

TOURISM AND
SUSTAINABLE
TRANSFORMATION



Uttaran

2025 Edition

UTTARAN 2025 IS DEDICATED TO THE HEARTTHROB ,
WHOSE MUSIC HAS BEEN THE SOUL OF ASSAM AND BEYOND.



How much significance can a name hold? How much emotions can it evoke? Ask the people of Assam.

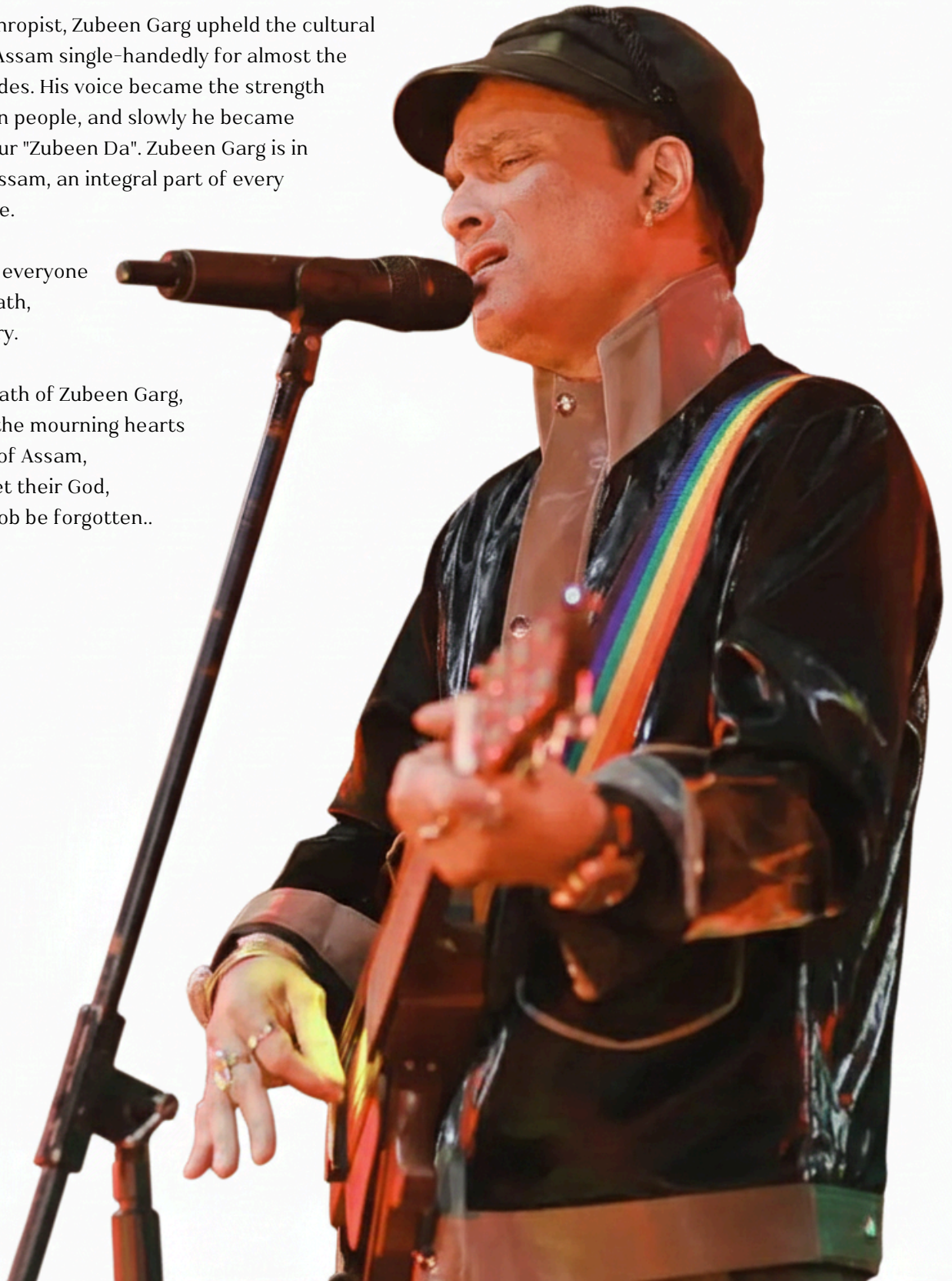
Zubeen Garg. A name that is everywhere right now. The world is stunned! Who is he? A singer? Composer? Actor? Songwriter?

Yes, he is all of the above. But he is also so much more. There is no starting point; no ending point in describing what he is to the people of Assam. "He is not just a singer" is a strong understatement. Zubeen Garg has sung almost 40,000 songs in 40 languages. A great feat, undoubtedly. But he has also provided for the needy, filled the empty stomachs of countless people, donated majority of his earnings for the greater good.

A true philanthropist, Zubeen Garg upheld the cultural landscape of Assam single-handedly for almost the last four decades. His voice became the strength of the common people, and slowly he became our identity, our "Zubeen Da". Zubeen Garg is in the blood of Assam, an integral part of every Assamese's life.

He has united everyone even in his death, such is his glory.

There is no death of Zubeen Garg, he lives on in the mourning hearts of the people of Assam, who will not let their God, their heartthrob be forgotten..



Uttaran 2025

ANNUAL E-MAGAZINE OF MTTM,
DEPARTMENT OF BUSINESS ADMINISTRATION,
TEZPUR UNIVERSITY



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The photograph on the cover of the magazine reflects tourism and sustainable transformation by highlighting how local communities, continue to preserve their traditional lifestyles while engaging with visitors. It showcases the blend of cultural authenticity and livelihood opportunities, where indigenous practices and everyday life become part of the tourism experience in a sustainable way.

TEZPUR UNIVERSITY

(A Central University established by an Act of Parliament)

Tezpur, 784028, Assam, India



MESSAGE FROM THE DEAN

It gives me immense pleasure to share this special edition of our e-magazine UTTARAN, released on the occasion of World Tourism Day, 27 September 2025. The theme for this year, “Tourism and Sustainable Transformation” is of particular relevance in today’s world where responsible growth and ecological balance are becoming central to every industry, including tourism. Tourism, when aligned with sustainability, has the power to transform societies by creating opportunities, preserving cultural heritage, promoting inclusivity, and safeguarding the environment for future generations.

At Tezpur University, we recognize the profound role of sustainability in academic, social, and industrial endeavors. Through our teaching, research, and outreach, the School of Management Sciences is committed to promoting ideas and practices that integrate sustainability into business and tourism management. Our vision is to prepare graduates who are not only equipped with managerial and entrepreneurial skills but also carry the responsibility of being change agents for sustainable transformation in their chosen fields.

I extend my heartfelt congratulations to the students of the Department of Business Administration for their commendable initiative in bringing out this e-magazine. May this endeavor inspire many more creative contributions towards knowledge sharing and sustainable growth.

With best wishes,

Prof. Subhrangshu Sekhar Sarkar
Dean, School of Management Sciences
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Tezpur, 784028, Assam, India



MESSAGE FROM THE HEAD OF THE DEPARTMENT

Greetings from the Department of Business Administration, Tezpur University!

It's a pleasure to introduce the UTTARAN 2025 Edition, our annual e-magazine that celebrates the creativity, curiosity, and commitment of our students. This year's theme, "Tourism and Sustainable Transformation," reflects our belief in building a future where growth and responsibility go hand in hand.

For over three decades, our Department has been committed to shaping thoughtful, dynamic, and skilled business professionals. We encourage our students to think beyond textbooks—through projects, discussions, and innovative classroom experiences that inspire leadership and lifelong learning.

UTTARAN, meaning "to rise to a higher plane" in Assamese, perfectly captures our collective aspiration—to keep evolving and reaching new heights. Each article, design, and idea in this issue mirrors that spirit of progress and collaboration.

I applaud the editorial and creative teams for their dedication in bringing this edition to life. Your efforts truly reflect the vibrancy and energy of our academic community.

As we mark World Tourism Day, may this issue inspire you to think sustainably, act responsibly, and dream boldly.

Prof. Arup Roy
Head, Department of Business Administration
Tezpur University

FROM THE EDITOR

A word we have often heard, thought about and many of us can relate to - Wanderlust. A magical word and as students of Tourism, we relate to it on a whole different level. But tourism as a subject is much more than just travelling. It delves deeper into understanding the interrelation between tourism and all its elements. A subject that teaches us to see beyond the horizon, tourism helps to broaden our perspective, and provides us glimpses of the practical world. Enchanting places coupled with sumptuous knowledge, that's what tourism encompasses.

Tourism as an industry provides livelihood to a lot of people. The host community of a destination is the backbone for that place. The concept of sustainable growth has also found great importance in the contemporary times. It focuses on creating opportunities for local communities, women, youth and marginalized groups to participate in and gain from tourism activities. Inclusive growth in tourism ensures fair distribution of income, supports small businesses, promotes cultural exchange and encourages sustainable practices, so that economic, social, and environmental benefits reach all sections of society equally.

It is worth mentioning that World Tourism Day is celebrated every year on 27th September, and the specific theme for this year is "Tourism and Sustainable Transformation". "The theme will focus on how tourism as the sector with the widest economic value chain and deepest social footprint is a critical contributor in the context of climate change response and the sustainable socio-economic transformation for people and planet" (UNWTO).

Tourism provides everything from an Insta-worthy place to the peace of the mountains, the deepest hearts of the villages to the huge monuments which make our hearts leap.

Last but not the least, I would like to extend my heartiest gratitude to each and everyone who have taken out their time to contribute to this magazine. I also thank our readers for venturing into our magazine. Keep travelling, keep making memories.

Prayas Sharma

MTTM 2024-26

Department of Business Administration

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ASSAM TOURISM & INCLUSIVITY: A SHARED GROWTH

Juktasri Bora, Tourism Officer, Kamrup Metro

Assam the land of "Blue hills and red river" is the gateway to the northeastern states and has been commonly described as the sentinel of northeast India. Assam stretches from Dhubri to Sadiya a 78,438 sq. km. of long green ribbon, along the foothills of Himalaya. Assam is one of India's most redolent landscapes not just for its natural beauty but also for its way of living, culture, history, mythology, magic, tradition, festivities, etc.

At the centre, the mighty Brahmaputra flows through the heart of the state, carrying legends, livelihood and memories of its every drop of water. The bank of this river tells various stories of dynasties, that once ruled Assam. Along with it the blend of bustling towns, vaishnavite monasteries(satras) tell stories of its cultural richness.

From the time immemorial, Assam has attracted tourists from all over the world. Starting from Chinese traveller Hiuen Tsang to present day, Assam welcomes millions of tourists every year who come to Assam and find tranquility in its surrounding environment. In Assam, tourism is not only about seeing places; it is about entering a story that began long before you arrived and will continue long after you leave. For those seeking more than a vacation – for those looking for a journey that engages the senses and the spirit – Assam is a rare destination. It offers the stillness of river islands and the thrill of wildlife safaris, the meditative cadence of temple bells and the swirl of festival drums, the scent of rain on tea leaves and the taste of freshly brewed chai in a roadside stall.

Tourism is one of Assam's fastest-growing sectors, thanks to its rich biodiversity, vibrant culture and heritage. Linking tourism with inclusive growth means ensuring that its benefits are widely shared across communities, regions and social groups – especially women, youth, and marginalized communities. We often talk about sustainable tourism practices but without inclusivity we cannot reach our goal. Inclusive tourism means designing and implementing policies and practices that allow all sections of people to participate and take benefit from the tourism economy. It also refers to creating tourism products that are accessible and welcoming to diverse visitors like people with disabilities, senior citizens and low-income travellers.

In Assam, inclusivity can be applied by ensuring that local communities especially in rural and remote areas earn income from tourism activities like guiding, hospitality, handicrafts, food services and transportation. Also, by Empowering marginalized groups including women, indigenous communities and youth; to take leadership roles in tourism enterprises. Developing infrastructure and experiences that are affordable and accessible to a wide range of visitors, including differently abled travellers are also a step towards inclusivity.



The Assam government in collaboration with central schemes has initiated several programs that indirectly promote inclusive growth. Some of them are Swadesh Darshan and PRASHAD Schemes, Rural Homestay Policy, Skill Development Initiatives by ATDC, Promotion of Handloom and Handicrafts in airports and railway stations, etc. Along with all this we can promote community-based tourism which can empower various tribal groups to showcase their heritage while earning income. We can take Majuli as an example as it has already started backpacker tourism adding tribal fooding and lodging by giving cultural touch to it. For inclusivity; hotels, resorts, and tour operators could actively recruit from marginalized communities and provide training in languages, digital skills and hospitality management. Partnerships between the private sector and training institutes can ensure steady job pipelines. By providing micro-finance, training and safety frameworks women could also lead homestays, eco-lodges, and guided tours. Successful women-led ventures would also challenge gender norms and inspire more participation.

