

2023

UTTARAKHAND



TOURISM AND
GREEN INVESTMENT

Invest in People, Planet and Prosperity

Annual E-Magazine of MTTM,
Tezpur University

UTTARAN

2023 Edition

Your paragraph text

‘Two roads diverged in a wood and I – I took the one less
traveled by, and that has made all the difference’.

–Robert Frost

UTTARAN

The Annual E Magazine of M.T.T.M (Department of Business Administration
Tezpur University, 2023 Edition

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Prof. Shambhu Nath Singh
Vice Chancellor



Message from the Vice Chancellor

As we come together to celebrate World Tourism Day on 27th September 2023, I am delighted to extend my warmest greetings to each and every one of you.

This year's theme, **"Tourism and Green Investment,"** underscores the pivotal role that responsible tourism plays in shaping our world. It is a theme that aligns perfectly with our shared commitment to sustainability and environmental consciousness.

Tezpur University has always stood as a beacon of knowledge, innovation, and community engagement. Through our diverse academic pursuits, we strive to foster a holistic understanding of the world's challenges and opportunities. Sustainable tourism is undoubtedly one such opportunity, one that not only promotes cultural exchange but also serves as a catalyst for positive change in our environment.

I commend the Department of Business Administration for their initiative in producing the E-Magazine **"Uttaran."** This platform not only showcases the intellectual prowess of our community but also serves as a testament to our dedication to pressing global issues.

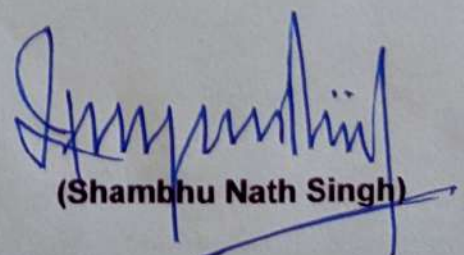
I encourage all of you, faculty, staff, and students alike, to contribute your thoughts, insights, and creative expressions to **"Uttaran"**. Your voices are vital in shaping the discourse surrounding sustainable tourism and green investment.

Let us use this E-Magazine as a canvas to illustrate our commitment to a greener, more sustainable future. Through the power of words, images, and ideas, let us inspire change and illuminate the path toward responsible tourism.

I eagerly anticipate the thoughtful contributions that will grace the pages of **"Uttaran"**. Together, we can make a profound impact on how the world perceives and practises tourism.

Thank you for your dedication and let us continue to strive for excellence in all our endeavours.

Wishing you a wonderful World Tourism Day.


(Shambhu Nath Singh)



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वसुधैव कुटुम्बकम्
ONE EARTH • ONE FAMILY • ONE FUTURE

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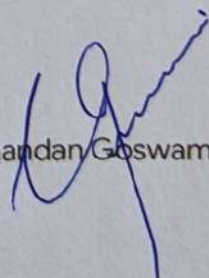
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Thank you for your dedication, and let us continue to strive for excellence in all our endeavours.

Wishing you a wonderful World Tourism Day


(Chandan Goswami)



तेजपुर विश्वविद्यालय / TEZPUR UNIVERSITY

(संसद के अधिनियम द्वारा स्थापित केंद्रीय पब्लिशिंगहाल)

(A Central University established by an Act of Parliament)

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Office of the Head, Department of Business Administration

Message from the Head of the Department

On behalf of the Tezpur University Department of Business Administration, I cordially invite you to browse the pages that follow, which showcase the enthusiasm and ingenuity of our staff.

This Department has established a name for itself in the business world in a little more than a quarter of a century. We lead our pupils along a road of thorns in order to prepare them for a world free from mentors' handholding and beyond bounds of protection. An oven where our products are cooked and jewels are polished is prepared by a maze of classroom interactions, assignments, assessments, submissions, projects, and other pedagogical components.

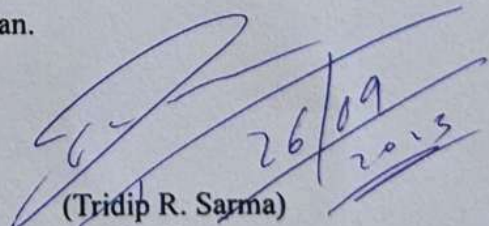
This book that you are holding is the result of our children's fresh ideas and lateral thinking. This group would be encouraged by your responses to their deliverables if they were to take them as your blessings.

I'd like to take this occasion to introduce to you the yearly e-magazine UTTARAN Ver. 2023 which emphasizes on the theme "Tourism and Green Investment"- a project by FORMEX, the platform for our students. In Assamese, the word "Uttaran" means "to ascend to a higher level." That's where we aim to focus our efforts.

I'm sending this bunch my best wishes.

I'd want to thank you again and extend an invitation to browse Uttaran.

Date: 26th September
Place: Tezpur, Assam


(Tridip R. Sarma)
Head of the Department
Business Administration



Editor's Note

Every year United Nations World Tourism Organization has been celebrating The World Tourism Day on 27th September as international observance since 1980. The purpose behind the observance of this day is to raise awareness of tourism and its role in influencing social, cultural, political and economic values among the international community. The disruption caused in the tourism industry due to COVID-19 has given the tourism sector to redefine and restructure the calibers and narratives of tourism investments so as to formulate sustainable measures for the People, the Planet and Prosperity.

This World Tourism Day, the UNWTO has adopted the theme of "Tourism and Green Investment". The international observance thrives to highlight the need to deliver investment for projects that work for People i.e. investing in people by prioritizing education and Upskilling people. This would help in restructuring of the tourism industry ad a whole so as to face crisis. Secondly, investing in Planet so as to promote Tourism's green transition. The tourism sector shall play leading role in supporting and implementing the green goals of the Agenda of 2030 and the SDGs. Thirdly, investing in Prosperity fostering innovation and entrepreneurship. These investments shall have multiplier potential to stimulate the tourism recovery and safeguard jobs by supporting the survival of MSMEs and create favorable conditions needed for future growth of the industry post pandemic.

On the event of World Tourism Day every year the students of Masters of Travel and Tourism Management, Tezpur University with the aim to mark the importance and observance of the day takes the privilege to publish E-Magazine "Uttaran". The 2023 edition of Uttaran emphasizes on promoting tourism and green investment which is the very theme of adopted by UNTWO. This edition thrives to put focus on the sustainable aims and long-term development of the society and environment as a whole. This magazine pours light on the traditional aspects of the fashion, art, culture which have been long lost. In accordance to the theme "Tourism and Green investment" this magazine has made its point on focusing on green tourism through environment safeguard and promotion of long-term sustainable goals by healthy and crisis ready tourism industry and in the meantime this magazine shall draw the attention of the readers towards green investment which would in one way or the other lead to the awareness among them so as to contribute towards safe and sound future.

We hope that, this edition instills among its readers the energy of positivity, fresh outlook on the pre-existing knowledge and thoughts on the tourism and the importance of green goals.

Let's create a greener today and build sustainable tomorrow!

-Krishna Mayuri Borah
-Sunny Rock Heiyam
-Atashi Lahary

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Image Courtesy: blog.railgatri.in

Preserving Stories from The Past Through Community-Based Tourism

Krishna Mayuri Borah
Master of Tourism and Travel Management
3rd Semester

As we enter the secluded village of Mon in India's northeastern state of Nagaland, the air is thick with anticipation. This is no ordinary location, nestled in the lush green hills. The Konyak Naga tribe lives here in Mon, and their past is as colourful as the shawls they wear. As we immerse ourselves in their society, we realise that community-based tourism is about preserving stories from the past, a journey back in time where traditions come to life.

The Konyak Naga tribe has a long and complex history, including a notorious phase of headhunting that is now firmly in the past. The tribe's traditions and practises continue to captivate visitors. While many aspects of their traditional way of life have changed, community-based tourism has helped to retain their cultural identity. Community-based tourism connects visitors to local communities in a way that is both sustainable and respectful to indigenous cultures. This sort of tourism assures that Konyak people are active participants rather than passive observers in the tourism business. The revenue generated by community-based tourism is frequently reinvested in projects that benefit the entire community.

One of the most valuable components of community-based tourism is the opportunity to learn about the Konyak Naga tribe's history and traditions. The tribe has an oral culture that has been passed down through generations, containing tales of their warrior exploits, distinctive face tattoos, and the mythology that define their identity. Elders in the community are crucial in maintaining these stories. Visitors learn about the Konyak people's bravery, resilience, and cultural history via their stories. By listening to these stories, we help to preserve a cultural legacy that would otherwise be lost.

Community-based tourism not only benefits the Konyak community financially, but it also deepens ties between generations within the tribe. Indigenous cultures are frequently confronted with the problem of newer generations losing interest in traditional practices. Community-based tourism, on the other hand, has the potential to revive the younger generation's interest in and pride in their past. This technique promotes cultural interactions between generations, ensuring that the Konyak Naga tribe's legacy is passed down to future generations. It is critical to preserving their cultural legacy.

The Konyak Naga tribe is well-known for its exceptional craftsmanship. They make traditional things like spears, dao knives, and bamboo products, each one reflecting their culture and heritage. Visitors can acquire these artefacts while also ensuring that the artists' skills and traditions are preserved by supporting community-based tourism. The procedure of making a traditional Konyak dao knife, for example, is precise. These knives are more than just tools; they are works of art, often with elaborate carvings and engravings. Each knife has a tale to tell, and by purchasing one, visitors help to preserve both the artistry and the stories it represents.



Image Courtesy: Pinterest



Image Courtesy: iStock

Community-based tourism does not come without challenges. It is critical to strike the correct balance between tourism and cultural preservation. In some cases, an inflow of visitors can contribute to the dilution or exploitation of indigenous traditions. Local governments, tribal councils, government agencies, and non-governmental organisations are all working together to develop standards to safeguard the Konyak Naga tribe's culture and legacy. Visitors are taught about proper behaviour and how to respect and support local customs.

Despite its challenges, community-based tourism is a strategy that can have a good impact on other indigenous communities in Nagaland and elsewhere. By taking this method, more communities may actively participate in preserving their traditions, which benefits travellers who have the opportunity to see and appreciate other cultures. This strategy is consistent with the larger objective of sustainable tourism. As more towns embrace community-based tourism, travellers will be able to interact with people from many cultures, encouraging cross-cultural understanding and empathy. We contribute to the preservation of varied traditions and stories by disseminating the advantages to various populations.

Finally, community-based tourism in the Konyak Naga territory demonstrates the importance of responsible travel. It demonstrates tourism's ability to conserve the past while benefiting the future. Travellers are more than simply visitors; they are change agents. Every choice made while travelling has far-reaching implications. We support a sustainable and responsible approach to exploration by opting for community-based tourism. We ensure that the stories of the Konyak Naga tribe and other indigenous people are passed down through generations, creating an intricate tapestry of culture and history.

The Konyak Naga tribe's path is inspiring, from their history of headhunting to their role as cultural ambassadors. Their eagerness to share their customs and stories with guests demonstrates the importance of community-based tourism in preserving and honouring the past. We will not only enrich our own lives by interacting with the Konyak people, but we will also contribute to the preservation of their rich cultural heritage. We are responsible for advocating for responsible travel and supporting community-based tourism initiatives, ensuring that the memories of the past are told and treasured. After all, it is in these stories that a community's heart and soul reside, waiting to be discovered and maintained through the gift of travel.

Reinvesting in the Invested – Thrifting as a Green Investment

By Sunny Rock Heiyam
Master of Tourism and Travel Management
3rd Semester



Image Courtesy: Katie Rodriguez, Unsplash

‘A rubbish truck full
of garments ending
up in a landfill every
second’.

Ninety-two million tons – that is the exact number of garments that end up in landfills every year according to a study by Copenhagen Fashion Summit reported. To put it more into context, the Ellen McArthur Foundation said that it would mean a rubbish truck full of garments ending up in a landfill every second. With the prominence of Fast Fashion in the contemporary era, the statistics are only going to rise all the more and this means that with every tiny step and progress the UN makes regarding the 17 Sustainable Development Goals, a bigger force will try to push them back. However, an unlikely saviour employing an even more unlikely remedial measure has set foot in the arena. Of course, one might question how efficacious their actions are but before we judge, it would be wise to try to understand the entire concept first.

