

Incredible India



National Seminar *On*

"Heritage Tourism in and around Santiniketan: Trends & Challenges"

In Collaboration with Ministry of Tourism, Govt. of India

23rd – 25th March 2017



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

SANTINIKETAN - THE VENUE OF NATIONAL SEMINAR

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 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 Santiniketan campus is adorned

by splendid sculptures, frescoes, murals, and paintings of Rabindranath, Nandalal Bose, Ramkinkar, Binodbehari Mukhopadhyay, and others. It attracts numerous 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 National Seminar, 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.

PROPOSED SUB-THEMES

1. Tagore, Tourism & Santiniketan.
2. Possibilities of Eco Tourism at Santiniketan
3. Methodologies of Sustainable Heritage Tourism
4. Heritage & Its Contribution to Building Brand Equity through Cultural Identity.
5. Tourist Contentment at Cultural Heritage Destinations.

ORGANISING COMMITTEE

Prof. Swapan Kumar Datta Vice-Chancellor (Upacharya) (Offg.)	Chief Patron
Prof. Amit Hazra (Registrar) (Offg.)	Patron

Prof. V. C. Jha	Chairman
Shri Anirban Sircar	Organising Secretary
Dr. Avijit Banerjee	Convener
Shri Malay Sutradhar	Treasurer
1. Prof. Nirmalya Banerjee 2. Prof. Gautam Sengupta 3. Prof. Amrit Sen 4. Smt. Bodhirupa Sinha 5. Dr. Mahasweta Nandi 6. Dr. Sucheta Mukherjee 7. Dr. Subhrangshu Santra 8. Dr. Prasenjit Saha 9. Dr. Shilpi Ghosh 10. Dr. Jyoti Ratan Ghosh 11. Dr. Bhaskar Das 12. Dr. Prashant Meshram 13. Shri Chandan Kumar Das 14. Shri Daibaki Nandan Das 15. Shri Utpal Hazra 16. Shri Abbasuddin Mullick 17. Shri Vivekananda Maji	Member



Patharchapri



Nalateswari

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 February 27, 2017.

Last Date of Registration	Before February 27, 2017
Participant	INR
Participants	1200
Accompanying Person	800 (Without Seminar Kit)
Research Fellow/ Students/ (Presenting Papers)	1200

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 in assorted list of Hotels and University Guest Houses are given below.

HOTELS IN BOLPUR - SANTINIKETAN

Name of the Hotel	Name of the Contact Person	Contact No.	Room	Tariff (INR)
Hotel Royal Bengal	Reservation	9007982002	AC Deluxe Double Bedded Non AC Std	1550.00 1050.00
Santiniketan Tourist Lodge	Mr. Raju Singh, Manager	9732100920	AC Deluxe Double AC Standard Double Non AC Large Double Non AC Standard Double	2500.00 2000.00 1100.00 900.00
Hotel Kharimati	Manager	9874149146	AC Double Bed Non AC Double Bed	2000.00 1200.00
Monorama Guest House	Mr. Tapas	9732277920	Double Bed AC Double Bed Non AC	1500.00 1200.00
Hotel Rangamati	Manager	9830175081 9474309784	AC Deluxe Double Bed Deluxe Standard AC Double Deluxe Non AC Double	1550.00 1450.00 1250.00
Lodge Ashirbad	Manager	9775225778 9679860366	Non AC Ordinary to AC Super Deluxe	600.00 – 1300.00

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	15th Feb. 2017
Acceptance of Abstract	20th Feb. 2017
Sending Registration fee with full paper	27th Feb. 2017
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 20.02.2017.

CONTACT PERSON

Shri Anirban Sircar <i>Organising Secretary</i>	Public Relations Office, Visva-Bharati, Santiniketan- 731235, E-mail: sircar.anirban@gmail.com M: +91 7063398175
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 the 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' × 8' and 12' × 8' will be available. The Charges for all the days of the Seminar (March 23-25th) would be ` 20,000/- for 8' × 8' stalls and ` 30,000/- for 12' × 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, 2017. 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 January 31, 2017. 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 the august gathering during the conference by publishing their advertisements in the souvenir at the rates given below:

I. Back Cover (Colour)	40,000/-
II. Front/ Back inner cover (Colour)	35,000/-
III. Facing Front/ Back inner cover (Colour)	30,000/-
IV. Full page (Colour)	25,000/-
V. Full page (Black & White)	20,000/-
VI. Half page (Black & White)	10,000/-

Interested organizations / institutions/ companies may book space by sending their advertisement material in ready to print (colour separate) 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.



