

International Interdisciplinary Conference
On
“Road Map for the Development of Eco-Tourism in
and around Santiniketan & Birbhum”

23rd - 25th March 2018



Shri Anirban Sircar
Assistant Registrar &
In charge Public Relations
Visva-Bharati Santiniketan
Email: sircar.anirban@gmail.com
Mobile No: +91 7063398175
+91 9474084109

Organised by:
PUBLIC RELATIONS OFFICE
VISVA-BHARATI
(A Central University)
SANTINIKETAN-731235,
WEST BENGAL, INDIA

SANTINIKETAN - THE VENUE OF INTERNATIONAL INTERDISCIPLINARY CONFERENCE

Santiniketan (Abode of Peace) is the place where Visva-Bharati, now a Central University of national and international repute, was originally initiated by Rabindranath Tagore as a unique institution of learning. The immortal poet who viewed environment as a part of very existence of human civilization and always believed in sustainable ecological development. Located in Birbhum district of West Bengal, about 165 km from the city of Kolkata, Santiniketan can be reached by road / railways. The nearest International airport is Netaji Subhas Chandra Bose International Airport about 20 km from Howrah Railway Station connected by regular public transport services. There are two other railway stations in the city (i.e. Sealdah and Kolkata located very near to Howrah). For the delegates from north-eastern states, from New Jalpaiguri (NJP) station located in North Bengal a number of trains are available.

FOCAL THEME

Rabindranath Tagore once said “The traveller has to knock at every alien door to come to his own, and one has to wander through all the outer worlds to reach the innermost shrine at the end.”

Rabindranath Tagore (1861-1941) was a towering figure in India’s intellectual and cultural landscape. He was not only a writer, artist, music composer and a philosopher but also a wanderer. He travelled to more than 34 countries in his lifetime and these travels left a deep impact on him. All his life, Tagore wanted to delve into the society and politics, and had an unyielding interest and curiosity about the lives of people in different parts of the world – that made him the globetrotter he was. His thoughts and philosophies were shaped by his experiences and the luminaries he met, while he had his own share of impact on those he met. Tourism can bring many economic and social benefits, particularly in rural areas .West Bengal is known as the cultural capital of India. It has vast physical as well as cultural diversities that can draw considerable number of tourists from home as well as abroad. But, unfortunately West Bengal could not develop itself up to its level and thus other states of India drawing greater number of tourists than West Bengal. West Bengal draws only about 3% of domestic tourists and 6% of foreign tourists of India.

Santiniketan is located in the Birbhum district of West Bengal. The

district has a host of traditional temples which have heritage value and also unique architecture. Temples like the one at “Tarapith” is of special mention. The Shantiniketan campus is adorned by splendid sculptures, frescoes, murals, and paintings of Rabindranath, Nandalal Bose, Ramkinkar, Binodbehari Mukhopadhyay, and others. It attracts about 10,000 tourists throughout the year but during some special occasion it reaches more than lakh tourists from across India and abroad.

Birbhum District, where Santiniketan is located, is also famous for its fairs and festivals like Poush Mela (December), Joydev Mela (January), Basanta Utsav (Holi) in March and the famous mystic Baul Singers.

Birbhum district has all the potential to develop agro Tourism. This is one of the modern forms of tourism and offers an alternative to improve quality of life of rural society; generate revenues especially to the farmers and village people; contributes to the process preservation of biodiversity, culture and regional development.

A tourism circuit around Tarapith, Bakreswar, Kendua and Santiniketan needs to be developed and thrust should be on heritage protection. Overall tourism infrastructure in these places should be reinforced. It is high time to develop eco-tourism in PPP mode in different places and develop heritage tourism in this region.

Rabindra Nath Tagore, the founder of Visva-Bharati embodied the vision of a global village. The motto of the University – “**Yatra Visvam Bhavatyekanidam**” – where the World makes its home in a single nest. Thus, there is a need to give a new dimension to this place organising this International Conference, which will focus its perspective, Santiniketan and its neighbourhood requires to be developed not just into a tourist destination, but a vibrant space for interaction among people from all over the globe.