A generation that is all about self-expression and being yourself without any fear or shame, GenZ has become an icon for being a generation that delves into the past with a thought for the future. Giving a new home to garments that have been loved a generation foregone, they are singlehandedly battling a huge wave of the fast fashion industry. Their actions might have different inducements behind them but what is clear is that they are proving the words, “Small steps make a big change”. We have seen trends and videos where these young people raided their parents and even their grandparents’ closets, giving the once-loved clothing pieces a new chance to see the light of day. According to an annual 2022 report by the second-hand marketplace ThredUP, at least 62% of GenZ and even millennials will first look for a desired article from a second-hand or thrift store before purchasing a new one. This means at least one less clothing piece being deposited in the landfill, one less fabric releasing chemical dyes into the environment, and one less piece contributing to the degradation of our environment.



Image Courtesy: Rio Lecatompessy, Unsplash

GenZ has also been one of the most vocal generations when it comes to protecting the environment and promoting sustainability in every aspect of life. So, one of the major reasons that drives their penchant for these vintage clothing is their desire to make a difference, a small change in the environmental and societal footsteps globally. Thrifting provides them with a way to acquire these old clothing which kills two birds with one stone – fulfilling their cravings for self-expression while also making a stand for the benefit of the earth.

While it might all seem like a surface-level contribution, it should take into account the evil sides of the fast fashion industry to give more recognition to the merits of thrifting. On a global level, the fast fashion industry is responsible for 20% of wastewater, and 3% of global CO2 emission is generated from the overall dyeing and finishing process of the fabrics which also accounts for 20% of the global water pollution, according to Earth.org. Imagine giving up 900 days' worth of drinking water just to get a cotton T-shirt, yet only 12% of many such materials and more get recycled globally. This does not take into account the questionable working conditions of the warehouses and the factories of the fast fashion leading names.

Thrift stores like Goodwill which have a community focus and goals are now favourites of GenZ because they can provide them with the articles, they seek at a nominal price which we should emphasize because of the worldwide inflation of items while also contributing and giving back to the community with whatever amount they spent. It is indeed a win-win situation for all. Get the clothes of your choice at an affordable price thereby reducing the demand for an article that already exists while also contributing to helping those who might use a little extra aid. However, like almost everything that exists on earth, thrifting is not without its cons. With the current popularity of thrifting amongst young people, there arises the question of overconsumption and whether it is depriving the clothes of those who need the cheaper clothes. But it is wise to recall that the landfills are probably filling up faster than the vintage clothes are being sold out.

Of course, with an increase in demand, there will always be changes in prices, so the prices of thrifted sweaters, cardigans, and blazers are sometimes almost as high as the original. Some thrift stores while claiming to give back to the community are not transparent about where their profits, contributions, and donations go.

If the pros outweigh the cons, it would not be a foolish decision to continue the practice. So, the next time you go to a new place or feel like your closet could use new baggy jeans (Alexa, play Baggy Jeans by NCT U), maybe go to your nearest Goodwill store or look for a community-based thrift store. A one-time purchase from you could contribute to an entire umbrella effect of sustainability.

In the way, everything and anything can become a trend these days, so why not make sustainability a trend by investing in green in ways that you can? A cliché and repeated statement, but the earth is not for just you and I, so maybe we can start from our generation, get inspired by the efforts in the scheme of our previous generations, and try to make a difference. Of course, it will be a long fight- a draining battle- but we have to start at some point. So, invest in green, humans. Do not be a green-eyed monster of greed and jealousy but be a green bud sprouting to make the earth a little cooler; both in the sense of temperature as well as fashion with those vintage drapes; and build a world that is a little better to live in for us and for those to come after us.

Image Courtesy: Markus Spiske, Unsplash



SHAPING THE FUTURE OF HOSPITALITY: GLOBAL BRANDS EMBRACE GREEN INVESTMENT

By Afruja Ahmed
Alumni, MTTM
Department of Business Administration



Image Courtesy: Agoda.com

In an era marked by heightened environmental consciousness and a growing commitment to sustainability, the hospitality industry finds itself at a crossroads. As global citizens become increasingly aware of the ecological footprint of their travels and accommodations, the hospitality sector is facing mounting pressure to adopt eco-friendly practices and embrace sustainability as a core principle. In this context, the importance of sustainability in the hospitality industry cannot be overstated. This industry, which encompasses hotels, resorts, restaurants, and various other facets of travel and leisure, has historically been associated with resource-intensive operations, from energy consumption to waste generation. However, as concerns about climate change, biodiversity loss, and resource depletion continue to escalate, there is a growing imperative for hospitality businesses to take meaningful steps towards minimizing their environmental impact.

At the forefront of this transformative journey towards sustainability in the hospitality sector are global brands. These industry leaders are not only recognizing the urgency of the sustainability imperative but are also championing the green investment wave. They are setting the pace for change by reimagining their operations, adopting eco-friendly technologies, and implementing sustainable practices that resonate with modern consumers. Their actions have far-reaching implications, as they influence not only their operations but also set standards and inspire change throughout the industry. The initiatives, innovations, and strategies they employ to reduce their environmental footprint, enhance guest experiences, and contribute to a more sustainable future for all. The critical role that sustainability plays in the modern hospitality landscape and how global brands are leading the way towards a greener, more responsible future.



Image Courtesy: Wyndham Hotels and Resorts

Sustainable Water Management

The adoption of Reverse Osmosis (RO) water systems by leading hotel chains signifies a significant transformation in the hospitality industry's approach to sustainability. These systems, which purify water by removing impurities and contaminants, address two critical aspects: water conservation and enhancing guest experiences. Recognizing the potential of RO technology, global hotel brands are actively implementing it to reduce their environmental footprint. This shift is crucial, given the growing global concern over water scarcity and the traditionally substantial water consumption by hotels for guest services, laundry, and irrigation. By investing in RO technology, these chains not only conserve water but also improve guest satisfaction and demonstrate their commitment to responsible environmental stewardship, symbolizing a broader commitment to sustainable practices within the industry.



Image Courtesy: Krishna Maguri Bora

Renewable Energy Integration

The transition to renewable energy sources by hospitality giants signifies a pivotal shift toward sustainability within the industry. Major hotels and resorts have increasingly recognized the environmental and economic benefits of harnessing solar and wind power. Through the implementation of solar panels and wind turbines, several notable case studies within the sector have showcased significant reductions in their carbon footprint and energy costs. These establishments not only generate clean energy but also contribute surplus power back to the grid, demonstrating their commitment to environmental stewardship. By relying on renewable energy, these hotels and resorts not only reduce their reliance on fossil fuels but also play a crucial role in achieving their sustainability goals, aligning with the broader global effort to combat climate change and promote a greener, more responsible hospitality industry.

Carbon Credits and Emissions Reduction

The concept of carbon credits has become increasingly significant in the hospitality sector as it grapples with the imperative to reduce its carbon footprint. Major hotel chains are making significant strides in this endeavour, implementing a range of sustainable practices and technologies to mitigate their environmental impact. These efforts often include energy-efficient building designs, the use of renewable energy sources, and waste reduction measures. Carbon credits play a pivotal role by allowing these hotels to offset their remaining carbon emissions by investing in environmental projects, such as reforestation, renewable energy generation, or methane capture from landfills. This mechanism not only enables hotels to meet their sustainability goals but also demonstrates a commitment to combating climate change, aligning with the expectations of eco-conscious travellers. Furthermore, carbon offset initiatives have far-reaching positive impacts, as they contribute to global emissions reduction, promote sustainable development in various regions, and foster a sense of corporate responsibility among hotel chains, positioning them as leaders in the transition towards a more sustainable and environmentally conscious hospitality industry.



Image Courtesy: sustainabletravel.org

Green Building Practices

The exploration of green building certifications reveals their profound relevance in the hospitality industry as a catalyst for positive change. These certifications, such as LEED (Leadership in Energy and Environmental Design) and BREEAM (Building Research Establishment Environmental Assessment Method), have become instrumental in guiding eco-friendly hotel construction and renovation projects. Notable case studies underscore the industry's commitment to sustainability, showcasing remarkable feats of green design and construction.

These initiatives encompass energy-efficient building materials, water-saving technologies, renewable energy integration, and waste reduction measures. Beyond the immediate environmental benefits, investing in sustainable infrastructure offers a host of long-term advantages. It not only reduces operational costs through energy and resource efficiency but also enhances a hotel's reputation, attracting eco-conscious travellers and investors. Furthermore, sustainable infrastructure aligns with broader societal goals of reducing carbon emissions and conserving resources, positioning the hospitality industry as a driver of positive environmental change while reaping economic and ethical rewards in the long run.

Sustainable Supply Chains

The importance of sustainable sourcing in the hospitality industry cannot be overstated. Global brands in the sector are increasingly recognizing the imperative of responsible sourcing practices, not only for the benefit of their operations but also as a means of supporting local communities and mitigating supply chain emissions. These brands are actively engaged in initiatives aimed at sourcing products and services locally, reducing transportation-related emissions, and promoting fair labour practices. By doing so, they not only strengthen their ethical standing but also reap economic advantages.

Sustainable supply chains often lead to cost savings through reduced waste, energy efficiency, and enhanced brand reputation. Moreover, such initiatives foster positive relationships with local communities, creating a symbiotic relationship where the industry supports the people and places that host its operations. As a result, sustainable sourcing has become a cornerstone of responsible business practices in the hospitality industry, yielding not only ethical but also economic benefits that are increasingly essential in today's global landscape.



Image Courtesy: Agoda.com



Image Courtesy: Polo & Tweed



Image Courtesy: Agoda.com

Guest Engagement and Education

Hotels are increasingly involving guests in sustainability efforts by implementing a range of initiatives aimed at raising awareness and encouraging eco-friendly behaviour. These efforts often include providing guests with information about the hotel's sustainability practices, such as energy and water conservation, waste reduction, and responsible sourcing. Some hotels offer incentives for guests who choose eco-friendly options, like reusing towels and linens or opting for energy-efficient lighting. Moreover, guest engagement extends to interactive experiences, such as tours of on-site sustainability initiatives like rooftop gardens or renewable energy installations.

Hotels are recognizing that positive guest experiences in sustainable settings can drive green investment. When guests have memorable and enjoyable eco-friendly experiences, they are more likely to support and return to hotels committed to sustainability, indirectly encouraging further investment in green technologies and practices within the hospitality industry. This symbiotic relationship between guest satisfaction and sustainability fosters a win-win scenario, benefiting both the environment and the industry's bottom line.



Challenges and Future Outlook

Global brands in the hospitality sector face a series of obstacles in their sustainability journeys. One prominent challenge is the initial investment required for implementing sustainable technologies and practices, which can be substantial. Moreover, regulatory and logistical hurdles can vary significantly across different regions and countries, complicating the standardization of sustainability efforts. Additionally, shifting consumer demands and expectations necessitate continuous adaptation, which can be both resource-intensive and complex for large corporations.

Despite these challenges, predictions for the future of green investment in the hospitality sector remain optimistic. As sustainability becomes a non-negotiable criterion for travellers, global brands are expected to increasingly prioritize eco-friendly initiatives to stay competitive. Innovation and technology will play a pivotal role in overcoming these challenges by driving cost efficiencies, enabling data-driven sustainability strategies, and creating new opportunities for reducing environmental footprints. By harnessing innovations in energy efficiency, waste management, and guest engagement through technology, global brands can navigate the obstacles and continue on their path toward a more sustainable and environmentally responsible future.

As we look to the future, the hospitality sector must continue to overcome obstacles, embrace technological advancements, and adapt to evolving consumer expectations. Ultimately, it reinforces that green investment is not just a choice, it's a necessity for the industry's resilience, responsible growth, and the well-being of our planet, urging all stakeholders to explore and take action toward a more sustainable and environmentally conscious future in hospitality.