Inclusivity also involves designing facilities for visitors with disabilities wheelchair-friendly pathways in parks, Braille signage at heritage sites, and public transport options. This not only broadens the tourist base but also signals a progressive approach to tourism. We can also spread tourism connectivity by integrated tourism circuit by giving chance to all districts to show their hospitality. Currently Guwahati dominates the highest footfall of tourist but we can promote other places such as Dima Hasao, Karbi Anglong, Bodoland and help their people to serve tourist and take proper care and maintain their tourist sites/spots/destination so that it can attract people from all over the world. Our neighbouring states like Meghalaya and Arunachal Pradesh with the help of community participation and proper promotion, converting their states to a tourism hub and attracting tourists from all over world and this leads to their economic growth in recent times.

While the potential is immense, several barriers hinder inclusive growth like Infrastructural Gaps- road, sanitation, digital connectivity, skill mismatch, seasonality of employment, marketing and visibility, environmental concerns etc. Addressing these challenges requires coordinated action between government, private sector, and local communities like public private partnership model, integrated planning, micro finance and support, sustainability standard, data monitoring, evidence - based policy making, etc.

From Gauripur Rajbari mahal at Dhubri to Dehing Patkai National Park at Tinsukia, Assam has more than 150 tourist sites/ destination but people only know about a few destinations like Kamakhya and Kaziranga. It is our duty to promote all tourist sites so that tourism sector grows more and this tends to economic-inclusive growth of our state and its people.



FROM TEA GARDEN TO TOURISM – AN INSPIRING JOURNEY OF KANOKA VILLAGE RESORT.

Dip Kumar Kalita
Travel Writer, Cultural Activist & Journalist

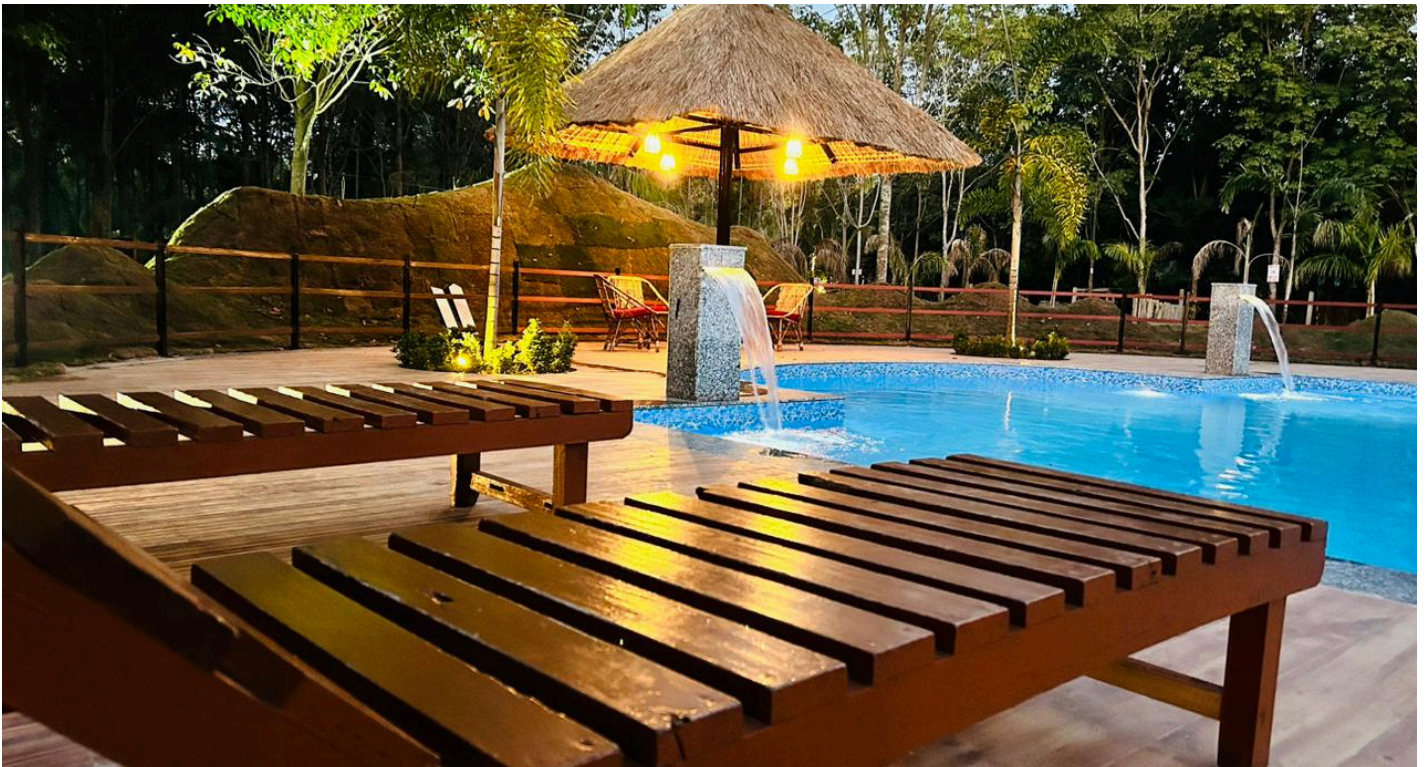


Nestled in the heart of Assam, Sonitpur district is often celebrated for its lush tea gardens, vibrant culture, and the historic charm of Tezpur, the cultural capital of the state. But in recent years, Sonitpur has also emerged as a promising destination for rural tourism, thanks to the quiet yet determined efforts of local entrepreneurs who are blending tradition with innovation. Among them, Manmoyuri Devi and Pranab Nath of Hugrajuli village under Dhekiajuli circle in Sonitpur district have set a shining example by turning her land and dreams into a sustainable model of rural tourism and organic entrepreneurship.

Together with her husband, Pranab Nath, Manmoyuri began her journey with a simple yet powerful idea to create opportunities rooted in local resources and to share the authentic Assamese rural lifestyle with the world. Their first venture, Assamica Agro Pvt. Ltd., launched in 2010, introduced high-quality organic Assamese tea to global markets. Built on self-funding and hard work, the brand not only promoted chemical-free cultivation but also empowered local farmers with training and fair wages. Assamica Agro's strength lay in its authenticity—real stories of villagers, tea pluckers, and rural life that resonated deeply with consumers worldwide.

With Assamica Agro gaining momentum, Manmoyuri and her family envisioned something bigger—an initiative that could directly connect rural Assam with urban travellers. In 2018, this vision came to life as Kanoka Village Resort, an eco-friendly rural tourism venture located amidst their tea gardens. Here, visitors experience the rhythm of village life: plucking tea leaves, relishing traditional Assamese meals, walking through nature trails, and interacting with local communities.

Speaking about her motivation, Manmoyuri says, “We wanted people to live like we do—to taste our food, sleep in traditional homes, and feel the closeness of nature. Rural life has its own richness, and we wanted to share that with the world.”



Kanoka Village Resort is more than a getaway; it is a community-driven enterprise. Over 100 people, many of them rural women and youth, now find direct or indirect employment through the resort. It has become a hub where traditional culture meets modern hospitality, proving that rural tourism can drive both economic growth and social empowerment.

The initiative reflects the vision of the United Nations World Tourism Organisation (UNWTO), which declared 2020 as the “Year of Tourism and Rural Development,” recognising the sector’s potential to reduce poverty and create sustainable livelihoods. In a country like India, where nearly 74% of the population lives in villages, rural tourism is not just an opportunity—it is a necessity.

What makes Manmoyuri’s story remarkable is not just the businesses she built but the leadership style she embodies. Without formal business education, she manages finances, trains staff, guides farmers, and mentors rural women. She encourages self-reliance, promotes financial literacy, and inspires women to take bold steps in entrepreneurship and tourism. Her role extends beyond economics—she is breaking gender stereotypes and nurturing a new generation of rural women leaders.

Sonitpur’s landscape—ranging from the banks of the Brahmaputra to the foothills of Arunachal—offers immense scope for eco-tourism, cultural tourism, farm tourism, and adventure-based experiences. Ventures like Assamica Agro and Kanoka Village Resort highlight how sustainable models of rural tourism can preserve culture, provide livelihoods, and attract travellers seeking authentic experiences.

Kanoka Village Resort is a gateway to Sonitpur’s treasures. Just 32 km from Orang National Park, it offers visitors a chance to witness Assam’s rich wildlife, including the one-horned rhino. Its strategic location also connects tourists to Nameri National Park, Kaziranga, making it an ideal base for eco-tourism and adventure.

From Hugrajuli’s quiet fields to global tea lovers and eco-travellers, Manmoyuri Devi and Pranab Nath have connected the rural with the urban, blending tradition with modernity. Their journey shows how tourism, when driven by honesty and community, can truly transform lives.

Indeed, Sonitpur’s rural tourism story is a beacon for Assam and for India—a model of how husband and wife, community and company members, together can build not just businesses, but futures.

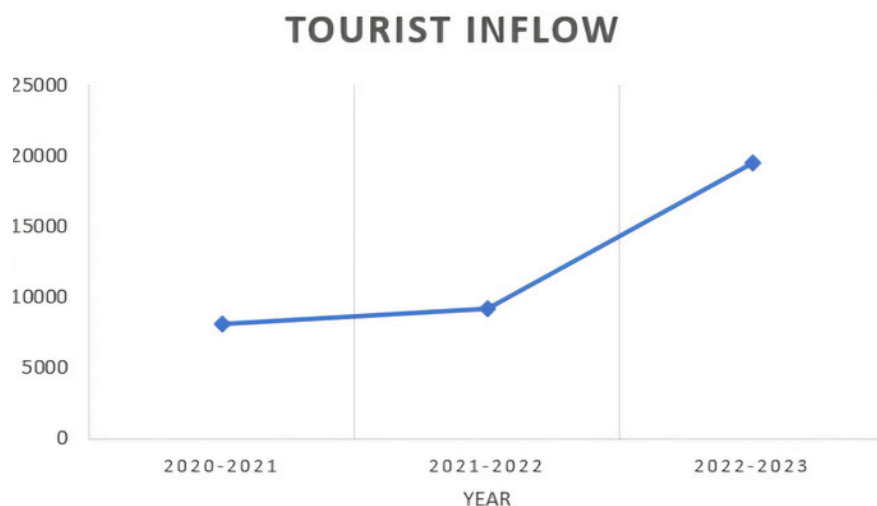
TOURISM IN MAJULI : PRESERVING CULTURE AND EMPOWERING COMMUNITIES

Prayas Sharma, Zeeshan Rizvi Ahmed, MTTM 2024-26,
Department of Business Administration

Lying gently on the waters of the Brahmaputra river, Majuli is famous for its lush greenery, migratory birds, serene landscapes and centuries old culture. Majuli is not just a tourist destination; it is a living museum of traditions. In recent years, tourism has grown steadily and it has begun to change the lives of its people in meaningful ways. It is helping locals economically, encouraging them to preserve their cultural identity, and giving Majuli a global recognition.

Data of tourists inflow to Majuli says that in 2020-21, 8066 tourists had visited Majuli, in 2021-22 it had increased to 9139 and in 2022-23 it became 19451. Even immediately after the COVID years, there were many strict regulations in visiting places, yet the tourists inflow to Majuli was increasing by a huge margin of 111.7% from 2021-22 to 2022-23. This data clearly shows the gaining interest of tourists in visiting the cultural hub of Assam, Majuli.

Most people in Majuli depended primarily on agriculture and fishing to survive for a long time. While today, tourism has created new opportunities. Many families now run homestays for visitors who want to experience the local way of life. The Mishing community, for example, welcomes guests into their bamboo houses (Chang Ghar), offering traditional meals and a glimpse into their daily life.



Local artisans have also found a market to showcase their skills. Women weave beautiful handloom clothes, like mekhela chador and gamusa that tourists love to buy as souvenirs. Craftmen earn by selling bamboo products and clay items, which are part of Majuli's eco-friendly tradition. Even boatmen, rickshaw pullers and small tea shop owners get benefit from the growing flow of visitors.

Majuli is the cultural heart of Assam. The island is home to more than 20 Satras, established by Mahapurush Srimanta Shankardev in the 15th century. These Satras are not just some religious institutions; they are centers of art, dance, drama, and music. When tourists visit Satras like Auniati Satra, Kamalabari Satra or Garamur Satra they witness vibrant traditions such as Ankiya Naat, Sattriya dance, devotional songs and age-old practices that are still alive.

Tourists are also fascinated by the mask-making art of Samaguri Satra. Here, artisans create life-like masks of gods, demons and mythological characters used in Bhaona (traditional plays). Once a practice limited to local performances, this art is now recognized worldwide because of tourism. Visitors often buy smaller masks as decorative items, giving artisans both income and motivation to continue their craft.

Festivals like Raas Leela, where stories of Lord Krishna are enacted with dance, music and masks; have become major tourist attractions. The enthusiasm of visitors encourages the youth of Majuli to remain engaged with their heritage instead of drifting away from it with time.

What makes Majuli tourism special is that visitors want authentic experiences. Instead of luxury hotels, they prefer staying in eco-friendly cottages or bamboo huts or want to eat traditional Assamese cuisine with rice, fish and local herbs; and they enjoy listening to folk songs around a bonfire. This demand has encouraged the locals to take pride in their culture, language and lifestyle.

