



**International E Summit 2019**  
on  
**Entrepreneurship Development  
Through Ecotourism in  
Northeast India**

*February 14-15, 2019*



*Supported by*  
**Indian Council of Social Science Research (ICSSR)**  
**Institute of Bioresources and Sustainable Development (IBSD)**

*Organised by*  
**Entrepreneurship Development Cell (EDC)**  
**SHIVAJI COLLEGE**  
(University of Delhi)  
Ring Road, Raja Garden, New Delhi-110027

*"Let every individual and institution now think and act as a responsible trustee of Earth, seeking choices in ecology, economics, and ethics that will provide a sustainable future, eliminate pollution, poverty, and violence, awaken the wonder of life and foster peaceful progress in the human adventure."*

—John McConnell,  
Founder of International Earth Day

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**Entrepreneurship Development Cell (EDC)**  
**SHIVAJI COLLEGE**  
(University of Delhi)  
Ring Road, Raja Garden, New Delhi-110027

New Delhi, 2019

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डॉ. हर्ष वर्धन  
DR. HARSH VARDHAN



मंत्री  
विज्ञान और प्रौद्योगिकी एवं पृथ्वी विज्ञान ;  
पर्यावरण, वन और जलवायु परिवर्तन  
भारत सरकार  
नई दिल्ली - 110001

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SCIENCE & TECHNOLOGY AND EARTH SCIENCES ;  
ENVIRONMENT, FOREST AND CLIMATE CHANGE  
GOVERNMENT OF INDIA  
NEW DELHI - 110001



### MESSAGE

It is indeed a pleasure to know that Entrepreneurship Development Cell of Shivaji College, University of Delhi is organising an International E-Summit on "Entrepreneurship Development through Ecotourism in North East India" on 14th & 15th February 2019.

This summit is a timely event, bringing together the global community in enriching the field of eco-conservation through responsible tourism and searching new avenues for entrepreneurship in the area.

I am sure that the theme would generate immense interest amongst the participants and the deliberations would carve out implementable suggestions and provide a balanced approach for making tourism more nature conserving and ecologically sustainable venture. I also hope that this summit will be an impetus to stimulate further study and research in the area.

I extend my warm greetings and best wishes to the organisers and the participants for the success of the event.

  
(Dr. Harsh Vardhan)



जनरल ( डा. ) विजय कुमार सिंह  
पीवीएसएम, एवीएसएम, वाईएसएम ( से.नि. )  
**GEN. (DR) VIJAY KUMAR SINGH**  
PVSM, AVSM, YSM (Retd)



विदेश राज्य मंत्री  
भारत सरकार, नई दिल्ली  
Minister of State for External Affairs  
Government of India, New Delhi



**Message**

I am glad to learn that The Entrepreneurship Development Cell (EDC) of Shivaji College is organizing an International E-Summit on 14-15 February, 2019 on the theme "Entrepreneurship Development through Ecotourism in North East India" in collaboration with Institute of Bio Resources and Sustainable Development (IBSD). Along with main theme, the Summit shall also focus on ecosystem for startups and entrepreneurs in India.

North Eastern states of India have immense potential for both eco and cultural tourism, which is attracting the attention of global tourists and policy makers. The region is rich and diverse where each state has a unique offering in terms of beautiful landscapes and culture. We must understand that developing a strong growth programme calls for a combination of investment of financial resources, use of modern knowledge and a commitment of human resources, including strong leadership. Young entrepreneurs and businesses can have a significant role in promoting eco tourism and simultaneously sustaining local and indigenous livelihoods and traditions cultural heritage. They can be an engine of growth for the region with the support of government which has a strong focus on development of this region.

I believe that this International E-Summit organized by Shivaji College, shall help reinforce the importance of eco-tourism in building a more sustainable future and promote policies and practices benefiting businesses and communities. Such initiatives provide platforms for invaluable learning and networking opportunities, where ignited minds gather to discuss ideas and solutions that inspire change. I hope that the outcome of the said summit shall spell out innovative ideas and strategies for a sustainable growth path.

I am happy to be associated with this Summit and extend my felicitations to the organizers, members of managing committee and participants. I wish them a successful and academically stimulating event.

**[Gen. (Dr) V. K. Singh (Retd.)]**



डॉ टी एम भसीन  
Dr T M BHASIN



सतर्कता आयुक्त  
केन्द्रीय सतर्कता आयोग  
VIGILANCE COMMISSIONER  
CENTRAL VIGILANCE COMMISSION



January 4, 2019

### MESSAGE

I am very happy to learn that Shivaji College, a prestigious constituent of University of Delhi, is organising an International Entrepreneurial Summit on **"Entrepreneurship Development through Ecotourism in North East India"**. It is also heartening to note that the Summit will also focus on **"Ecosystem for startups in India"**. The theme of the Summit is quite contemporary and in line with the United Nations vision to promote **"Ecotourism and sustainable Tourism practices"**.

Summit like this is a noble endeavour to streamline and enrich the thought process of all the delegates and participants, as it brings to fore the potential that our North Eastern States offer to become an active source of tourism and inflow of Foreign Direct Investment (FDI) in India.

Over a period of time, business pattern, strategies, and systems have witnessed a paradigm change. Our North-Eastern States are habited by both tribal and non-tribal communities who share unique cultural and traditional values. With the launch of successful schemes and unique initiatives taken up by the Government of India as also by the private sector in the tourism sector, North Eastern India has emerged as one among the most profitable markets for investment in tourism development.

As a nation, we continue to grow with strong vision to be sustainable in practices and build healthy environment. This International Summit is going to offer a synergistic platform to provide ample opportunities by sharing the wisdom and generating views on how to meet the challenges of present day tourism development in North Eastern India.

I am sure that the theme of the Summit will ignite the minds of the research scholars and academicians; and discover new dimensions of doing business, fostering the growth, happiness and development of our nation.

I extend my heartiest best wishes to the organisers for a grand success of this 'International Entrepreneurial Summit'.

  
(Dr. T.M. Bhasin)





## Message

Search for a career that promises a life free from wants along with opportunity for rising higher and higher is a nagging concern among college students. This makes it the moral duty of college to provide guidance to help the students in choosing a career they like – one which will enable them to become enlightened, prosperous citizens who add to the collective prosperity of the nation.

I congratulate the Principal Dr. Shashi Nijhawan, Ms. Suman Kharbanda and her entire team, especially the faculty-members and students associated with the **Entrepreneurship Development Cell and the Organising Committee**, for conceiving and planning the **International Summit on Entrepreneurship Development through Ecotourism in Northeast India** to be held in February.

Besides helping students in choice of their career, this Summit also serves another cause of national importance, namely, promotion of ecotourism in our Northeast region. Intermixing of the local people with tourists from elsewhere in the country and abroad (especially from our South Asian neighbours) making friends with them while showcasing the rare assets of nature in their beautiful hills, caves, vales and forests, will give them a sense of pride and also remove their nagging feeling of isolation, besides stimulating the local economy. I feel that many students from the Northeast states will seriously consider taking to entrepreneurship in tourism in their *home-States*. It will also be our humble contribution to the Prime Minister's Act East Policy.

I wish this Summit a grand success.

**P. P. Shrivastav, IAS (Retd)**

Chairman, Gov. Body: Shivaji College  
and of Asian Confluence, Shillong  
Member, Gov Council of Tibet House  
Member, Advisory Committee NDMA

---

FORMERLY● Member, North Eastern Council, Shillong (in the rank of Union Minister of State): March 2005 -August 13;  
● Adviser to Governor in States under President's Rule (one yr each): in Assam: 90-91; HP:93 & Manipur:94;  
● Member, Post-Kargil Task Force, NSCS (2000-01); Chairman, Naga Cease-Fire Monitoring Grp MHA(98-99);  
● Ministry of Home Affairs (75-92 in 3 tenures) Retired as Spl Secretary in 1993; Oxford University (1979-80);  
● Chief Secretary, Goa -with additional charge of UTs of Daman & Diu & Dadra & Nagar Haveli (1986-1988);  
● Commissioner, Municipal Corpn of Delhi: 81-86; Commissioner (Slums) & Dy Commissioner MCD (71-75);

## *From the Principal's Desk*



***“Any dream can turn into reality with determination & courage”***

Shivaji College is committed to create an environment for students to develop themselves holistically in creative and innovative ways. As a part of our continuous endeavour for creating an illuminating environment, Entrepreneurship Development Cell of our college is presenting to you its first International E Summit. This two days event on the theme “Entrepreneurship Development through Ecotourism in Northeast India” is being organised in association with Institute of Bio-resources and Sustainable Development (IBSD).

Ecotourism is a growing niche market within the larger travel and tourism industry, essentially concerned with promoting economic and social development, without compromising the state of natural ecosystems and biodiversity. The Northeastern states of our country, being so beautiful and rich in biodiversity, are hot destinations for ecotourism. The challenges for entrepreneurship development in this field are unique and quite different from other segments of the tourism industry, since the effectiveness of ecotourism is measured by its sustainable development results, such as, educating the tourists about sustainability, conservation of the natural habitat, and benefitting the local indigenous communities.

This E Summit aims to provide different minds, a platform to exchange ideas, influence and collaborate with each other to create awareness about Ecotourism and inspire young entrepreneurs to move ahead with great enthusiasm, cognition and wariness.

I congratulate the teachers, the organisers and the students of Entrepreneurship Development Cell for their efforts in organising first International E Summit and adding feather to the cap.