'One prominent challenge is the initial investment required for implementing sustainable technologies and practices, which can be substantial'.

INTO THE POOL OF HANDICRAFTS IN INDIA

By Atashi Lahary
Master of Business Administration
3rd Semester

The world has, for a very long time, invested itself in art and its colours. Generations of skills lay etched on canvases to date, each drawing light on the cultural vastness of the globe. To conserve this vastness, we strive hard and bring them together, so they live forever in our memories, till man lives. Indian art and craft are as varied as the country itself, exhibiting a complex tapestry of culture, tradition, and heritage. Each region has its distinct artistic manifestations, ranging from the intricate Warli Paintings of Maharashtra to the magnificent Bidriware of Karnataka and the captivating Madhubani art of Bihar. These time-honoured art forms not only highlight India's aesthetic prowess, but also tell the history of its people, their rituals, and their strong relationship with the country. These creative forms have developed with the times, integrating ancient techniques with current inventions, with a legacy spanning thousands of years. This investigation of India's artistic legacy promises to be an enthralling exploration of creativity and cultural relevance.



Image Courtesy: Medium



Image Courtesy: Asia InCH

Bamboo and Cane Craft, Arunachal Pradesh

Bamboo and cane crafts of Arunachal Pradesh have acquired great popularity in recent times due to their representation of excellent and standard craftsmanship. Every tribe of the state excels in craftsmanship. Tribes like Bangnis, Apatanis, Hill Miris, and Adis excel in creating intricate designs from bamboo and cane. The bamboo and cane craft of Arunachal Pradesh displays an array of items ranging from baskets for storing fuels, carrying paddy, vessels for preparing local liquor, bows and arrows, rice plates, mats, shoulder bags, ornaments, and necklaces made out of bamboo and grass. Each tribe of the state has its unique weaving style.

Warli Paintings, Maharashtra

The Warli Paintings are tribal art mostly created by the Warli (Varli) tribes from the mountains and coastal regions in and around the borders of Maharashtra and Gujarat. This art form originated around 3000 BC. It is one of the finest folk paintings in India traditionally painted inside the walls of village huts. These paintings do not depict any mythological characters or deities and use a set of geometric shapes like circles, triangles, and squares which depict the social everyday life of the villagers. The intrinsic painting exclusively uses a white pigment made from a mixture of rice flour and water mixed with gum, which is applied using a bamboo stick. Jivya Soma Mashe (1934-2018) an artist of Maharashtra popularized the Warli art form. In Dahanu village the art form is still retained and practiced.



Image Courtesy: Medium

Bidriware, Karnataka

Bidriware is a metal handicraft from Bidar, Karnataka. It was first developed in the 14th century C.E. during the rule of Bahmani Sultans. Its techniques are influenced by Persian art. The most common types of motifs used are geometrical, and floral influenced by Southern India, Persian, and Europe (later). An alloy of zinc and copper is blackened and encased with thin sheets of pure silver in the making of Bidriware. Earlier, Bidriware was used for paan-holders, vases, and hookahs but now jewelry boxes, bowls, keepsakes, and showpiece items are made from it. The artistic design is on a revival path after the introduction of innovative designs and a variety of new designs developed by the National Institute of Fashion Technology (NIFT).

Pattachitra, Odisha

The term Pattachitra - a Sanskrit word which means "cloth-painting". It originated in Odisha more than 3000 years ago. It started when Odiya painters started making Chitra on a Patta as a religious offering to temples. Such paintings depicted religious stories and life events of the deities and people from that era. It started basically with a religious painting of Lord Jagannath and their mythological stories for worshipping, in earlier times, paintings were made only for religious purposes and were painted on cotton canvas but with the new market demand, pattachitras were also made on Tussar Silk which can be used as wall hangings for home décor.

Lavo Mandri, Goa

This art is indigenous to Avedem, a small village in Goa located 42 km from Panaji. Lavo Mandri is an almost extinct art form of weaving mats. Lavo is the wild grass used for weaving the mat whereas Mandri means the floor mat in their local language. The wild grass Lavo grows in marshy areas during the rainy season and cannot be collected until monsoon showers commence. After the collection of the grass, it is then kept to dry under the summer sun until it turns brown. Then after the grass dries up, it is soaked in lukewarm water a night before the weaving is done to make sure that the grass is soft and malleable. Jute threads are also used in weaving. Most of the people prefer to sell the mats in the market to earn a living. However, due to an increase in the imported products sold at a cheaper price, these traditional mats have gone out of demand lately.



Image Courtesy: South Tourism

Kalamkari, Andhra Pradesh

Kalamkari, a traditional art form involving hand-painting on textiles is produced in Andhra Pradesh. Natural dyes are used in this art form. Dyes for cloth are obtained from various roots, mineral salts of iron, tin, copper, alum, leaves, and crushed flowers. Kalamkari in earlier times depicted epics of the Ramayana or Mahabharata. However, in recent times Hindu symbols like the Swastika, Buddha, musical instruments, and flowers have also formed the elements of the Kalamkari art. In modern times, new techniques are introduced digital files of Kalamkari have been introduced and sarees are also sold with Kalamkari print. There are two distinctive styles of Kalamkari art in India-Machilipatnam style and Srikalahasti style.



Image Courtesy: Bhubaneshwar Buzz



Image Courtesy: Miradorlife

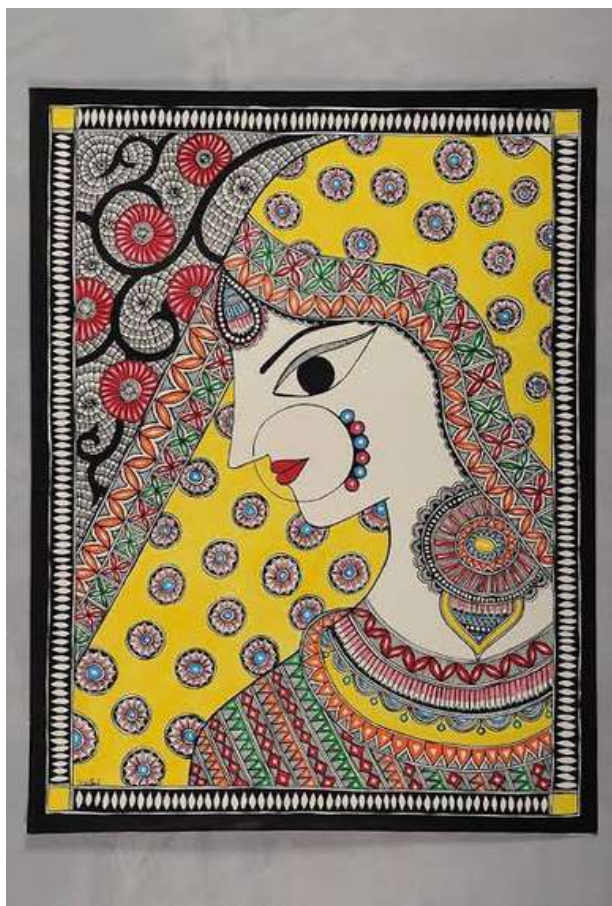
Assam Silk, Assam

Assam has always been known for the production of high-quality silk since ancient times. Assam silk has gained its position in Kautilya's Arthashastra (political literature of the 3rd century BC) which describes the highly sophisticated silk. Weaving being the main cottage industry of Assam has introduced the fabrics of Assam an international exposure. Handwoven muga silk, white pat silk, and eri silk are produced from silkworms. Manufacturing of each variety of fabric has its own set of processes. Sualkuchi with a long tradition of silk weaving since the 17th century is the prime center of the silk handloom industry in Assam. The weaving industry of Sualkuchi received recognition during World War II. In recent times, the local weavers and artisans of Sualkuchi have promoted their products using digital platforms both nationally and globally.

Image Courtesy: Quora

Madhubani, Bihar

Madhubani is a traditional form of painting practiced in Bihar. Madhubani paintings were first created in Mithila, the birthplace of Sita. The artists use various mediums to give the painting a shape, including brushes, their fingers, twigs, matchsticks, etc. The paints used are natural dyes. The paintings are made in the form of eye-catching geometrical patterns. These paintings were traditionally done on mud walls and floors of huts, but nowadays they are also done on canvas, handmade paper, and cloth. Madhubani paintings mostly depict people and their association with nature and deities from ancient epics. It has five distinctive styles: Bharni, Katchni, Tantrik, Godna, and Kohbar.



FASHION AND GREEN INVESTMENT: FROM NYC FASHION WEEK TO THE MISS FEMINA INDIA FINALE IN MANIPUR

By Debarshi Dutta
Master of Business Administration
3rd Semesterr

Fashion, an ever-evolving realm of creativity and innovation, plays a significant role in our lives. Beyond clothing, it influences culture, self-expression, and even the global economy. However, the dazzling runway shows and the rapidly changing trends have long concealed a darker side—the unsustainability of fast fashion. In recent years, a growing awareness of fashion's environmental and ethical footprint has given rise to a movement known as “Green Investment.” In this article, we will delve into the intricate relationship between fashion and green investment, examining global phenomena like NYC Fashion Week and its unsavoury connection to fast fashion, while also considering local events like the Miss Femina India Finale in Manipur. We will explore both the criticisms and the positive aspects of these events, including their impact on revenue and carbon footprints.

Fashion's Unsustainable Fling with Fast Fashion

Fast fashion, characterized by its rapid production and low-cost appeal, has taken the fashion industry by storm. It thrives on a business model that encourages frequent buying of inexpensive clothing items, often designed for short-term use. The allure of constantly changing trends has contributed to a culture of disposability, where clothing is discarded after minimal wear.



Image Courtesy: Fashionista

NYC Fashion Week: A Global Spectacle with Local Consequences

One of the world's most renowned fashion events, NYC Fashion Week, epitomizes the glamour and grandeur of the industry. However, beneath the shimmering lights and high-end fashion lies a disquieting truth. NYC Fashion Week has faced criticism for its association with fast fashion brands that perpetuate unsustainable practices.

Critics argue that NYC Fashion Week exacerbates the problem of fast fashion's carbon footprint. The event involves an immense number of resources, from the energy-intensive runway shows to the thousands of attendees traveling from around the world. The result is a substantial carbon footprint, casting a shadow over the glamour and luxury of the fashion week.



Image Courtesy: Marie Claire UK

Green Investment: A Beacon of Hope

Green investment, also known as sustainable or environmentally responsible investment, is a response to the growing environmental and ethical concerns in the fashion industry. It seeks to reallocate financial resources towards projects, companies, and initiatives that promote sustainability and environmental responsibility.

Green investment offers a path to a more sustainable future for the fashion industry, yielding several benefits:

- 1. Environmental Responsibility:** It prioritizes the reduction of environmental harm, promoting eco-friendly materials, ethical labor practices, and responsible production methods.

2. Economic Viability: By supporting sustainability initiatives, green investments can contribute to the growth of the fashion industry, creating a circular fashion economy where resources are used efficiently.

3. Ethical and Social Accountability: Green investments often involve ethical considerations, supporting companies that treat workers fairly and engage in socially responsible practices.



Image Courtesy: timeout.com

The Miss Femina India Finale in Manipur: A Local Gem with Global Potential

Shifting the lens to a more local context, the Miss Femina India Finale held in Manipur showcases not only the region's cultural richness but also its potential to promote green investment and sustainability within the fashion industry.

Balancing Revenue and Carbon Footprint

Just as NYC Fashion Week faces criticism for its environmental impact, the Miss Femina India Finale must also consider its carbon footprint. Travel, logistics, and energy consumption are integral to hosting such events, and managing these aspects responsibly is essential. By embracing sustainable practices, such as using eco-friendly materials and offsetting carbon emissions, local events like the Miss Femina India Finale can minimize their environmental impact. These events have the power to generate revenue, create job opportunities, and contribute to the local economy. Beyond the glitz and glamour, it offers a chance for Manipur to shine on the national stage.

