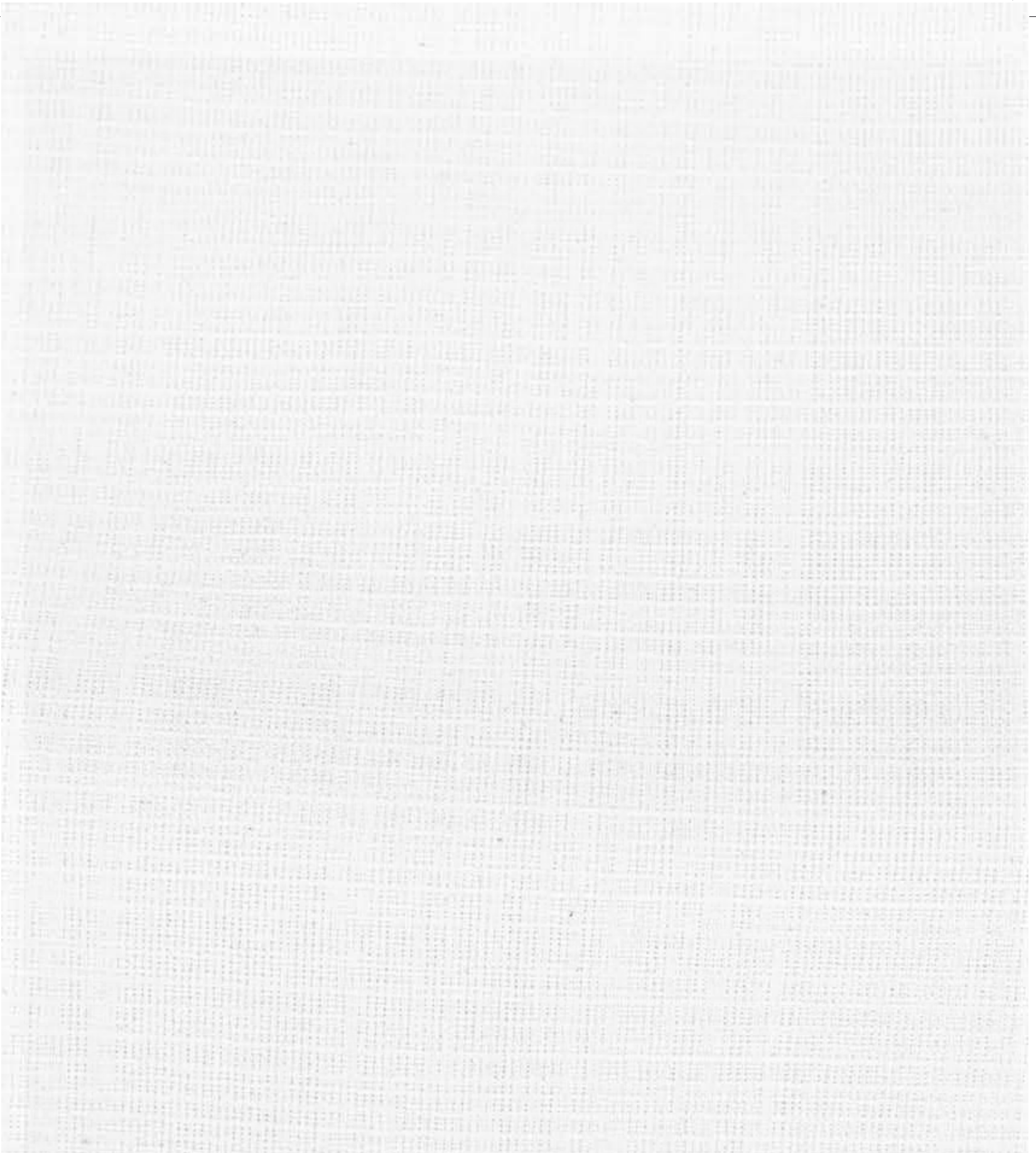




# HERITAGE TO HORIZONS

Harnessing the Tourism Potential of Bengal







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# Section 1

## Overview



### Prologue

West Bengal offers a captivating journey for the tourists converging heritage, culture, and natural beauty. Visitors can explore the bustling streets of Kolkata, steeped in colonial charm and artistic fervor or venture into the serene Himalayan mountains to savor Darjeeling's renowned tea against majestic views. The Sundarban's mangroves beckons tourists with its exotic wildlife and a peek of the elusive Royal Bengal Tiger. From the intricately constructed terracotta temples of Bankura to the remnants of the Nawabs (Hazarduari Palace - Palace of a Thousand Doors and Moti Jheel) at Murshidabad. West Bengal has it all!





The State is endowed with a rich tangible and intangible cultural heritage. - Nadia is bestowed with ancient temples, mosques, forts, and exquisite handicrafts. Malda has its unique folk art of 'Gambhira', while Paschim Medinipur, Bankura, and Birbhum are enriched with archaeological treasure troves. The natural beauty of the state can be highlighted from the mystic charm, natural beauty of red soil and red blooms of Palash of Purulia, the stretched coastline of Purba Medinipur housing the most beautiful sea beaches overlooking the mighty Bay of Bengal, and the Dooars with its lush green landscapes, wildlife sanctuaries and meandering rivers. The state's cultural tapestry is woven with colorful festivals and fairs throughout the year with Durga Puja, Christmas festival and Ganga Sagar celebrations showcasing the diverse character of the state. Adding to the experience are the charms of diverse cuisine, exquisite art and crafts, music and culture which make the state a unique fusion of modernity and tradition for the domestic and international visitors.

Keeping up with this spirit, Tourism Department has undertaken multiple initiatives towards the holistic development of tourism ecosystem in the state. Tourism Department focuses on harnessing the tourism potential of Bengal by developing requisite tourism Infrastructure in all the districts of the state, undertaking publicity and promotion of the State, formulating policies and other initiatives to bring Bengal on the global map as a leading tourist destination in the country.

The Department of Tourism, Government of West Bengal has also identified Religious Circuits and Heritage Circuits to further promote the marquee tourism assets of Bengal. The Department promotes destinations and other activities through active participation in major tourism events and social media platforms. In addition, West Bengal Tourism Development Corporation Ltd. (WBTDCL) operates, manages and develops tourism properties. They also conduct tour packages to popular tourist destinations as well as during Durga Puja.

West Bengal has one of the most diverse tourism offerings from the Himalayas in the north to the pristine Sundarbans in the South.

## Key highlights of the tourism sector in West Bengal are showcased below -

- West Bengal boasts of having a comprehensive connectivity infrastructure. It is well connected with roads, rails and airports. There are **15** state highways with total length of **4,110** kms. There are **3** airports at Kolkata, Bagdogra and Durgapur. The state has **568** railway stations with a rail route length of **4135.19** kms. The major railway stations in West Bengal are Howrah, Sealdah, Asansol, Kolkata, Bardhaman, Kharagpur and New Jalpaiguri.
- **12.6% Tourism Sector's** contribution to State GDP in 2021.
- **12.9% CAGR** from 2011 to 2022 (post covid) in tourist footfalls to reach 89 million.
- **3rd rank** in foreign tourist arrival and **8th** in domestic tourist arrival (2022).
- Home to **3 UNESCO** world heritage sites viz. Darjeeling Himalayan Railways, Santiniketan and the Sundarbans National Park.
- **UNESCO** has accorded the **“Intangible Cultural Heritage of Humanity”** tag to Kolkata's Durga Puja on December 15, 2021.
- West Bengal has around **117 major fairs** organized throughout the year across the districts.
- West Bengal has received **22 Geographical Indicator** tags for food, agricultural products and art and handicraft products.
- **100** Religious circuits covering **400** destinations.