I extend warm welcome to all the dignitaries and participants for their presence in this International E Summit and hope that this event acts as a medium for all of us to ponder upon the topic and challenge us to strive towards it and inspire us at the same time.

Thank you!

**Dr. Shashi Nijhawan**

PRINCIPAL  
SHIVAJI COLLEGE





जैव संसाधन और स्थायी विकास संस्थान  
**INSTITUTE OF BIORESOURCES AND SUSTAINABLE DEVELOPMENT**  
A National Institute of the Department of Biotechnology, Govt. of India

IBSD : Manipur, Sikkim, Meghalaya, Mizoram  
[www.ibsd.gov.in](http://www.ibsd.gov.in)



## Message

Northeast India which falls under the Indo-Burma region is amongst the top ten Biodiversity Hotspots in the world. The region comprising of eight states such as Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, inspires nature lovers because of its unique resources, culture and natural beauty. I am glad that Entrepreneurship Development Cell (EDC) of Shivaji College, University of Delhi in collaboration with Institute of Bioresources and Sustainable Development (IBSD), an autonomous Institute of Department of Biotechnology, Government of India located at Northeast is organizing an International E Summit on "Entrepreneurship Development through Ecotourism in Northeast India" at Delhi during February 14-15, 2019. I am sure the E Summit will be very useful to boost the Ecotourism in the Northeast India.

I convey my best wishes for the success of the Summit.

**Professor Dinabandhu Sahoo**  
Ph.D, D.Sc (Honoris Causa)  
FNASc, FNAAS, FBRs  
Director



## Message

It gives me immense pleasure to write a message for the International E Summit on the theme **"Entrepreneurship Development through Ecotourism in Northeast India"** organised by Entrepreneurship Development Cell (EDC) of Shivaji College, in collaboration with Institute of Bioresources and Sustainable Development (IBSD) and North East Development Foundation (NEDF).

As a Geographer, I can fully understand the importance of the summit. It is of great significance that this august body is going to deliberate upon several important topics with particular emphasis on entrepreneurship opportunities through ecotourism in Northeast India, including ecotourism opportunities, exploring new areas of practice and enhancing quality of professional services.

Since the last two decades, many of the world's natural areas remain under threat; climate change has increasingly become a major threat affecting the natural resources on which ecotourism depends. The role of ecotourism in supporting sustainable development and the achievement of the Sustainable Development Goals, notably the alleviation of poverty, has become recognized as a critical industry responsibility. Ecotourism has articulated the core principles of sustainability in the travel and tourism industry and therefore plays a leading role within the industry as a whole. In light of these pressures and opportunities, I believe that this international E Summit will be pursuing policies to make ecotourism more sustainable. I personally fully endorse this approach.

I convey my best wishes for the success of the International E Summit.

A handwritten signature in purple ink, appearing to read 'sclai', located below the main text of the message.

**Professor Suresh C. Rai**  
Professor and Head  
Department of Geography  
Delhi School of Economics  
University of Delhi, India  
Secretary General  
National Association of  
Geographers, India  
(NAGI)



## Message

My heartiest congratulations and best wishes for the International E Summit on "**Entrepreneurship Development through Ecotourism in Northeast India**" organised by Entrepreneurship Development Cell (EDC) of Shivaji College, in collaboration with Institute of Bioresources and Sustainable Development (IBSD).

Entrepreneurship is considered a central force of economic development, as it generates growth and serves as a vehicle for innovation and change. Ecotourism has a great potential to generate entrepreneurship in the untapped sectors in India. It has become one of the fastest-growing sectors of the tourism industry and thus must address the relevant issues and create awareness about its opportunities and challenges. This international summit will throw light on thrust areas in generating entrepreneurship through ecotourism. Northeast India is one of the hotspots where a lot can be done in ecotourism thereby generating entrepreneurship.

I hope this summit will provide an excellent platform to discuss, reflect, inspire and be inspired and will turn out to be a stage where bridges will be built in the good academic tradition of open, intellectual discussions.

Special thanks to the leadership at Shivaji College, for focusing on this important theme and all the speakers dedicating their time to this worthy theme!

I would like to express my profound support to all of its participants.

Wishing you all a very fruitful and rewarding Summit.

**Rita Kumar**  
Adviser, Office of International Relations  
Norwegian University of Science and Technology  
NTNU, Norway



## Message

It is my pleasure to be a part of the advisory board of the Entrepreneurship Development Cell of Shivaji College which is a NAAC Accredited 'A' Grade college of University of Delhi. I have been guiding the Cell which in association with Institute of Bioresources and Sustainable Development (IBSD) has organized this International E Summit on “Entrepreneurship Development through Ecotourism in Northeast India” with a special focus on 'Ecosystem for Startups and Entrepreneurs in India'.

I have had the pleasure of giving similar guidance to the College on two more occasions – once on 'Sustainable Development' and on 'Spirituality, Science and Ethics'. On the earlier occasions also I felt that the College faculty is spirited in its effort in conducting Seminars and Conferences. I have had interactions with the organising committee for the present, International Summit and notice that a well laid out event of great importance lies ahead.

Northeast has hitherto been a neglected area for many years in the country. Time is overdue that it be included in the mainstream. The pristine state of the Northeast is ideal for ecotourism. What could be better than attracting the attention of the Centre by holding an International Seminar on the Northeast in Delhi? Also, rightly, 'Ecosystem for Startups and Entrepreneurs' is an essential link that holds the key to having entrepreneurship development in the Northeast. Such a seminar, I hope will ignite the path for transformation in the Northeast. I am sure that this will lead to a healthy debate on how to galvanize and rev-up the tourism sector while ensuring that the Northeast remains as pristine. It may lead to tie-ups with venture capitalists. The potential is immense.

I wish the organisers the best and thank them for continuing our relationship which I cherish.

Best Wishes.

**Prof. K.V. Bhanu Murthy**

Former Dean Faculty of Commerce and Business  
Delhi School of Economics, University of Delhi

&  
Professor, University School of Management and Entrepreneurship  
East Delhi Campus, Delhi Technological University, Delhi



## Message

Travel and tourism industry will be one of the major contributors in the economic development of India during the next decade as world-wide the industry is contributing approx. 7% of total global export and 10% of the World's GDP. In order to accomplish this Sustainable Development Goal United Nation World Tourism Organization (UNWTO) has asked all the signatory nations to embrace sustainable tourism.

E Summit on ***Entrepreneurship Development through Ecotourism in Northeast India*** is of topical interest and would provide an opportunity to learn about business models that support development of ecotourism, particularly in Northeast India. I congratulate the organising team - Entrepreneurial Development Cell of Shivaji College, University of Delhi - for taking up an initiative of organising this event in association with Institute of Bioresources and Sustainable Development (IBSD).

I hope that these two days of international E Summit will provide great opportunity for fruitful deliberations and will enhance the knowledge of young minds by giving an opportunity to interact with one another and with experts in these fields to improve the status of entrepreneurial development in ecotourism. I further hope that the summit of its own kind will draw upon policy document for the government too.

I once again congratulate the organizers for this endeavour and wish a great success for the event.

**Dr. Kavita Sharma**  
Professor & Dean  
Faculty of Commerce and Business  
University of Delhi  
Delhi-110007



## Message

Shivaji College together with Institute of Bioresources and Sustainable Development has taken a giant responsible step forward in leading the way to explore the possibility of encouraging entrepreneurship in the development of ecotourism in Northeastern part of India. Many parts of the world have seen destructive changes brought in by fully opening the tourism sector to the market forces only. Ecotourism, though largely an economic activity, should also support the conservation of our rich cultural heritage and sustenance of the ecosystem of the geography it is practised in.

For entrepreneurs and start-ups, the path is full of hurdles – lack of capital, lack of training, lack of collective development of the market, to name a few. I hope that the outcome of the Summit will provide an insight into modalities to build capacities, both institutional and individual amongst the entrepreneurs. They will need to be told about the global best practices and success stories in ecotourism, enabling them to decide on their own business models.

I take this opportunity to wish the International Entrepreneurial Summit for Entrepreneurship Development Through Ecotourism in Northeast India : Ecosystem for Start-ups in India all the success and commend Shivaji College and Institute of Bioresources and Sustainable Development on this very positive initiative.

**Ms Masooma Rizvi**  
MD & Creative Head  
Belita Design Solutions





## Message

I am thrilled to learn that the Entrepreneurship Development Cell (EDC), Shivaji College in collaboration with Institute of Bioresources and Sustainable Development (IBSD) is organizing an International E Summit on the theme “Entrepreneurship Development through Ecotourism in Northeast India” along with focussing on Ecosystem for Startups and Entrepreneurs in India from February 14-15, 2019.

There is renewed focus and attention on entrepreneurship development since the last 5 years as our leaders and people realize that we must train our youth to be job creators rather than merely job seekers. Many young entrepreneurs have gone on to build billion of dollars over these past five-six years making India proud.

I am particularly happy to see Shivaji College EDC taking up the challenge to highlight the entrepreneurship development in Northeast. Many feel that our Northeast areas have been under recognized since Independence, being and though abundant in natural and skilled human resources, the potential is yet to be fully delivered. It is then extremely timely to organise this summit to focus both on entrepreneurship, startups and ecotourism in Northeast India.

I congratulate the EDC members, student leaders and faculty members for this initiative and their hard work in shaping the event. An international event takes significant planning, hard work and resource to pull off. The team has done an absolutely fabulous job, under the leadership of the Principal and the Committee Convener in making this a widely attended and represented event. I hope the EDC will go from strength to strength, and Shivaji College will emerge as an entrepreneurial hub within DU system in the course of time.

