

Celebration of National Tourism Day: 25th January, 2024

Embracing Sustainable Journeys and Cultural Richness



The Department of Tourism observed National Tourism Day on January 25th, 2024, joining India in celebrating its travel landscape's immense potential and diversity. This annual occasion serves as a vibrant ode to the wonders of tourism, highlighting the importance of responsible and mindful practices. In line with this year's theme, "Sustainable Journeys, Timeless Memories," we echoed a profound call to action: to explore and experience India while prioritising environmental sustainability and supporting local communities.

At the heart of responsible tourism lies the theme's essence, urging travellers to minimise their environmental footprint and embrace authentic experiences that respect cultural sensitivities. The chosen theme encourages exploration of off-the-beaten-path destinations, fostering lasting memories without harming the environment or exploiting local resources. To showcase the cultural richness and resilience of rural North Bengal, we organised 'উত্তরে পল্লী তনয়া' ('Uttarer Palli Tanaya') - a village festival celebrating the daughters of rural North Bengal. The event provided a platform for our students to showcase their talents and delve into the rich cultural heritage of North Bengal. Attendees could immerse themselves in rural life's flavours, traditions, and resilience through various facets of the festival.

Dr Samapti Saha, Pricipal, P.D.Women's College; Dr Sawati Chakraborty, Associate Professor, Department of Philosophy; and Dr Uday Shankar Agarwalla, IQAC Co-ordinator, graced the occasion. The festival commenced with inaugural speech by the Principal Dr. Samapti Saha, followed by planting a sapling which symbolises growth and sustainability.

One of the festival's highlights was the culinary display, where traditional dishes prepared by our students tantalised the senses. The aroma of these dishes carried the region's essence, with earthy flavours that spoke volumes about the connection between the people and the land. Ingredients sourced directly from organic farms highlighted the sustainable practices ingrained in the community, emphasising a deep-rooted relationship with nature. In addition to the culinary delights, the festival featured exquisite handicrafts crafted with meticulous skill. Each piece told a story, weaving together the vibrant cultural heritage of North Bengal. These handicrafts served as tangible reminders of the traditions passed down through generations, showcasing the artistry and craftsmanship unique to the region.



Beyond its role as a celebration, 'Uttarer Palli Tanaya' served as a testament to the unwavering spirit of rural women in North Bengal. Their resilience and determination were evident in every festival aspect, from preparing traditional dishes to creating intricate handicrafts. Through their efforts, they preserved their cultural heritage and thrived in the face of challenges, embodying the essence of strength and perseverance.

The festival invited attendees to see North Bengal through a new lens, transcending its identity solely as a tourist destination. It encouraged visitors to delve deeper into the communities, traditions, and landscapes that define the region. 'Uttarer Palli Tanaya' offered a glimpse into a way of life where sustainability is not just a buzzword but a fundamental principle ingrained in everyday existence.

As we carry the torch of this rich legacy forward, we invite you to join us on this journey of discovery. Let the charm of rural North Bengal envelop you, and witness the unwavering spirit that defines its daughters. Together, let us embrace sustainable journeys and create timeless memories, honouring our beloved land's beauty and cultural richness.