# BENGAL SHINES BRIGHT KEY ACCOLADES IN 2023



### **PATWA International Travel Award 2023**

International travel award for Best State for Culture at ITB Berlin 2023



### **Hospitality Honours List 2023**

Hotels, Restaurants & Travel IHC London & IISM International Hospitality Day Award 2023



### **Best Tourism Village of India Award**

Best Tourism Village, 2023

The Kiriteswari village in Murshidabad district has been chosen by Ministry of Tourism, Govt. of India as the Best Tourism Village 2023

# *Section 2*

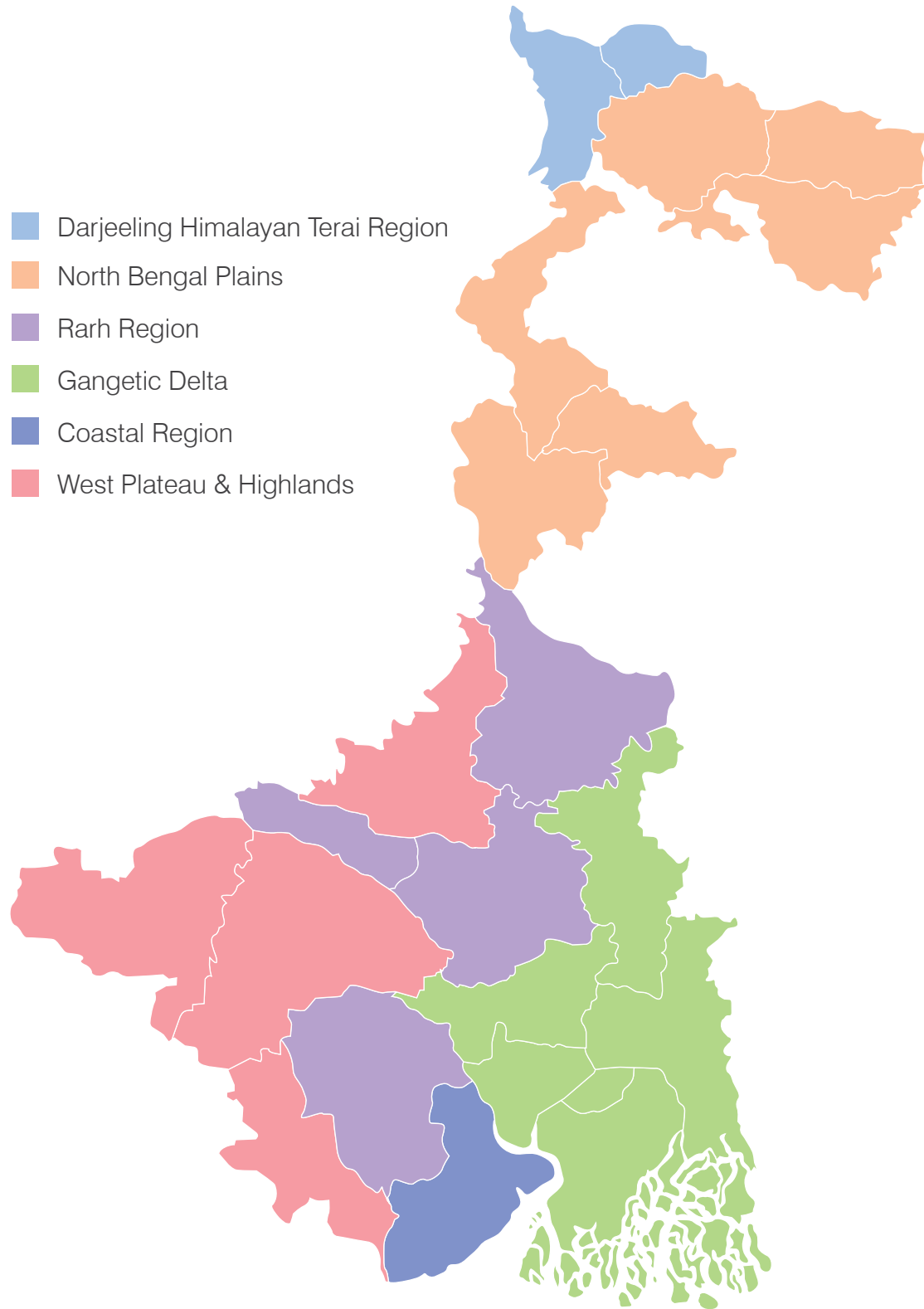
## **West Bengal**

### **From the Ocean to the Skies**

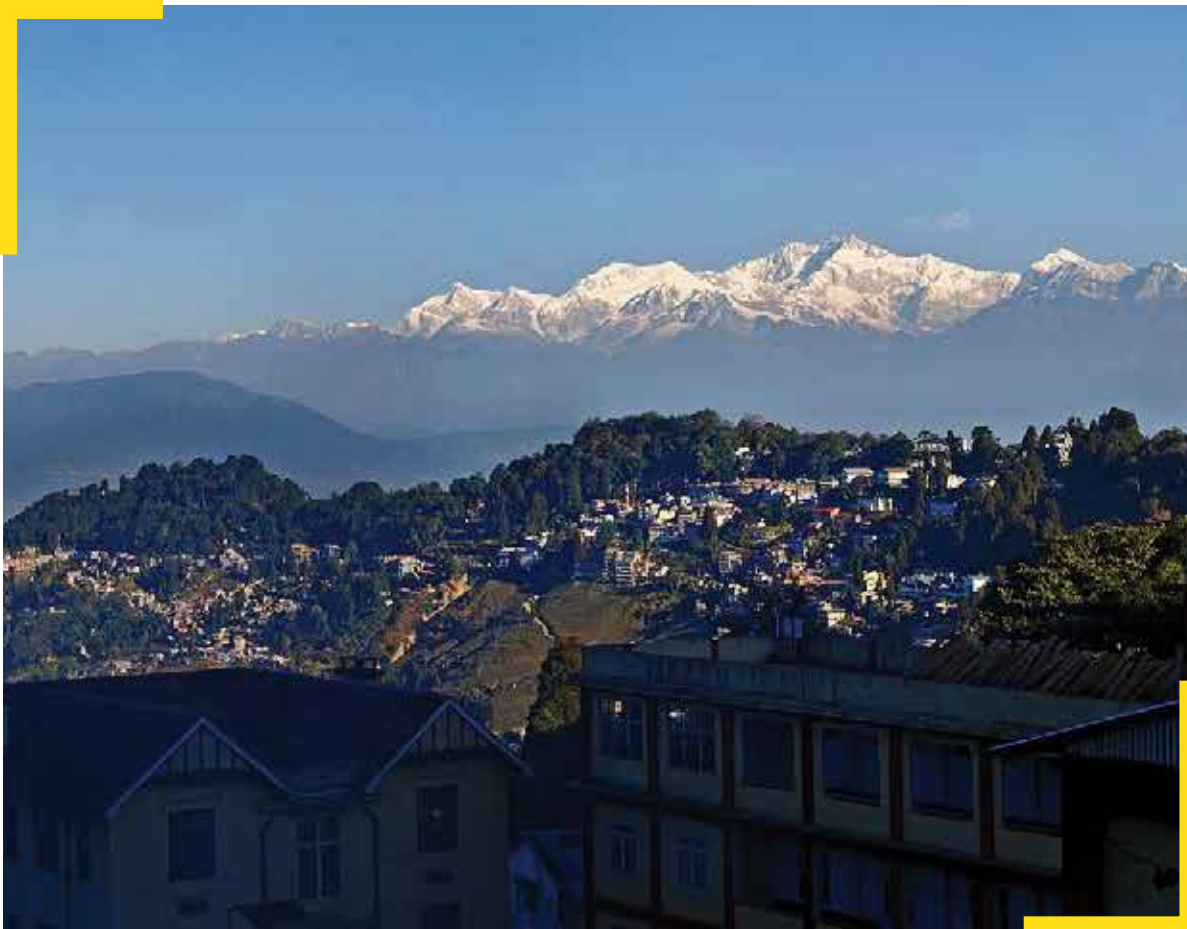




West Bengal has a diverse geographical landscape leading to the state having varied natural tourism assets. The geographical landscape has also contributed to the rich heritage and culture of the state. This section provides a brief overview of the diversity of West Bengal as a tourism destination through the lens of geographical landscapes. The State of Bengal can broadly be divided into 6 major geographic regions showcased below -



## DARJEELING HIMALAYAN TERAI REGION



The Darjeeling Himalayan Terai region comprises of the Himalayan range in West Bengal. The region consists of Darjeeling and Kalimpong districts. The region is known for its breathtaking natural beauty, surrounded by snow-capped mountains, lush tea gardens and dense forests. The mountainous terrain in the region has led to several unique - natural and manmade tourism attractions in the region. Tourist can experience the scenic journey to Darjeeling on the Darjeeling Himalayan Railway, inscribed as a World heritage by UNESCO. Tourist can enjoy the scenic view of the majestic Kanchenjunga from Darjeeling or explore the popular hill towns of Kalimpong and Kurseong in the region.

The region is also renowned for adventure activities like trekking and safaris around wildlife sanctuaries. 88 trekking routes have been identified for trekkers to explore within the Himalayas range. Sandakhphu is the highest trekking point in the state of West Bengal and offers spectacular views of Mt. Kanchenjunga. The river Teesta flows through Sandakhphu makes it a spot for adventure activities like trekking and camping. Sandakhphu also provides an opportunity to experience a ride on one of the last remaining vintage 1945 Series - 1 Land Rover.



## NORTH BENGAL PLAINS



North Bengal Plains from the foothills of the Himalayas to left bank of Ganges comprising of districts of Alipurduar, Cooch Behar, Uttar Dinajpur, Dakshin Dinajpur, Jalpaiguri, and Malda. The region is characterized with presence of dense forest and fertile plains. The region has national parks, wildlife sanctuaries and bird sanctuaries. The region is also known for the palaces and heritage structures. The region is home to Jaldapara Wildlife Sanctuary, Gorumara National Park, Buxa Tiger Reserve and Kulik Bird Sanctuary (2nd largest Bird Sanctuary in Asia). The North Bengal Plains are also dotted with several tea gardens that produce some of the country's finest teas. The town of Malda is known for its premium quality of mangoes and silk. Tourist can devour delicious mangoes, shop the best quality silk and learn about the age-old weaving traditions. The region has multiple heritage structures for tourists to explore as well – Cooch Behar Royal Palace, Gour, Firoz Minar, and Adina Mosque to name a few.