With best wishes.

**Arvind Jha**  
Member, Board of Governors, Shivaji College  
Startup Mentor & Entrepreneur





## Message

The Entrepreneurship Development Cell (EDC), Shivaji College was launched in 2017 with the objective of fostering entrepreneurial spirit and promoting a culture of innovation and creativity. The EDC aspires to provide a fertile environment to students so that they can cultivate their business ideas and have strength to convert them into a concrete reality. It organises activities and workshops throughout the year that bring academics, business and industry together so that students interact with experts and gain new skills. In a short span of just eighteen months, the EDC has come a long way by charting out an eventful journey.

As a fitting finale to an action-packed year, the International E summit, “Entrepreneurship Development Through Ecotourism in Northeast India” was planned to create awareness about a domain, which evokes global concerns and holds enormous growth potential with ubiquitous interest. Northeast is rich in biodiversity and holds endless opportunities for youth. The world surely needs to be beckoned and invited to this beautiful, fascinating and culturally diverse region of India.

Developing an economically viable, environment-friendly and socio-culturally sustainable model of businesses in ecotourism requires an in-depth knowledge of the region. For carving out innovative models that can add value to the lives of local community, one can also learn from countries which have used and preserved the environment judiciously. This International E Summit thus attempts to bring various stakeholders and academicians together on a common platform.

On behalf of the organisers, I thank honourable Chief guests, speakers and advisors from India and abroad for their valuable inputs and gracious presence at the event. I am also thankful to ICSSR, IBSD and other sponsors for their support in this endeavour.

International Entrepreneurial Summit on this scale was possible only under the dynamic leadership of Dr. Shashi Nijhawan, Principal, Shivaji College. Her vision and motivation encouraged us to undertake this ambitious venture. The organising committee has worked with complete dedication and passion towards the success of this summit. The student committee and volunteers deserve special mention for their enthusiasm and involvement in organising this summit. The vibrant atmosphere of Shivaji College, coupled with extremely cooperative colleagues and administrative staff have undoubtedly contributed to the successful execution of the ideas.

I believe, this summit is the start of an important dialogue, and every voice is a vital addition to an ongoing learning process. With this belief, I express my deep gratitude to all the participants and contributors to this summit.

**Suman Kharbanda**  
Convener, EDC  
Shivaji College

## *Students' President Message*



**Simran Chawla**  
President

Entrepreneurship Development Cell  
Shivaji College



**Kshitiz Gupta**  
President

Entrepreneurship Development Cell  
Shivaji College

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**“Don't worry about being successful but work towards being significant and success will naturally follow”**

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We started off the Entrepreneurship Development Cell in 2017 with the aim of creating something big, unique and meaningful. In the past one and a half year, EDC has not only helped us develop start-up culture in the college but has also added immensely to the skill set of each and every member of the cell.

Staying late to meet deadlines, discussing at the C-point, negotiating with sponsors, tapping speakers and working harmoniously with the team have been some of the most worthwhile experiences during this journey.

One of our first successful projects at EDC was the setting up of a paper processing unit. It helped us recycle used paper and create gainful employment opportunities. Ever since then, there has been no looking back for EDC.

E-Roadies along with Business Plan, our flagship event, a simulation of a grilling pitch session was highly successful and helped young entrepreneurs learn the art of pitching their ideas to investors and stakeholders.

Our professors have been pillars of support for the student fraternity. They continue to be a source of encouragement and wisdom for the EDC. Their vision and guidance have helped us take EDC to newer heights in such a brief span of time.

We had a great experience leading the society. We had so much fun organising various events. Each day has been a new learning experience. Meeting people from different domains, interacting with successful and renowned entrepreneurs, we have gained a well rounded experience at EDC.

We wish that the cell grows leaps and bounds in the years to come and serves as a bridge between ideas and execution.

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## ICSSR

The Indian Council of Social Science Research is an important organisation of the Central Government. This council was established in the year 1969 by the Government of India to promote research in social sciences in the country. It is an autonomous organisation. This council helps to provide opportunities for conducting research in the field of higher education. The Council undertakes various research activities in the field of social science. ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India. Documentation center of ICSSR - National Social Science Documentation Centre (NASSDOC) - provides library and information support services to researchers in social sciences. ICSSR has developed ICSSR Data Service to serve as a national data service for promoting powerful research environment through sharing and reuse of data among social science community in India.



## IBSD

Northeast Region of India is a genetic treasure house of plants, animals and microbial resources. It is one of the 12 mega biodiversity rich zones of the world under Indo-Burma Hotspot. Realizing the importance of the rich biodiversity and the unique bioresources of the region, Department of Biotechnology, Ministry of Science and Technology, Government of India established the Institute of Bioresources and Sustainable Development (IBSD) at Imphal, Manipur in the year 2001 under the Manipur Societies Registration Act, 1989. The idea is to set up the state of art biotechnology research facilities at Imphal for sustainable development of bioresources. The main mandate of this institute is conservation and sustainable utilization of bioresources for the socio-economic development of the region.



# Contents

---

Messages	iii - xviii
Journey of EDC	5
Lesson from Africa – Nature-Based Tourism Challenges and Opportunities <i>Prof. John P. Carroll and Prof. Lisa Pennisi</i>	10
Mega – Trends Influencing Tourism Development and Sustainability <i>Dr. Robin Nunkoo</i>	11
Sikkim State, Ecotourism and Entrepreneurship <i>Prof. Vinod K. Sharma</i>	12
Opportunities and Challenges for Ecotourism in Northeast India with Special Reference to Sikkim Himalaya <i>Dr. Iyatta M. Uprety</i>	13
Entrepreneurship Development Through Ecotourism in Northeast India <i>Dewakar Basnet</i>	14
Hornbill Festival, Kohima Nagaland <i>Dr. Rashmi Wardhan</i>	16
Tourism in Northeast: Some Travel Experiences <i>Dr. Rabinarayan Samantara</i>	18
Northeast India: 'Paradise Unexplored'... <i>Dr. Prabuddh Kr. Mishra</i>	21
Potential of Ecotourism in Sainj Valley, Himachal Pradesh <i>Dr. Virat Jolli</i>	23
The Northeast India <i>Dr. Umeshkanta Singh Thounajam</i>	24
An Assessment of Public Perception about Ecotourism in Northeast India <i>Vidha Srivastava, Gauri Bansal and Dr. Virat Jolli</i>	28
Start-Ups: The New Business Way <i>Umica Sehgal</i>	29
Entrepreneurship Be Your Own Boss <i>Rohit Uppal</i>	30

# Guests and Speakers of International E-Summit

## CHIEF GUESTS

### **Dr. (Gen.) V. K. Singh**

*Minister of State, External Affairs  
Government of India*

### **Dr. T. M. Bhasin**

*Vigilance Commissioner  
Central Vigilance Commission,  
Government of India*

## SPEAKERS

### **Prof. John P. Carroll**

*Director & Professor  
University of Nebraska–Lincoln  
School of Natural Resources*

### **Dr. Iyatta M. Uprety**

*Associate Professor & Principal  
Government College, Rhenock  
Rungdung, East Sikkim*

### **Prof. Dinabandhu Sahoo**

*Director, IBSD  
Department of Biotechnology,  
Ministry of Science and Technology,  
Government of India*

### **Ms. Masooma Rizvi**

*MD & Creative Head  
Belita Design Solutions*

### **Prof. Vinod K. Sharma**

*Vice Chairman  
Sikkim State Disaster Management  
Authority  
Gangtok, Sikkim*

### **Mr. Binod Homagai**

*Co-Founder & COO  
Wow! Momo*

### **Mr. Rakesh Sharma**

*CEO & Founding Member  
Kiwi Hospitality  
New Zealand*

### **Dr. Robin Nunkoo**

*Associate Professor  
Head, International Center for  
Sustainable  
Tourism and Hospitality  
University of Mauritius*

### **Mr. Dewaker Basnet**

*Chief Learning Officer  
24 hours Inspired*

### **Prof. K. V. Bhanu Murthy**

*Professor  
University School of Management and  
Entrepreneurship  
Delhi Technological University*



# Journey of E D C

***“A true entrepreneur is a doer, not a dreamer.”*** – Nolan Bushnell

The Entrepreneurship Development Cell of Shivaji College, University of Delhi was established in 2017 with the idea of promoting the spirit of entrepreneurship among students and helping them generate new ideas and implement them in the real world.

## Orientation Program, 2017-18

With the coordinated effort of a vibrant team of teachers and students, EDC began its journey on August 17, 2017

with its Orientation Program under the leadership of Mrs. Suman Kharbanda and Siddharth Bhardwaj, student President. The aim of the event was to familiarize the students from all batches and courses with the purpose and objective of the cell and its vision for the future. Two eminent speakers, Dr. S. Lakshmi Devi, Director, Centre of Entrepreneurship and Career Oriented Program, University of Delhi and Prof. S.K.Palhan, Director, The Great Lakes Institute of Management, enlightened the gathering on the spirit of entrepreneurship with their rich experiences.



Dr. S. Lakshmi Devi and Prof. S.K. Palhan



The Team

## The B-Plan Competition

On September 14, 2017 EDC held its first event, The B-Plan Competition. Aimed at developing and motivating the students to bring forth business ideas, this event saw an enthusiastic response. It was a two-round event with the first round being an online round where the participants were required to submit an executive summary of their business plan. The event saw a huge participation from students with the top 8 teams qualifying for the second round where they presented their B-Plan to the panel of judges and justified its financial, commercial and social viability aspects. The first prize was bagged by the team comprising of Shubham Garg, BBE and Dharmendra Jhalwa, BBE. Vishal Atri, B.Com.(H) and Meena Rathore, B.Com. (H) were the runner ups.