The Interplay of MICE Tourism and Fashion Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism is closely tied to events like NYC Fashion Week. It brings in significant revenue, creates job opportunities, and stimulates local economies. However, it also comes with its own set of criticisms, primarily concerning its environmental impact due to the extensive travel involved. Critics argue that the carbon footprint associated with MICE tourism events, like NYC Fashion Week, is substantial. The event attracts attendees from around the world, contributing to increased air travel emissions. Balancing the economic benefits with the environmental concerns poses a challenge. Fashion events, whether on a global scale like NYC Fashion Week or at a local level like the Miss Femina India Finale, can embrace sustainability as an integral part of their identity. By adopting eco-friendly materials, responsible production methods, and carbon offsetting measures, these events can mitigate their environmental impact. So, in a peroration, fashion and green investment are two realms that are learning to coexist.



Image Courtesy: The Times of India

As the world awakens to the realities of climate change and environmental degradation, the fashion industry must evolve. NYC Fashion Week and local events like the Miss Femina India Finale have the power to lead this change by promoting sustainable practices, reducing their carbon footprint, and inspiring a new era of responsible fashion. Through green investment, we can transform the fashion industry into a force for positive change, where beauty and sustainability harmoniously coexist.

Economic Growth through Environmental Responsibility: Green Investments in Tourism

Dishanta Adhikari
Alumni (MTTM)



Tourism, one of the world's largest economic sectors, is at a crossroads. As popular destinations witness the tangible impacts of climate change, it is high time we marry the principles of green investment with the tourism sector. The recent Glasgow Declaration and the G20 Delhi Declaration emphasize the need for sustainable tourism practices, underlining the urgency of addressing climate issues that directly and indirectly impact this vital industry. The Glasgow Declaration seeks to serve as a front header, illuminating the path towards more urgent climate actions in tourism. Its intent is commendable and timely, but intentions alone are not enough.

We need tangible actions and commitments, and green investments stand out as the basis to achieve this goal. *What do we mean by green investments?* They are financial allocations that prioritize the "troika" of people, planet, and prosperity. It's about investing in education and skill development for people, ensuring sustainable infrastructure and green transformation for the planet, and promoting innovation, technology, and entrepreneurship for shared prosperity. The significance of such investments was recently emphasized at the G20 Delhi Declaration, where leaders globally acknowledged the critical role of tourism and culture as instruments for sustainable socio-economic development. Moreover, the Goa roadmap set the stage for harnessing tourism as a vital tool to achieve the Sustainable Development Goals.

However, our current trajectory, as the Global Stocktake Report reveals in a 17-point statement, deviates from the Paris Agreement targets. We are, unfortunately, deviating off course from the goal of locking the global hike in temperature within 1.5 degrees Celsius. Such a disconnection between international commitments and ground realities necessitates immediate introspection and action. It's not just about international agreements or noble declarations. The financial underpinning to ensure the transition to a cleaner and greener world is massive. According to the G20 Delhi Declaration, a gigantic amount of USD 5.8-5.9 trillion will be required pre-2030 for developing states and additionally, these states will need USD 4 trillion annually to transition to clean energy by 2030 and ensure a net-zero status by 2050.

These numbers are not mere statistics; they are realistic futures. Recent climatic anomalies serve as grim reminders of the implications of our inaction. In India, the heart-wrenching landslides in Kullu and Manali, the crisis in Joshimath, and the alarming rise of the Yamuna river level to a record-breaking 208 c.m. in Delhi underscore the urgency of the situation. Such calamities don't just represent an environmental crisis; they hit the tourism sector hard, affecting livelihoods and economies that depend on it. Global Mean Sea Level(GMSL) rise is at a high and becoming a threat to coastal tourism destinations like Sundarbans and the island countries. The tourism sector of Area 2 under IATA is worst affected due to climate change. The shocking news is that the Air Quality Index(AQI) sometimes crosses 300 which falls under a hazardous air quality environment.

Therefore, a combined approach that interweaves green investments and tourism emerges as the most pragmatic solution.

Tourism destinations, especially those that are vulnerable to climatic changes, need to be equipped with sustainable infrastructure. Green buildings, waste management systems, water conservation measures, and renewable energy sources should become standard practice. Investment in local communities to empower them with the knowledge and skills necessary for sustainable tourism is equally crucial. It's high time that accommodation constructions should follow GRIHA(Green Rating for Integrated Habitat Management) norms.

Green investment isn't just about preserving tourist destinations. It is an investment in our future – a commitment to safeguarding our planet for the generations to come. Tourism, with its vast reach and impact, can be a frontrunner in driving this change. Tourism's contribution of 10.4% to global GDP in 2020 underscores its economic might. Meanwhile, the G20 Delhi Declaration's call for a staggering financial leap, amounting to trillions, towards renewable energy by 2030 underlines the urgency of green transitions. Green investment is the need of the hour.





PHOTOGRAPHS BY
DR CHANDAN GOSWAMI



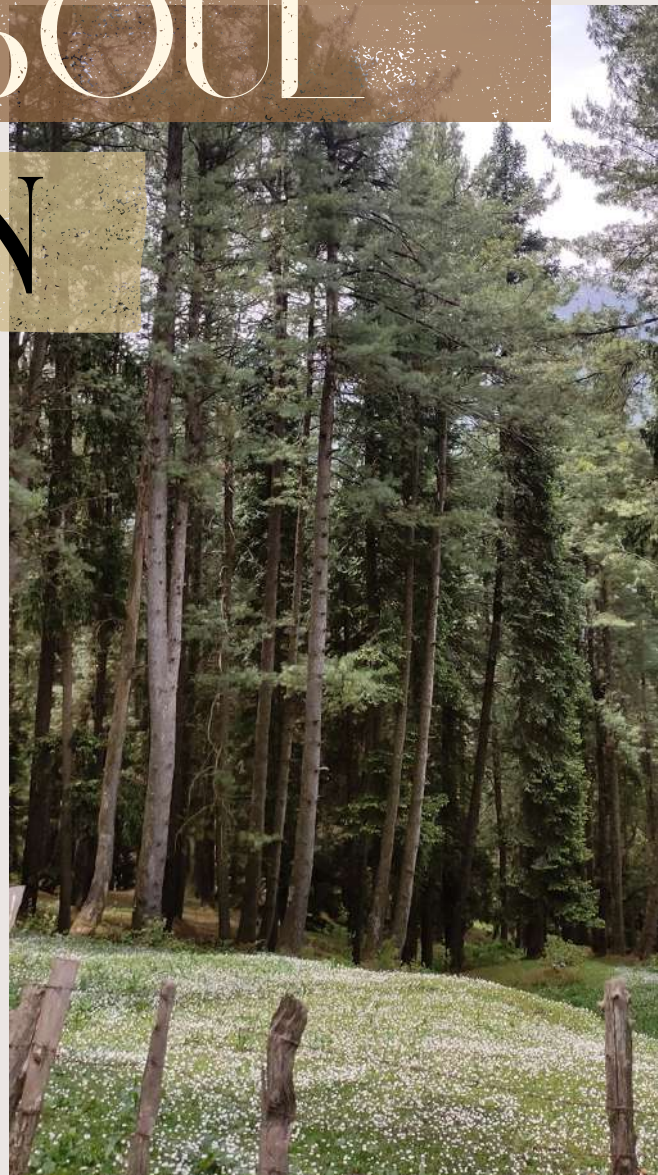
SOUL

UTTARAN

SEPTEMBER
2023



PHOTOGRAPHS BY
JITA MALI





‘And they would find me not changed from him they knew’

‘And they would find me not changed from him they knew’

Art by: Himasri Bhattacharya





‘And they would find
me not changed from
him they knew

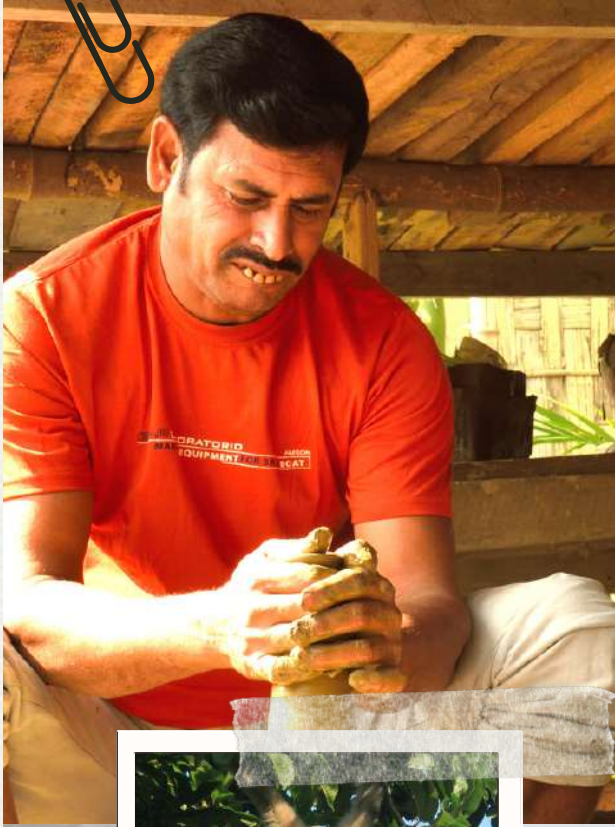
Only more sure of
what I thought I
knew’

PHOTOGRAPHS BY
DR CHANDAN GOSWAMI



27/09/2023

PHOTOGRAPHS BY
DR CHANDAN GOSWAMI



LIVE IN
THE MOMENT



Uttaran



Image Courtesy: Indian Retailer

Once upon a time, in the ever-shifting world of fashion, where trends came and went like seasons, there existed a luminary named Ritu Kumar. She was more than just a fashion designer; she was a storyteller, weaving her personal narrative into every creation she brought to life.

Ritu Kumar's journey as an artisan and fashion visionary began in the early 1960s. It was a time when India's rich textile heritage was fading into obscurity. Fueled by her deep-rooted admiration for her country's cultural legacy and craftsmanship, she set forth on a mission to reintroduce age-old techniques and fabrics into the modern fashion landscape.

Her adventure began in a modest studio in Kolkata, India. Here, amidst the tapestries of history, she tirelessly researched and resurrected traditional textiles like Banarasi silk, handwoven brocades, and intricate embroideries.

It was as if she could hear the whispers of ancient weavers guiding her hands.

At the core of Ritu Kumar's creations lay the most exquisite materials and textiles, meticulously selected and thoughtfully curated. Her designs often showcased opulent silks, exquisite handloom fabrics, and intricate embroideries that mirrored the vast tapestry of India's textile heritage. Kumar's unwavering commitment to promoting and safeguarding these traditional fabrics not only bolstered the livelihoods of countless artisans but also brought Indian craftsmanship to the global forefront.

Ritu Kumar's designs were an eloquent fusion of tradition and contemporaneity. She pushed the boundaries of Indian fashion, carving out a distinctive niche for herself. Her collections featured an impressive array of garments, ranging from timeless bridal attire exuding grace and grandeur to contemporary ready-to-wear pieces tailored for the modern woman.

Ritu Kumar: Crafting Fashion and Weaving Narratives

By Mahnaz Yesmin
Master of Tourism and Travel Management
1st Semester



Image Courtesy: Times of India

Among her most iconic creations stood the 'Kurti,' a versatile garment that transcended generations, remaining a cornerstone in every Indian woman's wardrobe. Kumar's kurtis embodied her ability to seamlessly weave intricate embroideries and traditional motifs into everyday wear, democratizing heritage fashion and rendering it relevant.

But Ritu Kumar's creative mind didn't stop at clothing. Her design aesthetics extended to encompass accessories, home furnishings, and even collaborations with international brands, underscoring the vast expanse of her vision.

Ritu Kumar's contributions didn't just revolutionize the Indian fashion industry; they made a substantial impact on the empowerment of local artisans. Through her brand, she provided a platform for innumerable weavers, embroiderers, and craftsmen, affording them not just employment but also the opportunity to showcase their talents to the world.

Image Courtesy: Vogue India



Image Courtesy: Indian Retailer

AKumar's unwavering commitment to sustainable and ethical fashion practices was equally remarkable. She was a trailblazer in advocating for eco-friendly materials and fair wages for artisans. Her work served as a role model for the industry, motivating others to embrace responsible practices.