For the Mishing people and other communities, showcasing their traditions has become a way to feel pride in their identity. Youngsters who earlier thought of leaving the island for jobs in cities now see opportunities in cultural tourism, guiding visitors or running homestays, cultural programs. Tourism has thus become a bridge connecting Majuli's heritage with livelihood.

However, Majuli faces challenges. Every year floods and soil erosion eat away parts of the island, posing a threat to its people and its heritage. This makes sustainable tourism even more important. Eco-tourism projects, awareness programs and responsible visitor behavior can ensure that Majuli's beauty and culture survive for generations to come.

Majuli is more than just a destination it is a story of resilience, culture and community. Tourism here is not only helping locals earn a living but also protecting the cultural identity that makes Majuli unique. From the rhythmic beats of Sattriya dance to the delicate patterns of handloom, from bamboo huts to soulful folk songs, Majuli offers visitors an experience that touches both the heart and the mind. In return, the island's people gain hope, pride, and economic strength. Tourism in Majuli shows us how culture and livelihood can walk hand in hand, turning it into a global symbol of heritage and harmony.



Source : Awesome Assam

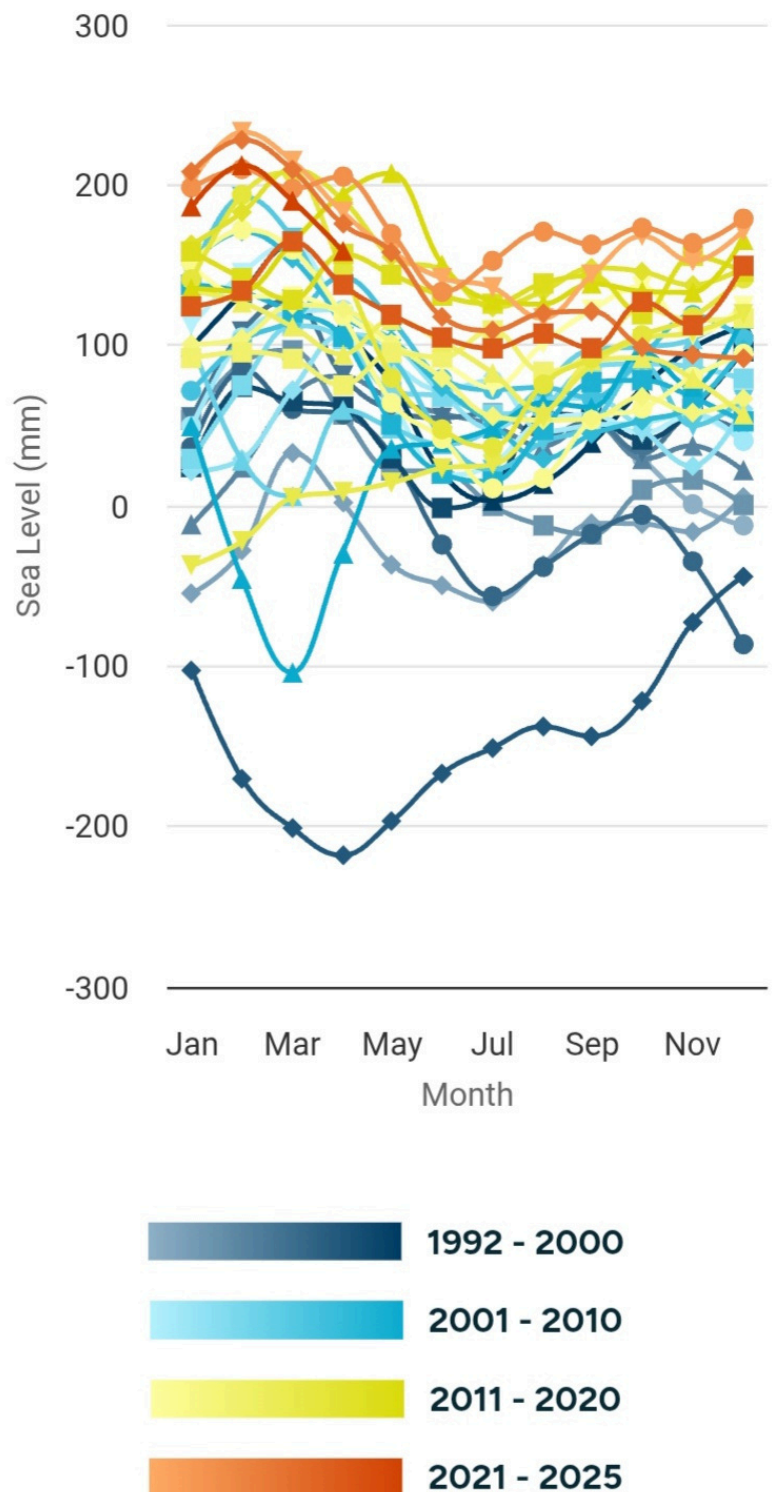
TUVALU: THE SINKING PARADISE AND ITS VIRTUAL MODEL OF TOURISM

Bhargavi Khound, MTTM 2024-26
 Department of Business Administration

Tuvalu is a small island nation located in the Pacific Ocean, about halfway between Hawaii and Australia. It is known for its stunning beaches, crystal-clear waters and coral reefs. With a total land area of just 26 square kms, Tuvalu is one of the world's smallest countries, comprising six coral atolls and three reef islands. With a population of approximately 11,000 people, the island is on the brink of becoming the world's first digital nation. The highest point of the island nation is only about 4.5 meters above sea level, the country also experiences tropical cyclones, heavy rainfall and droughts, which damage the infrastructure and disrupt economic activities. The country has built artificial land and is planning more to stay above the tides until 2100. Tuvalu relies heavily on international aid, fishing license fees and remittances from citizens working abroad. Over a third of Tuvalu's population has already applied for Australia's climate visa, which allows Tuvaluans to live, work and study in Australia due to climate-related mobility. The country's remote location and limited air transport options make it difficult for tourists to visit, with only about 1,600 tourists visiting the island nation each year, mostly from Fiji, Australia and New Zealand. Also, it lacks proper infrastructure such as accommodation options and amenities according to tourist needs.

To combat the challenge of its existential threat, Tuvalu is developing a Digital Twin of its own. This virtual Cloud-based replica, developed with geographic information system (GIS) technology which captures detailed imagery and data of the islands, it will help to track environmental changes, assess flooding impacts and engage citizens through virtual reality (VR) experiences. It will also safeguard Tuvalu's cultural identity, historical documents and traditions in a virtual environment, ensuring their preservation for future generations. Most importantly this new concept of statehood and sovereignty, will potentially redefine national identity in the face of climate change.

Tuvalu's virtual tourism model is a part of its Digital Nation Project, which allows citizens and tourists to experience the nation's culture, heritage and natural beauty in a virtual environment. This initiative can help reduce the environmental impact of traditional tourism and promote sustainable tourism practices. The digital nation initiative can help preserve Tuvalu's cultural heritage, including its history, traditions and customs.



Source : World Bank

This can be achieved through digital documentation, archiving and storytelling. The virtual tourism can make Tuvalu more accessible to people who may not be able to visit the physical island. This Virtual model of Tourism can be beneficial for the country in several ways including revenue generation through digital ticket sales, sponsorships and partnerships, reducing the carbon footprint associated with traditional tourism, by reducing the number of physical visitors, it can help conserve Tuvalu's fragile ecosystem and protect its natural resources. This Virtual tourism model can also provide educational resources for students, researchers and it will facilitate research collaborations between the Tuvaluan community and the academics.

Developing and maintaining a virtual tourism model requires significant investment in infrastructure, content creation and marketing. Tuvalu's limited resources, including human capacity and financial resources can constrain the development and implementation of virtual tourism. Some critics also argue that the project is impractical or a publicity stunt, rather than a viable solution to climate change. Overall, Tuvalu's virtual model of tourism offers a unique opportunity for cultural preservation, sustainable development and community engagement, while also raising awareness about the impacts of climate change.



Source : The Guardian

THE IMPORTANCE OF COMMUNITY INVOLVEMENT IN TOURISM INDUSTRY

Riya Halder, MTTM 2024-26
Department of Business Administration



Tourism recognized as one of the world's fastest-growing industries, shaping economies, societies and the environment. Its true success is not measured only by the number of visitors or the revenue generated, but by the positive impact it creates for the social hevitated. Communities are the heart of every tourist experience - they provide the stories, traditions, hospitality, and cultural values that make a place unique. When local people are actively involved in tourism, they become not just hosts but also beneficiaries and decision-makers. Their participation ensures that tourism creates jobs, protects cultural identity, and encourages the sustainable use of natural resources, if communities are left out tourism can lead to problems such as cultural loss and environmental harm. Global organizations like the United Nations World Tourism Organization (UNWTO) and The International Ecotourism Society emphasize that sustainable tourism is only possible when communities are included in planning and development. Community involvement transforms tourism from being just a business activity into a tool for empowerment, cultural pride, and environmental protection.

Every community has its own unique way of life, built through centuries of traditions, customs, and history. These cultural practices are not just part of daily living but also reflect the identity of the people. Tourism creates a powerful opportunity for these traditions to be shared with the world.

Visitors often travel not only to see new places but also to connect with something meaningful. By including local people in tourism, travelers can experience authentic food, music, art, festivals, languages, and handicrafts that reflect the true spirit of a destination. Community involvement ensures that traditions are not lost in the face of modernization. When locals see that their culture is valued and appreciated by visitors, they become more motivated to preserve it and pass it on to younger generations. Global tourism organizations like UNWTO emphasize that protecting cultural heritage is one of the main pillars of sustainable tourism. Without the voices of local communities, tourism can sometimes lead to cultural loss or commercialization. This is why it is essential that tourism respects and celebrates local customs rather than replacing them. When culture is protected through active community participation, tourism becomes more than an economic activity and building meaningful connections between hosts and guests. In Rajasthan, India, community-based tourism projects allow travelers to experience traditional folk dances, puppet shows, and local crafts created by village artisans. Tourists not only enjoy these authentic performances but also support the artists directly, which helps preserve Rajasthan's centuries-old cultural heritage.

Another aspect of tourism is taking care of environment, Local communities play a key role here because they depend directly on their natural surroundings for daily life and future well-being. They know the land, the rivers, the forests, and the animals better than anyone else. When communities are involved in tourism, they become strong guardians of the environment. They guide visitors responsibly, set rules to avoid harm, and encourage eco-friendly practices. Community-led tourism also promotes sustainable habits such as reducing waste, saving water, or using renewable energy. By educating visitors and leading by example, locals ensure that tourism does not damage the environment but instead helps protect it. This way, tourism becomes not just a journey for travelers but also a shared responsibility for safeguarding the planet.

Making Tourism More Enjoyable and Avoiding Problems, Tourism becomes more meaningful when communities are directly involved. Visitors gain experiences such as learning local stories, enjoying traditional food, participating in festivals that create memories . But, if locals are excluded from planning, tourism can cause overcrowding, rising prices, or environmental damage. The Irridex Model (Doxey, 1975) explains how residents' feelings can shift from excitement to frustration, and even hostility, when tourism grows without balance. The key solution is involving communities from the beginning. When locals help in decision-making, they can manage challenges better, protect their environment, and keep tourism enjoyable for everyone. In Ladakh, India, rapid tourist growth once led to water shortages and waste problems, making locals unhappy. But communityled initiatives such as homestays, waste management drives, and regulated trekking routes have helped balance tourism. Across the world agree that tourism can only be truly successful when local communities are at the center of it. Without their participation, tourism risks harming the environment, weakening cultures and creating inequality. To avoid this, global organizations and researchers provide valuable guidance on how to make tourism more community-focused and sustainable. The United Nations World Tourism Organization (UNWTO) has repeatedly emphasized that local people must be included in tourism planning, not only to protect nature and heritage but also to ensure they benefit directly from tourism. Similarly, Ecotourism.org offers practical toolkits and resources that help communities develop tourism in a way that supports both livelihoods and the environment. Beyond international organizations, academic research also adds strong evidence. Leading journals such as the Journal of Sustainable Tourism, Annals of Tourism Research, and Tourism Management present case studies from around the world showing how community involvement leads to fairer, safer, and more enjoyable tourism. The one clear message: empowering communities is not optional- it is essential for the future of tourism. Ultimately, traveling is not just about exploring landscapes; it is about respecting and supporting the people who give those places life and meaning. By making communities partners in tourism, we can build destinations that are happier, stronger, and more sustainable-not just for today, but for generations to come.



CLASSROOMS WITHOUT WALLS, TOURISM WITHOUT BOUNDARIES.

When children weave, paint, and dream, tourism becomes more than travel: it becomes growth.



Dear Reader Who Secretly Overpacks,

Let's confess. Say "tourism" and what runs instantly in our minds, clicking 300 selfies with monuments, panic-hunts for Wi-Fi passwords, and binge eating momos like it's a sport. But what if told you tourism wasn't about just stuffing your phone gallery and stomach? What if it could be more—something deeper, warmer, tastier and yes, still Insta-perfect?