Bakreswar

PROGRAMME

Date & Venue	Time (hrs.)	Programme
23.03.2017 LIPIKA AUDITORIUM	08:00 hrs. - 10:00 hrs.	Registration of the Participants
	10:30 hrs. - 12:00 hrs.	Inaugural Session
	12:00 hrs. - 12:15 hrs.	Inauguration of Exhibition
	12:15 hrs. - 12:30 hrs.	Tea Break
	12:30 hrs. - 13:30 hrs.	Heritage and its contribution to building brand equity through cultural identity
	13:30 hrs. - 14:15 hrs.	Lunch
	14:15 hrs. - 15:15 hrs.	Methodologies for sustainable heritage tourism
	15:15 hrs. - 16:15 hrs.	Place branding: globalisation and competing memories
	16:15 hrs. - 16:30 hrs.	Tea Break
	16:30 hrs. - 17:30 hrs.	The use of heritage in destination marketing and tourism and thus economic development
	18:00 hrs. - 19:30 hrs.	Cultural Programme
	19:30 hrs. onwards	Dinner

Date & Venue	Time (hrs.)	Programme
24.03.2017 LIPIKA AUDITORIUM	08:00 hrs. - 9:00 hrs.	Breakfast
	09:00 hrs. - 11:00 hrs.	Technical Sessions
	11:00 hrs. - 11:15 hrs.	Tea Break
	11:15 hrs. - 12:15 hrs.	Tagore, Tourism & Santiniketan
	12:15 hrs. - 13:15 hrs.	Possibilities of Ecotourism at Santiniketan
	13:15 hrs. - 14:00 hrs.	Lunch
	14:00 hrs. - 14:50 hrs.	Museum narratives
	15:00 hrs. - 17:00 hrs.	Panel Discussion: Tourism and its future dimensions
	17:00 hrs. - 17:30 hrs.	Valedictory & Award Ceremony
	19:30 hrs. on words	Dinner
25.03.2017	05:00 hrs. - 17:00 hrs.	Visit to Heritage Places



Shyamali Griha, Santiniketan

RAIL CONNECTIVITY TO BOLPUR-SANTINIKETAN

Time Table

Train No.	Train Name	From	Dep (hrs.)	Arr (hrs.)
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 Ex...	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



Kankalitala Temple

Bolpur-Santiniketan to Howrah / Sealdah

Train No.	Train Name	From	Dep (hrs.)	Arr (hrs.)
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 - Sealdah Exp.	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 In Exp.	Bolpur (BHP)	18:48	22:40
15228	Muzaffarpur-Yesvant.Exp.	Bolpur (BHP)	19:32	22:55
12510	Guwahati -Bengaluru Exp	Bolpur (BHP)	22:02	00:45
12508	Guwahati - Thiruvananthapuram Exp.	Bolpur (BHP)	22:02	00:45
12516	Guwahati-Tiruvananthapuram Exp.	Bolpur (BHP)	22:02	00:45
12514	Guwahati- Secunderabad 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



Tarapith Temple

Help Desk

Registration : 9434210858 (Dr. Avijit Banerjee)
 Hospitality and Logistics : 9434375449 (Shri Chandan Das)
 P. M. Hospital, Santiniketan : 9434326064 (Dr. S. S. Debnath)
 Communication ID : vbnsht2017@gmail.com

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National Seminar on

"Heritage Tourism in and around Santiniketan: Trends & Challenges"
23rd -25th March 2017

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 04/03/2017 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 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, West Bengal
E-mail: sircar.anirban@gmail.com
M: +91 7063398175**

Signature



National Seminar on

"Heritage Tourism in and around Santiniketan: Trends & Challenges"
23rd -25th March 2017

Souvenir Advertisement / Exhibition Form

To,
The Organising Secretary,
National Seminar
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 National Seminar on "Heritage Tourism in and around Santiniketan: Trends & Challenges" during 23rd 25th March 2017

Name of the Organization :

Contact Person :

Position/Office :

Address :

City : State :

PIN Code : Phone(O) :

(R) : (M) :

E-mail :

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 ”

Rabindranath Tagore