SUB THEMES

1. Tagore heritage in Bengal (their art, culture food etc).
2. The heritage of Santiniketan in the cultural ethos of India
3. History of Visva-Bharati as an Institution
4. Interface of Santiniketan and Sriniketan in contemporary society
5. Identifying the resources in Birbhum (example the handloom and cottage industry i.e. the local *Tantis*)
6. Tracing the historical monuments around Birbhum
7. The Rivers in Birbhum
8. The Soil of Birbhum
9. Showcasing the multifaceted heritage through a properly worked out strategies.
10. Familiarizing of Santiniketan heritage through multiple technical devices in collaboration with Indian Railways & National Highway Authority of India.

11. Reviewing & identifying the infrastructural requirements: **“Within Santiniketan & its neighborhood”**.
12. Revisiting Signage
 - Relooking the Landscape, water bodies at Santiniketan.
 - Identifying Santiniketan heritage.
 - Light & Sound show on Santiniketan.
 - Development of biodegradable toilet system in conformity with the Landscape.
 - Planning an authentic cuisine for Santiniketan which is integral with Tagore tradition.
 - Planning, designing souvenir for Santiniketan.
 - Vision for the Museums in Santiniketan: “Vision for showcasing the open air sculpture & murals in Santiniketan”.
13. Tagore Tourism & Santiniketan.
14. Tourism beyond Santiniketan.

ORGANISING COMMITTEE

Vice-Chancellor	Chief Patron
Registrar	Patron
Prof. Amrit Sen	Chairman
Shri Anirban Sircar	Organising Secretary
Dr. Avijit Banerjee	Convener
Shri Malay Sutradhar	Treasurer
1. Prof. V.C. Jha 2. Prof. N.C. Mondal 3. Prof. Gautam Sengupta 4. Prof. Nirmalya Banerjee 5. Dr. Dheeman Bhattacharyya 6. Dr. Mahasweta Nandi 7. Dr. Biswajit Roy 8. Dr. Soma Mukhopadhyay 9. Dr. Prasenjit Saha 10. Dr. Jyoti Ratan Ghosh 11. Dr. Bhaskar Das 12. Dr. Prashant Meshram 13. Dr. Sumit Basu 14. Shri Chandan Kumar Das 15. Shri Daibaki Nandan Das 16. Shri Bratin Roy 17. Shri Utpal Hazra 17. Shri Abbasuddin Mullick	Member



REGISTRATION

Interested participants are requested to register by sending the registration form [downloadable from the website] duly filled along with the registration fee to the Organising Secretary by March 10, 2018.

Participant	INR
Participants	500
Accompanying Person	400 (Without Seminar Kit)
Research Fellow/ Students/ (Presenting Papers)	500

The fee should be paid by demand draft drawn from any nationalised bank in favour of “**Accounts Officer, Visva-Bharati**” payable at Santiniketan.

Delegates who require accommodation are advised to arrange their accommodation at Santiniketan consulting hotel/lodge website directly. However the delegates wishing to book their accommodation through the Organising Committee should convey their requirement and pay the accommodation charge along with registration fee, as instructed in the registration form. The organising committee will arrange their accommodation based on its availability (first come first serve basis).

Accommodation may be available in the University Guest Houses as well as in Hotels. Information about the accommodation at University Guest Houses are given below.

UNIVERSITY GUEST HOUSE

Name of University Guest House (GH)	Single Bedded		Double Bedded		Triple Bedded		Four Bedded		Six Bedded Dormitory (Per Bed)		Sixteen Bedded Dormitory (Per Bed)	
	AC	Non AC	AC	Non AC	AC	Non-AC	AC	Non-AC	AC	Non-AC	AC	Non-AC
Purbapally Guest House	-	200	850	-	900	400	950	500	-	100	-	100
SAIL Guest House	500	-	800	-	-	-	-	-	-	-	-	-
Sriniketan Guest House	-	-	-	-	-	-	1000	-	-	-	-	-
International Guest House	-	-	-	300	-	-	-	-	-	-	-	100

IMPORTANT DATES

Submission of Abstract	25 th Feb. 2018
Acceptance of Abstract	28 th Feb. 2018
Sending Registration fee with full paper	10 th Mar. 2018
Mail address for sending abstract	sircar.anirban@gmail.com

Note: Word limit for the abstract is preferably 250 words typed in Times New Roman and in 12 font size. No abstract will be published in abstract volume without the receipt of the registration fee before 10.03.2018.