On my last journey to Dhemaji, Assam, I found myself in a place that redefined "school" - not the kind where you yawn at blackboard, sneaking glances at the clock, waiting for the last bell. Nope. This was a living school. "Vidya: The Living School", a place where instead of walled-classrooms, there's open bamboo huts, and the "school bell" is probably a bird chirping from a tree. The children sit together surrounded by greenery. Yes, here, children learn their math and science, sure—but they also learn how to weave cloth, carve bamboo baskets, paint stones (yes, stones, cute right!) and cook traditional meals that taste better than any five-star buffet. One group was busy playing football, another was weaving gamochas, and some were selling paintings like little entrepreneurs-in-training. I kept thinking: If my school had been like this, I'd probably know how to fix my clothes instead of asking others "Can you sew my button? Please" every time. Here knowledge is not memorized it is lived. And before I knew it, they had gifted me little treasures: a hand-painted stone and a traditional handmade piece.

Tell me, when was the last time your school gave you a souvenir like that? And then came the villagers, kind-hearted people, they didn't just give us a "tour", they gave us a taste of their life. Quite literally. Imagine pork cooked with bamboo shoots and namasing (a local ingredient that deserves its own cookbook), washed down with a sip of apong, their local rice-beer drink that makes conversations flow even faster. Between bites and sips, they became our storytellers stories about weaving, farming, and how much they want outsiders to know about their culture and traditional businesses.

That's when I realized this was tourism for inclusive growth, in action. We weren't outsiders looking in; we were a part of their journey. A child's painting wasn't just a souvenir, it was a dream taking shape. A bamboo craft was a livelihood carried forward. Even the smallest exchange of food, stories, smiles wove us into their world. And in that weaving, both we and they walked away richer, not in money alone, but in dignity, pride, and connection.

So, dear reader, as you flip through this magazine, here's a thought: the best journeys aren't the ones where you only discover places, but the ones that discover you, where your presence helps children dream bigger, helps communities stand taller, and helps cultures stay alive.

Tourism doesn't have to be a list of "Top 10 Destinations." It can be about sitting under a bamboo hut with curious kids, tasting food cooked with love, and carrying home a stone painted by small hands with big imaginations.

So, pack your bags (but seriously, fewer this time). This issue is your ticket to travel that matters fun, heartwarming, and a little life-changing.

Yours (still grinning at the stone sitting on my table),
The Traveler Who Got Schooled in the Best Way.

Disha Changmai, MBA 2025-27
Department of Business Administration

Dibrugarh : Where Tea Gardens Meet Tourism

Bichitra Baruah, MTTM 2025-27
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Assam is truly a treasure of nature. The fragrant Tea gardens, the serene Brahmaputra river and the lush green environment of the hills attract thousands of tourists every year. Globally, the tourism sector is rapidly growing and Assam has carved out a unique identity in this field. As evidence, The New York Times has ranked Assam 4th in its “2025 52 places to go list”. Tourism is not just about appreciating natural beauty; It also serves as a platform for improving the lives of local people. Besides attracting tourists with scenic beauty, heritage and culture, It opens doors for entrepreneurship, jobs and the fulfillment of dreams for the local community.

Dibrugarh is a city known for its flourishing Tea industry, earning it the title “Tea capital of India”. Located on the southern bank of the Brahmaputra River, it plays a key role in Assam’s economy through Tea production and related industries. Dibrugarh’s main tourism potential lies in a combination of its natural attractions, rich cultural heritage and growing infrastructure and accessibility. Key potentialities include-

- 1/ Tea Garden-: Offering immersive experiences such as Teacher garden tours and Tea tasting sessions, showcasing Assam’s famous Tea Industry.
- 2/ Brahmaputra River -: Providing scenic river cruises and stunning sunset views.
- 3/ Wildlife and Eco-Tourism-: Attractions like Dibru-Saikhowa National Park and bird watching opportunities attract nature enthusiasts.
- 4/ Strong infrastructure and connectivity -: Modern Urban facilities, improved air connectivity through Dibrugarh Airport, enhanced road and rail networks facilitate easy access.

The Assam government has declared Dibrugarh as the second capital of the state, recognising its growing importance in administrative and economic spheres. After this important declaration, several recent initiatives have been undertaken by the Assam government to accelerate Dibrugarh’s development as a prominent economic and tourism hub. Some of the key initiatives include-

- (1) Modernization of Dibrugarh Airport to improve Air connectivity with major cities like Guwahati.
- (2) Encouraging local entrepreneurship through homestays, handicrafts and food businesses that generate employment and empower communities.
- (3) The Assam government has launched a Mega Tea Tourism Project at Lepetkata Tea Estate, including a tea convention centre and Tea Museum. This initiative aims to boost tourism and economic growth by attracting Tea enthusiasts and promoting local heritage.
- (4) The Assam government has launched the “Open Zoo” initiative in Dibrugarh, offering visitors an immersive wildlife Safari and rescue center experience. This project aims to promote Eco-Tourism by allowing tourists to explore natural habitats freely while supporting conservation efforts.
- (5) In a recent event, Bollywood actress Genelia D’Souza visited Dibrugarh to inaugurate a fashion and Lifestyle tourism initiative, showcasing the regions rich handloom and Silk heritage.
- (6) The Assam government has recently announced that Dibrugarh University will introduce Japanese language courses starting next year. This initiative highlights the growing international cooperation between Assam and Japan, fostering cultural exchange and educational collaboration.

Dibrugarh, as Assam’s second capital, has great potential to grow as a major tourism hub. With its rich cultural heritage, natural beauty and improving infrastructure, it is set to the region’s development.

In conclusion,

“Dibrugarh’s Tourism will bring messages of happiness, As the second capital, it will advance into the future.”

THE ACCIDENTAL ADVENTURERS

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It was 9:30 pm.

And with the last cup of chai four stupid heads sat huddled together. One was sick of dragging themselves to morning classes, another swore evening classes were a personal attack. One was buried alive under college applications, while the last was simply done with college as a concept. Everyone was trying to out-rant the other, no one was heard and suddenly it was decided.

"Let's go on a trip".

And then and there, four broke students with no holidays in the calendar suddenly decided that yes, this was the moment to plan a grand escape.

The trip wasn't somewhere far away. It wasn't some extravagant experience. It was a series of two 'fortunate' events strung together over a span of 2 two weeks.

If I may say so myself, the group was uneventfully chaotic. There was chaos yes but it turned out they had great chemistry. One in charge of 'finding the correct spots', one to manage the luggage, one to handle the snacks (too much food at times) and the last to fill in the drama. And so, they started out.

The first stop was somewhere close, 25kms from Guwahati to the recently famous Garbhanga Reserve Forest. They started off at 8am in the morning and reached the edge of the forest by 9am. With no hoardings or signboards, they were just as confused as the guard who let them pass by. On two trusty scootys and an offline google map (there was obviously no network) they kept on moving. The route was deadly silent, and the deep jungle was slowly starting to haunt them. The occasional birds chirping or the trees rustling were like special sound effects. 8 kilometers in, still no humans.

With one of them already panicking about the probability of them being attacked suddenly they hear an- "Oi... you guys going to Garbhanga?". And that was the relief they needed. The journey afterwards was breathtaking. The long winding curves through the deep green jungle, the fresh and unpolluted air with a hint of wild flowers, the sudden sounds of water gushing by, it was heaven compared to the concrete jungle they were living in. And all of a sudden, the jungle cleared and they reached an open meadow. Scattered with tiny houses, a cute little school and a bustling bazaar it was a sweet relief for all the lost travellers. They moved on and reached a fork in the road. Again, there wasn't any signboard so they decided to take the road that looked most taken and took off again. Only to reach a dead end. Leaving all the setbacks aside they finally took off for the last time and reached their destination. A picturesque Waterpool, a small waterfall surrounded by huge banyan trees, their roots dangling, a swing beside, it was a scene out of a painting. The sun slowly hitting the water as it gushed past, the Krishnochura petals floating around. Time moved slow. And so did they. After hours of them trying to swing and swim and fail miserably, it was time for their picnic of ramen and coke. The way back was breathtaking. Witnessing the sunset in middle of a forest, the sky washed with shades of red, orange and gold was the perfect end.

A week later their next destination was decided. Parboti Mandir, Boko, around 63 kms away. In the month of June. Why is that an important piece of information? Because the temple is located on top of a stone hill which you can reach with a little trek, partly stairs and partly mud. Which the rain had worsened. And for a group whose 50% members think breathing burns calories, this was really 'breath-taking'. Step by step, with pauses in between, laughter mixed with exhaustion, they made their way up. And when they finally reached the top, the sight that awaited them was worth every effort. A small red-and-white temple stood quietly among trees and rocks, watching over the vast landscape below. From that height, fields stretched endlessly, dotted with tiny houses and winding roads. Vehicles moved like toys, and people seemed no bigger than dots. Above it all, the sky began to shift, the sunlight faded, the air thick with the promise of rain. And then, as if on cue, the clouds descended and engulfed them. Within moments, it poured. Their minds should have been worried but they had forgotten it all. The rain had created for them, a little secret, on top of a hill, cool, quiet, and cut off from everything below.

The scent of wet earth rose gently, and little streams of water trickled past their feet. Sitting on the temple platform, they let the rain wash over them, the forest around them alive with sound, chimes and energy, as if nature itself had joined their laughter. The temple of Devi, calm and welcoming, felt almost like the embrace of a mother. They weren't alone in this secret moment. A family of six was also there, celebrating their youngest's birthday. The group was warmly included in the celebration, sharing food and cheer. It made the day even more special. But as the clouds cleared, it was time to leave. The descent proved just as difficult as the climb with the mud, slips, and plenty of heavy breathing, but with smiles intact, they reached the last stair and bid the temple goodbye.

And just like that, the adventures came to a close. From getting lost in Garbhanga's silence to gasping up Parboti Mandir's muddy stairs, every trip left behind its own mix of struggles, laughter, and memories. What began as four broke students on two scootys became something bigger. Tiny pockets of joy stitched into ordinary weekends. Maps failed, legs ached, shoes slipped, yet nature always rewarded them with a view, a downpour, or even a birthday party on a hill.

The group itself never changed. One still claimed "breathing burns calories," another swore by wrong shortcuts, and someone always overpacked snacks. But together, they found that every wrong turn led to the right memory.

So when they rode back, wet shoes and tired bones, they didn't say "The End." They only laughed, promising as always:

"Next time, we'll be more prepared."

(Of course, they never were.)



THE GROWING OPPORTUNITY IN THE TOURISM SECTOR

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Department of Business Administration

The tourism sector is experiencing rapid growth globally, driven by changing traveler preferences, advancements in digital technology, and increased investment in infrastructure and services. This evolving landscape presents vast opportunities for stakeholders, making tourism an engine of economic development and social transformation. □ The global tourism and hospitality industry is forecast to contribute over 10% to many countries GDP in 2025, including India and Saudi Arabia. India's tourism revenue is expected to reach USD 43.7 billion in 2025, with international tourist arrivals likely to hit 19.2 million, marking an 8.6% year-on-year growth. Worldwide, traveler numbers have rebounded post-pandemic, with tourism estimated to reach almost \$956 billion in revenue in 2025 and continue growing annually at 3.9%. □ India recorded approximately 99.52 lakh (9.95 million) foreign tourist arrivals (FTAs) in 2024, □ which is approximately 4.4% to 5.0% in 2024, reaching over 99.5 lakh visitors, a notable increase from 2023 but still slightly below pre-pandemic levels. □ According to the World Travel and Tourism Council (WTTC), domestic tourists in India spent ₹15.5 lakh crore in 2024, marking a 22% spike over 2019 spending levels, with projections to touch ₹16.8 lakh crore this year. □



Tourism offers expanding opportunities for businesses and entrepreneurs by driving job creation, generating income and foreign exchange, fostering infrastructure development and diversifying economies. Entrepreneurs can capitalize on growing trends like adventure tourism, demand for authentic cultural experiences and sustainable tourism by developing unique, technologically integrated, and locally-focused offerings. To succeed, entrepreneurs should innovate, focus on high-quality service, embrace new technologies and leverage digital marketing to reach travelers. Tourism creates numerous direct and indirect jobs in sectors like accommodation, food and beverage, transportation, and entertainment, boosting local economies. (where a local person can earn a minimum wage & contribute in his livelihood) By meeting diverse tourist preferences and needs, entrepreneurs can create new businesses and services that contribute to a region's overall economic health. □ Tourism entrepreneurs often invest in developing or enhancing local amenities, transportation and services, which improves a destination's appeal to both businesses and residents. Attracting foreign tourists can also generate substantial foreign currency, benefiting a country's balance of payments and contributing to economic growth.