## The Paper-recycling Unit

As a part of our entrepreneurial project, the members of the cell revamped the paper recycling unit in collaboration with the Eco-Club of the College. The student members, voluntarily worked there in slots and were successfully able to produce more than 200 sheets of recycled paper ready to be used.



Paper-recycling Unit



Training for Entrepreneurship Educators Program in progress

## Training for Entrepreneurship Educators Program

In December, 2017, the EDC collaborated with Wadhwani Foundation to launch the Entrepreneurship Educators Program organised by the National Entrepreneurship Network, Wadhwani Foundation, an internationally acclaimed organisation for development of entrepreneurial skills. Faculty members, Ms. Urvashi Sahitya, (Department of Business Economics) and Ms. Shweta, (Department of Commerce) undertook the training required to equip themselves to take up the sessions under the program



## Launch of Entrepreneurship Educators Program

The Entrepreneurship Educators Program was launched in the College in January 2018. In this course, enrolled students are mentored and imparted entrepreneurial skills by the trained faculty members of the college. The training is vibrant, activity based and motivational. Students are provided with practical knowledge from real life examples, case studies and projects in weekly training sessions. The students are awarded certificate on successful completion of the course.



Session in Progress

## National E Summit



Lighting the Lamp of Wisdom



Inaugural Session



The Esteemed Panel



Panel Discussion



Student Coordinators



The Team

EDC's first annual event, The National E Summit was held on the January 11 & 12, 2018, which saw active participation from enthusiastic students. The summit started with the inaugural ceremony and the lighting of the lamp by Dr. Omkar Rai, Director General, STPI, Mr. Rajiv Chawla (Chairman, *I am SME of India*) and Dr. S. Lakshmi Devi.

The Inauguration ceremony was followed by a panel discussion on “Unleashing Entrepreneurship:

Opportunities and Challenges”. The panelists included Mrs. Kanta Singh, State Project Head, United Nations Development Program, Mr. Sumeet Kapur, Co-founder, Nearbuy.Com, Mr. Ashutosh Bhardwaj, Co-founder and CEO, Techie Amigos, Mr. Sunny Garg, Founder of YourShell and Mr. Abhijit Malhotra, North India Head Lead Angels.

The National E Summit was marked by several events, with National B-Plan Competition being the biggest attraction. It saw participation of over 16 teams from colleges across India. Twelve top teams made it past the first round, the winners of the competition being team from Cluster Innovation Centre and the team from Guru Gobind Singh College of Commerce as runner ups. Nevertheless, all the finalists had some of the most creative ideas and delivered superb presentations to mark the successful end of day one. The E Summit was marked by a Workshop on Essential Practical Skills for entrepreneurs conducted by Ms. Shruti Sinha from Wadhwani Foundation. Another grand event, E-Roadies, consisting of a case

study round and an interview round saw enthusiastic participation. This event tested the grit and confidence of aspiring entrepreneurs. Nandita from A.P.J. School of Management bagged the first prize and Rajesh Kumar Jha from Shivaji College was the runner-up.

Simran Chawla and Kshitiz Gupta (B.Com), Sem IV, took over the Presidentship of EDC for the session 2018-19.



The true E-Roadies



## Orientation Program, 2018-19

The Orientation Program held on August 13, 2018 marked the first event of EDC for the academic session 2018-19 with the main aim of familiarizing the new batch of students from all courses with the purpose and objective of the cell and its vision for the future. It witnessed enthusiastic participation of over 150 students.

## Workshop on Design Thinking

On August 29, 2018, EDC organised a workshop on Design Thinking in association with SOIL (School Of Inspired Learning). The workshop divided into two sessions, "Crafting a Business Idea" followed by the second session on "Creating compelling Value Propositions". The workshop sensitized the students towards the various aspects of design thinking including ideation, incubation and designing a business canvas.

## B-Plan Competition

In the month of September 2018, Business Plan competition was organised in 2 stages-an online round and an on-stage round. After rigorous screening, eight teams made it to the on stage round. The event was adjudged by Mr. Aditya Goel, Founder, Love in Stores. The team consisting of Utsav and Shivam, BBE won the first prize while the second prize was bagged by Paras Bansal, BBE.



Orientation Program

## Collaboration with Niti Aayog

EDC also signed a Letter of Intent (LOI) with the Niti Aayog during the session 2018-19 to provide new opportunities to the students.

## Startup Ka फंडा

Startup Ka फंडा held on October 30, 2018, commenced with a speaker session with industry experts and self-made entrepreneurs. The panel comprised of Dr. Shikha Sharma, Founder Nutri Health; Ankit Prasad, Founder Bobble Keyboard; Ashutosh Bharadwaj, Head of Marketing, Josh Talks; Kunal Arora, Founder, The Education Tree and Megha Bhatia, Founder Our Voix. Each of the speakers shared their journey and insights on entrepreneurship.





Parallel to the talk, a startup exhibition, Venture Express was organised. A number of student startups showcased their products through innovative stalls primarily encouraging the idea of social entrepreneurship. The event witnessed a massive turnout from numerous colleges across Delhi- NCR and proved to be a huge success.



Inaugural of Venture Express

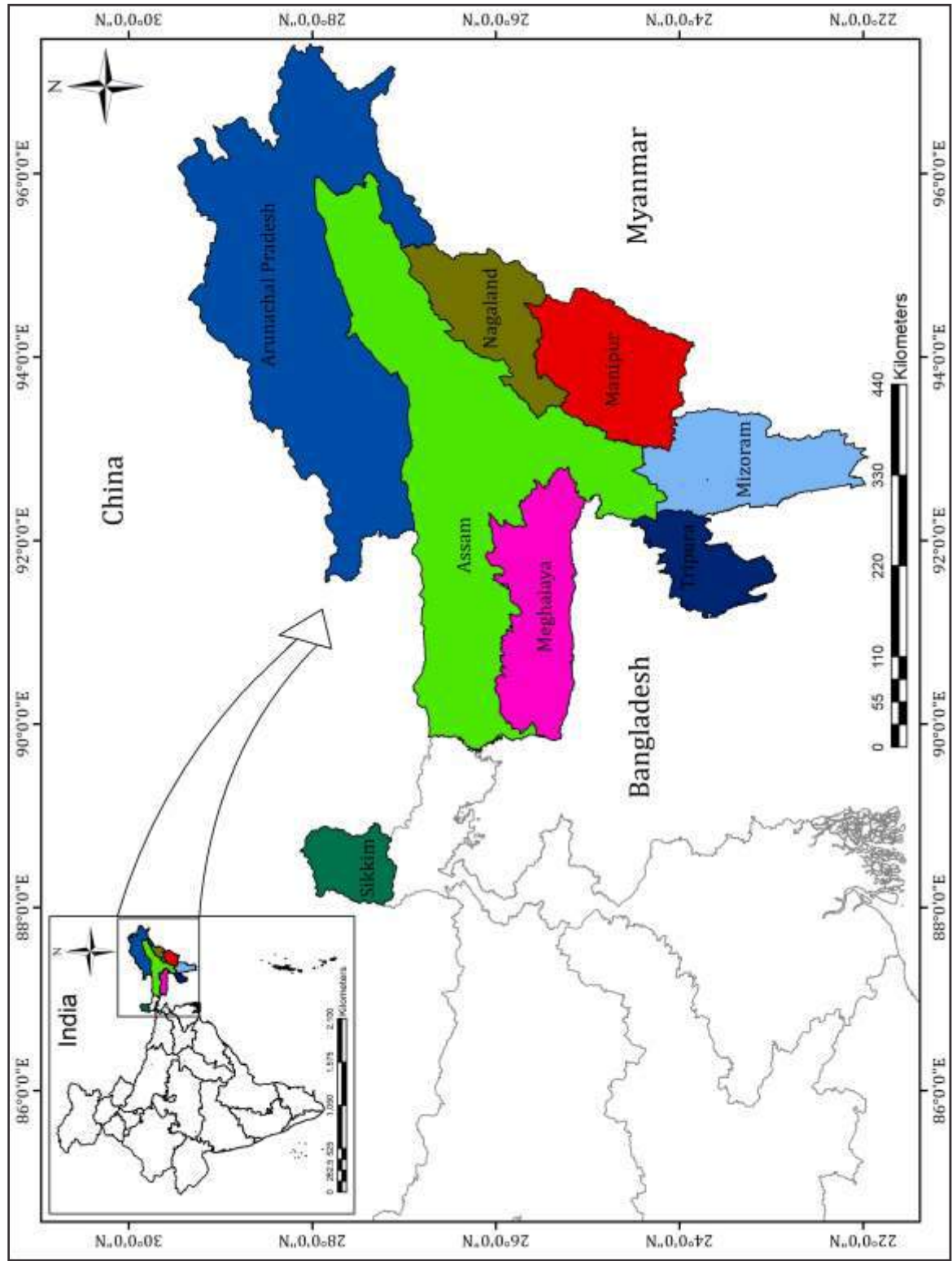


Start-up Exhibition



In 2019, the EDC is bringing the world together into an International E Summit on the theme 'Entrepreneurship Development through Ecotourism in Northeast India' with a whole lot of interesting and enlightening sessions and activities like Panel Discussion, Speaker sessions, B-Plan Competition, E-Roadies and the like.