CONTACT PERSON

Shri Anirban Sircar Organising Secretary	Public Relations Office, Visva-Bharati, Santiniketan- 731235, E-mail: sircar.anirban@gmail.com M: +91 9474084109
Dr. Avijit Banerjee, Convener	Department of Chinese Language and Culture, Visva-Bharati, Santiniketan 731235, E-mail: avijitchinese@gmail.com M: +91 9434210858

EXHIBITION

An exhibition of tourism departments, travel agents, hospitality Institutes, hotels and related service providers will be organized during the Seminar at the Exhibition Site to encourage interested companies to display/demonstrate their products and services which would be useful to promote tourism. The exhibition will be open to the Seminar delegates as well as general public visiting Seminar Venue at Visva-Bharati (A Central University), Santiniketan, West Bengal. The stalls would be allotted a first cum first serve basis.

Stalls of size 8' X 8' and 12' X 8' will be available. The Charges for all the days of the Seminar (March 23-25th) would be ' 20,000/- for 8' X 8' stalls and ' 30,000/- for 12' X 8' stalls (Negotiable). As there is limited space, the vendors are requested to book early to avoid disappointment. The stalls would be available to the vendors from the evening of March 22, 2018. The booking form duly filled in along with the requisite payment in the form of a demand draft drawn in favour of Accounts Officer, Visva-Bharati payable at Santiniketan should be sent to the Organising Secretary at the

address given overleaf so as to reach him before February 28, 2018. The booking request for exhibition stalls will not be confirmed without due payment through a demand draft.

SOUVINER-CUM-ABSTRACTS

A souvenir containing abstract and other valuable material will be brought out and released at the inaugural function.

Interested companies can exploit the presence of august gathering during the conference by publishing their advertisements in the souvenir at the rates given below:

I. Back Cover (Colour)	20,000/-
II. Front/ Back inner cover (Colour)	15,000/-
III. Facing Front/ Back inner cover (Colour)	20,000/-
IV. Full page (Colour)	25,000/-
V. Full page (Black & White)	10,000/-
VI. Half page (Black & White)	5,000/-

Interested organization/ institutions/ companies may book space by sending their advertisements material in ready to print (colour separates) form in both hard and soft copies along with requisite payment in the form of demand draft from any nationalized bank in favour of '**Accounts Officer, Visva-Bharati**' payable at Santiniketan.



PROGRAMME

Date	Time (hrs.)	Subject
DAY ONE	10:00 – 11:30 hrs	Inauguration
	11:30 – 11:45 hrs.	Tea Break
	11:45 – 12:30 hrs	Tagore heritage in Bengal (their art, culture food etc)
	12:35 – 13:15 hrs.	The heritage of Santiniketan in the cultural ethos of India
	13:15 – 14:15 hrs.	Lunch Break
	14:15 – 15:15 hrs.	History of Visva-Bharati as an Institution
	15:15 – 16:15 hrs.	Interface of Santiniketan and Sriniketan in contemporary society
	16:15 – 16:30 hrs.	Tea Break
	16:30 -17:30 hrs.	Identifying the resources in Birbhum (example the handloom and cottage industry i.e. the local Tantis)
	18:00-19:30 hrs.	Cultural Programme
DAY TWO	09:55 – 10:35 hrs.	Technical Sessions
	10:35 – 11:15 hrs.	Technical Sessions
	11:20 – 12:15 hrs.	Planning an authentic cuisine for Santiniketan which is integral with Tagore tradition
	12:15 – 12:30 hrs.	Tea Break
	12:30 – 13:10 hrs.	Tracing the historical monuments around Birbhum
	13:10 – 14:00 hrs.	Lunch Break
	14:00 – 14:50 hrs.	Familiarizing of Santiniketan heritage through multiple technical devices in collaboration with Indian Railways & National Highway Authority of India
	15:00– 17:00 hrs.	PANEL DISCUSSION: Reviewing & identifying the infrastructural requirements: “Within Santiniketan & its neighborhood”.
	17:00 -17:50 hrs.	Ecotourism and its effects on native populations

