



# Ultararn

*Rethinking Tourism*



# Annual E-Magazine of MTTM, Tezpur University

*Uttaran*

2022 Edition

## COVER PAGE:

*Meaning of this cover page is tourism is not just about traveling to a place but understanding the native culture and its origins. It would let us truly connect with the destination and also help us understand ourselves better. Hence, a holistic experience. The coverpage depicts a mixture of elements from various nations and their ethnic tribes ranging from our Naga and Garo tribes to Tibetan, Mayan, and native American tribes.*

*Tourism should not be just a source of relaxation and entertainment but also education.*

*- Rahul Borah, Department of English*

## UTTARAN

The Annual E-Magazine of M.T.T.M. (Department Of Business Administration)  
Tezpur University. Edition 2022.

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# **Official Message World Tourism Day 2022**

## **(Zurab Pololikashvili, Secretary-General, UNWTO)**

World Tourism Day has always been a chance to come together and celebrate the many and varied accomplishments of our sector. For the best part of four decades, we celebrated tourism's unparalleled growth – in size, in reach and in significance.

In 2022, we once again recognize the opportunities that tourism has brought – and continues to bring – people everywhere. However, this year especially we also recognize that we cannot go back to the old ways of working. We must Rethink Tourism.

As the world opens up again, we must learn the lessons of the pandemic and the associated pause in international travel. In exposing weaknesses, the crisis showed us where we can build more resilience. And in exposing inequalities, it also showed us where we can deliver more fairness.

The 2030 Agenda for Sustainable Development, along with its 17 Sustainable Development Goals, remains our end goal. However, every part of the sector, from UNWTO and governments at the top down to destinations and small businesses at the bottom, must rethink how we get there. This will require restructuring business models so that they put people first. Tourism has always worked for young people, for women and for communities. But now it must truly work with them as well. We need new voices as well as new ideas if we are to transform our sector and build a better tourism for all.

Rethinking one of the world's major economic sectors will not be easy. But we are already well on the way. Crisis has inspired and catalyzed creativity. And the pandemic accelerated the transformation of work, bringing both challenges as well as enormous opportunities to ensure even more people get to benefit from tourism's restart. We are also making significant progress in making tourism a central driver of the green, the blue and the digital economies, ensuring growth does not come at the expense of people or planet.

We are only just getting started. The potential of tourism is enormous, and we have a shared responsibility to make sure it is fully realized. On World Tourism Day 2022, UNWTO calls on both tourism leaders and everyone at the base of the broad and diverse tourism pyramid to pause, reflect and rethink what we do and how we do it. The future of tourism starts today.



Prof. Chandan Goswami, MBA, PhD  
Dean, School of Management Sciences,  
Tezpur University

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## Greetings

I take this opportunity to congratulate the students of the Master of Tourism and Travel Management programme of the Department of Business Administration for successfully carrying out the yearly Magazine Uttaran. The magazine will be launched for public on 27th September 2022, i.e., the World Tourism Day 2022. Keeping in line with the theme for World Tourism Day 2022, the write ups have been centering round “Rethinking Tourism”. The tourism industry has been growing haphazardly before the COVID 19 pandemic. Many places suffered from over tourism. The pandemic has brought havoc to the industry and tourism came to a standstill. As the industry is gently picking up, there is need to have proper planning for sustainable growth of tourism.

The Department of Business Administration has been a pioneer in the tourism education sector. I hope the students of the MTM programme will be able to play a vital role in tourism growth.

I wish the students best wishes.



(Chandan Goswami)



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Office of the Head, Department of Business Administration

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### *From the desk of Head of Department*

Thank you for coming over to this digital page.

On behalf of Department of Business Administration, Tezpur University I welcome you to flip through next few pages reflecting positivity and creativity of our team.

Within a short period of just over quarter of a century, this Department has carved a position for itself in the world of Business. To prepare our students for a world beyond protective boundaries – out of handholding by their mentors – we take them through a path of thorns. A maze of class interactions, assignments, tests, submissions, projects, exams, and other pedagogical components prepares an oven where our products are baked, jewels are polished.

But that doesn't mean we have only dull Jack and Jills walking along our corridors, humming those few lines of a song by Pink Floyd.

This publication in your hand is an outcome of creative brains and lateral thinking of our young, ignited minds. Your reactions to their deliverables would be encouragement for this group, that they would accept that as your blessings.

I take this opportunity to present before you UTTARAN Ver. 2022, annual e-magazine of this department – an endeavour by FORMEX, our students' platform. In local vernacular (Assamese), the meaning of Uttaran is to rise to a higher level. That's where we strive to take our students.

Wishing the very best to this group,  
I thank you once more with an invitation to flip through Uttaran.



# Editorial

This World Tourism Day, United Nations World Tourism Organisation (UNWTO) has come forward with the theme of “Rethinking Tourism”. Tourism can be regarded as one of the foundational pillars of opportunity and progress. COVID-19 pandemic that started in the year 2019 had gravely impacted the global tourism and travel industry and its still continuing, though many countries have restarted their tourism businesses in the year 2021 but still many countries have not been able to attract as much tourists as earlier.

As we think about the future, the tourism industry is recovering and transforming gradually. “Rethinking Tourism” highlights its significance in promoting peace, prosperity and learning.

We as the students (Batch 2021-23) of Masters in Tourism and Travel Management (MTTM) under the Department of Business Administration, Tezpur University have taken the initiative of inaugurating our annual Departmental Magazine “UTTARAN” to celebrate everyone who enjoys the spirit of being a tourist. Our heartfelt welcome to all readers through the columns on the editor’s page. Students studying tourism here have greatly benefited from Uttaran’s commitment to Rethinking Tourism. We want to express our gratitude to Uttaran’s pioneers through this.

Uttaran emphasizes the need for tourism in our day-to-day life. It highlights some of the articles provided by like-minded people who share similar interests in travel and tourism. Our motto is to give our best in providing inspiration, interactive and enriching tourism updates, and knowledge to our prospective readers be it local, regional, or national. Without the creativity, teamwork, and brilliant ideas of our team, this magazine wouldn’t have been possible. We hope that, this issue inspires fresh optimism, sheds light on previously obscured viewpoints, and somehow makes a lasting impression on all of our thoughts. Special thanks to everyone involved in creating this edition of “UTTARAN” a success.

*-Panchi Dutta and Meghna Deka*





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# Rethinking Tourism through the lens of Technology

Mr. Prayash Baruah, Assistant Professor,  
Department of Business Administration, TU

The advent of 2022 saw a strong rebound for the tourism sector and as per global estimates, the sector has surpassed pre-pandemic levels. Despite this positive outlook and tourist surge, there's an imminent need to 'Rethink Tourism' in terms of making this vulnerable industry robust to tackle uncertainties in the future. With travel bans, shutdowns and restrictions across the globe, tourism sector was possibly the worst hit and directly impacted industry sector and this span of nearly two years have dealt an irreparable blow to the entrepreneurs and organisations related to this sector; Hundreds were forced to shut down their businesses, thousands lost their jobs while millions of prospective travellers were locked up in their homes.

Across varied sectors, the pandemic has forced businesses to rethink their business strategies and adapt to the changing world. In this transition, technology has been a key enabler across domains and in the context of Rethinking Tourism too, technological aids shall undoubtedly be among the focal areas heralding the much-needed change. Post pandemic, business continuity plans have become a must and for execution of any such plan, the dependence on information technology (IT) is immense. During the pandemic as well, IT interventions in terms of remote access, connectivity have made lives and jobs easier. In the tourism industry too, the pandemic saw a rapid rise in technological interventions in the form of Digital initiatives, Internet of Things, Automation, Artificial Intelligence, virtual/augmented realities, voice-based technologies, etc.

The global tourism landscape is moving towards contactless travel and with the advent of E-Passports and E-visas, physical verification have been reduced to a bare minimum. Infact, vaccination status is also now available on the electronic devices and even digitally mapped to the passports. However, in the age of Web-Check-ins, it becomes pertinent for organisations to provide a seamless and hassle-free digital experience for the passengers and in this regard, IT consulting can play a big role in redesigning this technological transition. Be it the QR codes, digital wallets, social media digital marketing or the widespread appification, the pandemic has led to a spurt in affordable and effective digital technologies. One challenge however is in the area of digital privacy and payments in the advent of the rise in online frauds.

In the era of smartphones, IoT can help tourism companies bridge the gap between a 'satisfied' customer to a 'delighted' one. Hotels and Restaurants have already been offering IoT based devices/services for their guests and in the post pandemic era of contactless travel, IoT can be a key enabler for travel related services such as real time updates, control etc. Seamless connectivity is a key feature of IoT and customers shall be able to avail desired services with a swipe on their devices.

Artificial Intelligence tools have revolutionised traditional IT systems worldwide and AI

driven chatbots are nowadays managing customer queries for majority of organisations. For the tourism industry, customer queries are the first touchpoint and, in this regard, AI driven chatbots can help in effective resource allocation as well as providing a personalised experience for the customers.

During the pandemic, one solace for the locked-up travel enthusiasts was the availability of virtual/augmented reality applications offering a virtual travel experience right from within their homes. Beyond the pandemic too, these VR/AR websites have flourished although they cannot replace the original travel experience. Yet the availability of such applications help travellers in carrying out a recce and thereby, helps in decision making.

The IT giants worldwide are moving towards voice-based technologies and providing greater convenience for the users. For the Tourism sector as well, voice-based technologies hold great promise for the language translation domain and for providing voice-based decision support for travellers on the move while complementing location technologies.

Considering the effectiveness and utility of the technological interventions, it becomes pertinent for the stakeholders of the tourism industry to adapt to the changing technological landscape while Rethinking Tourism. The next big challenge seems to be climate change and for the tourism sector to prevent the debacle as witnessed in the last pandemic, rethinking of investment strategies by governments and aiding agencies in favour of appropriate technology solutions shall be immensely required; for a developing nation like India, the focus would be on developing low-cost indigenous technologies. However, as Tourism is one of those industries which uniquely requires an element of human touch, caution must be exercised so that machines don't replace humans on the job or trespass on the experiences and memories of the travel enthusiasts.