# Northeast India





# Lessons from Africa – Nature-based Tourism Challenges and Opportunities

**Dr. John P. Carroll<sup>1</sup> and Dr. Lisa Pennisi<sup>2</sup>**

<sup>1</sup>Professor and Director, School of Natural Resources, University of Nebraska, USA

<sup>2</sup>Professor, School of Natural Resources, University of Nebraska, USA

Nature-based tourism as a form of ecotourism is well-developed and widely applied throughout Africa. However, a wide range of ecotourism models exist in different countries, each with significant challenges for application to other geographical areas. The challenges and opportunities in developing a nature-based tourism industry is tied directly to a wide range of local geographical, ecological, and human factors. We present two case examples from different parts of Africa to highlight various factors that may positively or negatively impact program success. Botswana, a large country with a relatively small human population, contains some of the most unique ecosystems on the planet. Governance is considered excellent with minimal corruption. The country adopted a high monetary value and low volume approach to their nature tourism, fewer tourists who pay more that is often viewed as a model for well managed nature tourism. Tourism generates significant revenue, making it the second largest contributor to their GDP. However, the costs of significant infrastructure development in the vicinity of nature reserves is now becoming an issue. Conversely, Sierra Leone is a small country with a relatively high human population, a history of government corruption, civil war, and outbreaks of Ebola Virus. There are few obvious natural resources needed to attract tourists. However, small NGOs and local citizens created a small niche tourism program based on viewing pygmy hippos and diverse primate species. While Sierra Leone raises little money from pygmy hippo tourism, much of the revenue directly assists local communities, making a net positive impact on human-pygmy hippo relations. Challenges remain in attracting tourists to Sierra Leone based on past difficulties causing the perception that is a dangerous place to travel. Therefore, Sierra Leone would benefit from work to measure, understand and change their destination image to attract more tourists – much like another African tourism example in Uganda. Uganda managed to decrease the perception of the country as a risky destination (Lepp, Gibson & Lane, 2011) with relatively simple methods. Some basic lessons for Northeast India from these examples include a concerted effort to properly plan and develop nature-based tourism endeavours. Planning starts with the inventory of nature-based assets and must quickly move to making a key connection to target tourist constituencies while ensuring the level of tourism is inline with the local people's desires. Of course, successful nature-based tourism must also benefit the environment and the local people economically and socially to maintain the sustainability of those programs.

# Mega-trends Influencing Tourism Development and Sustainability

## **Dr. Robin Nunkoo**

Associate Professor

Head, International Center for Sustainable Tourism and Hospitality

University of Mauritius, Mauritius

Tourism is a growing contributor to many national economies. The World Travel and Tourism Council (WTTC) estimates that the direct contribution of tourism to GDP was USD2,570. 1bn p.a. (3.2% of total GDP) in 2017, and is forecast to rise by 4.0% in 2018, and to rise by 3.8% p.a. from 2018-2028 to USD3,890.0bn (3.6% of total GDP) in 2028. In terms of employment, the industry contributed to 118,454,000 jobs in 2017, representing around 3.8% of total employment. This figure is expected to rise to 4.2% in 2028. In view of its economic implications, many countries desire an expansion in tourism which is a sector that few governments can afford to neglect. At a destination level, tourism is a major contributor to economic development, generates income and foreign exchange, creates new employment opportunities for local people, and helps diversify the local economy. Rural communities experiencing economic decline and hardships have also adopted tourism as a new economic development strategy. The tourism sector has also been considered as a vehicle for preserving the environment, culture, and heritage of the host destination. However, development of tourism is also accompanied by several economic, social, cultural, and environmental costs that affect the lives of local residents. The tourism sector has been found to disturb, disrupt, destroy local communities and bring changes that negatively affect residents' daily lives. The negative consequences of tourism development have led to growing concerns for the conservation and preservation of natural resources, human well-being, and the long-term economic prosperity of host communities. Growth versus sustainability discourses should take into account the dynamic nature of the world economy and its various components, which I refer to in here as 'mega-trends'. In this paper, I discuss the following four mega-trends and their influences on tourism development and sustainability: (i) wealth (ii) technology (iii) resources and (iv) changing travelers' personalities. I argue that destination should recognize that the relationship between tourism growth and sustainability is antipodal, requiring destinations to 'remember the future' and re-think about the strategies.

# Sikkim State, Ecotourism and Entrepreneurship

## **Dr. Vinod K. Sharma**

Sr. Professor, Disaster Management

Vice Chairman, Sikkim State Disaster Management Authority, Gangtok, Sikkim

Sikkim is the first organic state of India. The state is very environment friendly and Sikkim State Disaster Management Authority is working for safe and disaster resilient Sikkim. When there is a culture of safety and security, tourism will have to increase. The good governance and people's attitude has made Sikkim most acceptable for tourists. Recently, leadership of Sikkim has made the following three announcements-

1. Disaster Education will start from primary school level from coming academic session.
2. State will have disaster resilient infrastructure.
3. To make the Sikkim state as model state in Disaster Risk Reduction by 2020.

The state has done remarkable job in climate change adaptation in reviving more than 4000 springs which were dried because of erratic rainfall. The project got lots of national and international recognition to the state and benefitted many villages on the higher altitude.

Sikkim has more than 300 glacial lakes. Most of lakes are either receding or increasing in size due to melting of glaciers. Lonakh lake is one of such lake, which was increased eight times and there was chance of lake outburst as it happened in Uttarakhand but because of mitigation action of Sikkim SDMA, lake water was released through pipes and sensors are placed in the lake so that the amount of water in lake can be monitored on continuous basis.

The State has many natural beauty spots like springs, water-falls, lakes, thick green forest cover, rich biodiversity, tea gardens, pine plantations, cardamom plantations and many other tourist attractions. There are ample opportunities for young entrepreneurs and innovators in the state, which will be discussed.

The paper will also discuss some of new scientific initiatives taken by state to achieve Sustainable Development Goals, Disaster Risk Reduction and climate change adaptation.



# Opportunities and Challenges for Ecotourism in Northeast India with Special Reference to Sikkim Himalaya

**Dr. Iyatta M. Upreti**

Principal, Government College Rhenock  
Rungdung, Rhenock, East Sikkim

Tourism is one of the most rapidly expanding sectors within the world's largest and fastest growing industry and is emerging as a growing sector of economic development with more emphasis on entrepreneurship. Since the last century, tourism has been increasing and showing more flow of people to the mountain regions. This sector continues to remain high on the international agenda of development. The session of the commission on Sustainable Development focused on tourism and subsequently work programs on sustainable tourism and ecotourism are being developed. Also, the Convention on Biological Diversity is embarking on tourism programs, and bilateral and multilateral financial institutions place ecotourism high on their priority lists. The UN declared 2002 as the International Year of Ecotourism, and the World Tourism Organization adopted a Global Code of Ethics for Tourism at its General Assembly (Groth, 2000). For a number of developing countries, their natural environments continue to be a source of significant economic benefits and potential to promote different type of entrepreneurship for local community. Ecotourism associated with natural and protected areas has been and continues to be a growing sector in the global tourism industry (Whelan 1991 and Brandon & Hawkins 1996).

Ecotourism is defined as travel where visitors enjoy and appreciate nature and still promote conservation. It encourages low visitor impact on the environment while providing socio-economic benefits to local people (Boo 1990; Lindberg 1991; Merlino 1993, Maharana et al. 2000 a, b). Ecotourism generally connotes an interdependence of conservationist and tourist ideals, a new trend in tourism, and it takes both participants (tourists) and promoters to make it work. Ecotourism originated within the “responsible tourism movement” of the 1970s and was a reaction to cultural spoliation, economic incongruities, and the destruction of natural resources. New ideologies and associations developed and environmental tourism in the 1980s then led to ecotourism (Boo, 1990).

Tourism development in India, given its federal character, remains a state subject and therefore the politics of the states concerned have a greater bearing on the aspects of policy implementation. The national action plan for tourism development has emphasized on enhancing the socio-economic status of the people, increase in employment opportunities, diversification of the tourism product and preservation of cultural heritage and environment. The Eastern Himalayan region including the Northeastern states is a unique area in the world offering rich biodiversity, culture, socio-economic traditions, history and lifestyles. In view of limited industrial growth in Sikkim and the Northeastern states, ecotourism can become a potential source of income generation in the remote hilly regions and generate employment opportunities for the local communities.

# Entrepreneurship Development Through Ecotourism in Northeast India

## Dewaker Basnet

Chief Learning Officer

24 hours Inspired, Sikkim

Enterprise comes in several forms and formats. Take for instance the Canadian company, Vitality Air, an enterprise selling fresh oxygen in canisters. There are several opinions on the enterprise with some commenting that the enterprise is foolhardy while some state that this is a business chutzpah. The company apparently states that the biggest client is based out in China where air pollution is taking a toll on the health of the residents, especially in the bustling cities of Shanghai and its adjoining areas..

How does this connect to the Northeast of India? For starters, if there is one thing that the Northeastern part of India could give to the rest of the country, it is what money can or cannot buy: “free and fresh oxygen”.

Tourism and fresh oxygen is a great entrepreneurship model that would serve a heady concoction in the Northeast of India. Let me for instance take this opportunity to discuss about my state Sikkim and the development of enterprise through tourism, especially ecotourism.

The Unique Selling Proposition of our state Sikkim is cleanliness, peace, healthy organic food and ecology. A state which is inching towards carbon neutral/carbon zero today, tourism is one of the booming sunrise industries in our state.