COVID-19 and Its Impact on Tourism Industry

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The COVID-19 pandemic hit the tourism industry harder than almost any other sector. Travel restrictions, lockdowns, and a general drop in demand left the industry struggling to survive. According to the United Nations World Tourism Organization (UNWTO), international tourist arrivals in 2020 dropped by nearly 60–80%, which translated into losses of almost \$1 trillion in global tourism revenue. In many cities around the world, travel dropped by as much as 80–90%. Popular tourist attractions such as museums, amusement parks, sports venues, and gyms shut their doors. Restaurants were among the hardest-hit businesses, followed closely by airlines, as air travel showed a massive decline. UNWTO also reported that international tourist arrivals fell by 65% in just the first six months of 2020. The United

Nations Conference on Trade and Development later estimated that the global economy could lose more than \$4 trillion as a result of the pandemic's effect on tourism. Even with strict warnings and self-quarantine rules, some people still took advantage of cheap airfares and continued to travel for leisure. Many college students, for example, tested positive for COVID-19 after returning from spring break trips to places like Florida, South Padre Island, and Cabo San Lucas. Dubai also faced global criticism for reopening tourism too quickly, despite rising cases. By late 2020, more than 300,000 people had traveled between the UAE and the UK. At first, the city had managed the pandemic well, but by New Year's Eve, tourists and locals were seen partying without masks or social distancing. This led to accusations that Dubai was acting as a "super-spreader," forcing authorities to close bars and pubs for a month in February 2021.

A global study in 2021 highlighted just how severe the damage was compared to past pandemics like SARS and H1N1. The research suggested that COVID-19 could cause a global GDP decline of up to \$12.8 trillion and over 500 million job losses in tourism if strict lockdowns continued through 2020.

As vaccines became available, many tourism-related businesses – such as museums, hotels, and restaurants – required proof of vaccination for staff and visitors. These were often called "vaccinated venues." Tourists, however, had mixed feelings. Some trusted the vaccines and felt safer in such places, while others were hesitant because of fears about side effects. This influenced how and where people chose to travel. To control the spread of the virus, countries around the world imposed quarantines, entry bans, and restrictions on international travel. Some governments even banned their own citizens from traveling abroad unless they had an essential reason. Combined with a general reluctance to travel, these measures devastated the tourism sector. One long-term effect has been a sharp drop in business travel and international conferences, with many shifting permanently to virtual, online platforms. At the same time, experts have debated whether these restrictions were truly effective in stopping the spread of the virus.



Where Serenity Meets Beauty

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Chandubi lake is a beautiful freshwater lake in the heart of Kamrup district, Assam, India. It is a paradise for nature lovers and bird watchers and this lake also offers a perfect escape from the hustle and bustle of city life. This lake is surrounded by lush green hills and water, which is crystal clear, reflecting the surrounding greenery. Chandubi lake is a heaven for migratory birds and a perfect gateway for nature lovers where they can enjoy the real beauty of the nature and fresh air.

It covers an area of 4 square km and depth ranges from 4 to 6 meters. The history of Chandubi lake says that the lake was formed by an earthquake in 1897 when a forest sank and became the lake. The area was filled with mountains and forests. There is a festival called Chandubi festival which was first held in 2010. Since then it's been celebrated every year from 1st to 5th January. On these five days so many programs are held in the festival and so Rabha and other tribal communities get engaged with the festival. Tribal songs and dance is performed and discussions on the development of the place, and how to make the environment sustainable are organized they also make bamboo huts in the place so that people can enjoy the local authentic food like snails, pork, drink apong and other traditional drink. People get the real authenticity of the tribal communities in the Chandubi festival and the stalls like handcrafted jewelry, clothes of tribal communities, food are installed.

People can enjoy boating in the lake where they can see the beauty of nature, also every year so many migratory birds come there, bird watchers go there for photography and watching birds. In the festival time people go there for picnicking but producing loud music or sound is totally banned to make the environment sustainable. One interesting thing is that the dustbins are made of bamboos to make the surrounding sustainable and plastic free and if you go to Chandubi then don't forget to go Baregaw waterfall and Orange Village because these places are also very beautiful places which attracts tourists. The nature is so pleasant in those places. At last we can conclude that Chandubi lake has immense potential as a tourist destination, attracting visitors from all over the world.



প্ৰগতিৰ নামান্তৰ পৰ্যটন

সায়ন্তন শইকীয়া
ডিগবৈ

লেখাটো আৰম্ভ কৰিবলৈ লওঁতেই মনত পৰিছে ভূপেন হাজৰিকাই লিখি যোৱা এটি শাৰী :

"মিলিব লাগে, মিলাব লাগে,
ৰবীন্দ্ৰনাথেও ক'লে..."

পৰ্যটনৰ মূল উদ্দেশ্যও এনেধৰণৰেই। মানুহক মানুহৰ ওচৰলৈ অনাই, সংস্কৃতিক সংস্কৃতিৰ ওচৰলৈ অনাই পৰ্যটনৰ মূল ধৰ্ম। অতীতত পৰ্যটনৰ সংজ্ঞা বেলেগ আছিল অথবা একো সংজ্ঞাই নাছিল যদিও, অসমখন বাহিৰৰ ভ্ৰমণবিলাসী, নতুন সন্ধানী মানুহৰ বাবে সদায়েই আকৰ্ষণৰ স্থল হৈ আহিছে। হিউৱেন চাঙৰ পৰা জন পিটাৰ ৱেডলৈ ইতিহাসে তাকেই দোহাৰে। পৰ্যটন এখন দেশ অথবা ৰাজ্যৰ বাবে সামগ্ৰিক বিকাশৰ আধাৰ হ'ব পাৰে। আমাৰ চুবুৰীয়া এখন ৰাজ্য মেঘালয়। মেঘালয়ক পৃথিৱীয়ে আজিৰ তাৰিখত চিনি পোৱাৰ অন্যতম কাৰণেই হৈছে পৰ্যটন। চেৰাপুঞ্জীৰ বৰষুণত তিতিবলৈ অথবা আৰৱাৰ গুহাৰ ভিতৰত লুকা-ভাকু খেলিবলৈ দূৰ-দূৰণিৰ লোক আহে। উদ্যোগ উদাসীন ৰাজ্য এখনক পৰ্যটনে দি আহিছে জীৱনী উশাহ, জনজীৱনক সকাহ।

পৰ্যটনৰ লাভ কি কি তাৰ বিষয়ে এই লেখকতকৈ পৰ্যটনৰ বিষয়ে অধ্যয়ন কৰি থকা ছাত্ৰ-ছাত্ৰী অথবা পৰ্যটনৰ অধ্যাপনা কৰি থকা অধ্যাপকে বেছি ভাল দৰে জানিব। তথাপি আপাত দৃষ্টিত যদি লিখিবলৈ হয় তেন্তে এই কথাকেইটাই মনলৈ আহে। পৰ্যটনে এখন দেশ অথবা এখন ৰাজ্যৰ ভাৱমূৰ্তিৰ বিৰাট পৰিৱৰ্তন ঘটাব পাৰে। অন্য নালগে, আমাৰ উত্তৰ-পূব ভাৰতৰ কথাকেই লওঁ। একবিংশ শতিকাৰ আৰম্ভণিৰ দশকলৈকে উত্তৰ-পূৰ্বাঞ্চলক সন্ত্ৰাসবাদীৰ কৰ্মভূমি আৰু সভ্যতাৰ পোহৰে ঢুকি নোপোৱা অন্ধকাৰাচ্ছন্ন ঠাই বুলি আনে নালগে ভাৰতবৰ্ষৰেই বহুজনে বিশ্বাস কৰিছিল। এই ভুল ভাঙি দিয়াত পৰ্যটনৰ ডাঙৰ অৱদান আছে। আজি দিল্লী বা বেংগালুৰুৰ দম্পতি এটাৰ বাবে জুকো ভেলী অথবা গেংটক অচিনাকি, অদ্ভুত এলেকা নহয়। মন খুলি, প্ৰাণ খুলি তেওঁলোকে ইয়াতে কিছুদিন কটোৱাৰ পাছত উভতি গৈ দহজনক উত্তৰ-পূবৰ প্ৰাকৃতিক সৌন্দৰ্য আৰু মানুহৰ মনৰ সুন্দৰতাৰ কথা কয়গৈ। নিবনুৱা সমস্যাৰে ভাৰাক্ৰান্ত বহুতক পৰ্যটনে এটা গতি দিছে। পৰ্যটনস্থলসমূহত 'টুৰিষ্ট গাইড'ৰ কাম কৰি, ক্ষুদ্ৰ-ক্ষুদ্ৰ সামগ্ৰীৰ দোকান দি, থলুৱা খাদ্য প্ৰস্তুত কৰি বহু পৰিয়াল চলি আছে। পৰ্যটনে এই মানুহখিনিৰ জীৱনলৈও কিঞ্চিৎ হাঁহি অনাত সক্ষম হৈছে। পৰ্যটকে এটা অঞ্চল ভ্ৰমিবলৈ আহি সেই অঞ্চলবিশেষৰ চিন হিচাপে সাধাৰণতে কিছু বস্তু কিনি লৈ যায়। আমাৰ ৰাজ্যলৈ অহা তেনে অজস্ৰ দেশী-বিদেশী পৰ্যটকে অসমৰ চাহ, তেজপুৰৰ লিচু, কাজী নেমু, বোকা চাউল, আমাৰ চেনেহৰ গামোচাখন, জনজাতীয় সুৰাখিনি, আমাৰ শিপিনীয়ে বোৱা পাটৰ কাপোৰখিনি, আমাৰ কাঁহ-পিতলৰ বাচনখিনি, আমাৰ গহনা-গাঠৰিখিনি ক্ৰয় কৰি লৈ যায়। ফলত অৰ্থনৈতিক দিশতো আমাৰ মানুহে সু-ফল পায় আৰু বিশ্বতো অসমৰ মান উন্নত হয়। পৰ্যটন অবিহনে এই সকলো জানো সম্ভৱ?

(উত্তৰণলৈ শুভেচ্ছা যাচিছোঁ। নামটোৰ দৰেই উত্তৰণ হৈ থাকক সময়ৰ সৈতে।)



অসম: সম্প্রীতি আৰু সমৃদ্ধি

আকাংক্ষা শইকীয়া
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“অসম আমাৰ ৰূপহী
গুণৰো নাই শেষ
ভাৰতৰে পূৰ্ব দিশৰ সূৰ্য্য উঠা দেশ।।”

–ড° ভূপেন হাজৰিকাদেৱৰ এই বিখ্যাত গীতৰ শাৰীকেইটাই অসমক প্ৰাকৃতিক সৌন্দৰ্য আৰু সাংস্কৃতিক গৌৰৱৰ ভূমি হিচাপে উপস্থাপন কৰিছে, য'ত উদীয়মান সূৰ্যই প্ৰথমে ভাৰতক স্পৰ্শ কৰে। এই গীতটোৱে প্ৰত্যেক দিনাই আমাক সোঁৱৰাই দিয়ে যে অসম কেৱল ভূ-প্ৰকৃতিৰ ক্ষেত্ৰতে নহয় ই মানুহ, পৰম্পৰা আৰু ঐতিহ্যৰ ক্ষেত্ৰতো চহকী। বৰ্তমান সময়ত এই মনোভাৱটোৱে সৰ্বাংগীন বৃদ্ধিৰ বাবে পৰ্যটনৰ ধাৰণাটোৰ সৈতে সুন্দৰভাৱে সংযোগ স্থাপন কৰিছে, য'ত পৰ্যটন কেৱল দৰ্শনীয় স্থানতকৈও অধিক হৈ পৰিছে – ই সকলোৰে সৈতে উন্নয়ন আৰু সমৃদ্ধিৰ সেতু গঢ়াৰ এক উপায় হৈ পৰিছে। সমগ্ৰ বিশ্বৰ পৰ্যটনকাৰী সকলক আকৰ্ষণ কৰা সম্পদেৰে অসম ভৰপূৰ। ইয়াৰ মাজেৰে বৈ গৈছে শক্তিশালী ব্ৰহ্মপুত্ৰ, যি river cruises আৰু eco-tourism ৰ সুযোগ প্ৰদান কৰিছে। UNESCO বিশ্ব ঐতিহ্য ক্ষেত্ৰ কাজিৰঙা ৰাষ্ট্ৰীয় উদ্যান আৰু মানাসে এশিঙীয়া গঁড় আৰু সোণালী বান্দৰৰ দৰে বিৰল বন্যপ্ৰাণীক সুৰক্ষা প্ৰদান কৰিছে। নদীদ্বীপ মাজুলী কেৱল দৃশ্যপটেই নহয়, সত্ৰীয়া নৃত্য আৰু বৈষ্ণৱ মঠৰ সাংস্কৃতিক ঐতিহ্য। যোৰহাট আৰু ডিব্ৰুগড়ৰ চাহ বাগিচাত অসমৰ বিশ্ববিখ্যাত চাহ প্ৰদৰ্শিত হোৱাৰ বিপৰীতে শিৱসাগৰৰ কীৰ্তিচিহ্নসমূহে আহোম বংশাৱলীৰ কাহিনী কয়।