***"Once a year, go somewhere you've never been before"***

***- Dalai Lama***



# Sky Observation: Its Prospect in Assam Tourism

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During my last visit to Banashree Ecocamp, Guijan, Dibru-Saikhowa National Park, Assam, the owner Mr Jaynal Abedini (Benuda) informed me about an interesting person who visited last few years to his Ecocamp in the month of November only for Sky Observation. He also explained how the person spent the whole day asleep at his allotted room and rejoices by bathing and having food. At evening he mostly spent his time to observe the night sky from the open space of the Camp. The facts click in my mind about the prospects of sky-observation as well as Astro-tourism in Assam.

Although astronomy is an old phenomena for the scholars and the people have been constantly mesmerized by magical power of the sky from very ancient time. Recently, a brand-new alternative form of travel known as "Astro-tourism" was developed based on the special interests of travellers (SIT) who are more likely to participate in sky observation, astrophotography, and are most frequently interested in viewing stars, planets, asteroids, meteorites, eclipses, etc (Walewinder, A. 2018). It's categorised as a branch of nature-based tourism (Cater, 2010; Weaver, 2011). The phrase used to describe creating a recreation area where people may enjoy watching celestial phenomena and activities, such as stargazing, night sky observation, meteor-showers, sunsets, and sunrise (Mallari, E.M., 2018). The globe is aware of few specific locations on earth where these kinds of sky watching phenomena can be seen. In order to meet demand, the service provider persuaded 3,000 homeowners to install telescopes in 2017, when 50,000 visitors from 26 nations travelled to the US to view the solar eclipse (Airbnb). Astro-tourism is any kind of tourism that involves the night sky or visiting facilities related to astronomy like observatories, and combining that with a broader sense of ecotourism where interaction with nature and sharing experience of visitors (Barentine, J, 2018). The definition of Astro-tourism in the dictionary is space travel as a form of recreation. This form of tourism facilitated those who are really interested on sky surfing or sky related activities with other amenities. There are four kinds of Astro-tourism modalities spiritual sky-gazing or night sky-gazing, amateur sky-gazing, astrophotography, and scientific Astro-tourism. Targeting sky features of a destination combined with the earth facilities to attract tourists is one of the new opportunities to deliver unique tourism products based on SIT (Lee, 2018). Though it has a niche market, it has a great future opportunity. The scarcity of open space and pollution are obstacles for sky observation in urban areas. And the resorts can play a vital role to develop this form of tourism by fulfilling minimum requirement like open area without light, a good quality telescopes, experts (trained person handling telescope as well as minimum knowledge about sky, planets, stars etc.) and some books about sky. They can also make it successful by organizing awareness programme, seminars; sky observation conclave etc. In this context Assam has a great opportunity to develop this form of Astro-tourism on activity base like clear sky observing facility.

Assam is an unexplored tourism destination in terms of World Nature Tourism destinations. Its God gifted natural beauty, richness of wildlife due to locational advantage, midst

of Indo-Himalayan and Indo-Burman plaque, pollution free environment draw attention of international tourists. The pollution free environment is a great opportunity for Assam tourism to introduce sky observation facility which can draw attention of more numbers of tourists. Assam has a glorious history to study astrology as well as astronomy. The Navagraha Temple in Guwahati, Assam is great extent an evident of this study. Introduction of sky observing facilities with minimum requirement for development of spiritual sky-gazing or amateur model may also be suitable for Astro-tourism in this area. In the month of April 2022 the Phyang monastery, Ladakh, India welcomed stargazers by establishing homestay as a part of an initiative of the Global Himalayan Expedition (GHE), which are facilitating solar energy projects in remote Himalayan villages. The interest was generated from the Buddhist cosmology point of view. They also plan to establish an observatory there (Sonal Asgotraa, founder of Astrostays). As participants the tourists can get opportunity to observe the both natural phenomena as well as the Buddhist cosmological theology. Rajasthan Government also stated Astro-tourism project in the year 2018. The Navagraha temple, Assam can be an ideal example of Hindu cosmic theology and scientific research. The visitors can get opportunity to understand easily the importance of both for human civilization. An initiative is taken up in Borail range of North Cachar Hills by young entrepreneurs in installing telescope facility nearby Borail trekking route. They tried to facilitate sky observation within this trekking experience. Like Banashree Ecocamp, other resorts or homestay also can introduce sky observing facilities in minimum requirement to attract more tourists to North-east India which can provide a new dimension of tourism development. Initially Government can help in policy formulation as well as in infrastructure development by Private Public Partnership (PPP) Model which can help tourism development in Assam in near future.

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It is a blended version of both ecotourism and adventure tourism with rational and effective use of accessible natural resources and responsible use of new technologies to meet the social and environmental wants of travelers (Cater, 2010).

# The Sprouting of Eco- Cultural Rural Based Tourism in Kaziranga-Karbi Anglong Landscape

Bhargavee Rabha  
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Every year Kaziranga receives around 2 lakhs of footfall during the "tourism season" from the month of November to April. The World Heritage Site, Kaziranga National Park opens for tourists during this time period. People from various corners of the world converge to Kaziranga to experience the Nature Tourism in this particular duration. The local people of Kaziranga are solely dependent on tourism for survival. Luxurious resorts, homestays, restaurants and hotels, jeep safaris, taxi driving etc are some major income sources for the people, that spikes up during the "tourism season"

Kohora being the Central Range of the Kaziranga National Park, it often gets crowded. Therefore many small and large businesses are concentrated in the area. However it is worth noting that some beautiful villages of Karbi Anglong lie near the Kaziranga landscape, but the people rarely get any good chances to earn in the field of tourism in Kaziranga. The people are mostly dependent on agriculture and forest for their daily bread.

Aaranyak, a non-profit organization has been working with the people of these villages of Kaziranga-Karbi Anglong Landscape for a few years. The main objective is to conserve biodiversity and provide sustainable livelihood to the people of these villages. Organizing various awareness programmes and actively engaging with the community Aaranyak has now come up with Eco-Cultural Rural tourism in four villages namely Phumen Engti, Hemailekthe, Chandrasing Rongpi and Bakring Engti. Aaranyak supported the interested households to start homestays, training them for hospitality and fooding, guiding the tourists etc. There are total 8 homestays with 30 capacity in total.

One of the highlighting tourism activities is the Inngam Kengkam, which means Walking in the Forest in Karbi language. While the villagers were once dependent on forest for food through destruction, now they earn by protecting them. Hence it is a success for the organization to turn their heart for positive change. The trek is guided by local people from Lang-Kiri Self Help Group. Traditional knowledge of various flora and fauna are shared with the tourist. While climbing the incline, getting deeper into the forest, witnessing cries of various wild animals and chirping and sighting of birds, crossing streams, jumping from boulders to boulders, this trek is a must for any nature lover. This is usually a full day trek and the best part is the lunch arranged in the forest itself. The other members from the SHG reach the lunch point early cooking and preparing Karbi Traditional meal amidst forest in traditional way.

This Eco-Cultural Rural Based Tourism is under the Journey for Learning Program (J4L) which is an experiential learning program that provides various activities and practical experiences to help people connect with nature and the culture as closely as possible. This program specially targets educational institutions where students can have a unique learning experience of their disciplines like Social Sciences, Science, Humanities, Tourism etc. Nature acts as the teacher here. But J4L is not just limited to students and institutions, any individual can visit to experience the beautiful nature. This program can be customized according to the interest of the tourists.



This Eco-Cultural Rural Based Tourism is now slowly making its grip in the tourism industry. Recently on 8th August, 2022 the Kindulangso SHG that operates the homestays supported by Aaranyak received a prestigious award by Tour Operator Association of Assam (TOAA), for their commitment and contribution towards conservation and preservation of tourism in Assam. This recognition served as a great motivation for the community in these villages. This award has brought many attention in these areas and the villagers along with the team Aaranyak are all buckled up to receive all love and support from tourists.

Now, Kaziranga is not only limited to just Kaziranga National Park and fancy resorts, the EcoCultural Rural Based Tourism is also added in the bucket list of many tourists. However it is important for the tourists to respect and care for nature and culture and maintain it till the end of their visit. In short Responsible tourism are appreciated. This inspires the communities to give their best service to outsiders. The villagers are solely dependent on Aaranyak from this tourism. Hence one should always contact the J4L Team and consult before visiting the area. The J4L Team of Aaranyak notes down the interest of the tourists and accordingly guides the community to give the best service and experience.



Kindulangso members and Aaranyak members with the Award.(Source-J4L)



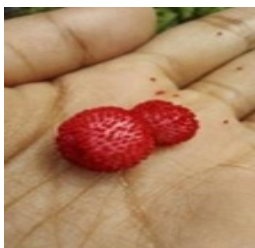
Visit of MTM students, TU(Source-J4L)



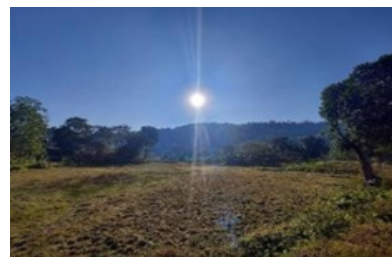
Indian Institute of Forest Management(IIFM), Bhopal, during the Ingnam Kengkam Trek, J4L. (Source-J4L)



A family from Tamil Nadu experiencing authentic Karbi Lunch in Jhum Plot (Source-J4L)



Wild strawberries found during trek. (Source- J4L)



Beautiful bright landscape from the Hemailekthe village(Source-J4L)

One can always contact the Aaranyak for further information and book the trek visiting the website of Journey for Learning. <http://journeyforlearning.org/what-is-journey-for-learning/>



# Reimagining the Jharkhand Tourism

Vaishali Singh  
Research Scholar, Tezpur University

The state of Jharkhand is blessed with an abundance of flora and fauna, as well as waterfalls, hills, forests, and temples. They provide extraordinary opportunities to create a sustainable tourism model that can serve as a template for other areas. The tourism industry in Jharkhand, particularly the religious and adventure subsectors, is the catalyzing force around which the state can weave its economic, social, and spiritual future. This industry is largely responsible for defining Jharkhand's identity on the national and international stage in recent decades.