For instance, in 2011, the number of visitors (read tourists) to Sikkim was 5,52,453. The numbers have tripled in the last seven years with the number of visitors growing to 13,75,854 in the year 2017-18, almost three times the population of the state. This definitely has made tourism as one of the sought after sectors in the state with many educated employed youngsters setting up enterprise (brick and mortar to online) in the tourism sector.

Ecotourism has been one of the prime focus of our state with the State Government stressing its initiatives towards rural tourism and home stays. The state of Sikkim has over the years set exemplary footprints on ground in terms of increasing forest cover, promoting eco-destinations and promoting village tourism in the state. This has led to the spread of tourists in not only Gangtok but also other parts of Sikkim, thereby giving the visitors a real glimpse of Sikkim.

Addressing in general, following have been the upside of ecotourism in the Northeast (Sikkim in particular) as well as the entrepreneurial revolution in the Northeast –

1. More people are aware of Sikkim and the Northeast as a holiday destination and an ecotourism space.
2. With more visitors, there has been a turn around in the economies of the Northeast, with the shift of the younger generation moving from agriculture to tourism.
3. Village tourism and homestays have had a boom in the Northeast.

And the downside –

1. With the growth of tourism in India, there has been a crunch in the resources during peak tourism seasons (water, living spaces).
2. Clusters of concretization has come up in tourism destinations thereby hampering the ecology.
3. Visitors, many a times do not adhere to responsible tourism which adds to the garbage burden of the states when they leave.
4. Because of the increase in tourism, there have been fly by night operators who fleece the tourists.

For tourism, especially ecotourism to flourish in the Northeast of India, the upside has to be aggressively accelerated and the downside has to be monitored.

The Northeastern part of the country is truly blessed with ecological spaces and in today's time is considered as a sought after holiday destination by new age tourists and visitors. The Northeast, if tapped well could be one of the best ecologically blessed destinations in India, for peace and greenery is a legacy which has been left behind by our ancestors and it is our responsibility to leave the same behind for our future.

*“India ... The land of dreams and romance, of fabulous wealth and fabulous poverty, of splendours and rags, of palaces and hovels, of famine and pestilence, of genii and giants and Aladdin lamps, of tigers and elephants, the cobra and the jungle, the country of hundred nations and a hundred tongues, of a thousand religions and two million gods, cradle of the human race, birthplace of human speech, mother of history, grandmother of legend, great-grandmother of traditions. The one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the world combined.”*

- Mark Twain

# Hornbill Festival, Kohima Nagaland

## Dr. Rashmi Wardhan

Associate Professor, Department of Biochemistry  
Shivaji College, University of Delhi

Nagaland was in my wish list for a long time. Nagaland for me is engulfed in mystery, inhabited by vibrant people who zealously guard their culture. We had few chances earlier but the trip never materialised. In 2017, we got an opportunity to visit Kohima and this time somehow it really happened and without any hesitation we grabbed it.

Reaching Kohima is bit tiring as it takes about the whole day and sun sets quite early in Northeast India. I reached Kohima in the evening after travelling from Delhi to Dimapur via Kolkata by air and then by a 4-hours road journey on not so good roads. Kohima has just basic hotels and home stays are quite popular here.

Hornbill festival is now a globally famous event and is named after the exotic Hornbill bird. On reaching Dimapur, I enquired with the driver if it would be possible to photograph Hornbills, he laughed aloud and said, "Sir! You will not find even a crow in Kohima and if you get a picture of a crow or a pigeon or a dog, I will give you a treat. Anything flying in the sky is most often killed and consumed as food and that includes dogs too." I don't know whether it was true but I didn't notice any crow, pigeon or dog in the food streets of Kohima.

Hornbill festival is organised every year from December 1-10 showcasing the cultural heritage, traditions and local industry of Nagaland. They call it the festival of festivals and is organised in the heritage village Kisama, which is about 10 kilometres from Kohima. There was an inauguration ceremony, and the Chief Guest was Sabarnanda Sonowal, the Chief Minister of Assam. The actual Hornbill ceremony started once the formal inaugural event ended. It was a wonderful show of dances of Northeast India. There were dancers from all the seven sisters' state but the most colourful were the warriors and head hunters from different tribes of Nagaland. The festival arena was decorated with wooden hornbills and sadly real hornbills are no more found in Nagaland.

Most of the tourists were westerners along with the ever-present Bengali trippers. The most interesting part of the village was the hutments of participants. There was a lot of native food and locally brewed alcohol. Both were a bit pungent, and yet tasting local food is a rule for me. Inhabitants, both men and women, wear very colourful jewellerys, and these jewellerys serve as the best souvenirs to take home. Handicraftmanship comes naturally to the Nagas; from small paper knives to wooden pieces made out of cane and bamboo. There were colourful handlooms, tea, spices, organic vegetables, exotic fruits and the world famous spiciest chilli of Nagaland.

Kohima's war cemetery on the Garrison Hill is another "must see" place here. It was built in memory of the British and Indian soldiers of the Second World War who fought against Japanese forces. This battle in Kohima was fought from April 4 to June 22, 1944. It was ferocious and vicious lasting for two savage months; for this, it was considered as the "Greatest ever Battle" involving Britian and Kohima. It is also called the 'Stalingrad of the East'. Indian soldiers, Nagas and British soldiers put up a brave fight and ultimately defeated the Japanese. One of the most popular epithets here says - "When you go home, tell them of us. For your tomorrow we gave our today". It is credited to John Maxwell Edmonds. It is



maintained by Commonwealth War Graves Commission and is home to about 1420 graves. On the back side, at the highest point is a crematorium where martyred Hindu and Sikh soldiers numbering to 917 were confined to flames as per their religious rites. On a wall, the names of these soldiers are mentioned to commemorate them. This cemetery has a beautifully manicured landscape. There is a brass plaque and a memorial built at the tennis court of the deputy commissioner where the actual battle was fought. There is a cherry tree (part of the original Cherry tree) near the plaque, hence the battle is also known as "Battle under the Cherry Tree". The cemetery gives a panoramic view of the city.

December weather was pleasant but nights were quite cold. On day one, my husband Dr. Harsh Wardhan could get some decent clicks of the dancing troupes. The second day was mostly spent on taking some portraits of beautiful natives who were quite co-operative and happy to be photographed. I really had a very pleasant and fruitful time clicking these amazing people. Demonetisation didn't have any effect on the celebrations. Travelling back home was quite tiring. We started at 8.00 AM in the morning and reached Delhi by midnight, entailing another different story of delayed and cancelled flights.



Hornbill Festival : Photograph by Dr. Harsh Wardhan

# Tourism in Northeast: Some Travel Experiences

## Dr. Rabinarayan Samantara

Associate Professor, Department of Commerce  
Shivaji College, University of Delhi

Ecotourism in the Northeast region of India has always attracted the attention of policy-makers, academicians as well as researchers. As defined by Hector Ceballos-Lascurain, the famous landscape architect and environment expert of Mexico, ecotourism refers to “environmentally responsible travel and visitation to relatively undisturbed natural areas in order to appreciate nature (and any accompanying cultural features - both past and present) that promotes conservation, has low visitor impact and provides for beneficially active socio-economic involvement of local populations”. Northeast India comprising of eight sister States (Assam, Meghalaya, Manipur, Arunachal Pradesh, Nagaland, Mizoram, Tripura, and Sikkim) is well known for its rich biodiversity and offers excellent destinations for ecotourism development. Endowed with nature's gifts in the form of natural rain-fed forests, rich flora and fauna, diverse topography, scenic beauty of Himalayan Mountains, exquisite hilly terrains, the North East region of the country has been attracting tourists from all over the world. These activities, collectively referred to as ecotourism, are directed not only towards the socio economic development of indigenous habitats or communities but also towards the preservation and promotion of their lifestyles, cultural habits, languages etc.

## Insights from Visits to Important Tourist Spots

Incidentally, the author had the opportunity of attending the 'SUSCON' conference being organised by IIM, Shillong, every year. The conference provides an ideal forum to academicians and researchers to present their research findings, ideas and views on different aspects of sustainable development, focusing on the development process along with the protection of the natural environment. More specifically, the conference emphasizes upon the protection of the rich biodiversity of the Northeast, the indigenous cultures of local inhabitants, their living patterns, belief systems, traditions etc. After participating in the conference activities, the author proceeded to visit certain important tourist spots in the region such as the Shillong city itself, Cherrapunji Hills, limestone caves near Cherrapunji, Mawlynnong village, Root bridges in Nongriat village, Dawki river near Indo-Bangladesh border, etc. A brief description of these important places and their immense eco-friendly tourism potential may be presented as given below.

## Shillong City

Shillong, the capital city of Meghalaya, offers many significant destinations for visitors hailing from different parts of the world. Some of the famous tourist places visited by the author were Elephant Falls, Lady Hydari Park, Ward's Lake, Shillong Peak, and Don Bosco Museum. Elephant falls are situated 12 km away from the centre of the city and provide a panoramic view of water falling from a higher plateau. In the city, the Lady Hydari Park is located which is named after the then British Governor of Assam. This park stretches over an area of 1 km in length at the centre of the city. It is designed in Japanese garden style and has attractive plants and flowers. A small zoo is also situated adjacent to the park, housing more than 73 species of birds and 100 species of reptiles. Ward's lake is another place of tourist attraction, situated at the centre of the Shillong City. This lake has a wooden bridge at its centre and is surrounded by beautiful gardens. Shillong peak is the highest peak in the city, situated at an altitude of 1965 m above the sea level. This famous spot offers a magnificent view of the entire city. A tourist can have a view of the



majestic Himalayan peaks and the Bangladesh plains from this peak point on a day when the sky is clear enough without clouds. Don Bosco museum is another famous place of tourist attraction in the Shillong city. This museum provides insights into the history and the indigenous culture of the tribes in Northeast India. The galleries within the seven-storied museum building highlight different faces of the city and depict the indigenous culture and art of tribal people. These galleries represent a wide collection of artefacts, handicrafts, musical instruments, ornaments, and weapons used by various tribes of Northeast India.