And so, in the ever-evolving world of fashion, Ritu Kumar's name is seen as a symbol of tradition, innovation, and excellence. Her journey from a modest studio in Kolkata to the global stage was a testament to her vision and unwavering dedication to preserving India's rich textile heritage. With every creation, she narrated a story that bridged the past with the present, underscoring that fashion wasn't just about clothing; it was about culture, history, and the enduring legacy of craftsmanship. Ritu Kumar's narrative was timeless, and her designs were the threads that connected us to the vibrant tapestry of Indian fashion heritage.

Responsible Tourism is A Raging Trend and Here is Why We Think So!

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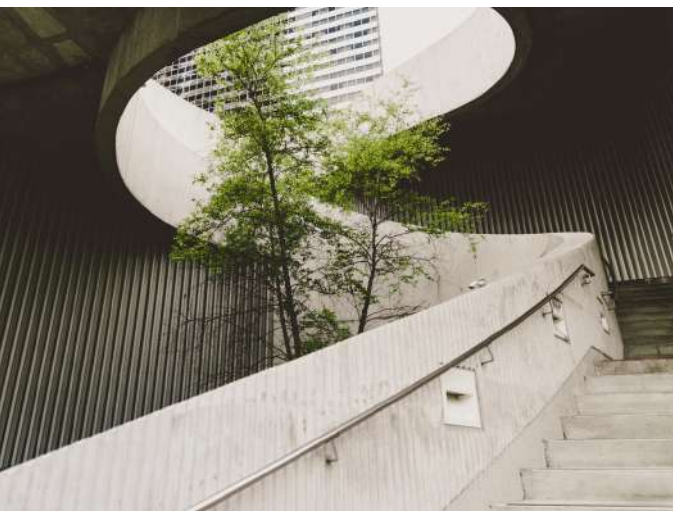
Image courtesy: unsplash.com

Tourism is one of the major multi-billion industries in the world. What's even more interesting is that the industry continues to grow on a rapid scale.

As of 2021, the market size of the global tourism sector was 2006.4 billion USD. The numbers were as high as 2201.7 billion USD in 2019 before the Covid-19 pandemic struck the globe. It has been forecasted that the figure will rise to nearly 2285.6 billion USD in 2023 (Statista 2023). Investment plays a vital role in the expansion of this business in terms of developing infrastructure by building hotels, resorts, tourist circuits, destinations, tourism projects, or other allied services. This year the investment figure surged to 856 billion USD which is 11.1% higher than the previous year (data source: WTTC). The United States is contributing 213 billion USD, China 146 billion USD, and Saudi Arabia 2 billion USD (Travel World) investment in tourism. During the time of this investment in expansion, activities cause significant costs to the environment and local communities. This is why the industry has transformed into a more sustainable and responsible shape.

Although Tourism is a major key to economic growth, job creation, and cultural exchanges, the market forces cannot tolerate irresponsible tourism activities. To increase awareness about the environment among society, travellers are also becoming conscious about the environmental footprint and have found an interest in sustainable experiences.

To fulfil the objectives of UNO's sustainable goals and also create a new market force the tourism industry and balance between economic growth and socio-environmental responsibility. The industry has adopted a policy for the promotion of responsible tourism as a form of Green Tourism by Green Investment where tourists enjoy the travel experiences while contributing to the conservation of the natural and cultural heritage of the destinations. Within this process, the industry attempts to reduce the stress on local land use, soil erosion, pollution, and loss of natural habitat which leads to pressure on endangered species.



The world community grapples with environmental challenges and appeals for intensified action plans for climate change, the tourism sector also adopts policy on sustainable investment, channelizing financial resources into projects and initiatives that focus more on prioritizing environmental conservation, community mobilization, involvement, and long-term economic gain.

The International Tourism Investment Forum (ITIF) 2023 is dedicated to exploring the importance of green and sustainable investment in the tourism industry. All stakeholders in this dynamic field must understand the significance of environmentally responsible practices. This is not only for the preservation of our planet but also for the long-term success of tourism businesses and the well-being of local communities, which the forum already works on.

The Green Investment initiative has an emphasis on reducing pollution and the use of fossil fuels and more focus on the use of alternative energy sources, cleaning and maintenance of air and water, and conservation of natural resources. Some initiatives have already been initiated in tourism sectors like the use of sunlight by the green building concept, the use of solar panels, the reuse of water by segregating waste by use of technology, rainwater harvesting, installing a water filter in lieu of plastic water bottle, land management, etc.

It is difficult to make or grant financial decisions due to the prevalent conventional economic paradigm but it can be overcome due course of time or commitment. In this context coordination of the policy makers with stakeholders and community involvement is very much essential. The goodwill of the Government, and political economy, reduces the gap between service providers and the community helps in building this strong coordination, and gradually promotes environmental awareness and management as well as eco-friendly green travel.

The forementioned solution can lead to changing financial decisions. Some states like Kerala in India have succeeded in such forms of green initiative by phase's manner with a strong commitment to economic, social, and environmental responsibility of the state through community participation and resource mobilization. The Department of Tourism of the State, Hoteliers, Travel companies, and communities also actively participate in the tourism sector and help in developing this sector to its finest potential.





Image Courtesy: Joshua Oluwagbemiga, Unsplash

Harmony in Tourism: The Promise of Ecotourism and Its Success Stories

By Jyotishman Thakuria
Master of Business Administration
1st Semester

In an era marked by environmental challenges and economic uncertainties, ecotourism stands as a beacon of hope offering a responsible and sustainable approach to tourism. This concept revolves around the idea of appreciating natural beauty and wildlife while minimizing the negative impact on ecosystems and local communities. It represents a sustainable path to economic growth that harmonizes with the well-being of our planet. Ecotourism is often hailed as a sustainable path to economic growth and represents a harmonious intersection of environmental conservation and the travel industry. The idea isn't simply about visiting natural wonders; it's about preserving them. It revolves around responsible travel to pristine natural areas, aiming to conserve the environment, promote biodiversity, and sustain the well-being of local communities.

Ecotourism for the Economy

Ecotourism comes with several economic, environmental, and social benefits. In addition to creating more job opportunities, the influx of tourists necessitates better infrastructure, creating a virtuous cycle of development. Improved roads, accommodations, and facilities uplift the entire region. Infrastructure upgrades not only enhance the visitor experience but also improve the quality of life for residents.

Moreover, these improvements are often designed with sustainability in mind, such as eco-friendly lodges and energy-efficient transportation systems.

The idea of ecotourism also serves as a vital source of funding for conservation efforts. Entrance fees, permits, and donations from tourists provide direct financial support to protect and maintain natural habitats.

These funds are essential for activities such as anti-poaching patrols, habitat restoration, and scientific research. A lot of income generated from tourists visiting a national park goes towards hiring and training park rangers to safeguard the area and its wildlife.

One of the most significant environmental benefits of ecotourism is its contribution to wildlife protection. As tourists pay to see animals in their natural habitats, it creates economic value for wildlife. Local communities, recognizing this economic opportunity, often become staunch protectors of their native fauna. They actively engage in anti-poaching efforts and habitat preservation to ensure that tourists continue to visit, providing income and incentives for wildlife conservation. Encouraging the protection of large, contiguous natural areas, reduces the fragmentation caused by urbanization and agriculture. This allows for the free movement of species and helps maintain healthy ecosystems. In places like the Amazon rainforest, ecotourism lodges are strategically placed to minimize the impact on sensitive ecosystems.

Sustainability in ecotourism extends to empowering local communities. By involving them in decision-making processes and ensuring they receive a fair share of the economic benefits, ecotourism helps alleviate poverty and improve living standards. This empowerment fosters a sense of ownership and responsibility for the environment and cultural heritage.

Evidence of the above statement is the Maasai Mara in Kenya, which has seen communities actively engaged in managing and protecting the wildlife that attracts tourists. Some ecotourism initiatives take their commitment to sustainability a step further by investing in carbon offsetting programs. These programs aim to balance out the carbon emissions generated by travel. For example, a lodge may plant trees to absorb the carbon dioxide released by guests' transportation to the location. This approach ensures that ecotourism not only avoids harming the environment but actively contributes to its restoration and preservation.

Success Stories: A True Win for Ecotourism

Bhutan:

Bhutan's approach to tourism is unique. The country places a high value on preserving its cultural heritage and pristine environment. It has adopted a "high-value, low-impact" tourism model, limiting the number of tourists and requiring them to pay a daily fee. This approach ensures that visitors appreciate the country's natural beauty while contributing to its conservation. Bhutan's forests and wildlife remain largely intact, and its culture thrives, making it a compelling example of ecotourism done right.

Namibia:

Namibia's success in ecotourism lies in its community-based conservancies. These conservancies empower local communities to manage wildlife and benefit economically from responsible tourism. By taking an active role in protecting their land and wildlife, communities have a vested interest in ensuring the longevity of these resources. Namibia's approach not only safeguards its iconic landscapes and wildlife but also improves the livelihoods of its residents.

Galápagos Islands, Ecuador:

The Galápagos Islands are a global exemplar of ecotourism success. Strict visitor regulations, such as limits on the number of tourists and the use of certified naturalist guides, have been enforced to protect this unique and fragile ecosystem. The revenue generated from ecotourism supports extensive conservation efforts, including invasive species management and habitat restoration. This approach has led to the preservation of the islands' iconic wildlife, including giant tortoises and blue-footed boobies.

Madagascar:

Madagascar is home to incredible biodiversity but has faced threats due to deforestation. Ecotourism has played a vital role in the protection of its unique ecosystems. National parks and reserves, such as Andasibe-Mantadia National Park and Ranomafana National Park, have benefited from ecotourism, leading to increased conservation funding and community development. Ecotourism has also supported reforestation initiatives and the protection of lemurs, a critically endangered primate species found only in Madagascar.

Ecotourism and The Hurdles to Overcome Over tourism

One of the most significant challenges facing ecotourism is the risk of over tourism. Popular destinations can become overrun with visitors, leading to environmental degradation, cultural disruption, and strain on local resources.



Image Courtesy: Pema Gyamptso, Unsplash

To address this, sustainable visitor management strategies must be implemented. Diversification of attractions, seasonal visitation caps, and stringent environmental regulations can help alleviate the pressure on sensitive areas.

Balancing Act

Finding the equilibrium between economic growth and environmental conservation remains a challenge. There's a delicate balance to be struck, and it often requires collaboration between stakeholders, including governments, businesses, and local communities. Adaptive management approaches, where strategies are adjusted based on evolving circumstances, are crucial to maintaining this balance. Ecotourism stands as a testament to the possibility of forging a symbiotic relationship between economic growth and environmental well-being. It isn't a panacea, but it offers a blueprint for a sustainable future where communities thrive, nature flourishes, and tourists leave footprints of change.

As we continue to navigate the complex terrain of modern existence, ecotourism shines as a beacon, reminding us that progress doesn't have to come at the expense of our planet. It is a path forward, where the prosperity of people and the preservation of the planet can coexist in harmony, offering a brighter and more sustainable future for all.

Image Courtesy: Graphic Node, Unsplash



TRIVIA AND FACTS THAT YOU PROBABLY DIDN'T KNOW ALREADY!



Image Courtesy: Unsplash

By: Niha Parbin Khan and Rajpriyam Madhukailya
Master of Tourism and Travel Management
1st Semester



Image Courtesy: Unsplash

1

By 2030, the global market for ecotourism is anticipated to grow to \$1 trillion.



2

One in ten persons on Earth work in the tourism industry.

3

Traditionally underrepresented groups, such as women (54% of the workers in the tourist sector compared to 39% for the entire economy), youth, and Indigenous people, can particularly benefit from tourism in rural areas.





In developing nations, 50% of young people lack the resources, opportunities, or access to formal education necessary to operate in the tourism industry.



Image Courtesy: unsplash



Ladhpura Khas village in Madhya Pradesh, Kongthong village in Meghalaya, and Pochampally in Telangana were the three Indian villages nominated by UNWTO for the title of "Best Tourism Village."