The religious significance of Manokamna Ling or Baidyanath Jyotirlinga attracts millions of tourists per day. The safaris of the Palamau Tiger Reserves and Betla National Park attract animal lovers year-round. During the summer months, thousands of tourists flock to Netarhat for its breathtaking sunrises and sunsets. Tourists are astounded by the waterfalls of Jonha, Dassam, Bhatinda, Hundru, and Hirni, among others.

Given its vast potential and promise, it is essential to evaluate Jharkhand's economic development opportunities holistically through the lens of its majestic hills, beautiful waterfalls, and massive forests. The homestay industry is one of the most promising subsectors of the tourism industry. The expansion of the homestay industry has been fueled by several social and societal shifts in recent years. As a result of the pandemic, many people relocated back to their hometowns and decided to base their professional lives on their rural or hilly backgrounds. They have discovered that the homestay industry is a lucrative proposition, which is boosted by the large number of tourists who are seeking to avoid larger, more crowded properties. This bodes well for the homestay industry's relatively low costs and decentralized nature, both of which are enhanced by this advancement.

Despite the sector's enormous potential to develop decentralized homestay units that can generate clusters of economic growth, the industry is plagued by some obstacles (like access to funds, sufficient financial resources, certification, marketing, etc) that prevent it from reaching that potential. The homestay industry is currently in need of policies that are tailored to the state of Jharkhand and that take into account the difficulties that it currently faces. A genuine beginning can be achieved with the assistance of handholding, training, certification, access to funds, and support from the government. Homestays near Netarhat, Betla tiger Reserve, Partratu Valley, or near Waterfalls like Jonha and Dassam can prove to be game changers for the Jharkhand tourism industry. The homestays in such faraway places will not contribute to the economic growth of the place, but also provide respite to the tourists from their daily life, away from the noises of the city. Jharkhand can aspire to have at least 5000 listed homestays within the next ten years in places of prominence, which are far away from the hustle and bustle of the city by conducting baseline studies, stakeholder mapping, focus group discussions, and regular capacity-building sessions. This will be a significant contribution that will go a long way toward fulfilling the self-employment dreams and economic aspirations of thousands of people in Jharkhand.

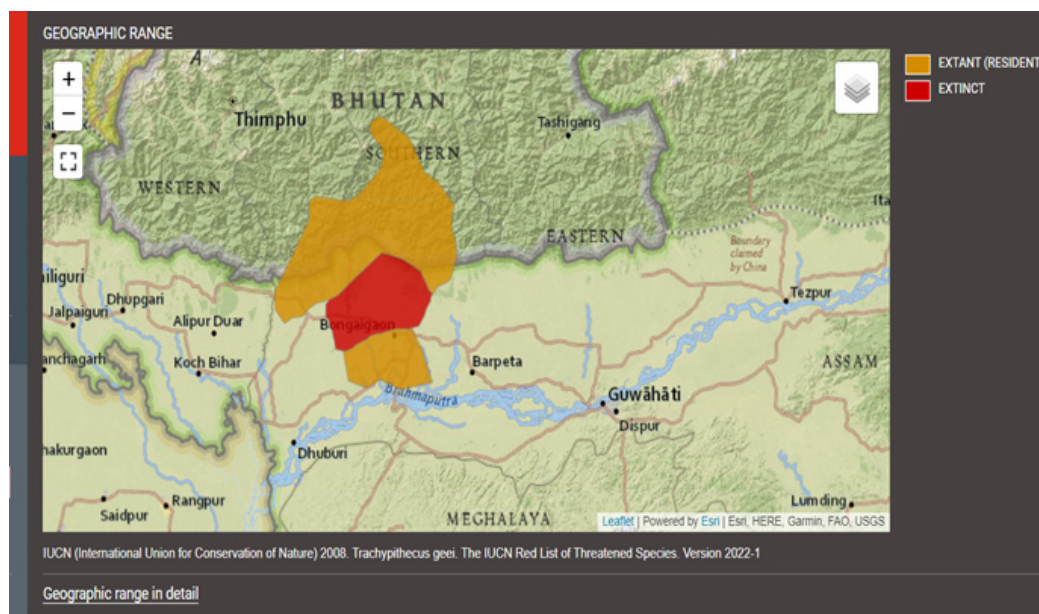


# Community Conservation of Golden Langoor at Kakoijana Reserve Forest

Ramjit Roy  
MTTM Alumni, Tezpur University

Kakoijana Reserve Forest is situated in the Bongaigaon district of Assam, it is spread over an area of 17.24 sq. km. According to the, (WII, 2015) it was declared as a Reserve Forest on 29th April 1966. The reserve forest is popular for its conservation of Gee's Golden Langurs (*Trachypithecus geei*) which are an endemic to the region of west Assam and parts of Southern Bhutan, and it is a part of the Manas Biosphere Reserve.

Due to various issues such as Bodo militancy in the region during the late 90s which led to the encroachment of the wildlife in the Manas Biosphere Reserve the population of the Golden Langurs declined radically. According to the latest IUCN Red List the status of 2008 the Gee's Golden Langurs (*Trachypithecus geei*) is listed under the "Endangered" category, so it becomes important for us to comprehend the conservation efforts that has been undertaken by various inter-organisational entities and how they have incorporated the community conservation efforts in streamlining the conservation of the endangered species.



In 1998 The first conservation efforts began with "The Golden Langur Conservation Project". In initial days it was undertaken by three NGOs: Community Conservation, Nature's Foster, and Green Forest Conservation. The collaboration of these NGOs with the local community and implementation of various conservation strategies such as involving the community in the forest protection committee, creating SHGs for economic development, arranging a number



of informal community gatherings to ask the people for assistance in protecting their distinctive forest and animals etc. has shown positive results in the conservation of the golden langurs. The uniqueness about the GLCP project was that it acted as a flagship project in the domain of community conservation, where earlier community conservation methods were criticized because of the top-down method, which gave a very few importance to community itself. According to (Robert Horwich, 2013) The GLCP has demonstrated that when communities are respected and asked for assistance, they generally react positively. The GLCP took time to build and had an infectious impact on the communities, several of which joined the initiative independently and established their own conservation organisations. As on-the-ground partners, they demonstrated what a potent ally and partner local rural people can be.

In addition, Kakoijana Reserve Forest (17 km<sup>2</sup>) has become a model project, and 34 villages created two federations (Green Conservation Federation and Nature Guard) to jointly protect their forest to jointly protect their forest. Due to their efforts, the canopy has grown from 5% to 80%, and the number of golden langurs has increased from less than 100 to over 500. (Horwich, 2012) Apart from the golden langur the wildlife at Kakoijana RF includes Barking Deer, Wild boar, Hare, Jungle cat, Squirrels, Common Mongoose, Crab Eating Mongoose, Porcupine, etc. It is also an ideal bird watching spot, Hornbills, Parakeets, swifts, Wood peckers, Red jungle fowl, Kingfishers, Barbets, Cuckoos, Owls, Egrets, Storks, Sunbirds, Stonechats, Wagtails, Sparrows, Tailor Birds, Shrike, etc are some of the commonly spotted birds species around the area.



The host community of Kakoijana involves, Rabhas, Koch Rajbongshis, Garos, Kacharis. While interacting with the Village Development Committee head Mr. Ratneshwar Rabha it was informed to us that all the communities are living here in harmony and they also have a dedicated Tourism Committee that looks after the tourism resources of the area. Upon interacting with the locals, we found that not only the different ethnic groups that are living in harmony but they

have also made peace with the golden langurs who are constantly visiting the village. Anthropogenic pressure has been a major factor of habitat loss elsewhere, but here the communities are actively and sincerely involved in the conservation of these endangered species, even though there have been accounts of golden langurs destroying the crops and vegetables of the villagers.

Kakoijana is well connected to both by Rail, Airways and Road. The nearest Rupsi airport is 108 km away and the nearest rail station New Bongaigaon Junction is just 15km away from the reserve forest. It is also well connected with the NH31. The accommodations involve various options including Cygnett Park Meghna- Bongaigaon a 4-star Hotel situated just 14km away, and “Aastha nature home” near the Bamungaon reserve forest is a resort that is well known for its excellent hospitality.

For more photos scan the QR code given below -



#### References:

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***“A Journey of a thousand miles begins with a single step”***

*– Lao Tzu*

# Moving Beyond The Metrics of Tourism

Uditya Kachari

MBA 3rd Semester



**“Run from what’s comfortable. Forget safety. Live where you fear to live. Destroy your reputation. Be notorious. I have tried prudent planning long enough. From now on I’ll be mad.” (Rumi)**

How big of an impact can tourism have in our lives? As students of Department of Business Administration, we tend to blurt out financial figures brought in by tourism as contribution towards the GDP, we delightedly like to explain its importance upon the socio-economic factors of the society and how it helps promoting culture across different individuals, ethnicities, nations and other synonyms of the word ‘people’. Oh, and how can we forget our all-time favourite, one-size-fits-all, answer-to-all-economic-problems response, ‘generation of jobs’. We most certainly do love to glorify our answers with this no-nonsense phrase. But what if I were to tell you the effects of travel and tourism are beyond the economic reports of NSO or the Ministry of Finance?

Ever wonder why some people go on a ‘self-discovery’ journey; whatever that is, while people like us prefer to stuff greasy naans and the ever oily butter chicken and pray that we don’t get caught stealing the complementary hotel toiletries while checking out? If you have read the book or seen the movie ‘Eat, Pray, Love’ starring Julia Roberts; by the way her smile’s a killer. Did you know that her smile is actually insured for \$30 million? Anyway coming back to earth, Julia Roberts portrays Elizabeth Gilbert who embarks on one of those self-discovery journeys after an ugly divorce with her partner. In her journey she comes to India to seek spirituality and stays in an ashram. Tries meditating, fails. Tries again, somewhat successful. The underlying point here that is not taken into account while preparing those statistical reports is the element of self-healing that people go through while undertaking a journey no matter where the destination maybe. We have forgotten that the people element, the happiness and the closeness that one shares with his loved one, the unforgettable moments and a plethora of lifetime memories to be shared, are the real contributions of tourism, not just the income derived from it.