## RARH REGION



The Rarh Region originates from east of the Ganges and extends upto the Chota Nagpur Plateau. The strategic geographic features have resulted in several settlements settling over the years in the region and has led to the region having a rich history and culture. The region comprises of the districts of Murshidabad, Purba Bardhaman, Paschim Bardhaman and Paschim Medinipur.

One of the highlights of the region is its terracotta artwork and temples. It is dotted with temple ruins, forts, which reflects the rich architecture and heritage of the region. The region has a rich musical and dance tradition with popular festivals and fairs. Bishnupur is famous for its terracotta temples, especially the Rasmancha and the Madan Mohan Temple.



## WESTERN PLATEAU & HIGHLANDS



The Western Plateau and Highlands of Bengal, consists of the eastern fringes of Chota Nagpur Plateau. The region comprises of Bankura, Birbhum, Jhargram and Purulia districts. The plateau and highland have led to formation of small hills and unique terrains in the region. This has led to the region having picturesque landscapes. The region enjoys the beauty of several cascading waterfalls and scenic views. The Western Plateau and Highlands have historical sites like the Palamau Fort and ruins of ancient temples. These offer insights into the historical and architectural aspects of the region. The region has multiple tribal culture and rich cultural activities such as the Santhali Dance, Chau Dance, Jhumur Dance, Baul, and Fakiri.

## GANGETIC DELTA



The Gangetic Delta in West Bengal is a unique and ecologically diverse region that offers a range of attractions and experiences for tourists. This delta is formed by the confluence of the Ganges, Brahmaputra, and Meghna rivers, and is characterized by a complex network of waterways, wetlands, and lush vegetation.

Sundarbans National Park, a UNESCO World Heritage Site, is the largest mangrove forest in the world. It is home to the Royal Bengal Tiger and a variety of wildlife. The region is a paradise for bird watchers with presence of wide variety of resident and migratory bird species.

The region also prospered as a trade hub in the colonial era. This has led to several European settlements being established on the bank of river ganges. The districts of Hooghly and Howrah are replete with the colonial era heritage buildings. These buildings are a sight to behold for tourists. The Danish Tavern in Hooghly showcases the Danish architecture and is operated as a cafe. Kolkata, erstwhile capital of India has multiple heritage buildings and tourism destination for the tourist. The city is well connected with all the major travel hub and renowned for the cuisine, culture and festivals.



## COASTAL REGION



The Coastal Region of West Bengal, which extends along the Bay of Bengal, offers a diverse range of tourist attractions and experiences, making it a popular destination for travelers. The region boasts numerous pristine beaches with golden sands and serene coastal views. Popular beaches include Digha, Mandarmani, and Tajpur, where one can relax, sunbathe, or take part in water activities. Mandarmani is also famous for its red crab migration, a natural phenomenon where countless red crabs crawl across the beach. This is a unique sight for tourists.

# RELIGIOUS TOURISM



West Bengal has a diverse religious tourism base with multiple renowned religious tourist structure across religions. To facilitate tourists, Tourism Department has in coordination with District Administrations come out with a religious circuit booklet showcasing 100 religious circuits across 400 destinations. The user-friendly religious circuit booklets of the state have been prepared to promote religious tourism.

## PROPOSED RELIGIOUS CIRCUITS OF WEST BENGAL

### Darjeeling Himalayan Terai Region

- Darjeeling – 5 circuits
- Kalimpong – 8 circuits

### North Bengal Plains

- Alipurduar – 2 circuits
- Cooch Behar – 2 circuits
- Uttar Dinajpur – 2 circuits
- Dakshin Dinajpur – 2 circuits
- Jalpaiguri – 1 circuit
- Malda – 2 circuits

### Rarh Region

- Murshidabad – 3 circuits
- Purba Bardhaman – 3 circuits
- Paschim Bardhaman – 2 circuits
- Paschim Medinipur – 4 circuits

### West Plateau & Highlands

- Bankura – 23 circuits
- Birbhum – 2 circuits
- Jhargram – 4 circuits
- Purulia – 4 circuits

### Gangetic Delta

- Hooghly – 6 circuits
- Howrah – 6 circuits
- Kolkata – 6 circuits
- Nadia – 3 circuits
- Uttar 24 Parganas – 4 circuits
- Dakshin 24 Parganas – 3 circuits

### Coastal Region

- Purba Medinipur – 4 circuits

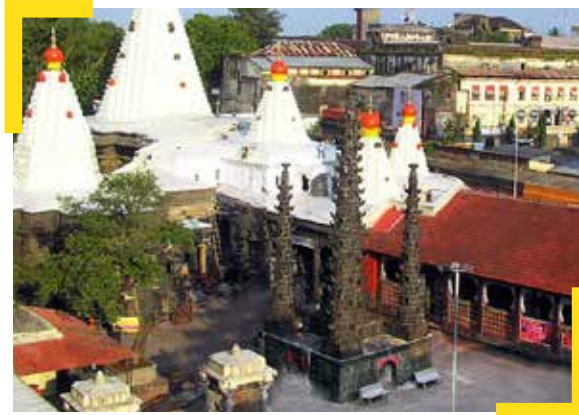


# SHAKTI PEETHAS OF WEST BENGAL

Shakti Peethas are the shrines or divine temples of Goddess Sati. Legends say that these shrines are built on places where body parts of Sati Devi fell when Lord Shiva wandered the universe grief-stricken with her body after her self-sacrifice. 51 parts fell across India, Bangladesh, Nepal, Sri Lanka and even few in Pakistan and China. Out of these, 13 Peethas are present in West Bengal. Few of the Shakti Peethas are showcased below -



Attahas Phullara Temple



Bakreswar Temple



Bheemakali Temple



Nalhataswari Temple



Kankalitala Temple



Kiriteswari Temple



Ratnavali Temple



Bhramari Devi Temple



Nandikeswari Temple



Kalighat Temple



Malai Chandi Temple



Mangal Chandi Ujani Temple



Bahula Temple

The Kiriteswari village in Murshidabad district has been chosen by Ministry of Tourism, Govt. of India as the Best Tourism Village, 2023 and is home to Kiriteswari Devi Shakti Peetha.



# BIRBHUM

## A SPIRITUAL ABODE FOR SHAKTI

Birbhum District is rich in cultural and religious heritage. There are several religious destinations and temples in Birbhum that attract pilgrims and tourists. The district comprises of 5 Shakti Peethas and is a spiritual adobe for religious tourists.



### Attahas Phullara Temple

Attahas temple, also referred to as 'Phullora Attahas', is revered as one of the 51 'Shakti Peethas' located in Birbhum District. The temple of Attahas attracts innumerable visitors every year, particularly in the month of December. Attahas is a Sanskrit term which is derived from the words 'Atta and Hasa or laughter, which implies loud laughter as it is believed that the lips of Goddess Sati dropped in this place. The temple is therefore a significant Shakti Peetha and is an important place of worship.

### Bakreswar Temple

Bakreswar is a popular pilgrimage destination located in Birbhum. Bakreswar temple is dedicated to lord Bakranath (Shiva) and Goddess Kali. The temple is believed to be erected at the spot where the forehead and brows of Goddess Sathi fell. The main temple of Bakreswar is surrounded by many small shrines which are dedicated to Lord Shiva. Bakreswar is also known for its eight hot springs. The hottest of these springs is called Agnikund with temperatures reaching around 93 C. It is believed that the water of these springs has healing properties.



### Kankalitala Temple

Kankalitala Temple located in proximity to Santiniketan town and is the spot where the waist (or kankal in Bengali) of Goddess Sati fell. It is located in Kankalitala town on the banks of River Kopai on the Bolpur-Labpur Road.

### Nalhataswari Temple

The throat of Sati, also known as Nala, is believed to have fallen at Nalahati forest. The area is known for its beautiful plateaus, and is home to the goddess Maa Nalateswari, also known as Devi Parvati or Kalika. According to local tradition, the larynx of Sati was discovered at this location by Kamdev in 252 Bengali year and the Nalateswari temple was built at the spot. The temple's sanctum is crowned with a raised pinnacle, and the deity of Maa Nalateswari is worshipped there.



### Nandikeswari Temple

Nandikeswari Shakti Peetha is a sacred religious site with a peaceful ambience. Goddess Nandini is the main deity of this temple, who is an incarnation of Goddess Parvathi. The main idol in the temple is a black stone, which is now almost red, as devotees use sindur to pray the holy stone as Nandikeshwari. The idol is adorned with a silver crown and three golden eyes.

## MICE DESTINATIONS IN THE STATE

Bengal has developed world-class infrastructure to attract MICE events and promote itself as a preferred destination for MICE Tourism. The state provides a plethora of destinations to host MICE events. West Bengal has identified three major locations as MICE destinations in the state – Kolkata, Digha and Siliguri.