Image Courtesy: unsplash



Ladhpura Khas village in Madhya Pradesh, Kongthong village in Meghalaya, and Pochampally in Telangana were the three Indian villages nominated by UNWTO for the title of "Best Tourism Village."

UNLEASHING THE POWER OF THE SUN

Illuminating Opportunities

Mahendra Thakuria
Master of Business Administration (1st Semester)
Department of Business Administration



In a world that is rapidly hungry for sustainable solutions one source of energy that shines brighter than ever is solar power. It is no longer just an ecological imperative to tap into this clean and renewable resource, but a smart financial decision as solar power bathes our planet in abundance of energy each day. Solarify India has become a beacon of success, demonstrating the enormous potential for solar energy in a country where sustainable solutions are becoming increasingly important. It was established just 5 years ago and is quickly becoming one of India's major players in the renewable energy sector. India, with a rapidly increasing population and rising energy needs, has been looking for more reliable power sources in recent years. The need was not only addressed by Solarify India's innovative approach, but it also led to the development of a solar energy revolution. An ambitious project called "Sun Power" is at the heart of their success.

To harness India's abundant sun power, Solarified India has strategically placed thousands of photovoltaic panels throughout towns and villages.

In addition to producing clean electricity, the initiative also confers power to local communities by enabling them to access adequate energy supplies. Affordability is one of the most striking aspects of Solarify India's approach. Hey, we've been able to make solar energy available for a wide variety of consumers such as large companies and individuals. There has been an increase in households and businesses switching to solar power due to this affordability factor, together with government incentives for the use of clean energy. Also, the digital age is being taken up by Solarify India. Their intuitive app allows users to monitor the production, consumption, and savings of energy at their fingertips; this enables them to have transparency and control over how much energy they use.

There is no energy crisis, only a crisis of ignorance

Our path to a cleaner, brighter future is lit by solar energy, an inexhaustible source of energy. By harnessing the sun's power, we reduce our carbon footprint and ensure a greener world for future generations. In the face of environmental challenges, solar power offers hope.

Solarify India's contribution to the reduction of carbon emissions and dependency on fossil fuels is substantial in a country known for its energy challenges. Their initiative is in line with India's ambitious renewable energy goals, including reaching 40% of total electricity generation from non-fossil fuels by 2030. Solarify India's success reminds us that visionary enterprises can bring about transformational change, while at the same time turning a profit. Their story is an inspiration both to entrepreneurs and policymakers,

demonstrating the critical role of businesses based on renewable energy sources in shaping a viable future. To combat climate change, the world is looking for innovative solutions; Solarify India's meteoric rise highlights the potential of clean energy to not only meet environmental goals but also to drive economic growth and prosperity. Solarify India is shining bright as a beacon of sustainability and success, at the heart of the Indian energy landscape.



PHOTO BY JEREMY BISHOP ON UNESPLASH

ECONOMIC GROWTH AND ENVIRONMENTAL STEWARDSHIP

THE NEXUS OF GREEN TOURISM INVESTMENT

CHAIREE HAZARIKA
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DEPARTMENT OF BUSINESS ADMINISTRATION
TEZPUR UNIVERSITY

In recent times due to the discernible environmental and climatic changes, investors have started to turn their heads towards efficient use of resources and adopting environmentally friendly habits in work culture. The social and responsible investments carried out by them have resulted in the emergence of green investment. The long-term aim of green investment is to achieve sustainable development and bring numerous benefits to society as well as the environment.

The question is; why is there a dire need for green investment in tourism? The answer is tourism sector is vulnerable to climate change and the emission of greenhouse gases, which in return calls for potential green investments on a large scale.

The transition to green investment in the field of tourism will pave the way for more viable surroundings and ease in carrying the tourism activities. Implying green investment, we can expect it to be carried out in hospitality industries on the infrastructures and technology that will transit to a low-carbon, climate-resilient, and resource-efficient economy. According to UNWTO, hospitality is one such arena where there is a need for stern watch in the sphere of degradation of the environment.

In line with the 2030 Agenda for Sustainable Development hotel industries are taking a substantial step towards green infrastructural investment. One way of implementing is by using tools such as EDGE (Excellence in Designing for Greater Efficiencies)

green building certification and the Building Resilience Index (BRI), According to studies conducted by Booking.com, 70% of travellers would be more likely to book a stay at a hotel if they knew it was eco-friendly, applying the sustainable practices in hotels can result in a significant boost to hotel's brand reputation and competitiveness. Green Investment in tourism can be carried out in ways such as Community Participation where the involvement of locals must be under great stress for planning, development, and management of tourism activities. The large picture comprises the sharing of authentic cultural experiences, traditional practices, and local knowledge and also ensures that tourism activities are incongruent with local values and customs.

According to the research by the International Journal of Business professional investors are more likely to invest in destinations where there is active involvement of local communities.



Next, we can invest in nature by following the 3Rs, which are Reduce, Reuse, and Recycle. In this way, the waste in our environment that is reduced here pertains to reducing our carbon footprints, production of waste, and resource consumption. Reusing and recycling are two wheels that run equally with this; hence the use of any stuff to sustain, one should follow the 3Rs while travelling. Finally, there should be a follow of green marketing strategies. This particular approach will be more beneficial for the tourism stakeholders. The idea resides on four pillars that are decarbonization through the application of circular economy models, climate change adaptation stakeholders should be ready for mitigation of climatic hazards, and socio-cultural and environmental issues.

Eco-system restoration relies on organic farming on a large scale, and its inclusiveness empowers the communities and cultures. One very apt example from Jammu and Kashmir is the travel agents who are focusing on including the nomadic tour with locals, alongside the grazing and herding communities.

Such ideas are possible with better destination management and on strategizing how better infrastructures can be built with advanced technology. Government support is also essential for funding and financial resources which will accelerate the development process in reality. The Administration can participate in this through Public Private Partnership (PPP) for the provision of infrastructural services.

An inspiring implementation of green investment in tourism can be seen in Inle Lake, Myanmar, where The Poverty-Environment Initiative (PEI) under UNDP is doing great work in tourism. The local folks are engaged in handcrafted works. Interestingly, 90% of the hotels are made of handcrafted materials, with more than 5000 solar panels. The food served in the hotel is grown organically and it also works towards reviving Shan paper making of ceramics, weaving fabrics, and much more.

In Inthar Heritage House conservation projects of the Burmese cat breed and ten species of fish are carried out. In addition to that, there is the inclusion of a hospitality school to train local youth. Fees is even subsidized for those who can't afford them. An even more fantastic approach by them is the creation of a domestic wine industry with the efforts of local people. Hence, the Inle Lake in Myanmar is investing in people and the environment for green and sustainable tourism.

Greening is a pivotal issue in the tourism sector; if the emphasis is not laid on green investment then it will decimate the overall environment in the long run it's already high time to make investments green and wise to achieve sustainability on all fronts of the tourism sector.



Mindful Tourism-A Pathfinder for Sustainable Tourism Initiatives

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The diversity of our world unites us and gives us the chance to explore, engage and experience the best that local culture and communities have to offer. Respecting our world and all that makes us different and unique will enhance our travel experience. Whether a trip takes us to a tropical beach, a bustling city, or a tranquil village, if act responsibly, it will earn the respect of the host communities. Following these practical steps will make us travels as rewarding and safe as possible, for the people we meet, and for the places we visit.

In recent years, a new trend has emerged in the tourism industry – Mindful Tourism. This is a concept that encourages travellers to be more conscious and aware of their impact on the environment, local communities, and their own well-being. Mindful tourism is a way of travelling that promotes ‘responsible’ and ‘sustainable’ travel practices. It involves being mindful of one’s impact on the environment and local communities while also taking care of one’s own well-being. Mindful tourism encourages travellers to make informed choices that benefit both themselves and the destinations they visit.

As more people become aware of their impact on the environment and local communities, it is likely that mindful tourism will continue to grow in popularity. By practicing mindful tourism, we can ensure that our travel experiences are not only enriching but also ‘sustainable’ and ‘responsible’.



Image Courtesy: Pinterest



There are several key benefits to practicing mindful tourism.

Environmental Sustainability:

Mindful tourism involves making choices that have minimum impact on the environment. This can include opting for eco-friendly accommodations, reducing plastic usage, conserving water, and supporting local conservation efforts.

Cultural Preservation:

When someone practice mindful tourism, become more aware of the local customs and traditions of the places visit. This helps preserve these cultural practices for future generations.

Social Responsibility:

Mindful tourism also involves supporting local communities by engaging in activities that promote their economic development. This can include buying from local markets, eating at locally-owned restaurants, and supporting community initiatives.

Personal Well-being:

When someone is mindful about own travel choices, it tends to have a more enriching travel experience. Strangers can connect more deeply with the places want visit, learn new things about different cultures, and ultimately come back feeling rejuvenated.



Image Courtesy: AZORESPHOTOS.VISITAZORES.COM/VERAÇOR



Image Courtesy: Economic Impact, the Sustainability Project,

Read ahead to find tips that can help someone practice mindful tourism!

Plan Ahead:

Research about a destination before visit so that tourist can make informed choices about where to stay, what to eat, and what activities to participate in.

Travel Light:

Pack only what it needs and avoid carrying things that are not essential. This will help reduce carbon footprint.

Respect Local Customs:

Be mindful of the local customs and traditions of the places visit. Dress appropriately, learn some basic phrases in the local language, and be respectful of religious sites.

Eat Locally:

Try to eat at locally-owned restaurants that serve traditional cuisine. This not only supports the local economy but also gives a taste of the local culture.

Reduce Plastic Usage:

Carry a reusable water bottle and avoid using plastic bags and straws. This will help reduce plastic waste in the environment.

In conclusion, Mindful tourism is a concept that encourages travellers to make informed choices that benefit both themselves and the destinations they visit. By being mindful of our impact on the environment, local communities, and our own well-being, we can ensure that our travel experiences are sustainable, responsible, and enriching.

"All the world's a stage,
And all the men and women merely
players"
-As You Like It, William Shakespeare



Image Courtesy: Chalo Rajasthan

The Puppeteer's Threads

By Rajarshree Bhattacharjee
9th Semester
Department of English

The desert carries with it spectres of human civilisation. Dunes, shifting under the ethereal moonlight, act as reminders of the transience of all we hold dear. Tales of legends of the distant past, imprinted on the sands of time; exoduses and wars painting the lands with sweat and blood, make their way into the cultural consciousness of a people. History often accentuates violence, perhaps rightfully so, but there is also the music of the faint tanpura in the dusty air, and the spiral of colourful Kota Doria sarees amidst the evening breeze, which carries with it the smell of ghee and mawa. If you smell the aroma of fresh crushed elaichi splashing into the saucer of chai, notice the little synchronised dance of the purple, red, and green balloons, witness the lazy rumination and contemplation of the camel waiting for its next patron, and gaze at the pointed mustache of the middle-aged man inviting you to look at his pointed, embroidered Jutis, perhaps you should walk a bit further into the midst of what is undeniably a mela, until you find yourself at a modest, yet inviting stage.