	17:50 – 18:00 hrs.	Tea Break
	18:00-19:30 hrs.	Cultural Programme
DAY THREE	09:55 – 10:35 hrs.	Financing Sustainability Initiatives: Strategies for Tourism Businesses
	10:35 – 11:15 hrs.	Cost Effective Approaches to Marketing and Operating Sustainable Tourism Experiences
	11:20 – 12:15 hrs.	Sustainable Planning and Design of Tourism Facilities and Destinations
	12:15 – 12:30 hrs.	Tea Break
	12:30 – 13:10 hrs.	Tourism's Role in Supporting Community Well-Being: Feeding Families, Educating Children and Improving Healthcare
	13:10 – 14:00 hrs.	Lunch Break
	14:00 – 14:50 hrs.	Ecotourism as a Tool for Sustainable Community Development
	15:00– 17:00 hrs.	PANEL DISCUSSION: Gender and Tourism: How Can Tourism Empower Women and Promote Gender Equality
	17:00 -17:30 hrs.	Valedictory & Award Ceremony



TRAIN CONNECTIVITY FOR BOLPUR-SANTINIKETAN**Howrah to Bolpur Santiniketan**

Train No.	Train Name	From	Dep	Arr
13017	Ganadevta Exp.	Howrah (HWH)	06:05	08:44
15657	Kanchanjunga Exp.	Sealdah (SDAH)	06:35	09:14
13187	Maa Tara Express	Sealdah (SDAH)	07:25	10:33
13053	Howrah - Siuri Intercity Exp.	Howrah (HWH)	08:35	12:00
12363	Kolkata - Haldibari Sup. xp.	Kolkata (KOAA)	09:05	11:28
12337	Shantiniketan Exp.	Howrah (HWH)	10:10	12:25
12509	Bengaluru Cantt. - G...Exp	Howrah (HWH)	11:15	13:18
12513	Secunderabad - GuwahExp	Howrah (HWH)	11:15	13:18
12515	Thiruvananthapuram Exp	Howrah (HWH)	11:15	13:18
12347	Howrah - RampurhatExp	Howrah (HWH)	11:55	14:16
13161	Tebhaga Exp.	Kolkata (KOAA)	12:55	15:20
15901	KSR Bengaluru - Exp.	Howrah (HWH)	14:15	16:24
12041	Howrah - New Jalpaig.Exp	Howrah (HWH)	14:15	16:03
12345	Saraighat Express	Howrah (HWH)	15:50	17:53
53047	Viswabharati Fast Pass	Howrah (HWH)	16:40	19:50
13147	Uttar Banga Exp.	Sealdah (SDAH)	19:35	22:17
13023	Howrah - Gaya Exp.	Howrah (HWH)	19:50	22:37
13149	KanchanKanya Exp.	Sealdah (SDAH)	20:30	23:12
13159	Kolkata - Jogbani Exp.	Kolkata (KOAA)	20:55	00:45
13133	Sealdah - Varanasi Exp	Sealdah (SDAH)	21:15	00:01
13119	Sealdah - Delhi Exp.	Sealdah (SDAH)	21:15	00:01
13071	Howrah - Jamalpur Exp.	Howrah (HWH)	21:35	23:39
22511	Mumbai LTT - Kamakh Exp.	Howrah (HWH)	21:55	00:45
12343	Darjeeling Mail	Sealdah (SDAH)	22:05	00:28
13153	Gour Express	Sealdah (SDAH)	22:15	01:57
13027	Howrah - Azimganj Exp.	Howrah (HWH)	22:40	01:30
12377	Padatik Express	Sealdah (SDAH)	23:15	01:45