Let me tell you yet another story of how tourism can tremendously change a person’s life overnight. So kids sit tight as I’m about to narrate a real life fairy tale where our damsel in distress is actually a guy named Kumar born into a poor family. And to add some depth to his sad backstory, he belonged to the untouchable caste. But worry not, our guy Kumar’s a brilliant and passionate artist who loves making



portraits. Despite numerous odds stacked against him, our guy refused to cave in. Act 2 scene 1, enter our knight in shining armour. Hair like the threads of gold, her eyes are bright as stars in the blue, born out of Swedish nobility, trained in piano of course, just like the great classics. Best part, she was a she. Charlotte was visiting India and loved its countryside. On a fateful evening during the winter of 1975, Charlotte noticed Kumar in Delhi's Connaught Place district. By then Kumar had made a name for himself using his skills as a sketch artist. She decided to give it a shot after being enticed by his claim of creating a sketch in 10 minutes. But she wasn't pleased with the outcome and chose to return the next day. Unfortunately, the next day was no better.

Now here comes the spice. Turns out our guy was unable to make a proper sketch of Charlotte not because she was too damn stunning and made him nervous around her, but because he was distracted by a prophecy made by his mother long time ago. According to the prophecy, he was destined to marry a woman "whose star sign would be Taurus, hail from a distant nation, she would be musical, and owns a forest". Hmmm, now where could we find such a girl? Oh yeah, it was Charlotte Von Schedvin. Despite their disparate upbringing, the young couple's love was quick and profound, as if orchestrated by fate. They both felt a strong connection and got married within three days. Charlotte had to depart for Sweden for her further studies, and he had to do the same. She said her goodbyes and began her return journey, but she made him swear to pursue her to her home in the Swedish textile town of Boras. During their year apart, they penned letters to each other. Kumar had had enough of the long-distance romance and decided to travel to Sweden to see Charlotte. He did not, however, have enough money to purchase an airline ticket. So he sold all he possessed and purchased a used bicycle. He turned around and left towards Sweden, not looking back. He cycled five months to Sweden to rejoin with his wife. Dr. Pradyumna Kumar Mahanandia now resides in Sweden and works as an artist besides being the Swedish government's art and cultural advisor.

Quite a tremendous change brought in by tourism in Kumar's life right? These humane aspects which do not find their place in quantified reports are actually few of the chief motives that encourages potential tourists. This emphasises the importance of tourism as a social and participatory sector in the modern world. It is reasonable to demonstrate how the link between tourism and happiness works by examining how it influences people's consciousness, feelings, and emotions. According to several studies, tourism development has a favourable impact on residents' quality of life (QOL) and happiness. Thus, we consider the vivid memories and experiences associated with cultural tourism, as well as the influence it has on people's happiness in general. Tourism's potential as a social policy tool has been highlighted including the role of holidays as a form of intervention in social care (Minnaert & Schapmans, 2009). Improvements in family relationships have previously been identified as a benefit of a holiday in tourism research outside of social tourism (Hilbrecht, Shaw, Delamere, & Havitz, 2008; Sirgy, 2010). In general, tourism sector and academics should focus more on the consequences of vacation travel since these effects influence the final consumer value of the tourism experience. A deeper knowledge of client values and the expected impacts of a vacation can aid in product creation and marketing communication in a tourist destination country like India.





# The Sattwik Ghat of Varanasi

Debarshi Dutta  
(MBA 1st Sem)

It doesn't matter if it's 2022 or the 90s or the Satyug. You just need to visit Varanasi once in your lifetime.

Varanasi or Banaras or Kashi in the olden days, is a place of great spiritual and religious importance to India. Spoken of with great importance in the holy books of Hinduism, Varanasi is still the epitome of religious tourism in India.

But I'm not here to tell you that. You kind of already knew that.

Let's talk about the unfazed effect of Varanasi that captures the beliefs of the masses from my POV.

The date was 16th April 2022, when I along with my friends reached Varanasi for the last rites of one of my friends' father. It was over too soon. We had around 3 days to explore the enigma that is Varanasi.

The very first thing that welcomes you when you set foot in Varanasi is the gentle breeze coming from the Ghats of Ganga. The transport and communications are very sound and it wouldn't be a problem moving around. The hotels around the Ghats are however a different story altogether. The evenings of Varanasi are a sight to behold. Lakhs of people swarm around the Ghats especially Dashashwamedh ghat. There wouldn't be even an inch of space to stand as people keep coming in thousands and thousands. Also all the boats get quickly filled to witness the grand Ganga Aarti each evening. And this happens every evening.

All these swarming of people get empty fairly quickly around 9 pm. Only then you get to witness the real Ghats of Kashi.

There are more than 80 Ghats. The most prominent ones include Assi Ghat, Dashashwamedh Ghat, Manikarnika Ghat and many more. Each one is telling its own story. Somewhere it's fun and jolly like a fair while somewhere it's filled with tears and sorrow like Manikarnika Ghat where most of the last rites are done. All these contrasts come up with every ghat.

These Ghats have seen it all. From the joyous laughter of an infant to the most pious truth of all is Death. You can have all your answers here. Whether it's your day or not, go sit at the Ghats and think about life. You can get your answers there, perhaps your long lost dream or perhaps yourself. Who knows what you might find there.

Did you know that people go there to die? Yes you heard that right and it's apparently a really big deal. Allow me to throw some light into it.

People travel from all over the nation to this location to pass away, and Moksha Bhavan is a guesthouse that is on the route to this destination. Visitors who are awaiting their deaths are residing at Moksha Bhavan, which is housed inside a dilapidated red edifice. There are 12 dimly lit rooms with the barest of furnishings inside the building. The only bad thing in these rooms is time. For those passing through briefly, they have exactly two weeks to achieve Moksha. They are kindly urged to leave if death does not strike them within these two weeks. Yes, not everyone has the good fortune to pass away in Varanasi.

It doesn't matter what your beliefs are, there is something about Varanasi that pulls people towards it. Trust me on this one because I myself an atheist.

# Explore the Unexplored Places

Afruja Ahmed  
(MTTM 3rd Sem)

There are so many significant and mesmerizing places that are yet to be explored by tourists. I want to highlight some of the places which are not known, even most of the local people are not aware of their importance.

Sivasagar, the historic town of Assam, is a district situated in the upper part of the state about 360 kilometers northeast of Guwahati. It is well known for its Ahom palaces and monuments. Also, Sivasagar is spelled out with many unexplored places which need to be focused on by the tourists.

Charaideo district was on August 15, 2015, by Tarun Gogoi, the then-chief minister of Assam, officially designated it a new administrative district. It was created from the Sivasagar district, with Sonari serving as its administrative centre. It belongs to the Upper Assam region.

Some of the places in these two districts Sivasagar and Charaideo need to be popularised by the local people and the tourists as well.

## 1. Komolabari-

Kamalabari is a very beautiful place, situated in the Sivasagar district, near Gelekyi. It's 20 km distance from Amguri town. Locals visit here for picnics from December- January. A Children's park is also available in the place. A beautiful pond with a boating system adds a recreational vibe to the place. This place is a combination of hills and dense forests. There is a different beautiful view to see of the river and the mountains together.



## 2. Hilghagori Waterfall-

A hidden place in Charaideo district, Hilghagori Waterfalls, Nimonagarh, is a pristine waterfall having untouched beauty. It is 10 km away from Nimonagarh town. A small trek through the forest, which is a small part of Dihing Patkai wildlife sanctuary, is needed to reach the destination. The natural beauty of the path toward the waterfall is mesmerizing so it needs to be popular as a tourist destination. As the place is on the outskirts, the popularity of the waterfall can bring forth the poor development of the area, and livelihood opportunities will be improved among the locals. Adventurous people can come to this place and



### 3. Bakhor Begena-

In this region of Assam, there is a mystical tree that is often referred to as “Bakhar Bengena” or the “Divine Jasmine” and stands out among all the other significant historical and archaeological sites since it is a reminder of the magnificent Ahom empire. Located in the Jobolating village of Bokota Mouza, about 27 kilometres from the district headquarters of Sivasagar, is the mythical living tree known as Bakhar Bengena, which is thought to be 580 years old according to science. The uniqueness of the tree lies in its fruit which is brinjal that bears a crown like that of a pomegranate. No record of such fruit has been found growing in any part of the World.



### 4. Gorokhia Dol-

A historical monument of the Ahom era, the Gorokhiya Dol has been reclaimed as one of the oldest Dol situated in Nomati, near the Nazira subdivision in the Sivasagar district of Assam. In the winter people visit the place and enjoy the place as a picnic spot. The place is yet to be developed with proper transport facility.

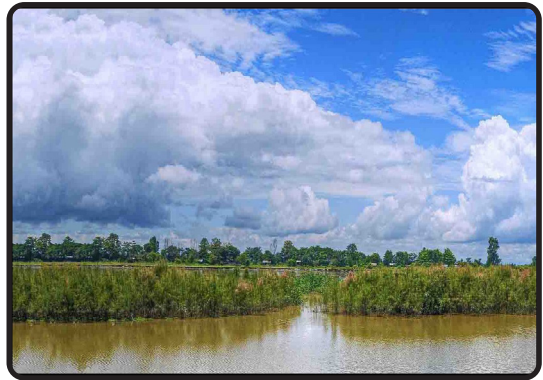
### 6. Disangmukh Festival-

An annual rendezvous celebration is held during the first week of January. On the sand of the riverbed of the Disang River, where a sizable crowd of people from various locations congregates, take place a variety of traditional fun activities and sports. As local Self Help Group items and indigenous agricultural products from individual local producers are shown and sold via this large fair, the festival highlights the economic progress of the surrounding towns and tribes. The distinct traditional culture and independence of the Mising community people in Sivasagar are now vividly displayed during this event. There are mostly Mising tribal communities close to Disangmukh. Around Disangmukh, one may still see the vibrant and voluminous traditions of the Mising tribes. In Disangmukh, 90% of the homes are



Chang Ghar. The inhabitants of the Mising village reside in Chang Ghar, thatched homes placed on bamboo stilts. Despite the elevated buildings' intended purpose of being a defence against wild animals, it served as a safeguard against floods during the rainy season. The majority of visitors to Chang Ghar is the taste of "Poro Aapong," or rice beer, a traditional beverage of Mising tribes, together with pork and dried fish.