পৰ্যটন কেৱল সৌন্দৰ্য্য নহয়। ই সাধাৰণ মানুহৰ জীৱনক প্ৰত্যক্ষভাৱে স্পৰ্শ কৰি সৰ্বাংগীন বৃদ্ধিৰ এক আহিলা হৈ পৰিছে। যাত্ৰীসকলে যেতিয়া গাঁৱৰ home stayত থাকে, হস্ততাঁত আৰু হস্তশিল্প ক্ৰয় কৰে, বা পৰম্পৰাগত অসমীয়া খাদ্যৰ সোৱাদ লয়, তেতিয়া তেওঁলোকে স্থানীয় পৰিয়ালক জীৱিকা উপাৰ্জন কৰাত সহায় কৰে। গুৱালকুছি ভ্ৰমণে ৰেচম শিপিনীক সমৰ্থন কৰে, আনহাতে বিহুত অংশগ্ৰহণ কৰি লোকসংস্কৃতি জীয়াই ৰখা হয়। Eco tourism প্ৰকল্পত গাঁৱৰ লোকসকলক বনাঞ্চলৰ পথ প্ৰদৰ্শক আৰু তত্ত্বাৱধায়ক হিচাপে জড়িত কৰা হয়, যাৰ ফলত তেওঁলোকে আয় উপাৰ্জন কৰাৰ লগতে প্ৰকৃতিক ৰক্ষা কৰিব পাৰে।



পৰ্যটনে মহিলা আৰু যুৱক-যুৱতীসকলৰ বাবে উপাৰ্জনৰ সুযোগ মুকলি কৰিছে। বহু মহিলাই পৰ্যটকৰ বাবে বয়ন সমবায়, home stay বা খাদ্যৰ ব্যৱসায় চলায়। যুৱক-যুৱতীসকলে গাইড, ড্ৰাইভাৰ বা সাংস্কৃতিক পৰিবেশক হিচাপে কৰ্মসংস্থাপন পায়। ইয়াৰ ফলত ডাঙৰ চহৰৰপৰা গ্ৰাম্য আৰু দুৰ্গম অঞ্চললৈ পৰ্যটনৰ সুবিধা সূচল হৈ পৰে। এইদৰে পৰ্যটন সঁচাকৈয়ে সৰ্বাংগীন হৈ পৰিছে – ই কেৱল কেইজনমান লোককে নহয়, সমাজৰ সকলো লোককে সহায় কৰিছে।

সৰ্বাংগীন বৃদ্ধিৰ বাবে বৰ্তমান সময়ত বহনক্ষম উন্নয়নো পৰ্যটনৰ বিষয়বস্তু হোৱা দেখা গৈছে। এইয়া নিশ্চিত যে অসমে পৰ্যটনকাৰী সকলক আদৰ্শিত জনোৱাৰ লগতে ইয়াৰ সংস্কৃতি, পৰিবেশ, পৰম্পৰা সুৰক্ষিত কৰিছে। মাজুলীৰ ৰাস মহোৎসৱ বা কামাখ্যাৰ অম্বুবাচী মেলাৰ দৰে উৎসৱসমূহে বিশ্বাস আৰু ঐতিহ্য প্ৰদৰ্শন কৰাৰ লগতে স্থানীয় বিক্ৰেতা, শিপিনী, আৰু পৰিৱহণৰ সুবিধা প্ৰদানকাৰীসকলৰ বাবে জীৱিকাৰ পথ মুকলি কৰিছে। পাহাৰত দুঃসাহসিক পৰ্যটন, বাগিচাত চাহ পৰ্যটন, আৰু ব্ৰহ্মপুত্ৰৰ কাষৰ নদী পৰ্যটন এই সকলোবোৰেই অসমৰ স্বকীয়তাক উদযাপন কৰাৰ সমান্তৰালভাৱে অৰ্থনীতিক অধিক বৃদ্ধি কৰা খণ্ড হিচাপে ভূমিকা পালন কৰিছে।।

ড° ভূপেন হাজৰিকাদেৱে সদায় গৌৰৱ, ঐক্যবদ্ধ, সমন্বয়ৰে ভৰা এখন অসমৰ কথা তেঁওৰ গীতত অন্তৰ্ভুক্ত কৰিছিল। যদিহে পৰ্যটন সৰ্বাংগীন বৃদ্ধিৰ নীতিৰ দ্বাৰা পৰিচালিত হয় তেন্তে সেই সপোন পূৰণ কৰাত সহায় কৰিব পাৰিব। ইয়াৰ জৰিয়তে পৰ্যটনকাৰী সকলে অসমৰ আত্মাৰ সৈতে সংযোগ স্থাপন কৰাৰ লগতে স্থানীয় লোকসকল উন্নয়নৰ দ্বাৰা উপকৃত হোৱাটো নিশ্চিত কৰিব। ব্ৰহ্মপুত্ৰৰ ওপৰত প্ৰতিটো সূৰ্য্য উদয় তেতিয়া কেৱল এক স্বাভাৱিক আশ্চৰ্য্যতকৈও অধিক হৈ পৰিব – ই সকলোৰে বাবে বৃদ্ধি, সমতা আৰু সমৃদ্ধিৰ প্ৰতীক হৈ পৰিব।

“আহা, পৃথিৱী, আৰু চোৱা! অসমখন কিমান ধুনীয়া আৰু আকৰ্ষণীয় – এনে এখন দেশ য'ত বিশাল ব্ৰহ্মপুত্ৰ গৌৰৱেৰে বৈ যায়, য'ত গঁড় মুক্তভাৱে বিচৰণ কৰে, য'ত বিহু নৃত্যই আনন্দৰ প্ৰতিধ্বনি দিয়ে, আৰু য'ত প্ৰতিটো সূৰ্য্য উদয়ে আশা কঢ়িয়াই আনে। অসম কেৱল এখন ঠাই নহয়, ই এক অবিষ্মৰণীয় অভিজ্ঞতা।”

বিতোপনৰ পৰ্যটন

তৰুণ জ্যোতি বৰা
ফোন : ৯৪৩৫২ ৯৫৩৫৬



ৰাজীৱদা, আহিলে? আৰে বিতোপন, মিটিংলৈনে? বুজিছ ভয় খাই আছিলো সুদীৰ্ঘ বিশটা বছৰৰ পিছত চিনি পাবনে বা নাই কোনোৱাই, তই ক'ত আছ? দাদা মই মাজুলীতো আপুনি, আপুনিতো তিনিচুকীয়াৰ আছিল। মই গুৱাহাটীত, তাতেই চাকৰি, পৰিয়ালসহ তাতে থাকোঁ। বাছ আস্থানত লগ পোৱাৰ পিছত কেতিয়া দুয়োটা প্ৰগলভ হৈ পুৰণি দিনৰ দৰে কান্ধত বেগটো লৈ নাতিদুৱৈৰ সিহঁতৰ ছাত্ৰাৱাসটোলৈ খোজ ল'লে গমেই নাপালে। আজি ৰ'দ-গৰম একো নাই; গাভীও নালাগে।

সুদীৰ্ঘ বিশবছৰৰ পিছত ছাত্ৰাৱাসটিৰ প্ৰাক্তন ছাত্ৰ সন্মিলনত ভাগ লৈছিল প্ৰায় দুশজনমান বন্ধুৱে। সিহঁত যেন বৈ হৈ আছিল এনে এটা দিনৰ বাবে। কত কথা, স্মৃতিৰ টোপোলা খোলাৰ প্ৰতিযোগিতা, আড্ডা। লগতে আদান-প্ৰদান হ'ল বৰ্তমানৰ ঠিকনা আৰু মোৱাইল নম্বৰসমূহ।

বিতোপন, তোৰ তালৈ গৈ আছো আমি ঘৰৰ চাৰিটা কালিলৈ। মিটিংৰ দুমাহমানৰ পিছত ৰাজীৱদাৰ ফোনটোৱে বিতোপনৰ সংসাৰত খেলিমেলি লগালে। ৰাজীৱদাহঁতৰ বাবে পৰিবাৰৰ সৈতে মিলি ৰুম এটা ঠিক-ঠাক কৰা, দুই এটা প্ৰয়োজনীয় সা-সজুলি গোটোৱাৰ লগতে আলহীক জঞ্জাল নিদিবলৈ লৰা-ছোৱালী হালক বুজনি দিয়া ইত্যাদি। যদিও মাজুলীলৈ আজি-কালি গুৱাহাটীৰ পৰা চকুৱাখানা হৈ বাছ চলে কিন্তু ৰাজীৱদা যোৰহাটলৈ বাছেৰে আহি নিমাতীৰ পৰা ফেৰীতহে যাব। ৰাজীৱদাৰ মতে মাজুলীলৈ আহিলে ফেৰীৰে নগ'লে মাজুলী যোৱা হয় নেকি? বিতোপনে গাভীখন অৱশ্যে ঠিক কৰি থৈছে।

নিৰ্দিষ্ট দিনটোত ৰাজীৱদাৰ পৰিয়াল বিতোপনৰ ঘৰ পালেহি আৰু দুয়োটা পৰিয়াল সোনকালে মিলিও গ'ল। মহানগৰৰ চাৰিবেৰৰ মাজত ডাঙৰ হোৱা ৰাজীৱদাৰ ল'ৰাহালে মাজুলীৰ মুকলি পৰিৱেশ পাই বিহঙ্গ হৈ পৰিল, যিহেতু সিহঁতৰ মাক-দেউতাকৰ শিপাডাল গাঁৱতেই আছিল। পিছদিনা সত্ৰত শৰাই দি, নাম গাই প্ৰসাদ খালে আৰু সত্ৰৰ যাদুঘৰত থকা আপুৰুগীয়া সম্পদ পুথি-পাজিবোৰ দেখি সিহঁত আচৰিত হ'ল। কেনেকৈ পূৰ্বপুৰুষসকলে গছৰ বাকলিৰ পৰা কাগজৰ দৰে পাত তৈয়াৰ কৰি তাত নিজে তৈয়াৰ কৰা চিঞাহীৰে লিখিছিল আৰু ৰং-বিৰঙৰ চিত্ৰ আঁকিছিল, সেইবোৰে সিহঁতক আকৰ্ষিত কৰিছিল। তেওঁলোকে সত্ৰৰ মুখা-শিল্পৰ লগতে শালমৰাৰ কুমাৰ শিল্প চাই অভিভূত হৈ পৰিছিল। আগলৈ কাৰিকৰী বিদ্যা পঢ়াত আগ্ৰহী ৰাজীৱৰ ল'ৰা মৃগাংকক মুখাৰ কাৰিকৰী জ্ঞানে অধিক আকৰ্ষিত কৰিছিল। মাজুলীৰ ঠাই সমূহ চাই ঘূৰি ফুৰোঁতে বিতোপনৰ বন্ধু মিটিং আৰু দেউৰী সম্প্ৰদায়ৰ লোকসকলৰ লগত হোৱা কথা-বতৰা [দোৱান] অলপ আচহুৱা লাগিছিল যদিও তেওঁলোকৰ সাজপাৰ আৰু আচৰণত সিহঁত মুগ্ধ হৈছিল। ৰাজীৱৰ পৰিবাৰে তিনিঘোৰ মান কাপোৰ কিনিয়ৈ পেলাইছিল। পৰিয়ালক ঘৰত থৈ দুয়ো বন্ধুৱে মিটিংসকলৰ সাজপাৰী, আপঙোৰো জুতি লৈছিল। এদিন সিহঁতে শেনছোৱা গাঁৱৰ নামঘৰত নাম-প্ৰসঙ্গও চালে। বিতোপনৰ বাৰীতে হোৱা শাক-পাচলি, মাছ, গাখীৰৰ সোৱাদ গুৱাহাটীলৈ ঘূৰি আহি বৰকৈ অনুভৱ কৰিছিল ৰাজীৱহঁতে। সি কিছু ফটো তাৰ ইনষ্টাগ্ৰাম, ফেচবুক, ৱাটছএপ প্ৰফাইলত ষ্বেয়াৰো কৰিছিল। যিবোৰ তাৰ বহুজাতিক অফিছৰ কৰ্মচাৰীৰ জৰিয়তে দিল্লী, মুম্বাই, নিউয়ৰ্কলৈকে প্ৰচাৰ হ'ল আৰু মাজুলী ফুৰাবলৈ নিয়াৰ আন্দ্ৰাৰো আহিল। প্ৰথমতে ৰজীৱে আওকান কৰিছিল যদিও মুম্বাই অফিছৰ বছে যেতিয়া জনালে তেতিয়া সি বিতোপনৰ সৈতে কথা পাতিবলৈ বাধ্য হ'ল। এনেও তাৰ পৰিবাৰে কৈ আছিল বিতোপনক পাৰিলে সহায় কৰিবলৈ।