Bolpur-Santiniketan to Howrah

Train No.	Train Name	From	Dep	Arr
13024	Gaya - Howrah Exp.	Bolpur (BHP)	00:11	03:40
23154	Balurghat - Sealdah Exp.	Bolpur (BHP)	01:22	05:20
13072	Jamalpur - Howrah .Exp.	Bolpur (BHP)	02:29	05:30
12346	Saraighat Exp.	Bolpur (BHP)	02:48	05:10
12344	Darjeeling Mail	Bolpur (BHP)	03:15	06:00
13150	KanchanKanya Exp.	Bolpur (BHP)	05:02	08:15
13134	Varanasi - Sealdah Exp.	Bolpur (BHP)	07:18	10:55
13120	Delhi - SealdahExp.	Bolpur (BHP)	07:18	10:55
13012	Malda Town -Howrah Ex	Bolpur (BHP)	08:14	11:25
13162	Tebhaga Express	Bolpur (BHP)	11:20	14:25
22512	Kamakhya - Mumi LT Ex.	Bolpur (BHP)	11:20	14:15
12374	Rampurhat - Sealdah Ex	Bolpur (BHP)	11:57	14:40
12338	Shantiniketan Exp.	Bolpur (BHP)	13:10	15:40
13188	Maa Tara Exp.	Bolpur (BHP)	15:07	18:45
15658	Kanchanjunga Exp.	Bolpur (BHP)	16:12	19:25
12364	Haldibari - Kolkata Exp.	Bolpur (BHP)	16:49	19:40
12348	Rampurhat - Howrah Exp.	Bolpur (BHP)	17:38	20:15
53042	Jaynagar - Howrah Pass	Bolpur (BHP)	17:51	23:00
13018	Ganadevta Exp.	Bolpur (BHP)	18:29	21:45
13054	Siuri - Howrah InExp.	Bolpur (BHP)	18:48	22:40
15228	Muzaffarpur-Yesvant.Exp.	Bolpur (BHP)	19:32	22:55
12510	Guwahati -BengaluruExp	Bolpur (BHP)	22:02	00:45
12508	Guwahati - Thiruvan.Exp.	Bolpur (BHP)	22:02	00:45
12516	Guwahati-Tiruvanant.Exp.	Bolpur (BHP)	22:02	00:45
12514	Guwahati- Secunder.Exp.	Bolpur (BHP)	22:02	00:45
15902	New Tinsukia - KSR Exp.	Bolpur (BHP)	22:02	00:45
13160	Jogbani - Kolkata Exp.	Bolpur (BHP)	23:46	03:20

Help Desk

Registration : 9434210858 (Dr. Avijit Banerjee)

Hospitality and Logistics : 9434375449 (Shri Chandan Das)

P.M. Hospital, Santiniketan : 9434326064 (Dr. S.S. Debnath)



**International Interdisciplinary Conference
On
“Road Map for the Development of Eco-Tourism in and around
Santiniketan & Birbhum”
23rd -25th March 2018**

Registration Form

PERSONAL DETAILS

NAME:

GENDER: Male/Female: _____ DATE OF BIRTH: ___/___/___

POSITION /DESIGNATION:

ORGANISATION / INSTITUTION:.....

NO.OF ACCOMPANYING PERSON/S:.....

ACCOMODATION (ON PAYMENT BASIS) REQUIRED: YES/ NO. TYPE: GUEST HOUSE/HOTEL IF YES, PLEASE MAIL TO sircar.anirban@gmail.com CONTACT +917063398175/ +919474084109) BY 10.03.2018 DEPOSITING THE ADDITIONAL AMOUNT FOR ACCOMMODATION WITH REGISTRATION FEE.

CONTACT DETAILS

ADDRESS:

CITY: STATE:

PIN: PHONE (OFFICE): (RES.):

..... MOBILE: E-MAIL:

.....

PAPER DETAILS:

ARE YOU PRESENTING PAPER? (YES/NO.)

PAPER TITLE:

.....

.....

MODE OF PAYMENT:

AMOUNT (in INR):(in words).....

DEMAND DRAFT NO: DATE:

BANK NAME:

BRANCH NAME & PLACE:

PLACE & DATE:

MAIL TO: Shri Anirban Sircar, Organising Secretary

Public Relations Office, Visva-Bharati

Santiniketan – 731235

E-mail: sircar.anirban@gmail.com

M: +91 9474084109

Signature



**International Interdisciplinary Conference
On
“Road Map for the Development of Eco-Tourism in and around
Santiniketan & Birbhum”
23rd -25th March 2018**

Souvenir Advertisement / Exhibition Form

To,
The Organising Secretary,
International Conference
Public Relations Office, Visva-Bharati, Santiniketan- 731235

Sir,

I have the pleasure to inform you that our organization would be happy to advertise/ exhibit at the International Interdisciplinary Conference on “Road Map for the Development of Eco-Tourism in and around Santiniketan & Birbhum” during 23rd- 25th March 2018

Name of the Organization:.....
Contact Person:
Position/Office:
Address:.....

City:State:
PIN CODE:..... Phone(O):
(R)..... (M):
Email:

Payment details:

In Favour of “**Accounts Officer, Visva-Bharati**” payable at Santiniketan
Advertisement in Souvenir:

Exhibition No. of Stall/s: and the size:
Total:
Demand Draft No. Bank Branch:
Dated:

Place:
Date:

Signature

"Visva-Bharati represents India where she has her wealth of mind which is for all. Visva-Bharati acknowledges India's obligation to offer to others the hospitality of her best culture and India's right to accept from others their best"

Abinavaath Tagore