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### **7. Cholapathar Shyam Village-**

The Chalapothar Shyam Gaon is a tourist attraction in Sivasagar which is part of the sightseeing tour of the city. It is the oldest Buddhist temple in the state being located in the Monitoring area. This village is mainly populated by the Khamyang people of Assam. They are followers of Buddhism and the village has two more monasteries. The temple's atmosphere is very calm and serene and gives the feeling of spirituality. The Chala Reserve Forest (1.7 km), Niz Khaloi Ghugura Gorja Gaon (3.6 km), Mathurapur (5.6 km), Maidam - Imperial tombs of Ahom kingdom (10 km), Capital Palace Complex of Charaideo (12 km), Abhaypur Reserve Forest (12 km), and Singphan wildlife sanctuary are a few additional nearby attractions that visitors to this village can explore (13 km). By interacting with the locals, who are generally pleasant, you may learn more about this location.

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### **8. Sarhul Festival of Tea Tribe-**

"Sarhul" means to revere trees in general or sal trees in particular. The indigenous people begin the event by honouring natural objects, such as trees, since they are more in one with nature. Most of the agricultural labour, including seed sowing, will begin after the event for the locals. The Mahabharata era is where Sarah's past begins. It was supposedly observed throughout the spring, according to several stories. The locals prayed to their tribe's protector or the village god during the spring, according to a tradition. They marked the occasion with a lot of flowers, dancing, and music. At the Hingrijan tea plantation in eastern Assam's





Charaideo district, the Sarhul festival, which is widely observed by a number of tribes in the Jharkhand region, was first seen.

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### 9. Amlokhi Deohal-

Amlokhi Deohal of Lakwa Is a place of worship for the Ahoms since the great Ahom Kingdom. The first Tai Ahom king Chowpha Sukapha, Grandson of Lengdon (God of heaven) Built a Deohal in Charaideo and performed Umpha puja (A ritual of the Tai Ahom, in this puja the main god worship is Lengdon), Me Dam Me Phi (Which is the ancestor worship communal festival in the Ahom religion) and Rikkhuwan Mung Khuan(a revitalizing ritual of the Tais). Sukapha built a Deohal and perform these three rituals with the help of the three pundits of Ahoms- Deodhai, Bilung, and Mohan. After shifting the capital from Charaideo the place of worship Deohal was shifted to Amlokhi, Lakwa. It is a sacred place where Ahom festivities are still celebrated with ancient rituals. The place has preserved the rich heritage of the Ahom dynasty till today.

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### 10. Langkuri-

Langkuri is situated in Habigaon, near Dolbagan in the district of Charaideo. It is 20 km away from the Charaideo main town. This place is not famous but it can be a tourist attraction as it is situated upon a pyramid. There are four pillars of Tat Haal which are used for the weaving of Gamusa and other cloth materials in the Ahom period. Short hiking can be done to witness the scenic view of Nagaland Mountain which is mesmerizing. It can be a sunset and sunrise viewpoint for nature lovers





# Northeast India - An emerging off beat destination of the Tech-Savvy Generation

Paridhi Brahma  
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Smartphones have become an inevitable gadget and internet connectivity is a basic human right. The tech-savvy generation has access to an entire plethora of information related to tourist destinations over the internet. The Internet has also helped in promoting new or emerging destination which has increased destination choices and competition. The tech-savvy generation makes informed decisions for themselves. They make calculated decisions based on factors like flight/ train fares, tour package cost, reviews, and travel time apart from the Unique Selling Propositions (USPs) of the destination. Stereotypical beliefs, political instability, and extremism have traditionally regulated tourist footfalls in Northeast India. Many destinations in the region are yet in the infancy stage.

Many first-generation travel businesses are targeting the tech-savvy generation on social networking sites like Facebook and Instagram. These tour operators are promoting Northeast India as an offbeat destination. A destination that is welcoming, tolerant, peaceful, innocent, traditional, and pristine. All of this, at a shoestring budget. This is made possible by the improved transportation network in the region which has made public transportation more comfortable, accessible and local transfers cheap. These tour operators are bringing more and more offbeat destinations on the map. They are now promoting group tours to these destinations making tours more and more affordable for the tourist. The business is growing, and benefits are being shared by the local stakeholders as well. Homestays which are usually basic in the region are benefiting from this market segment. And the tourists are more than happy with this value-for-money proposition.

Year on, we are seeing more and more festivals coming up in the region. Ziro Festival of Music, Dambuk Orange Festival, Basar Confluence, Hornbill Festival, and Tawang Festival are some to name a few. All these festivals are using folk extravaganza to spread different messages/ awareness relating to society, destination, or attaching a whole new USP to the destination. While all of this is happening, it needs no mention that these places will also bear the repercussions of these developments if not managed properly. This includes added pressure on its local resources and drug abuse among local youths where the society is not prepared or well equipped to deal with such problems. While reimagining tourism is the motto, we have to re-imagine destinations from the consumers' perspective. We need to consider consumers living environments; we also have to achieve an edge over other competing destinations to achieve success. This can be achieved by strategically targeting relevant and accessible information regarding the destination to these tech-savvy individuals for them to make decisions.





# Digboi - An Essence

Pranami Baruah  
(MBA 3rd Sem)

Digboi, famously known as the oil city of Assam, my hometown, will forever be etched in my heart. It is a small town in the north-eastern part of Assam with a township structure where people from diverse backgrounds reside. Everyone's lives revolve around the refinery. Each time our relatives come to visit, a ride around the refinery, Digboi Centenary Park, Digboi Centenary museum, war cemetery, and Shillong road is the whole Digboi tour package.

Digboi Centenary Park, which is just opposite the refinery, is one of the most beautiful places in the town with well-maintained trees and flowers of different kinds. During summer holidays the park is flooded with people, from kids to adults, from laughter and gossip in all languages. Just near the playing area, there is Dinesh da's food court with the unmissable juicy chicken roll. There is a boating area too to enjoy. But my favourite part is the hanging bridge towards the backside of the park which gives the highest adrenaline rush you can get in Digboi! In the evening one can't miss the incredible view from one of the hills in the park, the view of the sunset and the refinery together, which best describes what Digboi is as emotion.

Digboi Centenary museum, a place full of history and old machinery, showcases how the town got established from the discovery and extraction of crude oil to a refinery township. It is built around Digboi Oil Well No.1. The outer part is filled with well-preserved pumps, motors, tools, and equipment that were used in the past. A historic ford car is also placed for displaying the colonial British raj era. In the inside part of the museum, the first view is of a giant elephant used for logging with the instructor followed by different pictures and structures portraying stories of the town and its pasts. The ambiance inside is something that still fascinates me. The low lighting makes every piece more enduring; the red carpet and wooden walls of the building make the place feel royal. Each visit to the museum reminds me of how grateful I am to belong to a place filled with a such rich history.

The Digboi war cemetery, a burial ground for 200 soldiers, mostly British soldiers from World War II is an ethereal place to visit. It is a testimony to the soldiers who followed their duty filled with pain and struggle and died far away from their motherland. It is a very calm and scenic place filled with flowers, best enjoyed during sunset time.

A road with twists and turns, Shillong road, is an area filled with century-old British Bungalows in each small hillock present there. This place has an elite touch with a properly maintained garden, lawns, and a golf course.

For eateries, many small restaurants have been opened now but a few constants that have been there in the town for more than two decades are Sharma Sweets and Suncity. They have the best sweets, dosa, and pav bhaji. Every time, especially during the festivals they are filled with people. Everyone from the town makes sure that they don't miss the hot crispy jaleb- is during Durga puja time from Sharma Sweets.

Digboi is a quaint little place with a small social circle and everyone almost knows each other. Most children go to the same school and again to the same tutors for tuition. It is a world in itself. At night, the town lit up like a twinkling star and every corner is breathtaking making the place more alluring.

About a decade ago, my friends and I used to dream of the day we would leave this place and live in a city which felt like a different world at that time. But today the same group of friends and I talk about and wait eagerly for our next visit to Digboi.

"The ache for home lives in all of us, the safe place where we can go as we are and not be questioned" - Maya Angelou

***"To travel is to discover that everyone is wrong about other countries"***  
- Aldous Huxley



# Travel - but with a Purpose

Nirmali Das

Research Scholar, Tezpur University

Every time we travel, we increase the carbon footprint of the tourism industry. According to a 2019 report, the tourism industry accounts for about 8% of global carbon emissions. These are released from transportations, food and drink, accommodation, and even shopping. People's travels will rise along with their incomes and, in turn, their carbon footprints. Also globetrotting, i.e. frequent travels, which is mostly seen among the business travellers is one unavoidable and increasing tour. As advocates of tourism, what can we do on our part to reduce carbon footprints? We are seeing environmental, behavioural, and sociocultural effects in many locations as a result of tourism's rapid global expansion, which is one of the fastest expanding sectors in the world. The demand of the hour are travellers who care about the environment. Visitors who care about the environment are drawn to places with experiences of untamed beauty. The tourism sector, the environment, and biodiversity conservation may all benefit from encouraging behaviour change and implementing ecologically friendly business practises. Below mentioned are the main causes of carbon footprints with a few possible solutions.

## **Transportation**

Tourism and transportation goes hand in hand as one needs a means to transport from one location to another. But sadly it is considered the largest cause of greenhouse gas emissions in the travel and tourism industry. Out of all the various modes of transport, air transportation is the largest contributor to carbon footprints, globally. Elimination of air travel would be catastrophic to the world economies. One long vacation instead of several smaller ones may be planned, and rail and road transport be used whenever possible. It is not suggested to be against flying altogether, but to limit it to the farthest destinations. In nearby locations public transportation must be used instead of self-driven vehicles.