এনেয়ে বিতোপনৰ কোনো অভাৱ নাছিল। বুৰঞ্জীত স্নাতকোত্তৰ ডিগ্ৰী লোৱাৰ পিছত পাঁচ বছৰমান চৰকাৰী চাকৰিৰ পিছত দৌৰি ফুৰিছিল যদিও হঠাৎ শিক্ষক দেউতাকৰ মৃত্যুত একমাত্ৰ ল'ৰা হিচাপে ককাকৰ দিনৰে পৰা থকা বাৰী আৰু পথাৰতে মন দিছিল সি। ধান-চাউল, মাহ সৰিয়হ, হাঁহ-কুকুৰা, গৰু-গাখীৰৰ পৰা ভাল উপাৰ্জন হৈছিল। ককাকৰ নিজৰ চিৰি-বাটামৰ ঘৰটো মেৰামতি কৰিবলৈ টান আৰু খৰছী যদিও সি ভালকৈয়ে ৰাখিছিল। আহল-বহল কোঠামুক্ত ঘৰটি এতিয়া এটা 'কেছেল'ৰ (Castle) দৰে। মহানগৰৰ সৰু সৰু কোঠাত থকা মানুহৰ বাবে এইঘৰবোৰ আৰ্কষণীয়। সেয়েহে বাৰীৰ খাদ্য খাই এনে পৰিৱেশত থাকিবলৈ ৰাজীৱৰ 'বছ' মাজুলীলৈ আহিব। ৰাজীৱেও মন কৰিলে দহটা কোঠাৰ বিতোপনৰ ঘৰটো সিহঁতৰ চাৰিজনীয়া পৰিয়ালটিৰ বাবে যথেষ্ট ডাঙৰ, সেয়ে সি সিদ্ধান্ত লৈয়ে পেলালে, বিতোপনে অনুমতি দিলে তাৰে কেইটামান ৰুম সিহঁতৰ কোম্পানীৰ জন-কল্যাণ আঁচনিৰ অধীনত অলপ উন্নত কৰি তাৰ বচ আৰু আন সকলৰ কাৰণে ঠিক কৰিব আৰু কৰিলেও। বছ ডিচ'জা ইমানেই আশ্বস্ত হ'ল যে কোম্পানীৰ কৰ্মচাৰীসকলৰ বাবে থকা বাৰ্ষিক পাৰদৰ্শিতা ভ্ৰমণ সমূহত মাজুলীলৈ যাবলৈকে পৰামৰ্শ দিলে।



Source : The Assam Tribune

বিতোপনে এইমাত্ৰ মাজুলী সাংস্কৃতিক বিশ্ববিদ্যালয়ত সমলব্যক্তিক্ৰমে এটি বক্তৃতা প্ৰদান কৰি আহি ঘৰৰ আগফালৰ চকীখনত হেলান দি ভাৱিছে। যোৱা সাত বছৰৰ আগত সৌ সিদিনা সি ৰাজীৱদাক লগ পালে, সি আহি তাৰ ঘৰটো মেৰামতি কৰিলে তাৰ বছৰ বাবে। সেই পৰ্তুগীজ মূলৰ আমেৰিকানজন উভটি গৈ পৃথিৱীক তাৰ ঘৰৰ শুশ্ৰূষাৰ কথা জনালে আৰু তাৰ দুই বিঘা মাটি জুৰি থকা বাৰীখনত গছ-লতিকা, শাক-পাচলিৰ মাজে মাজে কোঠাবোৰ সাজি কেতিয়া এটা পৰ্যটন উদ্যোগ গঢ় লৈ উঠিল তাৰ আজিও নিজৰেই সপোন-সপোন লাগে। প্ৰথমে দেশী-বিদেশী মানুহবিলাক আহোতে ৰাজীৱদা আৰু পৰিবাৰৰ সহায়ত সিহঁত দুয়ো স্বামী-স্ত্ৰীয়ে খাদ্য বনোৱাৰ পৰা পৰিৱেশন কৰালৈকে শিকিছিল আজি প্ৰায় ২০ জন মানুহক শিকোৱাৰ ওপৰি এটা উপাৰ্জনৰ পথ দিব পৰা হৈছে। সি আচৰিত হয় কেনেকৈ সিহঁতে ৰাজীৱদাহঁতক কৰা আপ্যায়ন পিছলৈ অন্যক কৰি অলপ বৃত্তিগত উপায় প্ৰয়োগ কৰি। নতুন এক জীৱিকাত সোমাই পৰিল। যাক হেনো পৰ্যটন বুলি কয়। সি নিজেও হাঁহিলে। এসময়তযে সি বুৰঞ্জীৰ ছাত্ৰ আছিল, আৰু মাহ-সৰিয়হৰ লগত লাগি থাকোঁতে সি নিজেই বুৰঞ্জী হৈ পৰিছিল। এতিয়া তাৰ সেই সাধু সাধু যেন লগা কথাবোৰেই তাৰ পৰ্যটনৰ চালিকা শক্তি। অনুসন্ধিৎসু মনটোৰ তাগিদাত বুৰঞ্জী পঢ়োঁতে মাজুলীৰ সত্ৰ আৰু ঠাইসমূহৰ ওপৰত কৰা অধ্যয়ন এতিয়া পৰ্যটকৰ আগত সাধু আকাৰে প্ৰকাশ হয়। এইবোৰেই তাৰ আধাৰ। ইয়াৰ লগতে আটোমটোকাৰিকৈ ৰাখিছে ককাকৰ ঘৰটি, বাৰীখন আৰু খেতি মাটিবিলাক। য'ত তাৰ এই আলহী বিলাকে বিমল আনন্দ অনুভৱ কৰে। যোৱা তিনিবছৰমান আগতে ৰাছিয়ানজনে ৰোৱা আম পুলিটোৰ ফটো যেতিয়া তেওঁলৈ পঠোৱা হয় তেওঁ সোনকালে আকৌ অহাৰ কথা প্ৰকাশ কৰে। আলুখেতি কৰা দিল্লীৰ পৰিয়ালটো, তৰা চাবলৈ অহা গুজৰাটীজন, বৰশী বাবলৈ অহা পুনেৰ মানুহজন, সত্ৰত নৃত্য শিকা পেৰিছৰ মানুহগৰাকী, চাইকেল মাৰি ফুৰা ন'বৰেৰ লোকজন কত মানুহ, কত চখা আন্দাৰ পূৰাই ভাল পাইছিল সি। ট্ৰেভেল এজেন্সিসমূহে তাক সম্প্ৰসাৰন কৰাৰ কথা কৈ থাকে যদিও সি বৰ মন কৰা নাই। যিমানলৈ যাব পাৰে সিমানলৈকেহে যোৱা ভাল। তাৰ পুৰণা ঘৰটিৰ লগত কুটাৰ সহ দহটা কোঠাৰ দুইমহলীয়া ঘৰটোত আশীজন পৰ্যটক ৰখাতহে পক্ষপাতী সি। যাক সি এটা ঘৰুৱা পৰিৱেশ দিব পাৰে। তাৰ পৰিবাৰে নিজে তদাৰক কৰে খাদ্য পৰিৱেশন। ল'ৰা-ছোৱালী হালেও পঢ়াৰ মাজে-মাজে তাক সহায় কৰে। সিহঁতৰ হেঁচাতেই সি সৌৰশক্তি ব্যৱহাৰ কৰিছে তাৰ ঘৰত। লগতে ৱাই-ফাই সংযোজন ঘটাইছে যদিও সি কিছু সময় প্ৰকৃতিৰ লগত কটাবৰ বাবেহে পৰ্যটকক এক মননশীল আবেদন জনায় এখন ফলক আৰি।

যোৱাবছৰ ধাননি পথাৰ চাবলৈ যাওঁতে পৰ্যটক এজনৰ লগত গাঁৱৰ ল'ৰা এজনৰ ওখনা-ওখনি হৈছিল। তাৰ পিছৰে পৰা বিতোপন যথেষ্ট সচেতন। সি এখন নিয়মাবলী বুকিংৰ সময়তে পৰ্যটকলৈ পঠাই দিয়ে আৰু অহাৰ লগে লগে ৰুমত দিও ৰাখে। সি সদায় কয় এই নিয়মাবলীসমূহ পৰ্যটকৰ যাত্ৰাটি মধুৰ কৰিবৰ বাবেহে, নিয়ম হিচাপে মানিবলৈ নহয়। অৱশ্যে সি গাঁৱৰ পৰিৱেশৰ লগত মিলিবপৰা সকলকহে আমন্ত্ৰণ জনায়। ৰাজীৱদাৰ দৰে সিও মাজুলীলৈ আহিলে যোৰহাটৰ নিমাতীঘাটৰ পৰা আবেলিৰ ফেৰীখনত আহে। য'ত পাব এজাক ঘৰমুখী মানুহ, ফেৰীৰ কাষত ভুটুংকৈ ওলোৱা দুপ্ৰাপ্য শিশু কিম্বা ব্ৰহ্মপুত্ৰত সূৰ্যাস্তৰ দৃশ্য, এজাক বাহমুখী পক্ষীৰ কোলাহল আৰু ঐনিতম কিম্বা বিহুৰ কলি। সন্ধিয়াৰ নামঘৰত ডবা-কাঁহ আদি শব্দৰ মাদকতাই সুকীয়া। ইয়েই হ'ল মাজুলী। শংকৰদেৱ আৰু মাধৱদেৱ দুইজনা গুৰুৰ মিলনস্থলী, সত্ৰীয়া সংস্কৃতিৰ প্ৰানকেন্দ্ৰ, বিভিন্ন জনগোষ্ঠীৰ বসতিস্থলী। একেডাল এনাজৰীৰে বন্ধা।

ৰ'পেক্স' নামৰ ডাঙৰ জাহাজকেইখন চলাচলৰ সময়ত মাজুলীৰ যাতায়ত ব্যৱস্থাটি দ্ৰুত হৈছিল যদিও জাক জাক মানুহৰ অহা যোৱাত মাজুলীত শান্তিৰ পৰিৱেশতো নোহোৱা হৈ পৰিছিল। ন বজাৰ ফেৰীত এজাক মানুহ মাজুলীলৈ চপলিয়াই আৰু অফিচ-কাচাৰী, ৰাস্তা-পদুলা, সত্ৰত দপদপাই তিনিবজাৰ ফেৰীত পুনৰ ঘূৰি গৈছিল। এই ন বজাৰ পৰা তিনি বজালৈ এক বিশৃংখল পৰিবেশ সৃষ্টি কৰিছিল যাক আজিও পাহৰিব পৰা নাই সি। অৰ্থনৈতিকভাৱেও পৰ্যটনৰ দৃষ্টিৰে মাজুলীৰ লাভালাভ বহু আশাপূৰ্ণ আছিল যদিও ফলাফল আশাজনক নহয়। দিনৰ যাত্ৰীহে অধিক। এতিয়া বাৰু মাজুলীৰ উন্নয়নৰ বাবে অতি জৰুৰী ব্ৰহ্মপুত্ৰৰ ওপৰত যোৰহাট মাজুলী সংযোগী নিৰ্মিয়মান দলংখন সম্পূৰ্ণ হ'লে একে পৰিৱেশ হ'ব নেকি? সি শীঘ্ৰেই ৰাজীৱদাৰ লগত এই কথা আলোচনাৰ কথা ভাৱে মাজুলীত উন্নয়নৰ বাবে দলংখন অতি জৰুৰী যদিও গুৰুত্বপূৰ্ণ হ'ল মাজুলীৰ বহনক্ষমতা তথা ভাৰসাম্যতা। মাজুলীৰ পাৰিপাৰ্শ্বিকতা বৰ্তাই ৰাখি ই কিমান পৰ্যটক বহন কৰিব পাৰিব ই অতি গুৰুত্বপূৰ্ণ কথা। যি পাৰিপাৰ্শ্বিকতাত মুগ্ধ হৈ গুৰু দুজনাই ব্ৰহ্মপুত্ৰৰ বুকুত এই সত্ৰীয়া বৈষ্ণৱ সংস্কৃতিৰ পোখা মেলিছিল বা জনগোষ্ঠীখিনিয়ে প্ৰকৃতিৰ প্ৰতিকূল পৰিৱেশতো তেওঁলোকৰ আৱাসস্থলী ৰূপে মাজুলীক গঢ়ি তুলিছিল অথবা যাৰ পৰিৱেশত মুগ্ধ হৈ পৰ্যটকসকল আহে, তাক সময়ৰ পৰিৱৰ্তনৰ লগে-লগে ৰক্ষা কৰাটোও অতি প্ৰয়োজনীয়। তাৰ উত্তৰ বিতোপনৰ বাবে অতীব প্ৰয়োজন। বিতোপনে ভাৱে ইয়াৰ বাবে মাজুলীৰ প্ৰশাসন আৰু মাজুলীবাসীৰ সহযোগত এটা পৰ্যবেক্ষন কোষৰ অতি দৰকাৰ। লগতে পৰ্যটন ব্যৱস্থাটোৰ লগত জড়িত লোকসকলক নতুন সন্ভাৱনা সমূহৰ লগত মোকাবিলা কৰাৰ বাবে উচ্চ পৰ্যায়ৰ প্ৰশিক্ষণৰ লগতে পৰ্যটনৰ ফলত সমাজত পৰিব পৰা কুপ্ৰভাৱসমূহো বিশ্লেষণ কৰাৰ প্ৰয়োজনীয়তা আহি পৰিছে। তেতিয়াহে মাজুলীয়ে পৰ্যটনৰ সুফলসমূহ লাভ কৰাৰ লগতে ইয়াৰ পৰিপাৰ্শ্বিকতা বজাই ৰাখিবলৈ সক্ষম হ'ব।

শেষ বুলিলেই শেষ নহয়

প্ৰয়াস শৰ্মা
MTTM, ২০২৪-২৬,
ব্যৱসায় প্ৰশাসন বিভাগ

(এখন পৰ্যটন বিষয়ক আলোচনীত জুবিন গাৰ্গ সম্পৰ্কীয় লেখা এটা অন্তৰ্ভুক্ত হ'ব পাৰে জানো? কিন্তু যি জুবিনে গানেৰে সম্পূৰ্ণ এটা যুগ সলাই পেলালে, সেই জুবিনৰ বাবে আমি এই সামান্য নিয়মটো সলাব নোৱাৰোঁনে?)

