesh and Rajasthan is essential for achieving balanced and sustainable tourism development across the Braj region. Such efforts would not only help reduce inter-state disparities in tourist arrivals but also contribute to the preservation and promotion of the shared cultural and spiritual heritage of Braj.

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