## **Accommodation**

In terms of accommodation, the resorts and hotels with modern amenities typically have the greatest lodging emissions. Luxuries that they offer come with a heavy cost. The sources include refrigerators, ACs, electricity used to power lights, TVs, washing machines, and other equipment. Travellers can influence hotels and other companies to modify their practises and take action on climate change. Hotels that are committed to minimising their carbon footprint must be preferred. There are a variety of ways to reduce carbon emissions, including by installing energy-efficient fixtures and equipment, installing mediums of renewable energy, pur-

chasing locally sourced goods, or purchasing carbon offsets. Living at a homestay gives one the chance to experience local life and discover some of the best places to explore that visitors may not typically learn about. The carbon footprint of homestays with relatively modest amenities is typically lower than that of luxury resorts with spas, pools, golf courses, and fitness centres.

### **Food and drinks**

Food is central to tourism industry for sustenance of both hosts in the destinations and travellers. But unfortunately, it contributes to one-fourth of the green-house gas emissions. The hotels and restaurants that cater to innumerable consumers daily, import the majority of their food supplies to suit the consumer tastes. Food that travel a very long way increases emissions the further it travels.

Then there is the problem of food waste too in the food industry. Food waste indicates that all of the emissions produced during manufacture were unnecessary. Only less than half of hotels worldwide compost their food waste. Methane, which is 21 times stronger than carbon dioxide, is produced as a result of food waste.

We as travellers must take advantage of the chance to sample all of the regional cuisines that the locations offer, something that we don't easily have access to at home. Discovering the regional cuisines, while shopping at local eateries and stores will help the hosts to generate income. The more one consumes packaged and imported food, the more one contributes to carbon footprints. The local economy will be benefited and carbon footprints will be reduced if we choose to consume locally grown food rather than imported food. Also avoid food waste. As mentioned in Ayurveda also, that we consume only half to eighty percent of what we can eat to avoid food waste and to remain active.

### **Shopping**

Tourists always return home with varieties of mementos from their trip. Shopping in itself has evolved into a trip experience. Many travellers visit certain places just for shopping. But how often do we even think of whether our purchases lead to carbon footprints?

The carbon footprint of a product must be calculated with production, manufacturing, and transportation in mind. Many souvenirs and other goods are mass-produced in distant factories. Before buying anything, we need to ask ourselves if we will actually use it at home. Therefore buying locally handcrafted products by local craftspeople must be encouraged. We never know, by purchasing a locally handcrafted product, we might be contributing to a week's meal for some poor craftsmen in a far off village. These products might at times be expensive as these are not mass-produced. But investing in an expensive or high-quality goods is always better rather than cheap ones that will be thrown away after a single use.

### **Concluding Remarks**

Society is becoming more and more concerned with how our actions affect the environment and the planet's capacity to support our continued development. The carbon footprints of tourism are becoming more widely recognised by both the tourism sector and travellers. Travellers who want to reduce their carbon footprint are drawn to the rapidly growing industry of "carbon neutral" tourism. The least we can do as travellers is to choose environmentally friendly travel options. The next time we arrange a trip, hope we all take the initiative. After all, travelling with a purpose that is beneficial to our nature will bring about considerably greater satisfaction.



# Art of Organic dyeing or is it dying??

Trideep Borsaikia, Research Scholar,  
Department of Business Administration, TU

Dyeing is an art that has been as old as human civilization. The source of natural dyes were natural ingredients. According to the historical records, primitive men used plant-based dyes for colouring animal skin and their own skin for their religious festivals and wars. Natural colour was prevalent among the people from Greco-Roman periods and the use of natural dyes was found in China dated 2600 BC. In the past times, painters had used natural colours for their paintings which were extracted from plants, insects and minerals. In India, the Atharvaveda carries description of natural colour and it had been used for wall paintings of Ajanta, Ellora and Sittannavasal caves. In Egypt, mummies have been found wrapped in dyed clothes and also showed the presence of alizarin, a dye extracted from madder. When we look at our Northeast India, in Assam, every community has their own cloths dyed with indigenous herbal dyes. A few decades back, people of Assam prepared dye from locally available plants to dye their silk, cotton and wool yarn or fabric. Some dyes which are obtained from dye yielding plants of Assam are Yellow (Local plant name- Bel), Brick red (Local plant name- Jaticoroi), Yellow (Local plant name- Polash), Yellow (Local plant name- Radha sura) Black shade (Local plant name- Amla & Silikha) Bluish black (Local plant name- Jetuka), Red (Local plant name- Achu), Orange (Local plant name- Sewali) and many more.

Natural dye colorants produced from flora and fauna are non-toxic and biodegradable in nature in the other hand synthetic dyes are toxic because of the harmful chemicals and they do not have biodegradable nature which is the cause of environment pollution.

In recent years, this art of organic or natural dyeing has lost its prominence due to new innovations in synthetic or chemical dyes which have advantages such as brightness of shades, good colour fastness, variety in the colour of shades, etc. The natural/organic colours do not have a wide range of colour shades and due to many environmental and ecological factors the natural ingredients used in dyeing are extinct, which has led to the loss of resources to produce certain colours which can be only used to dye a certain type of fibre-yarn.

Meanwhile there are still certain practitioners who are still continuing this activity of natural dyeing of yarns and fabrics. One of such personalities is Mr. Narmohan Das, the proprietor of Das Handloom & Handicraft, Haropara village, Palashbari, Kamrup(R). He is one of the few practitioners who is still producing beautifully organic dyed fabrics and has developed an ecosystem which is helping the fellow villagers in earning livelihood by delivering quality handloom merchandises. The merchandises include mostly eri products like eri stoles(organically dyed), sarees made of Muga and other handwoven products of cotton.



Out of these handloom products eri stoles and eri products are organically dyed red, yellow, shades of green, blue, aubergine and brown with ingredients like cow-dung, onion peels, charcoal, Brazilwood powder, indigo, etc. Moreover, his products are also being sold to fashion houses in countries like Japan, France, etc. Inbound visitors who happen to be his potential clients and academicians visit his enterprise at Haropara which is also his residence to see these products and initiate deals with him. Mr. Das is also an innovator and always tries to improve his handloom products as well as he encourages his acquaintances and fellow weavers(women) to learn new weaving skills and dyeing techniques.



The organic dyeing techniques are becoming extinct and to revive this kind of technique touristic activities can play a significant role. If tourists can be involved to experience the process of dyeing under the guidance of the practitioner such as Mr. Das and his associates, learn about the rearing of eri silk, designing and manufacturing of handloom products, these kinds of activities will open doors to a new kind of rural tourism. The bag-packers can be the tourist segment, who can visit the village and help in promoting this type of touristic activities and places. Haropara is a small village which is far from Guwahati city, this is also an advantage because the villagers can open up home-stays for the tourists which can be an alternative source of income for the villagers and it will help in cultural exchange.


The souvenir business is another dimension which will help getting the organically dyed and handloom products of Mr. Das getting promoted as well to a larger audience. This will motivate the practitioners of this art to continue and the dyeing technique as well as the handloom sector might get a new revival after two years of pandemic.

The UNWTO is celebrating The World Tourism Day, 2022 as the year of Re-imagining Tourism. Re-imagining tourism in such innovative ways can help in reviving a traditional knowledge and add new attractions in the Assam's tourism map.



# Few challenging treks in India

MBA 3rd Semester, Department of Business Administration, TU



India is a geographically diversified nation with a variety of landscapes, including deserts, plains, hills, and plateaus in addition to mountain ranges with snow-capped peaks. From Jammu and Kashmir to Arunachal Pradesh, the Himalayan range in India spans thirteen states and union territories, covering a distance of more than 2,500 kilometres. From the states of Gujarat, Maharashtra, Goa, Karnataka, and Kerala to Tamil Nadu, the Western Ghats span more than 1,600 kilometres. There are several possibilities in India for those looking for challenging treks to improve their trekking experience. The following are a handful of India's most challenging treks:

## **1) Alang Madan Kulang Trek, Maharashtra:**

This trek popularly known as AMK lies in the Kalsubai range of the Sahyadris, in Nashik district, Maharashtra. It is a two-day trek filled with surprises and scenic views. The trek is 1400m above sea level and it traverses through thick forests and slippery rocks which makes it challenging. The trek requires a high level of skilled mountaineering knowledge and is recommended to do in groups. The best time to visit is from October to February.

## **2) Kalindi Khal Trek, Uttarakhand:**

It is a high-altitude pass in the spectacular Garhwal Himalayas that connects Gangotri and Badrinath. It is a 12 to 15 days trek including acclimatization. The route traverses through rough glaciers, rocky paths and crevassed snowfields. In this trek, one can encounter breathtaking views of some of the highest peaks of the Himalayan range like Shivling, Abi Gamin etc. The glaciers keep on breaking and shifting which makes the trail challenging. It is 5950m above sea level and the best time to visit is between May to June and September to October.

## **3) Pin Parvati, Himachal Pradesh:**

It is the pass that links Kullu's Parvati valley to Spiti's Pin valley. The entire trail is filled with picturesque views of Parvati valley and Spiti valley. The trek includes crossing of Parvati River, glacier crossings, rock fall and landslide prone areas making it one of the most difficult trails for trekking. It is an eleven days trek starting from Barsheni village. It is 5,319m above sea level and the best time to visit is between July and September.

## **4) Agasthyakoodam, Kerala:**

Located on Ashambu Hills in the southern part of the Western Ghats is a two to three days trek. It is located in a very remote area with a lack of accessibility, possible wildlife encounters and climbs making the trail challenging. The best part of the trek is the view of the beautiful landscape from deciduous forests to grassland and evergreen forest. It is 1,868m above sea level and the best time to visit is between January and March.