### **Cherrapunji Hills**

Cherrapunji is situated in the southern part of Khasi Hills, 56 km away from Shillong and at a height of about 4500 feet. Cherrapunji has monsoon weather throughout the year and is known for its record rainfall of 2300 cm. Cherrapunji is famous for its orange groves, orange honey and the limestone caves. It is famous for having the world's fourth highest waterfall known as Nohkalikai falls. These falls can be viewed only during the monsoon season. This waterfall is situated at a distance of about 5 km away from Cherrapunji. The caves in Cherrapunji are made from limestone and sandstone over a period of thousands of years due to abrasion from underground water. Another special feature of Cherrapunji is the living bridges carved out of roots of trees by local inhabitants. The process of building the root bridges takes about 10 to 15 years. These bridges can bear the weight of 50 people at a time and last for hundreds of years. The other places of tourist attraction in Cherrapunji are the Cherrapunji meteorological observatory, the Ramakrishna museum, the David Scott memorial etc.

### **Mawsami Caves near Cherrapunji**

Mawsami caves are a major place of tourist attraction, situated about 6 kms away from Cherrapunji. These caves appear to be a gateway to another world although only 150 metres of these caves are open to the tourists. These caves are famous for stalactites and stalagmites formations that offer exquisite views to visitors. One can observe dampness and water trickles inside these caves. These caves have different kinds of flora and fauna and offer shelter to birds and insects.

### **Mawlynnong Village**

Mawlynnong village is situated in the east Khasi Hills of Meghalaya at a distance of about 90 kms from Shillong. This village has won the acclaim of being the cleanest village in Asia in 2003 and the cleanest village in India in 2005. This village represents the eco tourism initiative of the local community that makes efforts to maintain its cleanliness and ambience. It offers a trekking route to a living root bridge and offers the rare sight of a natural balancing rock i.e. a boulder balancing on another small rock. This village looks quite beautiful especially during the monsoon season with abundant greenery, flowers and beaming streams of water flowing from waterfalls. It also offers exquisite views of Bangladesh plains as it is situated on the Indo-Bangladesh border.

### **Dawki River near Indo-Bangladesh Border**

A visit to dawki river, also known as Umngot river, along the Indo Bangladesh border offers a picturesque view of Khasi and Jaintia hills, a wide and clean river along with a long suspension bridge, boats in motion in the river etc. As observed by the author, tourists from India and Bangladesh can have beautiful views of both the sites of the boarder along Dawki river itself. Tourists can visit Dawki also to enjoy sporting activities such as scuba diving, trekking, river rafting etc.

## Concluding Observations

On the basis of the author's travel experiences, a few suggestions may be made for ecotourism development in the Northeast region. Although Northeast India is endowed with rich biodiversity and provides ample opportunities for ecotourism promotion, it must be noted that the entire Northeastern region is still lacking in the adoption of appropriate strategic initiatives for the promotion of ecotourism. As the Northeast region's share in the tourism market is considerably less as against its tourism potential, there is a need for the Northeast to learn from the tourism efforts and experiences all over the world. Some of the important areas that have immense tourism potential and that need to be highlighted are the tribal culture including traditional festivals and performing arts, traditional crafts, museums and cultural centres, palaces and temples, eco villages, etc.

In order to enhance the socio-economic development of the northeast region through ecotourism, it is important to develop necessary infrastructural facilities such as a network of pipelines, roads, rail and air connectivity, transport system, etc. In addition, it may be noted that hotels and resorts are few in number, and these need to be improved. Village homes and country stays may also be provided for the convenience of tourists although the traditional homes and food habits of indigenous people need to be protected.

It may be further noted that the Government of India has prescribed certain permits such as Restricted Area Permit (RAP) and Inner Line Permit (ILP) for both Indian nationals and foreigners to gain entry into some of the states in the Northeastern region of the country. While there is a need to relax some of the restrictions for travellers, the general stability and security situation in all the Northeastern States are to be improved in order to ensure long-term and sustainable development of eco tourism in this region.

In the end, it may be mentioned that proper advertising and publishing of materials relating to the Northeast region is necessary to enhance ecotourism prospects in the region. Proper documentation and protection of heritage sites and monuments in the region would also be a step in the right direction.

## Northeast India: 'Paradise Unexplored'...

### **Dr. Prabuddh Kr. Mishra**

Assistant Professor, Department of Geography  
Shivaji College, University of Delhi

India, a land of rich diversity, is home to more than a billion people, 29 different states, each having its own distinct identity, varied culture, food, and language. Ethnically distinct from the rest of India and tucked away in the beautiful eastern Himalaya is the northeastern region of India which further accentuates the great Indian diversity.

Embarking on a journey of India's remote eight states of Northeast is a tumultuous but rewarding one. Spread over an approximate expanse of 2,65,000 sq km and surrounded by 5300 km international border, it is India's portal to the east. The infinite variety of its geographic setting, topography of the region, flora and fauna, the ethnic communities with their rich heritage of avian life, ancient traditions and lifestyles, festivals, arts and crafts, make it a holiday wonderland that's just begging to be discovered afresh. Discovering the North East states in Eastern Himalayas is a challenge yet a romantic adventure in the best traditions of travel and discovery...

Connected by an infinite chain of pearly threads, intricate as a spider's web, the seven sister states, including Sikkim are hot destinations of ecotourism. The Northeast Region of India comprising the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim is endowed with diverse tourist destination/attractions and products and offer visitors a rare feast- a kaleidoscopic fiesta that lures you with its magical richness and stunning variety. The natural beauty, rare orchids and butterflies, brightly painted monasteries, challenging rivers, world largest river island, intricately woven tribal shawls, indigenous sports, rich in biodiversity, exquisite rain forests, beautiful sights of Himalayan mountains, scenic hilly terrains, the natural spots, unbelievable habitats... each one has its own magical message to the traveller as one passes from one state to another mesmerized by its dazzling variety and compelling appeal.

For centuries, the passes and valleys of the Northeastern region were the great crossroad of the movement, commerce, and culture that linked India overland to east and Southeast Asia. This great ethno-cultural frontier is a rich, complex transition point of racial, religious and linguistic streams. It is a unique bio-geographic frontier - the meeting point of Indic, Sino and Malaysian-Burmese strains which has created a fabulous treasure house of faunal, floral and avian biodiversity.

Each state is subtitled with a USP of exoticism that the brochure promises every tourist of experiencing during the travel.

- Assam - World's largest 'Tea Producer'
- Manipur - 'Jewel of India'
- Nagaland - Famous for Mon's 'Ethnicity'.
- Arunachal Pradesh - 'The land of Rising Sun'
- Meghalaya - 'Scotland of India'
- Tripura - The most 'Literate' state
- Mizoram- 'Molasses Basin'

- Sikkim- Sparsely Populated, the only brother state having world's largest 'Kanchenjunga Mountain Range'.

Realizing the challenges posed by growing urbanization and rapid construction, the civilized world began appreciating the natural spots around the world, and the craze for ecotourism began in the fifties and sixties in the twentieth century. As the world gradually began realizing the mysteries of the northeast, it stumbled upon the mind-bewitching natural beauty in the seven states of the northeast.

### Potential areas of cultural and ecotourism...

The dividing line between both cultural and natural heritage is small and tends to merge especially when taking the Northeastern states of India into context, since the tribal encompasses nature in all aspects of their life, social, religious and economic. This proximity to nature is reflected especially in crafts, dance and customary laws and beliefs. Some of the states promoting ecological and cultural tourism in the region are Meghalaya, Assam, Sikkim, Arunachal Pradesh, but recently Nagaland, Tripura and Mizoram have also started exploring such possibilities too. Some of the important areas for cultural and ecotourism that have immense potential in the region are elaborated below:

- Tribal Culture - Traditional/environmental festivals and performing arts
- Eco-villages - Homestays
- Palaces and Temples
- Buddhist Culture
- Traditional Crafts
- Museums and Village Cultural Centers - These include both government and private owned museums and may also extend to reserved areas which promote tribal village centers.

Ecotourism is a new concept in the Northeast India and the indigenous people have lately started to take a keen interest in preserving their villages and sacred forests. Meghalaya, Nagaland, Sikkim, Arunachal Pradesh and Assam have come up with a few 'Tribal Villages' and 'Home Stays', which showcase their culture, crafts, people, food and house types. In order to prevent misuse and over-exploitation of the natural and human resources, the government needs to analyze the programme well by estimating the carrying capacity of the fragile eco-system, documenting and assisting the local people by training them and respecting their traditional set-up, as commercialization will ruin the region at large.

Developing cultural and ecotourism is an incremental process, and one must keep in mind that developing a strong program will require an investment and a commitment. An investment of financial resources and a commitment of human resources including strong leadership. The Northeastern States of India have immense potential for both ecological and cultural tourism and this activity may be said to be one of the safest means of sustaining local and indigenous livelihoods, traditions and their cultural heritage.