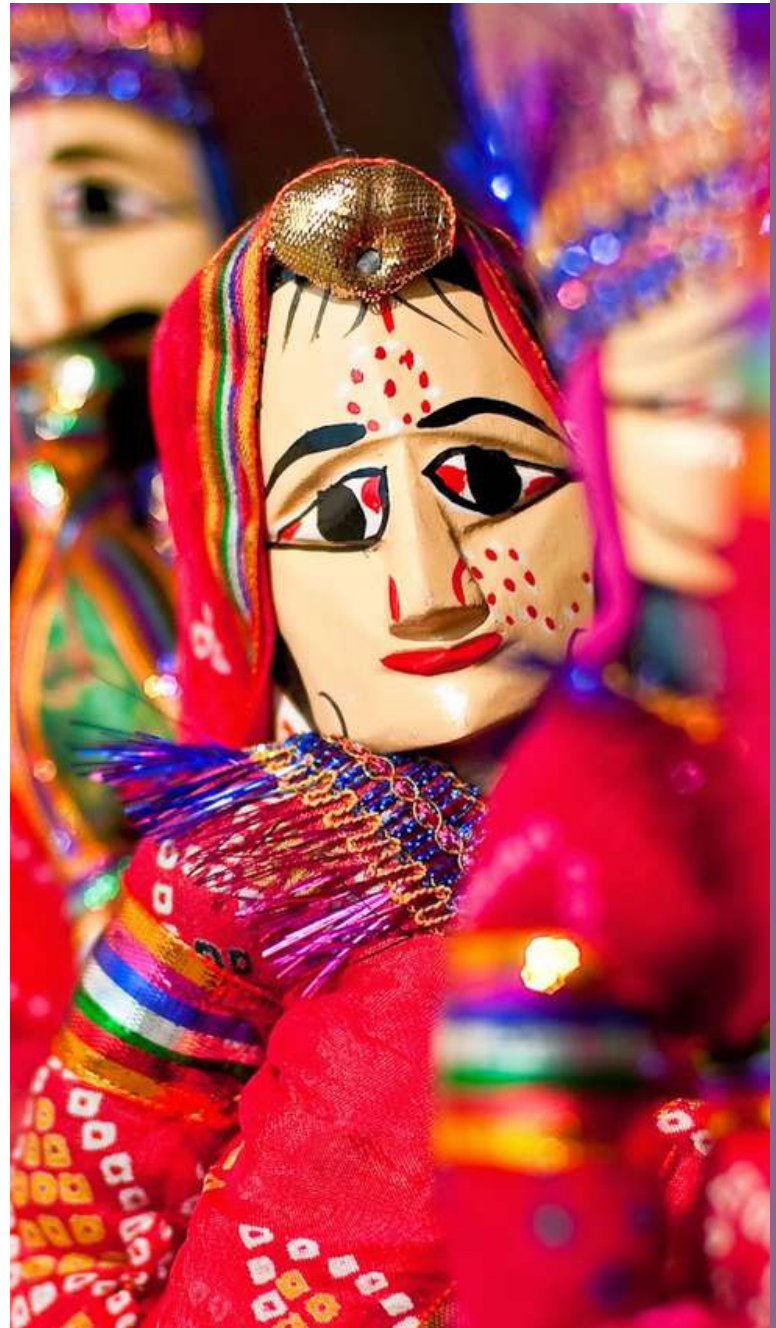


Image Courtesy: Thrive Global

A childlike wonder permeates off it, as the desert beckons you to sit in its lap, the well-worn carpet almost providing a maternal embrace. There is a creak, as the handstitched crimson curtain's part, the ungreaased wheels struggling against the jute ropes... and then, you see them. A miniature of the world, or perhaps to the pessimist the metaphor of man's desire to play God, as you witness the colourful dance of the Kathputlis of Rajasthan, a celebration of history, craft, and performance- all which makes the culture of a state such as Rajasthan ever so tantalising.

The dholak thuds in unison with your heart, as the puppeteer's voice rings out in folk drawl, summoning the spirits of Raja Vikramaditya's throne, which was adorned with 32 dolls, which are given life to by a single string expertly maneuvered by the puppeteer. An alternate story would also inculcate the tales of King Amar Singh Rathod into the mix; although to the gleeful child sitting next to you, history lessons would be trumped by the magnificence of miniature wooden men and women enthraling the audience with their amazing musicals and dance performances. History poises the Bhat community of Rajasthan as the flagbearers of this tradition, and patronised by Kings of antiquity (with the tradition having been dated to over a millennium in the past) and governments of the present, the tradition has survived the ravages of time. The Kathputli-walla's voice, passed through a bamboo pipe in order to turn it shrill, narrates the stories of his wooden marionettes, his skilled hands giving life to their limbs which oft move in animated manners. Women too, join in behind the curtains, who would not just voice the puppets of the fairer sex, but often vocalised powerful choruses as the climax of the drama would come to fruition.

Art oft places rose tinted glasses on the audience, and so do the Kathputli-wallas of Rajasthan, for the banality of regular life often sublimates behind the colourful dresses of the puppets. This provides a unique opportunity which goes beyond the immediate cause of entertainment: subliminal social justice. Issues such as female illiteracy, dowry, and the necessity for sanitation are portrayed through the light-hearted performances of the wooden puppets. The Kathputli-walla is at times thus also called the Sutradhar, for he quite literally holds the strings to the puppets which weave the threads of education among those in places lacking the privilege of social justice



Image Courtesy: Outlook India

The story is told, the curtains are drawn. There is applause, not rousing, but enough to warrant the day's wage. The Sutradhar's own life's strings are not his own. For while puppet shows often find their place among the modern-day nobility of five-star hotels, the rural origins are slowly dissolving. The Kathputli-wallahs are essentially farmers, who rely on this art form when the lands demand. However, with rapid urbanisation, much like many folk forms, the Kathputli Ka Khel is witnessing its slow, painful death. The colours fade, the wood is gnawed upon, and the stage remains unrepaired year after year. An old tale goes, that when Allaudin Khilji blockaded Nagore fort, it was the Sutradhars who maintained the morale of the soldiers, narrating tales of bravery through parched throats and hungry stomachs. The modern world seems to be slowly moving away from that necessity, as folk practices suffer the wrath of technology and mass media.



Image Courtesy: People's Archive of Rural India



Image Courtesy: Darter Photography

And yet, here you are, the well-worn rug underneath you. The chai is ready, the little flicker of the sun now behind the dunescape in the horizon. The old man packs his puppets into a ragged bag, a soft but sincere smile on his face. No greater joy than an artist satisfied with his performance.

If the tides of your life ever lead you to the warmth of Rajasthan, I sincerely hope you find your way to a stage as such, be it in the Manvar Sevan camp, or some obscure corner of Jaisalmer, where for a moment, the colours of an age-old Indian tradition can steal you away from the trials and tribulations of everyday. So that for but a moment, you could let the Sutradhar's thread tug on your heartstring, and remind you of the human necessity to let go, and let our old men tell us tales of times long past, as we sit back, and smile.

‘The Sutradhar’s
own life’s strings
are not his own’.

DEPARTMENT OF
BUSINESS ADMINISTRATION

Next

Report

Economic Growth through Environmental Responsibility: Green Investments in Tourism

Dishanta Adhikari

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Tourism, one of the world's largest economic sectors, is at a crossroads. As popular destinations witness the tangible impacts of climate change, it is high time we marry the principles of green investment with the tourism sector. The recent Glasgow Declaration and the G20 Delhi Declaration emphasize the need for sustainable tourism practices, underlining the urgency of addressing climate issues that directly and indirectly impact this vital industry. The Glasgow Declaration seeks to serve as a front header, illuminating the path towards more urgent climate actions in tourism. Its intent is commendable and timely, but intentions alone are not enough.

We need tangible actions and commitments, and green investments stand out as the basis to achieve this goal. *What do we mean by green investments?* They are financial allocations that prioritize the “troika” of people, planet, and prosperity. It's about investing in education and skill development for people, ensuring sustainable infrastructure and green transformation for the planet, and promoting innovation, technology, and entrepreneurship for shared prosperity. The significance of such investments was recently emphasized at the G20 Delhi Declaration, where leaders globally acknowledged the critical role of tourism and culture as instruments for sustainable socio-economic development. Moreover, the Goa roadmap set the stage for harnessing tourism as a vital tool to achieve the Sustainable Development Goals.

However, our current trajectory, as the Global Stocktake Report reveals in a 17-point statement, deviates from the Paris Agreement targets. We are, unfortunately, deviating off course from the goal of locking the global hike in temperature within 1.5 degrees Celsius. Such a disconnection between international commitments and ground realities necessitates immediate introspection and action. It's not just about international agreements or noble declarations. The financial underpinning to ensure the transition to a cleaner and greener world is massive. According to the G20 Delhi Declaration, a gigantic amount of USD 5.8-5.9 trillion will be required pre-2030 for developing states and additionally, these states will need USD 4 trillion annually to transition to clean energy by 2030 and ensure a net-zero status by 2050.

These numbers are not mere statistics; they are realistic futures. Recent climatic anomalies serve as grim reminders of the implications of our inaction. In India, the heart-wrenching landslides in Kullu and Manali, the crisis in Joshimath, and the alarming rise of the Yamuna river level to a record-breaking 208 c.m. in Delhi underscore the urgency of the situation. Such calamities don't just represent an environmental crisis; they hit the tourism sector hard, affecting livelihoods and economies that depend on it. Global Mean Sea Level(GMSL) rise is at a high and becoming a threat to coastal tourism destinations like Sundarbans and the island countries. The tourism sector of Area 2 under IATA is worst affected due to climate change. The shocking news is that the Air Quality Index(AQI) sometimes crosses 300 which falls under a hazardous air quality environment.

Therefore, a combined approach that interweaves green investments and tourism emerges as the most pragmatic solution.

Tourism destinations, especially those that are vulnerable to climatic changes, need to be equipped with sustainable infrastructure. Green buildings, waste management systems, water conservation measures, and renewable energy sources should become standard practice. Investment in local communities to empower them with the knowledge and skills necessary for sustainable tourism is equally crucial. It's high time that accommodation constructions should follow GRIHA(Green Rating for Integrated Habitat Management) norms.

Green investment isn't just about preserving tourist destinations. It is an investment in our future – a commitment to safeguarding our planet for the generations to come. Tourism, with its vast reach and impact, can be a frontrunner in driving this change. Tourism's contribution of 10.4% to global GDP in 2020 underscores its economic might. Meanwhile, the G20 Delhi Declaration's call for a staggering financial leap, amounting to trillions, towards renewable energy by 2030 underlines the urgency of green transitions. Green investment is the need of the hour.





INVESTING INTO THE PARADISE OF INDIA: NORTH EAST

By Sheikh Roushan
Master of Business Administration
3rd Semester



Image Courtesy: Funderbridge Tourism, Times of India, Ayaneshu Bhardwaj (Unsplash)

Green investments are an investment that includes securities, electronically traded funds, mutual funds, and bonds in which the person issuing the instruments is involved in operations that have the ultimate aim of improving the environment. It can be any company, whether it is involved in the development of alternative energy technology or the company that has the best environmental practices etc. Under this, the funds are allocated towards those projects which work for the benefit of the environment

Investors in green investments should be careful of businesses that merely raise money under the guise of green investing for branding purposes and fail to take the initial measures they had committed to doing when they raised the money. As a result, both present and potential investors should conduct thorough research before investing in businesses, green fund prospectuses, and other factors including annual stock filings. Once they have analysed, they should check to see if the investment contains any companies that fall under their definition or purview.

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Image Courtesy: Satyajit Bhowmik, Unsplash

Green Investment & Sustainable Tourist Destinations

The Sustainable tourism industry is being reshaped to become more ecologically responsible in the future, and sustainable tourist destinations are setting the pace in this regard. These locations place a high priority on renewable energy sources, environmentally friendly infrastructure, and conservation activities. In addition to lowering the carbon footprint of travel, green investments in sustainable tourism also improve the overall visitor experience. Travelers can experience unspoiled natural landscapes, participate in ethical wildlife tourism, and stay in eco-friendly lodgings that use sustainable methods and energy-efficient technologies. A symbiotic relationship between tourism and the environment is promoted by investing resources in these locations, which not only helps to conserve our planet's priceless ecosystems but also generates economic opportunities for nearby populations.