### KOLKATA

Kolkata, the cultural capital of India, is a major hub for MICE activities in Bengal. It is the largest city of eastern India with high population density and acts as a gateway to the Northeast due to its strategic location. Kolkata has a robust business environment with a diverse range of industries.

The city's well-developed infrastructure, connectivity, and modern amenities make it an attractive choice for MICE tourism. Kolkata is well-connected by air, rail, and road, making it easily accessible for both domestic and international attendees. There are three major MICE infrastructure in Kolkata: Biswa Bangla Convention Centre, Biswa Bangla Mela Prangan and Dhana Dhanya Auditorium. Along with these MICE infrastructure, Eco Park is also an alternative providing open space for events. It boasts of more than 150+ star category hotels.





## DIGHA

Digha is a popular seaside town in the state of West Bengal. It is primarily known for its beaches and scenic beauty. Digha attracts many tourists throughout the year, creating opportunities in the hospitality sector, which forms the largest part of Digha's economy.

Due to its strategic location in proximity to Kolkata, Digha is currently being developed as one of the hubs for MICE tourism in Bengal which provides an opportunity to hold meetings with a beach backdrop. The place provides various venues and hotel options available for hosting small-scale MICE events.



## SILIGURI

Siliguri is a bustling commercial center in North Bengal and serves as a gateway to the northeastern states of India. The city is in proximity to Bagdogra Airport, which serves as the aviation hub for North Bengal. Siliguri is a major trade hub due to its strategic location near the international borders of Nepal, Bhutan, and Bangladesh. The trade and commerce sector, including import-export businesses, plays a significant role in Siliguri's economy.

The city also serves as a transit point for tourists visiting popular destinations in the region, such as Darjeeling, Kalimpong, Gangtok, and the Dooars. Siliguri offers a range of hotels and venues for events, meeting rooms and convention halls for meetings and conferences in peaceful and serene environment with the Himalayas in the backdrop.

# *Section 3*

## **INITIATIVES**

### **TOURISM PROJECTS UNDERTAKEN IN RECENT TIMES**





# West Bengal Tourism Development Corporation

West Bengal Tourism Development Corporation Limited (WBTDC), a parastatal body of the Department of Tourism, is mandated for developing, operating, and managing hotels, lodges, guest houses, motels, restaurants etc. in tourist destinations across the state. WBTDC also offers tour packages to facilitate hassle-free travel of tourists. WBTDC has 35 tourist properties across the State comprising of more than 600 rooms for tourist to explore West Bengal. Tourists can book the properties online at WBTDC website. The 35 tourist properties across districts are showcased below –

Bankura	<b>1</b>
Howrah	<b>1</b>
Malda	<b>1</b>
Paschim Medinipur	<b>1</b>
Birbhum	<b>2</b>
Jalpaiguri	<b>6</b>
Murshidabad	<b>2</b>
Purba Medinipur	<b>2</b>
Darjeeling	<b>3</b>
Kalimpong	<b>3</b>
North 24 Parganas	<b>2</b>
South 24 Parganas	<b>4</b>
Hooghly	<b>1</b>
Kolkata	<b>1</b>
Paschim Bardhaman	<b>2</b>
Uttar Dinajpur	<b>1</b>
Alipurduar	<b>1</b>
Jhargram	<b>1</b>

# BHORER ALO GAJOLDOBA

Mega Eco-tourism Hub at Jalpaiguri



## Property Highlights

Bhorer Alo at Gajoldoba is a perfect 'weekend escapade' for a relaxed stay amidst the lush green landscape. The Tourism Department has set up a mega eco-tourism hub, admeasuring an area of more than 200 acres. The eco-tourism hub on the banks of Teesta Barrage is also an ideal destination for bird watchers with the Pakhibitan Wildlife Sanctuary across the Teesta.

To facilitate stay at the eco-tourism hub - Two Eco resorts have been developed through PPP model. Gajoldoba can be reached from Siliguri (30 km, 1 hour) or Jalpaiguri town (40 km, 1.5 hours). It is within 26 kms from the Gorumara National Park. The property also has 22 wooden and pre-fabricated eco cottages, constructed and operated by WBTDCL. The entire area is beautifully landscaped with environment-friendly practices being adopted at the eco-tourism hub.



Nearest Railway Station  
New Jalpaiguri Junction



Nearest Airport  
Bagdogra Airport

# MANGALDHARA TOURISM PROPERTY

## Barrackpore



### Property Highlights

Mangaldhara Tourism Property is one of the premier properties by WBTDC. Located on the bank of the river Ganges, this property is the ideal place for a peaceful retreat. Spread over 2.5 acres, the property hosts gorgeous river front cottages, well-kept walkways on the riverbank, and a perfectly maintained huge lawn. There are presently 26 cozily furnished rooms with all modern amenities.

The Barrackpore subdivision is well connected by roads and railways. Two national highways, NH-34 and NH-35 pass through the town. It is well connected to Kolkata via road, railway and port. The nearest airport is at Kolkata.

The property also comprises of 2 house – boats styled in line with Kerala house boat. Each boat consists of four river facing bedrooms with attached bath and toilet facilities. Tourists can book the house boats and experience the stay along the banks of river Ganges.



Nearest Railway Station  
Howrah Junction & Sealdah Junction



Nearest Airport  
Netaji Subhash Chandra Bose  
International Airport, Kolkata



Multiple infrastructure development initiatives have been undertaken for various WBTDCL properties. These are listed below -

#### **WBTDCL has renovated and operationalized following restaurant**

- Udayachal Tourism Property, Saltlake, Kolkata
- Sagorika Tourism Property, Diamond Harbour
- Mangaldhara Tourism Property, Barrackpore
- Jalashree restaurant boat, Chandannagar

#### **WBTDCL has recently upgraded the following tourism properties**

- Tourist lodges in Chandannagar
- Mrittika Tourism Property, Paschim Medinipur
- Digha Tourist Lodge
- Bakkhali Tourist Lodge
- Jaldapara Tourist Lodge
- Santiniketan Tourist Lodge
- Sabuj Dweep Tourism Property, Hooghly
- Tarabitan Tourism Property, Birbhum

#### **WBTDCL has recently upgraded the following tourism properties**

State Institute of Hotel Management, Durgapur was established by Department of Tourism, Govt. of West Bengal as a hospitality management institute to cater to hospitality aspirants. State IHM Durgapur is affiliated to National Council for Hotel Management (Ministry of Tourism; Govt. of India), Noida which is the apex body of all govt. run IHMs' across India. It is also recognized by Jawaharlal Nehru University, New Delhi. A new SIHM is being proposed for development in Kurseong in North Bengal.

#### **Projects Undertaken in Association with Pashminanchal Unnayan Affairs Department**

- Development of Kanak Durga Mandir, Chilkigarh Bio-diversity site
- Repair, Renovation with Beautification for Rameswar Temple, at Rameswar, Jhargram
- Construction of Dahi Prakriti Uddayan Rest House, Nayagram, Jhargram
- Repair renovation & Beautification work in the Guptomoni Temple premises at Guptomoni P.O - Dudhkundi, Jhargram
- Eco Tourism Park at Gangani in Garbeta - I Block in Paschim Medinipur

#### **Sandakhphu – Infrastructure Development and Initiatives**

Sandakhphu is the highest peak in the state located on the border of India and Nepal within Darjeeling district. Sandakhphu is a popular trek for nature enthusiasts with treks through the scenic Neora Valley National Park. The trek has diverse landscapes and rich biodiversity for tourists to enjoy. It also offers enchanting views of Mt. Everest and Mt. Kanchenjunga. Sandakhphu witnesses huge tourist footfall, and the tourism department has planned development of infrastructure at Sandakhphu in collaboration with other departments at the State Tourism Promotion Task Force meeting. The following infrastructure and initiatives have been taken up –

- Simplified process of checking of foreign tourist trekking to Sandakhphu.
- A dormitory has been set up at Tonglu by Gorkhaland Territorial Administration.
- Development of electricity infrastructure to be undertaken at Sandakhphu.
- West Bengal Forest Development Corporation Ltd. (WBFDC) to start tent and camping facility and develop a waste management facility.
- WBFDC along with West Bengal Tourism Development Corporation Ltd. (WBTDCL) is constructing the Tonglu Tourism Property.

# PATHASATHI INITIATIVE



In order to facilitate travel by road, the government has introduced “Pathasathi” along the major national and state highways which consist of basic amenities like pay & use toilets, night shelters, waiting rooms and restaurants all under one roof. Government of West Bengal has developed 70 Pathasathis along the highways and major roads. To ensure quality services at the Pathasathi, Tourism Department has opted for the PPP mode. Operations and Maintenance of the Pathasathi have been given to private players and self-help groups.



**56** Pathasathis have been leased out to private players through PPP mode.

**13** Pathasathis are in process to be leased under PPP mode.

**1** Pathasathi has been converted to museum in North 24 Parganas.

Tourism Department has a comprehensive branding and publicity strategy, including an App with the approved Pathasathi Logo, for traveller’s ease.