### **5) Auden's Col, Uttarakhand:**

It is a high-altitude pass that connects Rudugaira valley and Bhilangana valley in Uttarakhand. The trail is full of majestic views of Himalayan peaks such as the gangotri group of peaks, the jogin group etc. It is a 14 to 15 days trek filled with challenges due to boulders, glaciers and steep ridges. It is 5,490m above sea level and the best time to visit is either May to June or September to mid-October

### **6) Pangarchulla Peak, Uttarakhand:**

Also known as Chimney peak is a six days trek and offers spectacular views with the experience of a summit trek. It lies in the Garhwal region of the Himalayas and glances of peaks like Mana, Nanda Devi and many others can be enjoyed throughout the trail. This trek demands a high level of stamina as it covers long uneven trails with height. It is 4,575m above sea level and the best time to visit is either from May to June or from September to November.

### **7) Rupin Pass Trek, Uttaranchal and Himachal Pradesh:**

The eight-day hike begins in Dhaulai, Uttarakhand, and concludes in Sangla, Himachal Pradesh. The trek's difficulty level is raised by its length and elevation. The walk is magical and worthwhile because of the shifting landscape, large green meadows, and white rhododendrons. The best months to go are from September to November, and it is located 4,650m above sea level.

### **8) Stok Kangri Trek, Ladakh:**

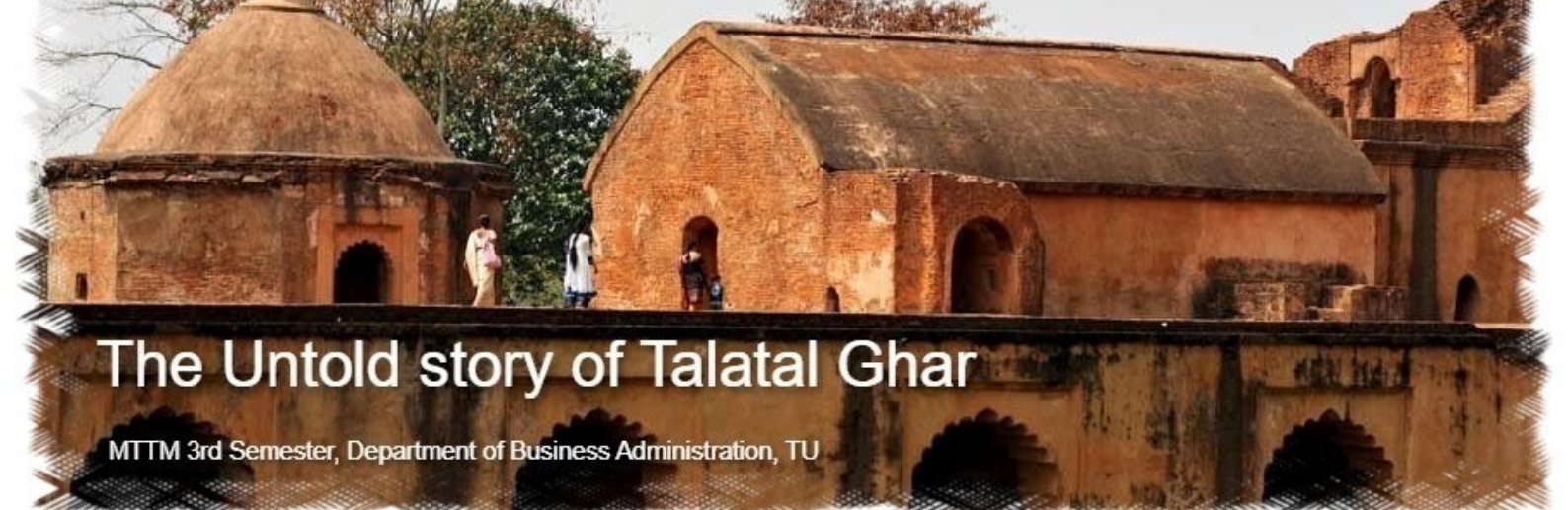
It is the tallest mountain in Ladakh's trans-Himalayan Stok Range in the Zaskar Mountains. The trail offers numerous spectacular vistas, including views of the Zaskar and Karakoram ranges from the Stok Summit. It is a long, difficult, and hilly terrain, requiring tremendous physical and mental stamina. The journey is nine days long and has an elevation gain of 6152 metres. May until the middle of October is the ideal season to travel.

Indian adventure tourism is emerging as one of the fastest-growing segments as the number of travellers who wants to experience adventure and difficult trails are increasing. Trekking is an experience that challenges a person mentally, physically and spiritually. It brings one closer to their raw selves and nature and India provides several options that are yet to be explored.

***"Travel makes one modest. You see what a tiny space you occupy in the world"***

*- Gustave Flaubert*





# The Untold story of Talatal Ghar

MTTM 3rd Semester, Department of Business Administration, TU

The remains of a magnificent chapter in Assam's political history may be seen in the sprawling city of Sivasagar in Upper Assam (about 360 kilometres northeast of Guwahati). The Ahoms, a strong and resourceful dynasty that ruled the Brahmaputra valley for about 600 years, created a lot of impressive structures throughout the city! The Ahoms were responsible for the substantial growth of this region's politics, economics, society, art, and culture. The Ahoms' architectural heritage is evidence of their strength and wealth as well as their sense of style and artistic sensibility. The Talatal Ghar, which is the largest and finest of all Ahom structures and represents Ahom power at its height, is located near the village of Dicial Dhulia in the Sivasagar district.

The story of Ahom rule in Assam began in the early 13th century CE when Sukaphaa, a Tai or Shan prince from Maulang, believed to be located somewhere in the northern and eastern hill tracts of Upper Myanmar and Western Yunnan, entered the Brahmaputra valley through its southern border with a group of about 9000 followers. In 1228 CE, they established a base at Charaideo (28 km from the current Sivasagar district), and over the following centuries, they ruled over the whole valley via a sequence of conquering, peacemaking, and matrimonial relationships. During this period of growth, the Ahom monarchy, which had originally been a tribal political organisation, transformed into a centralised state system. The Ahom's growth and consolidation in the 17th century CE, the Mughals were interested in the growth and consolidation of the Ahom empire, which sparked a lengthy era of struggle between the two empires (1615-1682 CE). The Ahoms became the undisputed rulers of the Brahmaputra valley up to the river Manah/Manas in the west after this conflict concluded with the Mughals' loss at the Battle of Itakhuli in 1682 CE (which remained the western boundary of the kingdom till the British took over in 1826 CE).

Talatal Ghar is the largest monument of all Ahom architectures, the monument's name perfectly expresses the structure of the present structure. Talatal is a term that implies "multi-storied." The building that is still standing today is an extended construction with annexes on both sides and in the centre, arranged along a north-south axis. The ground level comprises open and closed compartments as well as rows of columns with semi-circular arches. This floor may have been served as stables and storage facilities. The majority of the upper level is an open patio. However, a number of circular holes drilled into the terrace's floor have been identified as post holes for wooden pillars, indicating the possibility of wood-framed higher storeys. The annexes, particularly the middle one, have multi-story roofed buildings. Some of these roofed buildings were built utilising the distinctive to this region do-chala or cottage architectural style.

A building with an arched entryway and an octagonal top is thought to have served as a temple.

A Gola Ghar, or royal armoury, nearby that was likewise built in the do-chala design. The entire complex is enclosed by a brick wall, or garh, and a garh khawoi, which is a ditch or moat that was once filled with water.

The Talatal Ghar exhibits Ahom architectural excellence in both its grandiose structural design and the resourcefully prepared building materials that were made from the area's natural resources. Different sizes and types of bricks were utilised to build the edifice. The angular zigzag patterns on the bases of some of the structure's pillars are decorative circular bases. The fact that these patterns were maybe not moulded after the pillars were set is an outstanding trait. It's amazing that these patterns weren't created after the pillars were put in place. For building, a unique cementing material known as the Karal or Karhal was employed. It was made from black gramme (matimah), duck eggs, sticky rice (bora saul), xilikha (a native fruit), resin, snail lime, etc. There are still glittering snail shell fragments in the walls. Given that the bricks' surface seems to have an oily feel when exposed to water, it is also thought that the Ahoms may have utilised some method to waterproof these walls. Delicate flower motifs that are beautifully etched into the concrete embellish the building's interior.

The Talatal Ghar has developed a fabled reputation as an enigmatic building that protects the wealth and mysteries of a bygone age through time in the minds of the general public. The Talatal Ghar is said to include two hidden passageways and four subterranean storeys. The tunnels, one of which leads to the Garhgaon palace and the other to the Dikhow river, are thought to be escape routes. These were said to have guaranteed the royalty's safety during an enemy attack. There are several accounts of individuals becoming trapped in the labyrinthine underground chambers for all time, which led the British to seal up the tunnel's entrance. There were no hidden tunnels found during a Ground Penetrating Radar (GPR) Survey carried out in 2015 by IIT Kanpur in conjunction with the Archaeological Survey of India (Guwahati Circle). However, the investigation suggested that there could be buildings between 1.9 and 4 metres beneath the garden, toward the monument's left-hand corner. This substructure may be a second foundation constructed for earthquake resilience, according to speculation. Another well-known legend surrounding the monument is that one of the building's locked rooms (above ground) conceals a Rajbharal, or the royal treasury of the Ahoms, which still houses vast wealth.

The Ahom kingdom was riddled with internal insurrection, power conflicts, and feuds by the second part of the 18th century CE. The Moamoria Rebellion, which amounted to a civil war and drastically damaged the empire from within (the Moamoriyas were a non-conformist Vaisnavite sect that disagreed with the Ahom Empire on theological, intellectual, and political reasons). The Burmese invasion, which occurred in three waves between 1817 and 1826 CE, dealt this already unstable state its death blow. But the Burmese came into conflict with the British when they overthrew the Ahom monarchy. The Burmese were ultimately defeated by the latter, and Assam joined British India as a result of the Treaty of Yandaboo (1826 CE).

Even after the diminish of the Ahom Kingdom, The Talatal Ghar, however, serves as a visible reminder of its might and majesty. Visitors are drawn to this structure's maze-like passageways to immerse themselves in a time when this powerful dynasty ruled supremely over the plains and hills that surrounded the majestic Brahmaputra.