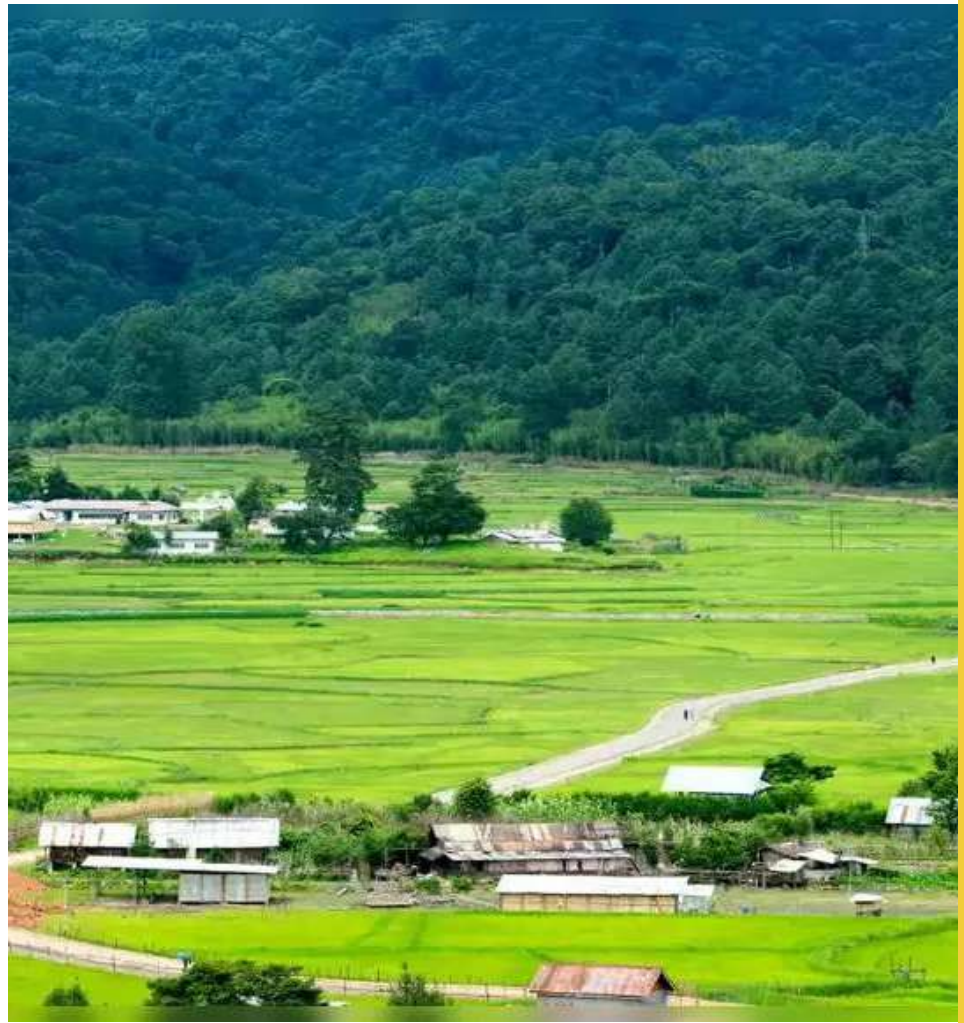


Image Courtesy: Times of India

An Introduction to the Gateway to Paradise: Northeast India

Northeast India, also called the land of the seven sisters and one brother, is a region that can be best described as virgin, wild, and untouched by the modernizations taken elsewhere in the world. It is a mountainous area with only the Siliguri Corridor, a 40 km wide sliver of land, as its single access point. Beyond this corridor are the seven North-Eastern Indian sister states, each of which is more beautiful than the others, has its customs and beliefs, and is charming in its own way. Fortunately, the region has managed to preserve the majority of its natural diversity due to its isolation from the rest of the globe. The states of Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, and Sikkim are located in India's northeast. It is a mountainous area with only the Siliguri Corridor, a 40 km wide sliver of land, as its single access point. Beyond this corridor are the seven North-Eastern Indian sister states, each of which is more beautiful than the others, has its customs and beliefs, and is charming in its own way. Fortunately, the region has managed to preserve the majority of its natural diversity due to its isolation from the rest of the globe. The North-East of India is a reservoir of rich natural resources & biodiversity and, the amalgamation of different tribes and cultures. This region is a melting pot of variegated cultural mosaic of people and races, an ethnic tapestry of many hues and shades. The folk culture is still vital in this region. You can experience the natural beauty of these places while also helping to preserve them and the local populations' well-being by traveling there. Plan your upcoming environmentally friendly trip to the Northeast to experience its beautiful landscapes and dynamic cultures.

Geographical Background of North-East India

North-East India, popularly known as North-East Region (NER), comprises the eight States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, and Sikkim and is geographically situated in the North-East corner of India. About 70% of North-East is the hilly region, and the topography varies within each state. Mountains and hills cover most of Arunachal Pradesh, Mizoram, Nagaland, Meghalaya, and about half of Tripura, 20% of Assam, 90% of Manipur, and almost the entire Sikkim. The plains of the region are mainly made up of separate landmasses - the Brahmaputra Valley and the Barak Valley in Assam and the Tripura plains in the South. In Manipur, the valley is small, comprising only about 10% of the total area of the State. The topography of the hills is generally rugged and vast areas are inaccessible. The flora and fauna of this region are numerous and varied. North-East is regarded as one of the 7 most bio-diverse fauna like the one-horned Asiatic rhino, white-winged- wood duck, and Golden Langur can be spotted in the reserved forests and National Parks of NER. The North-East States possess more than 550 varieties of orchids, which is said to be almost 70% of the total orchid species identified so far. The North-East Region is the home to an extraordinarily diverse mosaic of ethnic groups having distinctive social, cultural, and economic identities, more akin to their South Asia neighbours than mainland India.



Image Courtesy: Suraj Jadhav, Unsplash

Kaziranga National Park, Assam: Explore the world-famous Kaziranga National Park, home to the one-horned rhinoceros and a variety of other wildlife species. Embark on eco-friendly safaris to witness the incredible biodiversity of Assam.

Majuli Island, Assam: Majuli, the largest river island in the world, is known for its unique culture and sustainable tourism initiatives. Experience traditional Assamese life while contributing to eco-friendly practices.

Dzukou Valley, Nagaland: Dzukou Valley offers trekking trails through pristine landscapes, making it a haven for nature lovers. Sustainable tourism efforts focus on maintaining the valley's ecological balance.

Mawlynnong, Meghalaya: Known as "Asia's Cleanest Village," Mawlynnong showcases the importance of cleanliness and sustainable living. Enjoy the village's lush greenery and community-driven eco-tourism.

Khonoma Village, Nagaland: Khonoma is a model village for sustainable tourism and conservation. Trek through community-managed forests and learn about Nagaland's indigenous heritage.

Potential Green Sustainable Tourist Destinations

Northeast India is a region teeming with natural beauty, rich biodiversity, and a commitment to sustainable tourism. If you're looking for eco-friendly and green travel options, these sites will let you dive through stunning destinations that not only offer breathtaking landscapes but also prioritize conservation and sustainability.



Image Courtesy: Sandeep Roy, Unsplash

Ziro Valley, Arunachal Pradesh: Ziro is not only a picturesque valley but also a UNESCO World Heritage site for its unique Apatani tribal culture. The region promotes responsible tourism and cultural preservation.

Manas National Park, Assam: Manas National Park is a UNESCO World Heritage site known for its tiger and elephant conservation efforts. Visitors can support sustainable wildlife tourism and enjoy jungle safaris.

Tawang, Arunachal Pradesh: Tawang offers stunning landscapes, including the famous Tawang Monastery. Local authorities focus on preserving the environment and promoting responsible tourism.

Singalila National Park, Sikkim: Explore the diverse flora and fauna of Singalila National Park while trekking along the scenic Singalila Ridge. Sustainable trekking practices and wildlife conservation are priorities here.

Murlen National Park, Mizoram: Murlen National Park is a hidden gem for wildlife enthusiasts. The park's eco-friendly policies aim to protect its rich biodiversity while allowing visitors to appreciate its natural beauty.

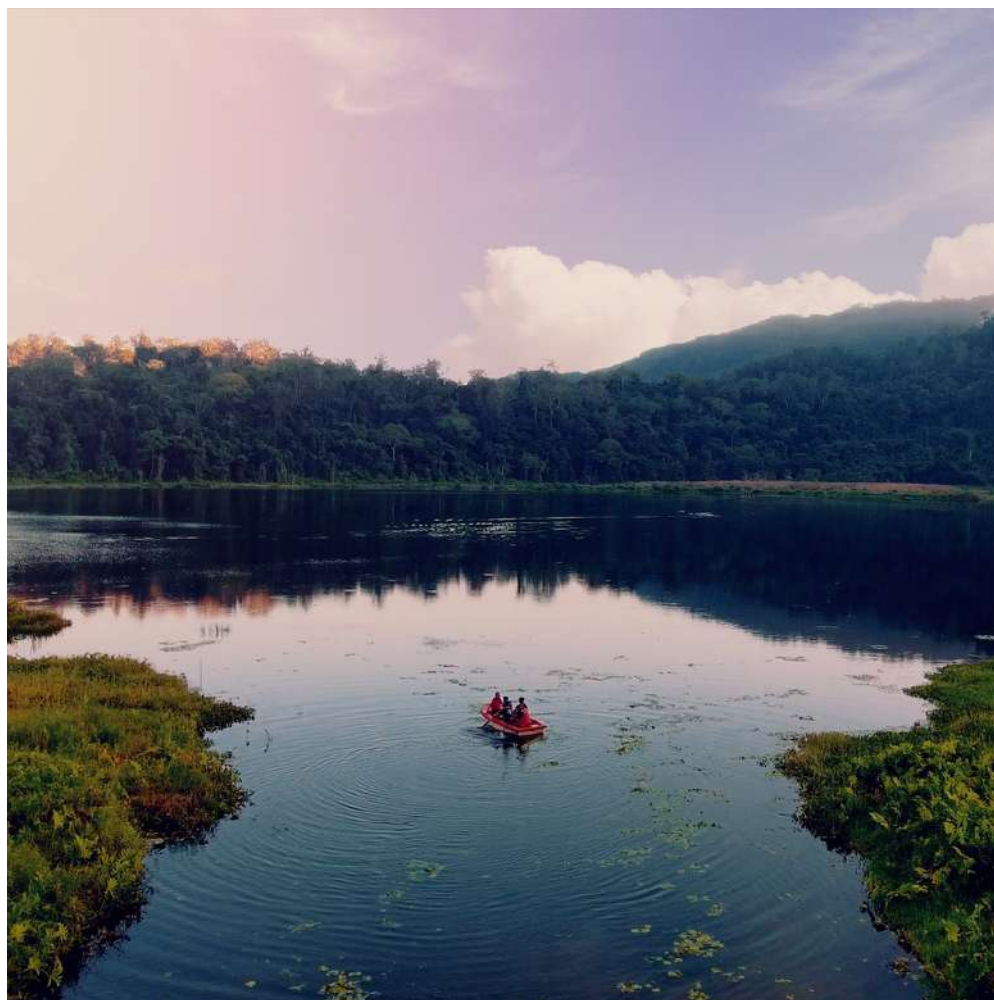


Image Courtesy: Digilife Siaha, Unsplash

Conclusions & Call of Action

Sustainable tourism development promotes the responsible exploitation and disclosure of tourist resources, and the development's course should take into account both the needs of the present and those of the future. It takes better management at the local government level to direct, facilitate, and coordinate the process so that tourism ventures can sustain themselves in the local socio-economic situation and meaningfully contribute to the areas concerned. This is necessary for the successful development and operation of the tourism sector in this region. India's North-Eastern Region has struggled to draw both domestic and foreign visitors. A large portion of the region is naturally wealthy but somewhat politically unstable, climatically lovely but physically challenging, and culturally diverse yet economically unsound. The present study concludes that the tourism industry in the Northeast region is developing but not as expected.

Even though the Indian government gives the North-East region some special attention, due to several restrictions, it is still a backward region of India. In terms of the growth in tourist inflows, Nagaland experienced a greater average growth than other North-Eastern States in 2013–14. This increase in the pace of inflows demonstrates a notable development in the tourism sector. The North-East region's significant tourism development roadblocks include a lack of funding, inadequate transit options, ineffective management, safety concerns, permit challenges, and more. Therefore, one may conclude that a lack of suitable and dependable tourism infrastructure is the fundamental issue plaguing the region's tourism sector. If tourist amenities, conservation, and maintenance are not taken care of immediately, the Northeast region will never be able to catch up with tourism development as in other areas.

27/09/2023

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