## Development of Other Tourism Infrastructure

- Development of Circuit Tourism - Circuit tourism for Kachua & Chakla Loknath Temple, 24 Parganas
- Development of Amenities and Support Infrastructure at 5 Shakti Peethas in Birbhum – Attahas Phullara Temple, Bakreswar Temple, Kankalitala Temple, Nalhataswari Temple and Nandikeswari Temple
- Development of Baul Academy
- Construction of Baul Bitan in Birbhum
- Repair and overall maintenance of 8 temples in Coochbehar – Anandamoyee Dharamsala, Bamakali Temple, Dameswar Shiva Temple, Ghurneswari Temple, Sandeswar Temple, Chandi Temple and Siddheswari Temple under Debuttar Trust Board

## EVENTS & OUTREACH

### **G20 Event** HELD IN KOLKATA AND SILIGURI

The 2nd Tourism Working Group Meeting was held in Siliguri between 1st to 3rd April 2023. During the Tourism Working Group meeting of G20 held in Siliguri, delegates were taken on board the Darjeeling Himalayan Railway (DHR) also a UNESCO World Heritage site. During the meetings, the delegates were also engaged in tea tasting event and moonlight tea leaf plucking experience. They also visited the Raj Bhawan, summer home of the Governor of West Bengal. A cultural program was organized at the Mall Road in Darjeeling, where the delegates experienced the rich art and culture of the state accompanied by an exhibit of products from the Himalayan Mountaineering Institute.



Apart from the Tourism Working Group Meeting, Kolkata hosted several other working group meetings as part of the G20 Summit, Tourism Department promoted Kolkata as a tourist destination during the events and supported in delegates visit to popular attractions in the city including Victoria Memorial, Alipore Jail Museum, Indian Museum, and St. Paul's Cathedral.





## PARTICIPATION IN THE **ITB Berlin 2023** AND RECEIPT OF AWARD FOR **‘Best State for Culture’**



Tourism Department participated in ITB Berlin 2023, one of the most prestigious travel and trade festivals in the world to promote West Bengal as a tourism destination. West Bengal won the prestigious PATWA International Travel Award 2023 for the Best Destination in Culture at ITB Berlin 2023. The award recognized the state's efforts behind the display of folk genres in tourist properties and the display of the rich culture and heritage during Durga Puja celebrations. The PATWA award is given to organizations, individuals, and governments for their efforts to promote tourism worldwide.



## ACTIVE PARTICIPATION AT THE **IATO 2023** CONVENTION IN AURANGABAD

The Annual Indian Association of Tour Operators' (IATO) convention is a platform for stakeholders from the tourism industry to gather and strategize for the upcoming year. The event witnesses widespread trade and media coverage. It is an ideal platform to market tourism products, attract investments and share ideas. The Dept of Tourism, Government of West Bengal actively participated in the convention and attracted immense attention and interest. The pavilion recorded the highest footfall at the event. Department officials effectively engaged with close to 900 tour operators, successfully promoting the unique and special tourism packages that highlight the vibrant and diverse appeal of West Bengal. West Bengal participated in 2 panel discussions and provided a presentation on West Bengal Tourism where they highlighted the potential of the state as a tourism destination. The State showcased 65 tour packages along with religious circuits at the convention.



## Bishnupur CLASSICAL MUSIC FESTIVAL 2022

Tourism Department has been organising the Bishnupur Classical Music Festival since 2011 to commemorate the Bishnupur Gharana, one of the oldest genres of classical music, at 'Poramatir Haat' in Bishnupur, Bankura to promote cultural tourism. The programme witnesses huge crowds of both national and international tourists. The annual Bishnupur Classical Music Festival is organized by the Tourism Department in collaboration with the Information and Cultural Affairs Department.



## Christmas FESTIVAL

The Christmas Festival in Kolkata is a vibrant and joyous celebration that brings people of all backgrounds together to commemorate the birth of Jesus Christ. The Tourism Department annually organizes the Kolkata Christmas Festival around the stretch of Park Street every

year since 2011. The cultural program is organized in Allen Park. Various bands and choirs perform during the festival celebrations. In addition to the grand celebrations at Kolkata, Christmas is celebrated at prominent churches across Darjeeling, Kalimpong, Siliguri, Kurseong, Jalpaiguri, Chandannagar, Bandel, Krishnanagar, and Baruiapur.

The heart of the festival in Kolkata is Park Street, which is adorned with dazzling lights and decorations, popularly known as "Christmas Street." The whole area comes alive with a festive spirit, making it a must-visit destination during the holiday season. Apart from Park Street, the historic Bow Barracks is adorned with decorations, and tourists can enjoy carol singing and delicious homemade Christmas goodies.

Beyond the religious observances, the Christmas spirit permeates the city with street food stalls, live music performances, and a general sense of merriment. Families and friends come together to exchange gifts and enjoy traditional Christmas meals. Kolkata's Christmas Festival is a wonderful blend of religious traditions and secular festivities, creating a unique and heartwarming experience for both locals and visitors. It's a time when the "City of Joy" truly lives up to its name, spreading happiness and cheer to all who partake in the celebrations.





## Ganga Sagar

Ganga Sagar Mela is the world's 2nd largest human congregation, after Kumbh, at the confluence of river Ganga and Bay of Bengal in the month of January. The Ganga Sagar Mela is an annual pilgrimage and cultural festival held at the island with an area of 224.3 km located 100 km south of Kolkata. This festival is of immense significance to Hindus who come to take a dip in the holy water of the Ganges. In 2023, the island witnessed a record footfall of around 51 lakh pilgrims. This cultural event showcases the vibrant culture of Bengal by organizing stalls and folk performances. Tourism Department facilitates in organizing the event. Online prasad and other innovative steps have been taken in recent years.

## DURGA PUJA

Durga Puja is the biggest festival in West Bengal. It has transformed into a global festival since UNESCO's Intangible Cultural Heritage of Humanity status accorded to Kolkata's Durga Puja festival on December 15, 2021. A creative economy study had been carried out by the Tourism Department, and it had identified around ₹ 32,000 crore worth of economic activity occurred during the Durga Puja, highlighting the events scale.



## Red Road CARNIVAL

The Tourism Department promotes the Carnival amongst the foreign tourists and delegates who have been attending the event in large numbers. The Red Road Carnival, 2023 also saw the presence of many foreign tourists for witnessing the grand immersion procession of Goddess Durga. In 2023, the Carnival witnessed an audience of more than 5000.





## STRATEGIC MEETING WITH **FAITH**

1st Joint Tourism Strategy meeting with FAITH and the Departmental Heads of Government of West Bengal led by Chief Secretary to the Government of West Bengal was held, in the month of June, thereafter in Kolkata with tourism stakeholders where fruitful discussions took place and which subsequently paved way for the formation of 6 Sub Committees on Tourism viz Rural Tourism, Heritage & Cultural Tourism, Eco Tourism, River Tourism, Adventure Tourism and MICE Tourism.



