

International Conference
On
"Development of Cultural Tourism in and
around Santiniketan & Birbhum"

16th - 18th November 2018

Registration Form

Personal details

Name:

Gender: male/ female: date of birth: ____/ ____/ ____

Position / designation :

Organisation / institution :

No. of accompanying person/s :

Accommodation (on payment basis) required: yes/ no.
Type: guest house/ hotel if yes, please mail to sircar.anirban@gmail.com contact +917063398175/ +919474084109
by 03.10.2018 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

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 on 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 (November 16-18, 2018) would be Rs. 5,000/- for 8' X 8' stalls and Rs. 10,000/- 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 November 15, 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 October 3, 2018. The booking request for exhibition stalls will not be confirmed without due payment through a demand draft.

SOUVENIR-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)	10,000/-
II. Front/ Back inner cover (Colour)	5,000/-
III. Facing Front/ Back inner cover (Colour)	3,000/-
IV. Full page (Colour)	15,000/-
V. Full page (Black & White)	8,000/-
VI. Half page (Black & White)	2,000/-

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.

"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"



Rabindranath Tagore

Help Desk

Registration :

9434210858 (Dr. Avijit Banerjee)

Hospitality and Logistics :

9434375449 (Shri Chandan Das)

P.M. Hospital, Santiniketan :

9434326064 (Dr. S.S. Debnath)

International Conference
On
"Development of Cultural
Tourism in and around
Santiniketan & Birbhum"

NOVEMBER 16-18, 2018



Organised by :

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

Shri Anirban Sircar

Assistant Registrar & In charge Public Relations

Visva-Bharati Santiniketan

Email : sircar.anirban@gmail.com

Mobile No : +91 7063398175 / +91 9474084109

SANTINIKETAN - THE VENUE OF INTERNATIONAL 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 an 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

Cultural tourism is the subset of tourism concerned with the culture of a country or region, in particular the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion, and other elements that helped shape their way of life. Cultural tourism incorporates tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. This form of tourism is also becoming generally more popular throughout the world and cultural tourism can play in regional development in different world regions. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation. The Impact of Culture on Tourism examines the growing relationship between tourism and culture, and the way in which they have together become major drivers of destination attractiveness and competitiveness.

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. However, West Bengal could not develop itself up to its level in compared to other states of India. Birbhum is known not only for its red soil and the shallow serpentine rivers ridden with sand islands, but also for the notable poets. Many poets belonging to the age of Vaishnava Padabali and Shakta Padabali of Bengali poetry were born here, as for example, Jaydeb, Chandidas, and Nobel Laureate Rabindranath Tagore. The bauls of Birbhum, their philosophy

of Birbhum, their philosophy and their songs form a notable representation of the folk culture of the district. Gurudev Rabindranath Tagore was inspired by their philosophy and patronized them actively. Birbhum has also been home to famous kabiyaals, kirtaniyas and other folk culture groups. The numerous fairs of Birbhum starts with Poush Mela, beginning on the 7th day of the month of Poush at Santiniketan and particularly sparkling is the fair at Jaydev Kenduli, with the participation of bauls, the itinerant singers, in large numbers. Many of the festivals and religious rituals in Birbhum, even though universal among most of the rest of greater Bengal, has some local specialities. For example, in the Durga puja the closing ceremony involves "Baich khela" which is a competition of circumscribing the village by men carrying on their shoulder the whole idol of Goddess Durga and her companion icons on bamboo supports accompanied by lots of petromax lamps, dhak beat, firecrackers and fanfare. People of Birbhum patronise folk entertainment programmes such as jatra, kavigan and alkap. They often travel long distances to watch jatra overnight, and return home next morning. Rabindranath Tagore's Visva-Bharati in Santiniketan is a hub of cultural activities. Santiniketan hosts many fairs and festivals of which the Poush Mela is the most popular and is held in late December. Shantiniketan's Poush Mela is one of the popular cultural fairs in Bengal. This fair provides a window to the rural heritage and folk culture of Bengal. What had started as a small rural fair is a great hit with tourists in winter, today. Now held for six days in the last week of December, Poush Mela of Santiniketan holds a mirror to the life and culture of rural Bengal. It offers visitors an authentic mela experience, with arts, food and an explosion of culture. This is a place of celebration, learning and connecting to nature. Natural peace and the cultural celebrations have made the place popular and remarkable. People come at the place from not only various parts of the country but also even from across several parts of the world.

ORGANISING COMMITTEE

Prof. Sabuj Koli Sen,
Vice-Chancellor (Upacharya) (Officiating)
Chief Patron
Shri Saugata Chattopadhyay
Registrar (Officiating) Patron
Prof. Amrit Sen, Chairman
Shri Anirban Sircar, Organising Secretary
Dr. Avijit Banerjee, Convener
Shri Abbasuddin Mullick, Treasurer

Member

1. Prof. V.C. Jha, 2. Prof. N.C. Mondal, 3. Prof. Gautam Sengupta, 4. Prof. Nirmalya Banerjee, 5. Ms. Bodhirupa Sinha, 6. Dr. Dheeman Bhattacharyya, 7. Dr. Mahasweta Nandi, 8. Dr. Tapu Biswas, 9. Dr. Subhrangsu Santra, 10. Dr. Soma Mukhopadhyay, 11. Dr. Prosenjit Saha, 12. Dr. Jyoti Ratan Ghosh, 13. Dr. Bhaskar Das, 14. Dr. Prashant Meshram, 15. Dr. Arindom Chakraborty, 16. Dr. Subhashree Sanyal, 17. Shri Chandan Kumar Das, 18. Shri Daibaki Nandan Das, 19. Mrs. Rupama Sen, 20. Shri Malay Sutradhar, 21. Dr. Rakesh Kundu, 22. Shri Utpal Hazra, 23. Dr. Sudev Pratim Basu.

Various Sub-themes that can be explored are :

1. Tagore heritage in Bengal
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 cultural resources in Birbhum
6. Tracing the historical monuments around Birbhum
7. The Rivers & Soil of Birbhum
8. Showcasing the multifaceted heritage through a properly worked out strategies.
9. Guided Tour of Santiniketan & Sriniketan
10. Heritage, Tourism & Hospitality
11. The Role and Importance of Cultural Tourism in Modern Tourism Industry

IMPORTANT DATES

Submission of Abstract	3rd Sep. 2018
Acceptance of Abstract	5th Sep. 2018
Sending Registration fee with full paper	3rd Oct. 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 03.10.2018.

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

PARTICIPATION FEES

Participant	INR
Participants	750
Accompanying Person	500 (Without Seminar Kit)
Research Fellow/ Students/ (Presenting Papers)	750

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.

अद्भुत भारत
Incredible India
Ministry of Tourism



International Conference On "Development of Cultural Tourism in and around Santiniketan & Birbhum"

16th - 18th November 2018

Souvenir Advertisement / Exhibition Form

To,
The Organising Secretary,
International Conference on Cultural Tourism
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 Conference on "Development of Cultural Tourism in and around Santiniketan & Birbhum" during 16th - 18th November 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