"তুমি শাস্বত
তুমি ভাস্বত
পৃথিৱীৰ য'ত শেষ
তাতেই তোমাৰ আৰম্ভণি।"

হীৰুদাৰ ব্যক্তিত্বৰ বিশালতা সামৰি লিখিছিল জুবিনে। কিন্তু তেওঁ নিজেও যেন তেনে এক বিশাল সত্তা। পৃথিৱীৰ য'ত শেষ, তাতেই আৰম্ভণি জুবিনৰ। নাস্তিক জুবিন আজি নিজেই এটা ধৰ্ম; আমি সকলো তাতেই সমাহিত, সমৰ্পিত।

৯০ৰ দশকত যেতিয়া অসমত মানুহে অসমীয়া গানেই নুশুনা হৈছিল তেতিয়াই আহিছিল জুবিন, এজাক ধুমুহা হৈ। লাহে লাহে জুবিনৰ গান প্ৰতিজন অসমীয়াৰ জীৱনৰ এক অংশস্বৰূপ হৈ পৰিল। প্ৰজন্মৰ মাজৰ সংগীতৰ ৰুচিবোধৰ কঠিন দেৱাল ভাঙি পেলোৱা মানুহজনেই জুবিন। অসমীয়া গানৰ খৰাঙৰ সময়ত পুনৰ অসমক অসমীয়া গানৰ প্ৰেমত পেলোৱা মানুহজনেই জুবিন।

আত্মপ্ৰকাশ কৰাৰে পৰাই চুপাৰহিট জুবিন। সৰল অনুভৱ, সৰল গীতৰ কথা; ঠিক যেন মানুহজনৰ দৰেই। গান চলি থাকিল, চিনেমা চলি থাকিল, মানুহ তেওঁৰ সৃষ্টিৰ প্ৰেমত পৰিল। কিন্তু সমগ্ৰ অসমত জুবিনৰ যি Cult Following, তাত তেওঁৰ সৰল মনটোৰ অৱদান তেওঁৰ গানতকৈ কোনোগুণেই কম নহয়। ৰাস্তাত আড্ডা মৰা জুবিন, কাজিৰঙাৰ বানত অনাথ হোৱা গঁড়ৰ দায়িত্ব লোৱা জুবিন, মানুহক নিস্বার্থভাৱে সহায় কৰা জুবিন, বানপানীত মানুহক সহায় কৰিবলৈ ওলাই অহা জুবিন, আৰু যে কত কি! জুবিন গাৰ্গ মাথোঁ এটা কণ্ঠ নহয়, জুবিন গাৰ্গ এটা আন্দোলন। এক আন্দোলন মানৱতাৰ, নিজৰ শিৰা বিচৰাৰ।

আমাৰ সমগ্ৰ প্ৰজন্মটোৱেই জুবিন গাৰ্গৰ গানৰ সৈতে ডাঙৰ হৈছে। সুখ-দুখ, প্ৰেম-বিচ্ছেদ, প্ৰেৰণা আৰু জীৱনৰ ধুমুহা সকলোতে জুবিনৰ গানেই নিচুকাই। উজাগৰ ৰাতি, বন্ধুৰ আড্ডা, বাছৰ যাত্ৰা সকলোতে জুবিনৰ গান। জুবিন গাৰ্গক আমি যেন সদায় লগ পাওঁ, তেওঁৰ গানৰ মাজেৰে; যেন অসমৰ প্ৰতিটো পৰিয়ালৰ এজন সদস্যহে তেওঁ। সেয়ে কিজানি জুবিন নোহোৱা হোৱাৰ দুখ নিজৰ পৰিয়ালৰে এজনক হেৰুওৱাৰ দৰেই; আত্মিক।

"চোঁচা চোঁচা আঙুলি
এয়াটো নহয় তুমি
গধূলি গোলাপ মোৰ
শুই থকা জননী।"

মাতৃ বিয়োগৰ শোকত লিখিছিল জুবিনে। আজি সমগ্ৰ অসমে যেন এই গানেৰেই তেওঁক কৈছে,

"চকু মেলা, সাৰ পোৱা,
মোলে চোৱা।"



যোৱা তিনিটা দশকজুৰি প্ৰতিটো প্ৰজন্মক নিজৰ কঠেৰে মোহাচ্ছন কৰি ৰখা জুবিন গাৰ্গৰ মোৰ দৃষ্টিত কমকৈ আলোচিত এটা দিশ হৈছে তেওঁ নিজেই লিখা গানৰ গভীৰতা, গীতিকাৰ জুবিন গাৰ্গৰ পৰিপক্কতা। ব্যক্তিগতভাৱে মোৰ প্ৰিয় তেওঁ লিখা কেইটামান গান -

"মোৰ এই গান, মোৰ উন্মেষ
মোৰ এই সুৰ, তোমাতেই শেষ
তুমি হাঁহি তুমি অশ্ৰু
মোৰ সৃষ্টি মোৰ মৃত্যু।"

"অহোৰাত্ৰি অনাবিল স্বপ্ন প্ৰতাৰিত
বাস্তৱ মোৰ কাষত ক্ৰন্দন বৰষিত।"

"মৰণ যন্ত্ৰৰ ধোঁৱা
স্বাধীনতা বুলি কোৱা।
কাৰ বাবে কোৱা!
কোনে দেখিব কোনে বুজিব
কোন ৰ'বগৈ কোৱা?"

"মুক্ত হোৱাৰ সপোন দেখি
পশু হোৱাত কিমান বাকী?
জীৱন দিয়াৰ ক্ষমতানো কাৰ?
জীৱন লোৱাৰ ক্ষমতা অপাৰ!"

"অবুজ অবুজ আশাৰ নাচোন
সজীৱ সজীৱ হিয়াৰ সপোন
আকৌ সাজোন আকৌ কাচোন
নিজৰ ভাঙোন হঠাৎ নতুন
ঘূৰি চালেই কৰুণ কান্দোন।"

"মোৰ পৃথিৱী যেন চিৰনতুন
তুমি এষাৰ মাত দিলে।"

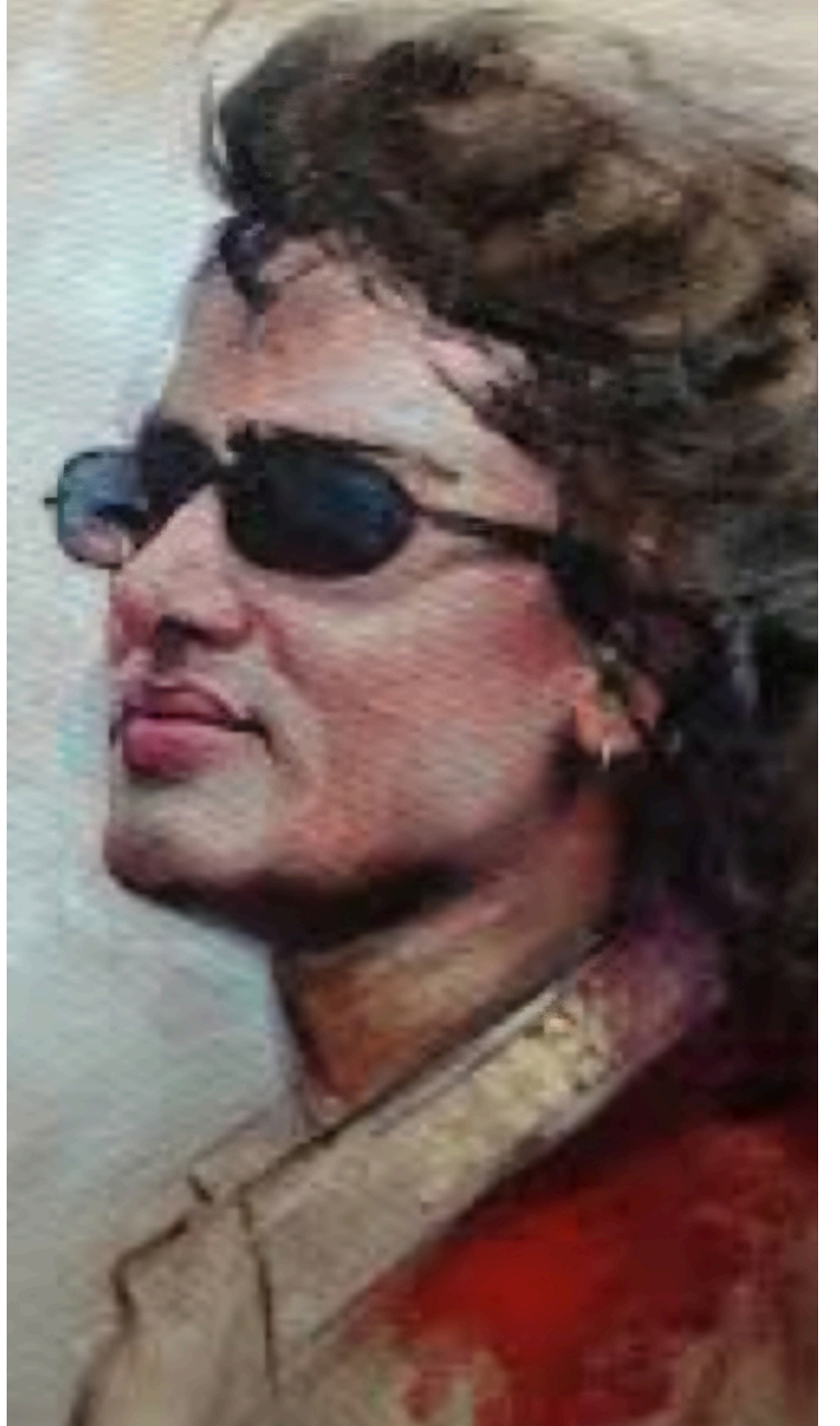
"জ্বলিলা যেতিয়া ৰাতিপুৱালৈ জ্বলা
ৰাতি কিমান দীঘলীয়া
সেই কথা এতিয়া
এন্ধাৰক সোধাৰ প্ৰয়োজন কি?"

"সময়ো যেন থমকি ৰয়
ক'লা চকুজুৰি তুলি চালে তুমি।"

"দুৰপি হওঁক বেদনা
ফুলক হাঁহিৰ ফুলনি
কুঁৱলী হওঁক চেতনা
জ্বলক প্ৰেমৰ অগণি।"

"মন্ত্ৰী, MLA সব পাপড়হে মাত্ৰ
দেখিবলে খাদ্য আচলতে শব্দ।"

"তুমি চুলেই যে বসন্ত
ধুমুহাও যে প্ৰশান্ত
তোমাৰ মাজতে জীৱন্ত
সৃষ্টি অপৰূপ অনন্ত।"



Source : Art by Subrat Baruah

ইউকেলিপিছাছ গছৰ দৰে ওখ হ'বলৈ বিচাৰিছিল জুবিন। বিচ্ছিন্নতাবাদী আন্দোলনৰ হেঁচাত অসমে যেতিয়া হতাশাত ভুগিছিল, হিংসা আৰু তেজ দেখিছিল; তেতিয়াই জুবিনে আনিছিল আশা আৰু ভালপোৱা। অসম আৰু অসমীয়াৰ মনত সকলোতকৈ ওখ যদি কিবা আছে, সেয়াই জুবিন।

জুবিনে আমাক কি দিলে? গান, কবিতা, চিনেমা দিয়াৰ লগতে আমাক শিকালে যে মানুহে মানুহক সহায় কৰিব লাগে, জাতি-ধৰ্মৰ উদ্ভূত আমি সকলো একেই মানুহ, প্রকৃতিক ভাল পাব লাগে, গছ কাটিব নালাগে আদি অনেক কথা। দেখাত তেনেই সাধাৰণ যেন লগা এই কথাবোৰ দৰাচলতে অসাধাৰণ। ইয়াৰে প্রতিটো কথাই আমি পঢ়িছোঁ বা শুনিছোঁ, Theoretically। জুবিনে এই সকলোবোৰ বাস্তৱত কৰিছে, Practically। ইয়েই জুবিন গাৰ্গক 'জুবিন গাৰ্গ' কৰি তোলে। নিৰ্ভেজাল।

"শেষ বুলিলেই শেষ নহয়;
আকৌ আৰম্ভণি হয়,
শেষ নহয়।"



Source : India Today