## MEETING WITH **Tourism Stakeholders**

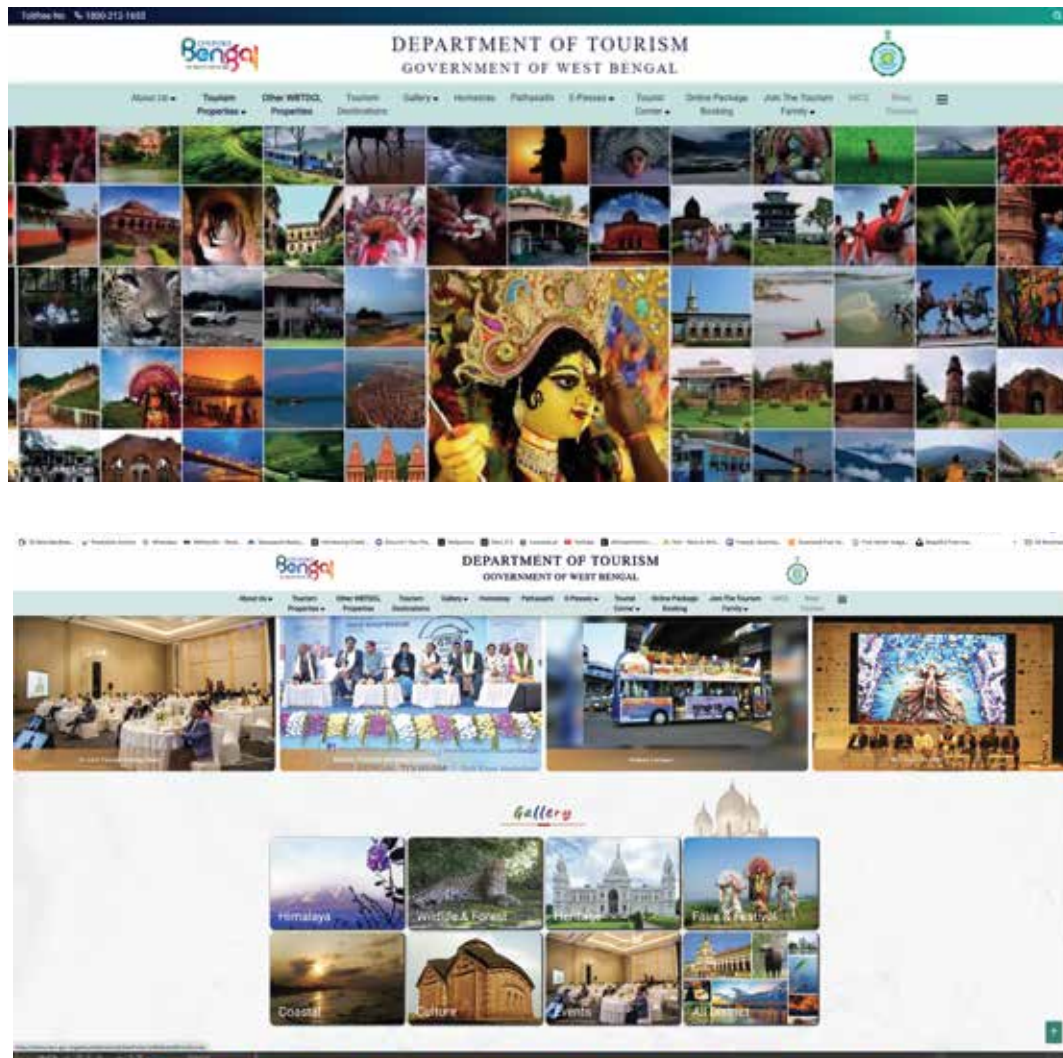
Department of Tourism held several meeting with tourism stakeholders to inform them on future initiatives planned by the Department of Tourism, seek feedback on various initiatives undertaken and also identify the challenges faced by the tourism stakeholders in the State. The Tourism Department held stakeholder meets in June and September, 2023 at Kolkata following a coordinated approach to development of the tourism sector in West Bengal.



# PUBLICITY & PROMOTION



The Tourism Department has launched an integrated website with QR CODE



Tourism Department has recently launched a revamped integrated website to further promote West Bengal Tourism. The website has improved functionality and has user-friendly features allowing tourist and tourism stakeholders to navigate easily through the various offerings by the Department of Tourism.

# PACKAGE TOURS

Tourism Department, Govt. of West Bengal has curated tour packages for Durga Puja as well as for famous destinations in West Bengal for promotion and marketing of West Bengal Tourism. Brief information on the tour packages are showcased below -

## Durga Puja TOUR PACKAGES

The annual festival of Durga Puja has been recently accorded the Intangible Cultural Heritage of Humanity tag by UNESCO. These has led to significant interest being generated in international platform with the Tourism Department getting multiple queries on the festival. 3 Durga Puja packages had been curated by the Tourism Department to



allow tourists to experience the puja this year. Details on the 3 Puja packages are showcased below -

**DATE & TIME**  
**Tritiya**  
 Tuesday, 17 October  
 10pm – 5am  
**Chaturthi**  
 Wednesday, 18 October  
 10pm – 5am

**TOUCHPOINTS**  
 College Square  
 Md Ali Park  
 Kashi Bose Lane  
 Bagbazar Sarbajanin  
 Badamtala Ashar Sangha  
 66th Pally  
 Mudiali Club  
 Shiv Mandir  
 Ekdalia Evergreen  
 Singhi Park  
 Hindustan Road  
 Rajdanga Naba Uday Sangha

**START POINT**  
 Rabindra Sadan

**MODE OF TRAVEL**  
 Air-conditioned bus

**PACKAGE COST (PER PERSON)**  
 ₹ 2099 (All inclusive)

**REFRESHMENTS OFFERED**  
 Packed Dinner

UDBODHANI

WHOLE NIGHT TOUR PACKAGE FOR KOLKATA  
 Night Safari has been curated for tourist to explore the pandals across Kolkata





## SANATANI

DAY TOUR OF KOLKATA, Curated for exploring the age-old family Durga pujas of North Kolkata



**DATE & TIME**

**Saptami**  
Saturday, 21 October  
8am – 12.30pm

**Ashtami**  
Sunday, 22 October  
8am – 12.30pm

**Nabami**  
Monday, 23 October  
8am – 12.30pm

**TOUCHPOINTS**  
Khelat Ghosh Bari  
Sovabazar Rajbari  
Chhatubabu - Latubabu Bari (Except Ashtami)  
Chandra Bari  
Pani Rashmoni Bari  
Thanthania Dutta Bari  
Jorasanko Daw Bari

**START POINT**  
Rabindra Sadan

**MODE OF TRAVEL**  
Air-conditioned bus

**PACKAGE COST (PER PERSON)**  
₹ 1999 (All inclusive)

**REFRESHMENTS OFFERED**  
Packed Breakfast & Bhog at Sovabazar Rajbari



## HOOGHLY SAFAR

DAY TOUR OF DURGA PUJA ON THE OUTSKIRTS OF KOLKATA

The tour package allows tourist to explore the traditional Durga Pujas in and around Hooghly.

**DATE & TIME**

**Maha Saptami**  
Saturday, 21 October  
7am – 8.30pm

**Maha Ashtami**  
Sunday, 22 October  
7am – 8.30pm

**Maha Nabami**  
Monday, 23 October  
7am – 8.30pm


**TOUCHPOINTS**  
Sreerampur Goswami Bari  
Buri Durga  
Sheoraphuli Surendranath Ghosh's Pujo  
Sheoraphuli Rajbarir Pujo  
Visit to Hanseswari Temple and Ananta Basudev Temple, Hooghly  
Guptipara Durgabari Pujo and visit to other Temples  
Guptipara Senbari

**START POINT**  
Rabindra Sadan

**MODE OF TRAVEL**  
Air-conditioned bus

**PACKAGE COST (PER PERSON)**  
₹ 3499 (All inclusive)

**REFRESHMENTS OFFERED**  
Packed Breakfast & Lunch





## Destination TOUR

Tourism Department, Govt. of West Bengal has for the first time ever curated tour packages for destinations across the State. 65 Tour Packages has been curated across 16 districts. The tour packages include information on day wise itinerary, accommodation information, tourist spot and tourist guides information. Highlights of tour packages are given below –



<b>Tourism Segments</b>	<b>Districts</b>	<b>No of Tour Packages</b>
<b>Mountains</b>	<b>Darjeeling &amp; Kalimpong</b>	<b>4 Tour Packages</b>
<b>Wildlife</b>	<b>Jalpaiguri, North 24 Parganas, South 24 Parganas &amp; Alipurduar</b>	<b>10 Tour Packages</b>
<b>Heritage &amp; Culture</b>	<b>Murshidabad, Malda, Birbhum, Bankura, Purbha Bardhaman, Howrah, Jhargram, Cooch Behar &amp; Kolkata</b>	<b>33 Tour Packages</b>
<b>Nature</b>	<b>Purulia &amp; Jhargram</b>	<b>6 Tour Packages</b>
<b>Beaches</b>	<b>Purba Medinipur, South 24 Parganas</b>	<b>9 Tour Packages</b>
<b>Weekend Getaway</b>	<b>North 24 Parganas</b>	<b>3 Tour Packages</b>

## ENABLING **Institutional and Policy** FRAMEWORK

### **Robust Institutional Mechanism to support overall development of Tourism Sector in West Bengal**

Suitable institutional arrangements are in place to address all inter-departmental issues and to overcome bottlenecks delaying any tourism project implementation.

#### **State Tourism Promotion Task Force**

To boost and promote Tourism in West Bengal, a State Tourism Promotion Task Force has been set up under the Chairmanship of Chief Secretary of the Government of West Bengal in 2022 along with concerned departments with the aim to unlock and augment the tourism potential in the State of West Bengal. The State Tourism Promotion Task Force would carry out following functions –

- Development of requisite tourism infrastructure across the State, including way side amenities
- Inter Department Coordination to ensure / expedite delivery of services to tourism stakeholders
- Skill Development
- Any other issues pertaining to tourism development in the State

#### **North Bengal Tourism Promotion Task Force**

To ensure effective co-ordination and a planned approach for better promotion and development of the tourism sector in the North Bengal region, a Tourism Promotion Task Force has been set up specifically for North Bengal under the Chairmanship of Tourism Secretary, Govt. of West Bengal. Other members consist of the District Magistrates of the North Bengal region, Executive Director from the Gorkhaland Territorial Administration amongst others. The functions of the North Bengal Tourism Promotion Task Force are similar to that of the State Tourism Promotion Task Force.