# Time to Rethink Revenge Tourism

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On January 27, 2020, a 20-year-old girl was presented to the Emergency Department at General Hospital, Thrissur, Kerala, with a one-day history of dry cough and sore throat. And the COVID era started in India. Considering the gravity of the situation, the Prime Minister of India, Mr. Narendra Modi, had to come for an "address to the nation" and declared March 22, 2020 as "Janata Curfew" by which people were restricted from coming outside their homes unless for very important work. The country, like the world, experienced a very tough time. The economy took a blow from all sides. The most affected sectors were the travel, tourism, and hospitality sectors. In the wildest dream, we could not believe that the airports, railway stations, hotels, and restaurants would be closed for days, weeks, or months together. The economies of some areas/countries that are completely dependent on travel and tourism have been ruined altogether. COVID-19, being a very powerful infectious disease, needed time and effort to be controlled. The whole world was totally shaken by the pandemic. But, on the other hand, mother earth did get some respite from pollution, carbon emissions, and the cruelty of advanced technologies for a while. The birds could fly, the air quality improved, and the ecology got a renewed life.

The second half of 2021 brought good news to the travel and tourism industries as most of the sectors were made open for travellers. However, the population that had been confined to their homes and locality began to emerge and travel in great numbers. The travel industry is now almost back on track. I was reading a news item in the Times of India on April 20, 2022, which mentioned that there was a sequential growth of 37% in domestic air passenger traffic to 106 lakh in March 2022 compared to just 77 lakh in February 2022, and YoY growth of 35% compared to 78 lakh in March 2021. ICRA did a study on post-COVID tourism and estimated domestic passenger traffic for FY2022 at 84 million, a YoY growth of 59%. For March 2022, the average daily departures were at 2,588, higher than the average daily departures of 2,308 in March 2021 and notably higher compared to 2,023 in February 2022.

Tourists are on a spree of travelling, and the term "revenge tourism" is seen to be in the field. Revenge travel, or revenge tourism, is a phenomenon that has people, who are tired of mundane everyday routines due to lockdowns, rushing to travel to various destinations for short or long breaks. While it has brought a new lease of life to the tourism industry, the tourist places are surpassing their carrying capacities. There is unplanned growth of various tourist facilities, etc., causing damage to the places. There is competition among states. Kerala's Tourism



Department has launched yet another innovative campaign titled "Revenge Tourism" to attract travellers to various destinations in the state. In the same way, other states are also doing this, leading to some serious environmental and ecological issues. I was listening to a concerned person from Jaipur who was lamenting that even though tourism in Udaipur (Rajasthan) had created employment opportunities for thousands of locals and was the primary contributor to the city's economy, this growth had come at a high price. It is a fact that the lakes at Udaipur are not in the best shape now. Lake Pichola, which had an area of 6.5 sq km, is now just 4.5 sq km and Fateh Sagar has reduced from 4.5 sq km to 2.7 sq km. The reduced size of the lakes has also hurt the entire ecosystem – migratory birds and aquatic life. It is very alarming news. Unless and until we are able to preserve such places, the growth of tourism will be meaningless.

From October 15, 2022, the Kaziranga National Park in Assam will be open to tourists. We expect a large inflow of tourists to the national park. It is the need of the locality as well as for the State of Assam. A large inflow of tourists at Kaziranga should, of course, play a pivotal role in restoring the fragile balance between development and the environment. The need of the hour is to change the narrative of tourism from just focusing on human-made wildlife tourism to promoting Kaziranga as an ecotourism destination, built on the pillars of biodiversity, wildlife, natural wealth, local tribes, and authentic cuisines. It is the time to rethink. The government and locals should collaborate to conserve the forest.

Although many groups are working to improve the condition of the locality as well as the economic conditions of the locals, simple steps like banning single-use plastic bottles, use of electric vehicles, etc. can bring back serenity to the Kaziranga National Forest. Assam's government is working to develop the "experiential tourism" sector in the state's national forests by focusing on eco-tourism and wildlife. There is still a lot of natural beauty left in and around Kaziranga. What is required is a strong will from the government, locals, and tourists to save that beauty. This is the time to rethink.

*"To travel is to evolve" - Pierre Bernardo*



# A Tourist's Poem

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Farmer.

The fields seem lovingly green from a faraway farm;  
I walked towards them, closer to the setting sun-  
what basked in the mild warmth was not mere beauty  
but crabs, and snakes beneath my well-covered feet.

Riversong.

I walked beside the mighty Luit, sang two songs on ripples  
that sparkled like glassy crystals on the watery carpets,  
inspiring mocking birds to sing  
in rhythm with the frequent tides.

Celebration.

I danced with the men from the lamp-lit village, drums, and horns,  
and  
sticks, and cymbals,  
and the night passed fast under the sickle-moon's smile.

I travelled far

to see a strange place, and the place seemed more familiar than ever.

*"Life is either a daring adventure, or nothing at all"* – Helen Keller

# ৰংপুৰে ৰিঙীয়াই

প্ৰিয়ংকা চুতীয়া  
তৃতীয় ষান্মাসিক

ৰংপুৰে ৰিঙীয়াই

✍️ প্ৰিয়ংকা চুতীয়া

তেজপুৰ বিশ্ববিদ্যালয়

তৃতীয় ষান্মাসিক

2021-23

কোনোবাই যদি প্ৰিয় ঠাই বুলি সোধে

মোৰ উত্তৰ হ'ব ৰংপুৰৰ বাকৰিত ইতিহাসে গৰকা কোঁৱৰৰ কাহিনীবোৰ,,, ৰংপুৰীয়া আবেগ বহুল। শীতৰ  
সেমেকা আবেলিত বৰপুখুৰী পাৰৰ বাৰ্তালাপ,,, ইতিহাসে গজাগজাই থকা ৰংপুৰলৈ আহিব চোন এবাৰ,,,

ৰংঘৰৰ বাকৰিৰ বিহুৰ আমেজ ল'ব কেতিয়াবা, বিচাৰি পাব বিহুৰ সুকীয়া মাদকতা,,

বৰপুখুৰী পাৰ মানেই যে সেউজীয়াৰে অগাডেৱা,,, সঁচাই শিৱসাগৰৰ স্মৃতিবোৰে ৰিঙীয়াই,,,

জয়সাগৰৰ জেৰেঙাৰ উমত জয়াৰ বিননি কথা নকবি

অ ককায়,,,

বুকুখনি বৰকৈ বিষায়, চাউদাঙে দিয়া ঘাঁবোৰ আজিও শুকোৱা নাই।

জয়াৰ বিননী কোনে শুনিব

ক চোন ককাই,,,

কাৰেঙৰ বাকৰিত সপোন ৰচা দেখিছেনে কেতিয়াবা,? তাতেই যে হেজাৰজন কোঁৱৰে সপোন ৰচিছে  
ককায়,,

দিচাংৰ পাৰত বাঁহিৰ সুৰ কোনেনো বজাই?

বাঁহিৰ সুৰ ভাঁহি ৰয় বহুবাৰ,,, হালধীয়া সৰিয়হৰ হাঁহিবোৰে দিচাং ৰ চাপৰি সজায়,,, কিয়নো প্ৰকৃতি তই  
ইমানেই ধুনীয়া তোৰ যে তুলনা নাই,,, ইতিহাসৰ পৃষ্ঠাবোৰ খেপিয়ালেই পাবা নামদাঙৰ বুকুত উতি ফুৰা  
অসম্পূৰ্ণ আশাৰ টোকোৰা,,,

সময় পালে খবৰ লবিচোন ককায়,

ৰংপুৰৰ বাকৰিৰ ইতিহাসৰ কুৰুলিত জিপাল হোৱা আবেলিবোৰ কথা,,,,

Translation in next page....





# Rangpure Ringiae

Priyanka Chutia

MTTM 3rd Semester

If someone asks for a favorite place  
My answer would be the stories of Garka Konwar in the history of Bakri in Rangpur,,, rangpuria is emotional.  
On a wet winter afternoon, the conversation on the banks of the Borpukhuri, will come to Rangpur, which has been buzzing with history once,,  
Take the time to witness The Rangghar's majestic Bihu, you may find a unique intoxication,,  
The banks of the borpukhuri mean that the greenery is in abundance,,, the memories of Sivasagar are really ringing,,,  
Don't talk about Jaya's tragedy in Jaisagar's land  
It's okay,,  
The heart hurts a lot  
The wounds given by Saudang are still fresh  
Who will listen to Jaya's tales of woe ?  
Have you ever dreamed in the heart of Kareng ?  
That's where a thousand crows are dreaming,  
Who plays the flute tune on the banks of Dichang?  
Many a times,,, the yellow mustards smile,,, because nature is so beautiful, that you have no comparison,,, if you scratch the pages of history, you can get a token of unfulfilled hope floating in Namdang's chest,,,  
When the time comes, the news will come.  
It's the afternoons of the history in Rangpur,,,,

***"Travel is fatal to prejudice, bigotry, and narrow-mindedness."*** –Mark Twain



# Let's Travel

Atashi Lahary  
MBA, 1st Semester

Locked within this four walls,  
Let's shun down the barriers,  
Reach out to the farthest corners.

To this monochromatic turned life,  
Let's fill colours of green and blues,  
Explore the valleys and the plateaus.

Into the mountains on the top,  
Let's feel the cold mist,  
Settling on our face whilst.

On a summer day on the beach,  
Let's walk through golden sand,  
Make sand castles with our hand.

On green grass, on shimmering snow,  
Let's travel to all the places we know,  
And paint life in shades of a rainbow.

***"A good traveler has no fixed plans, and is not intent on arriving."*** – Lao Tzu



## COVER PAGES BY STUDENTS



By: Bhavna Kashyap(MBA, 1st Semester)



By: Priyanka Sarkar (MBA, 1st Semester)



By: Rejwana Yashmin (MBA, 1st Semester)



## STUDENT PHOTOGRAPHY

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Photography by: Shouvik Kar (MBA, 3rd Sem)



Photography by: Afruja Ahmed (MTTM, 3rd Sem)



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# Uttaran