## Tourism Sub Segment Subcommittee

The State Tourism Task Force has identified the key tourism sub segments to augment and unlock the tourism potential in the State. Sub committees have been constituted in 6 tourism sub sectors at present to provide a focused and planned approach under each sub sector to address issues pertaining to each sub sector. The six tourism sub sectors are listed below –

- Rural Tourism
- Heritage and Cultural Tourism
- Eco Tourism
- River Tourism
- Adventure Tourism
- MICE Tourism

**The sub committees would carry out following functions –**

- Develop overall strategy for development of tourism in each sub sectors. This would include strategies on marketing and promotion, increasing private sector participation, capacity building, adoption of best practices and digital initiatives etc.
- Identify potential sites for promotion of tourism in the sub sectors.
- Formulation of detailed action plan including suggestive schemes, institutional support and investment.
- Ensuring better synergy and convergence among related stakeholders.

## MoU with FAITH

Tourism Department and Federation of Associations in Indian Tourism and Hospitality (FAITH) had signed an MoU during BGBS 2022 with the aim to unlock tourism potential in the state.

## Purulia Tourism Development Corporation (PTDC)

Purulia Tourism Development Corporation has been set up to promote Purulia as one of the major tourism destinations in West Bengal and to develop overall tourism infrastructure and facilities within the district of Purulia. PTDC would also address issues related to promotion of tourism in the district and thereby encourage new tourism circuit initiatives in the district.



# Favorable Policy Frameworks

## TO PROMOTE TOURISM SECTOR IN WEST BENGAL

The Department of Tourism, Government of West Bengal has rolled out new policies and revised several policy frameworks to make the policies more practical and functional. This has consequently helped promote tourism sector in the state.

### Overall Tourism Policy

**West Bengal Tourism Policy 2019** - The Policy was revised in 2019 and introduced broadening the horizon of the policy with increased focus on tourism sub segments, skill and capacity building, standards and certification for tourism players, research etc. The Tourism Policy has been the mainstay for tourism development in the State of West Bengal enabling development since its introduction. Industry status has been granted to tourism stakeholders to increase the ease of doing business for the tourism units during operation and provide access to institutional support. This will be incorporated in the proposed Tourism Policy 2023.

### Skill Training / Capacity Building

#### Amendment to Recognition of Tourism Service Providers Scheme, 2021

The Department of Tourism, Government of West Bengal, is actively involved in strengthening of the tourism sector. To ensure appropriate service standards across the State amongst the service providers, Government of West Bengal, Department of Tourism introduced the Guidelines for Recognition of Tourism Service Providers of West Bengal, 2021.

The Guidelines stipulated minimum education qualification in degree/diploma in tourism/travel management which resulted in certain bottle necks due to which the desired numbers of tourism service providers could not be registered and recognized. Tourism Department has since relaxed the requirement of minimum education qualification to facilitate recognition of tourism service providers. The relaxation in qualifications would lead to higher number of Tourism Service Providers being registered.

## **West Bengal Tourism Service Provider Capacity Building Scheme, 2023**

The Department of Tourism, Government of West Bengal, has introduced the West Bengal Tourism Service Provider Capacity Building Scheme, 2023 to ensure standardized service across the State amongst the service providers. The Scheme would support in Capacity building of Tourism Service Providers ensuring quality in service.

## **West Bengal Tourist Guide Certification, 2021**

The Department of Tourism, Government of West Bengal continuously endeavors to focus on strengthening the capacity and training of all key stakeholders with whom the visitors are likely to interact during their stay. The tourist guides play a vital role in promoting and showcasing the destinations and products of the state with correct information communicated to the visitors. In this regard, for capacity building of the tourist guides in West Bengal, the department has introduced the West Bengal Tourist Guide Certification 2021 scheme for selection, training, and certifications of the tourist guides of



the state. West Bengal Tourist Guide basic course & West Bengal tourist guide advance course with emphasis on continuous skill development to keep pace with the ever changing, evolving demand and needs of the tourism industry.



The scheme aims to develop Skilled Work Force in this category of the travel and tourism industry while also ensuring standardization of service by providing Authentic and Quality Information to the tourists.



## Implementation of the West Bengal Tourist Guide Certification Scheme, 2021

- There is an online and offline mode for registration at district level.
- The basic training is free of cost.
- Online portal to monitor the entire exercise from receipt of application, training schedule finalization, assessment, certification, issue of identity cards.
- Approved course module is followed in all districts.
- The training is imparted by experts from the tourism industry.
- Certificates, ID Cards (auto-generated) and badges are issued to the successful candidates.
- The Department also provides uniform to the tourist guides.



*Tourist Guides sporting the uniform provided by*  
**Dept. of Tourism,**  
**Govt. of West Bengal**

## Training provided to Concierge of hotels

The Dept. of Tourism, GoWB conducted a training session for concierge of hotels at WBTDCCL which was attended by guest-relationship managers and representatives from Concierge Association from 10-star category hotels in Kolkata. It was a successful interactive session where they were informed about the packages curated for Durga Puja 2023, the identified 100 religious circuits and 65 tour packages curated for West Bengal.



*Moments captured from the interactions among Guest-Relationship Managers, Members from the Concierge Association and Representatives from the Dept. of Tourism, Govt. of West Bengal.*

# Homestays – live how the locals do

## HOMESTAY POLICY 2022

Department of Tourism, Government of West Bengal introduced the ‘West Bengal Homestay Policy’ in the year 2017, which was amended in 2019, and again updated in 2022 with the objective to standardize home stay service offerings and to promote homestay development in the State.

Government Support under West Bengal Homestay Tourism Policy, 2022

### Key Features of Policy

Electricity and water charges at domestic rate	Training of homestay owners in collaboration with Department of Technical Education & Training under Utkarsh Bangla Scheme	Tourism Department in association with Agriculture Department encourages dovetailing organic farming with homestays
Exemption from land conversion charges	Training need assessment of homestays	Property taxes in line with residential properties
Registered homestay can avail incentive of <b>Rs 1 lakh</b>		

### Marketing & Promotion

- Registered homestays are showcased on Tourism Department website
- Campaigns on social media promoting homestays
- Homestay based tourism packages are being promoted in fairs and festivals
- The department facilitates homestay service provider tie up with owners

### Future Steps

- Model homestays as ‘Pilot Project’ to be set up in rural areas
- FAM (Familiarization) Trips for homestay owners to famous homestay organizations and showcase these pilot projects in domestic and international platforms

*The Department of Tourism, Govt. of West Bengal has launched a dedicated portal for providing online services for submission of application and subsequent registration of homestays. Around 2247 homestays are currently registered under the Tourism Department. Tourism Dept. adopted online registration to reduce paper wastage for homestays. The adoption of online registration led to 320% increase in registration from 2021 – 22 to 2022 – 23 (319 to 1341).*

## West Bengal Incentive Scheme 2021

The West Bengal Incentive Scheme aims to provide support to the growing Tourism Industry of the State and thereby generate employment and revenue. The West Bengal Incentive Scheme 2015 was revised and sanctioned on January 6, 2015 and its validity expired on 31st December, 2020. A revised Incentive Scheme for promotion of tourism in the State was introduced on 19th February, 2021 called "The West Bengal Incentive Scheme 2021".

### Different types of Incentives under the Scheme include

State Capital Investment Subsidy

Interest Subsidy

Waiver of Electricity Duty

SGST Subsidy in lieu of interest Subsidy for Mega Units

Additional Incentive on Generation of Employment

Additional Incentives for Adventure Tour Operators

Reimbursement of Stamp Duty and Registration Fee

Subsidy for Quality Improvement

*Online provision has been implemented for Registration, Application for Incentives, and Issue of Certificates.*



## INITIATIVES FOR FOCUS SECTORS OF TOURISM

The Tourism Department has identified 6 tourism focus sectors (Heritage, MICE, Rural, Adventure, River & Eco-Tourism) and respective sub committees have been formed for the development and promotion of these sectors.

### River Cruise Tourism

#### INITIATIVES FOR FOCUS SECTORS OF TOURISM

Tourism Department has identified several initiatives to develop river cruise tourism in the State. Few of the initiatives being undertaken by the Tourism Department along with other departments include –



Extension of MS pontoon at New Babughat with a foot bridge along with construction of additional pontoon by West Bengal Tourism Development Corporation Limited (WBTDC)



Installation of an additional MS pontoon with a foot bridge at Fairley place, adjacent to the jetty of the Transport Department



Waste management collection at jetty by Kolkata Municipal Corporation to ensure zero discharge in the river



Electricity supply by CESC to reduce diesel consumption during berthing of cruise



# MICE Tourism

## INITIATIVES BEING UNDERTAKEN BY THE TOURISM DEPARTMENT



West Bengal has immense potential as a MICE destination. Kolkata is hub of all economic activities in the east zone and well connected to multiple international and national cities. To develop the MICE tourism in the State, the Tourism Department has undertaken following initiatives –

- Promotion and marketing to leading MICE tour operators. Tourism Department has prepared an E-Brochure for West Bengal as a MICE destination. The E-Brochure includes MICE Units along with infrastructure and information on past events. There is information on existing ecosystem, such as nearby attractions, stay options, and popular restaurants.
- The Tourism Department, Govt. of West Bengal is tying up with global associations for MICE events in the state.





## Rural Tourism

### INITIATIVES BEING UNDERTAKEN BY THE TOURISM DEPARTMENT

The Tourism Department and the Rural Tourism Sub-Committee aim to connect tourists to the heart and soul of the state while developing the local communities. In order to achieve this, the following initiatives are being undertaken –

- Development of crafts village scheme to promote rural culture and customs to tourists.
- Multiple fairs and festivals are being supported by Tourism Department to showcase rural art and culture.





## Heritage Tourism

### INITIATIVES BEING UNDERTAKEN BY THE TOURISM DEPARTMENT

The Tourism Department has taken several initiatives to develop the heritage tourism segment. Some of the initiatives are highlighted below –

- Motijheel stands witness to a remarkable turning point in Indian history. A 350-acre oxbow lake formed out of an abandoned bed of river Bhagirathi, the Motijheel, derived its name from extensive pearl cultivation during the Nawabi period. The Jheel was famous for raising golden tinted pearls. Tourism Department has developed the infrastructure at Motijheel transforming it into an attractive tourism spot.
- The National Museum of Denmark signed an MoU with West Bengal Tourism Development Corporation for restoration of Denmark Tavern in 2016. The property was restored to be operated as a café and lodge.



### Transforming Rajbaris of West Bengal

- Rajbaris in West Bengal are the traditional household of the zamindars. These Rajbaris have been revamped while preserving the original architecture. Most of these Rajbaris are currently operated as hotel and resorts allowing tourist to experience the Rajbari lifestyle.
- Bari Kothi located in Azimganj, Murshidabad, situated by the River Ganges belonged to the Zamindars. This property was restored and renovated to be developed into a heritage hotel. It is wholly maintained by the rural community of Azimganj offering guests the opportunity to experience the local culture and lifestyle. It has also been recognized as the first 'Heritage Grand' hotel in East India by Ministry of Tourism.





- Rajbari Bawali is a mansion that has been restored to showcase the fabulous architecture and opulence of the age old zamindars place of stay. Situated near Kolkata, guests can experience the 300-year-old life of the zamindars that provides a new-world experience of quintessential Bengal.
- Itachuna Rajbari in Hooghly has been transformed into a heritage homestay for tourists. The property allows tourists to explore the grand form of stay amidst the rural backdrop.
- To promote heritage and local culture in a sustainable manner, tourism department has supported in development of heritage walks. The heritage walks allow tourists to explore hidden heritage gems in city (inaccessible through vehicles) and experience local culture and food. Commuting through walking promotes sustainability. More than 10 heritage walks operate alone in Kolkata.



- Jhargram Palace is the current residence of the Malla Dev Royal family. Situated in Jhargram district, it is a structure combining the Italian and Islamic architectural model. The Palace is an opulent Italianate structure, set in carefully laid lawns and gardens. About 10 rooms on the ground floor have been converted into a Heritage Hotel run by the family. There also is a WBTDCL Tourism Property in the district.



## Eco-Tourism

### INITIATIVES BEING UNDERTAKEN BY THE TOURISM DEPARTMENT

Tourism Department has been taking multiple initiatives to protect, preserve and develop the rich ecological heritage of the State for sustainable development of destinations. Sustainable Initiatives and practices have been taken up in tourism properties operated by West Bengal Tourism Development Corporation Ltd (WBTDCL). Following key initiatives were undertaken –

- QR code menus to reduce paper wastage along with digital payment options at properties.
- Use of solar lights, LEDs and smart lighting to conserve energy.
- Waste segregation and installation of Sewage Treatment Plant for waste management.
- Use of paper bags instead of plastic bags.
- Use of water purifiers to reduce usage of plastic water bottles.
- Construction wing of WBTDCL uses eco – friendly construction materials – fly ash bricks and bamboos.





## Adventure Tourism

### INITIATIVES BEING UNDERTAKEN BY THE TOURISM DEPARTMENT

West Bengal is emerging as an adventure destination for both domestic and international travelers. The diverse geographical landscape make West Bengal an ideal location for adventure tourism. The State has planned multiple initiatives to develop and promote adventure tourism in West Bengal in a safe and secure manner:

- Identify and notify list of potential adventure activities and adventure tourism areas.
- Develop operational guidelines for Adventure Tour Operators.
- Develop guidelines related to contingencies for Adventure Tour Operator such as Insurance Coverage, Quick Response Team, Emergency Preparedness and Response Plan & Critical Incident Reporting Mechanism.



Tourism Department, Government of Bengal has identified 88 trekking routes across Bengal that have been certified by the Himalayan Mountaineering Institute.

# TESTIMONIALS



"Kolkata is truly a city of cross-cultural splendors. On a walking tour this morning I saw the depth of the city's history of harmony and visited diverse places of worship. The co-existence of these institutions reflects Kolkata's religious tolerance and plurality".

- U.S. Ambassador **Eric Garcetti**

"This is my fourth visit to Kolkata, and I love this city. The culture here has so many layers".

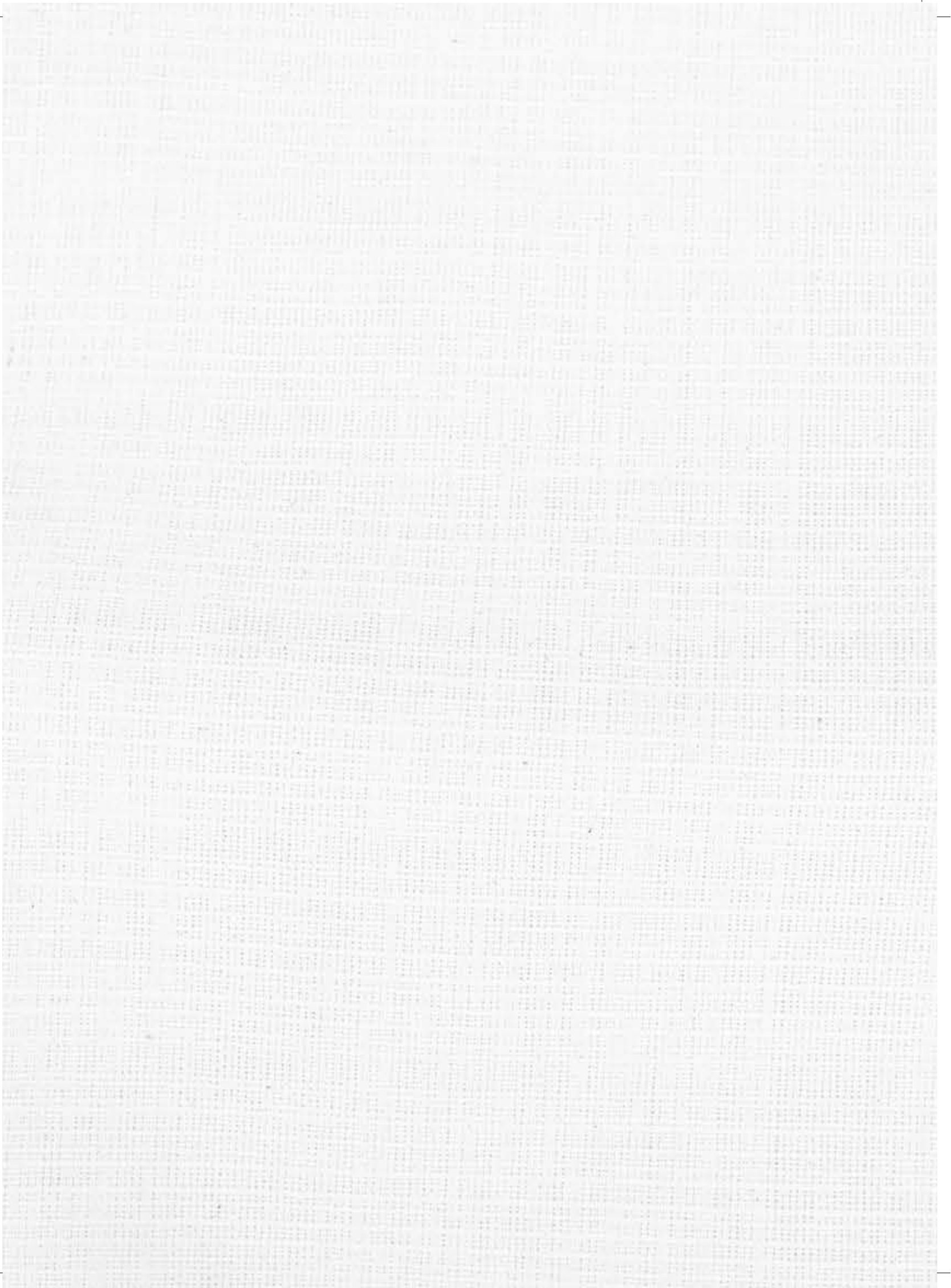
- French Ambassador to India **Emmanuel Lenain**













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Email: [silpa.sathi@wbidc.com](mailto:silpa.sathi@wbidc.com)

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Tourism, Government of West Bengal

**November 2023**