# Potential of Ecotourism in Sainj Valley, Himachal Pradesh

**Dr. Virat Jolli**

Assistant Professor, Department of Environmental Studies  
Shivaji College, University of Delhi

Sainj Valley of Himachal Pradesh is a part of Great Himalayan National Park Conservation Area (GHNPCA) which is a protected area of International repute. Its distinct landscape, flora and fauna has won it the status of UNESCO World Heritage Site. It is known to possess more than 200 species of birds of which some are endemic to Western Himalayas. The region is known to have different species of rare pheasants like Western tragopan (*Tragopan melanocephalus*), Cheer pheasant (*Catreus wallichii*), Himalayan monal (*Lophophorus impejanus*), Koklass pheasant (*Pucrasia macrolopha*) and White-crested Kalij pheasant (*Lophura leucomelanos hamiltonii*). Apart from this, valley also inhabits animals like Himalayan Black Bear (*Ursus thibetanus laniger*), Snow Leopard (*Panthera uncia*), Musk deer (*Moschus leucogaster*), Blue Sheep (*Pseudois nayaur*) and Himalayan Tahr (*Hemitragus jemlahicus*) etc. The GHNPCA which includes Sainj Valley has been developed for promoting ecotourism. However, due to lack of professional training in ecotourism to native people, limited or no access to tourists along with poor infrastructure facility are some of the factors that are hindering the growth of ecotourism in this region. Considering the potential of ecotourism in this region, tracking routes for bird watching, sites with distinct aesthetic, religious values and for experiencing rural life of Himalayas were identified. Based on extensive surveys in Sainj Valley following sites have been identified for ecotourism: *Raila Sharan*, *Karaila*, *Pashi*, *Shangarh*, *Shenshar Dhaugi*, *Deohri*, *Manjhan* and *Kundar*. These sites have potential for rural tourism as the native people still practice traditional way of farming. They cultivate wheat, maize, potato, pea, kidney beans of local varieties. The agriculture fields are surrounded by mixed broadleaf and coniferous trees of oak, walnut, pine and cedrus. In between these agricultural fields one can find orchards of apple, plum and pear. These heterogeneous habitats support diverse species of birds e.g. one can easily spot birds like tits, thrushes, flycatchers, redstarts, kingfishers, parakeets, kestrel and woodpeckers while tracking through these sites. Apart from this, these sites have distinct cultural heritage e.g. *Shenshar* site has an ancient temple of *Manu Rishi*, *Raila* has *Laxmi Narayan* temple, *Pashi* has *Jamadagan Rishi* temple and *Sharan* has *Mata Ashapuri* temple and *Shangarh* site has *Shangchul Mahadev* temple etc. All these temples are governed by law of Devta (God) and have their own sets of rules and rituals. On visiting these sites one can reconnect with India's rich natural and cultural heritage. Moreover, the traditional handicraft is another point of attraction. Therefore, it is highly desirable to develop the Sainj Valley from ecotourism perspective which will not only create employment for youth but will also promote conservation of our natural heritage.

# The Northeast India

## Dr. Umeshkanta Singh Thounaojam

Assistant Professor, Department of Physics

Shivaji College, University of Delhi

*“ A land of lush green fields and hills  
A land of beauty and wonder  
A land of people and joyfulness  
A land of legends and bravery ”*

The Northeastern part of India is a paradise of nature and culture, storehouse of resources and home to diverse ethnic communities. It is known for its scenic beauty, traditional and cultural heritages, and also for successful co-existence. It has eight states viz., Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim.

A glimpse at the eight states of Northeastern India will make us fascinated by its unique and exquisite features that portray the beauty and aptitude of this place inviting curiosity and zeal of making a place to travel and explore by travellers and researchers. Let us tour around the eight states.

### Arunachal Pradesh:

- i. Arunachal Pradesh is called "Land of rising sun" or "The land of Dawn-lit Mountains", in view of the fact that the sun rises first in Arunachal Pradesh in our country.
- ii. Arunachal Pradesh is the abode of 36 major tribes and more than 100 sub-tribes.
- iii. Arunachal Pradesh has the second largest monastery in the world at Tawang. Merek Lama Lodre Gyamsto founded the monastery in 1680-81 at the behest of the 5th Dalai Lama.
- iv. Arunachal Pradesh is called the Orchid state of India and paradise of botanists. The rich and cold climate of the state favors growth of several different species of orchids. More than thousands of species of orchids is found in Tipi, located in Tawang.
- v. It is the only protected habitat to house of four big cat species (tiger, leopard, clouded leopard and snow leopard).

### Assam:

- i. Assam is the only geographical region in the world where one-horned rhinoceros are found. The topography, climate as well as abundance of food have favoured the survival of this endangered species in Assam. Kaziranga National Park, one of the most treasured National parks of the country harbors a good number of Rhinos. Apart from that, they are also found in Manas Wildlife Sanctuary, Pabitora Wildlife Sanctuary.
- ii. Digboi, located in Tinsukia district of Assam harbors the oldest oil well in entire Asia. Built in 1901, this oil field provides substantial amount of crude oil, contributing a valuable asset for the entire nation.
- iii. Majuli, located at the heart of the Brahmaputra River, is the largest river island of the world. Filled with gorgeous scenic beauty, Majuli also holds a great historical and cultural value for the land.
- iv. Assam's tea is famous all over the world for its rich flavor and enticing aroma. Having a high market value, this makes a significant contribution to the economy of the land.



- v. Assam is also known for its rich culture, the Bihu dance, traditional music, and exotic food dishes. The Eri silk and Tat silk is considered as one of the best strains of silk all over the world.

### Manipur:

- i. The state of Manipur acts as India's 'Gateway to the East' via Moreh town, the only feasible land route for trade between India and Myanmar and other Southeast Asian countries.
- ii. Ema market/mother's market, locally known as Khwairamband Bazaar is considered as the one and only largest market in the world which is solely run by womenfolk.
- iii. Manipuri dance, also known as Jagoi, is one of the major Indian classical dance forms, is famous all over the world for its elegance.
- iv. Loktak Lake is the lifeline of the people of Manipur, the largest freshwater lake in Northeastern India. It is famous for its thickly grassy floating mass called Phumdis.
- v. Keibul Lamjao National Park is the only floating National Park in the world. It is the abode of brow-antlered deer, Sangai, one of the endangered species of the world.
- vi. Shirui Hills in Ukhrul district is famous for Shiroy Lily, an endemic flower to this hill range. This flower can't grow in any place of the world.
- vii. Manipur is the birthplace of "Polo" locally known as "Sagol Kangjei". This game was adopted by the British and thereafter spread across the world.

### Meghalaya:

- i. Meghalaya, mostly consisting of Khasi people, has a very special feature such as its matrilineal descent i.e., the descent is traced through the female line. Women have a dominant role in the matrilineal society of Meghalaya and they enjoy total attention and security.
- ii. People of Meghalaya have traditional attire, locally known as 'Jainsem'. The brilliantly colored dress differentiates them from the rest of the ethnic communities of Northeast.
- iii. The state produces abundant amount of betel nut, betel leaf, lime, etc., some of these species are endemic to the state.
- iv. Mawlynnong village of Meghalaya has officially been declared as the cleanest village of India.
- v. Mawsynram, a place that has a record for receiving the highest rainfall in the world (about 11,871 mm) is the popular tourist site in Meghalaya. The Nohkhlaiaki falls, located in Cherrapunji, is the highest plunge waterfall in India.

### Mizoram:

- i. The people of Mizoram have a unique tradition of selfless sacrifice (called Tlawmngaihna) for others who are in need. This bravery and kind-heartedness of people is appreciated all over the world.
- ii. The people of Mizoram practice a traditional dance form called Cheraw (bamboo dance), which is a very old and elegant tradition. In this dance form, men sit face to face on the ground, tap long pairs of horizontal and cross bamboo staves open and close in rhythmic beats. Girls in enchanting colorful Mizo costumes of 'Puanchei', 'Kawrchei', 'Vakiria' and 'Thihna' dance is performed in and out between the beats of bamboo. The unique style of the 'Cheraw' is a great fascination wherever it is performed.
- iii. Mizoram occupies the second highest Literacy rate in India (91.33%, 2011 census).
- iv. The state of Mizoram shares international boundaries with two countries, i.e. Myanmar and Bangladesh.
- v. The state is one of the most homogeneously populated states in terms of ethnicity, language and religion, making it one of the most diversified, one of the most peaceful state of India.

## Nagaland:

- i. Dzuko valley, which is located at the border of Nagaland and Manipur, is a piece of Heaven on Earth with lush green forest, crystal clear streams, and colorful flowers.
- ii. Mount Saramati offers a great trail to discover the local lifestyle and culture. One has to traverse through various villages and towns in order to find the beauty of the mountain.
- iii. Kohima war cemetery, was built in the year 1944 to pay tribute to the soldiers who had lost their life in World War II at Kohima. This spot is a great tourist attraction which tells people about the history of the land.
- iv. Longwa village, a Konyak Naga Village shares the international boundary present between India and Myanmar. The boundary passes across this village dividing the Angh's house in Nagaland, India where, half of his house lies in Myanmar. "The Angh" is the hereditary chief of the Konyak Naga.
- v. "Feast of Merit" is a traditional Naga practice which confers social status to a person. It is a series of feasting that take years or lifetime to complete, and each one the feasts is highly valuable, the succeeding one shows much more precious than the preceding one.
- vi. The 'Hornbill Festival' is a traditional festival launched by the Government of Nagaland in December 2000 to encourage inter-tribal interaction and to promote cultural heritage of the state.

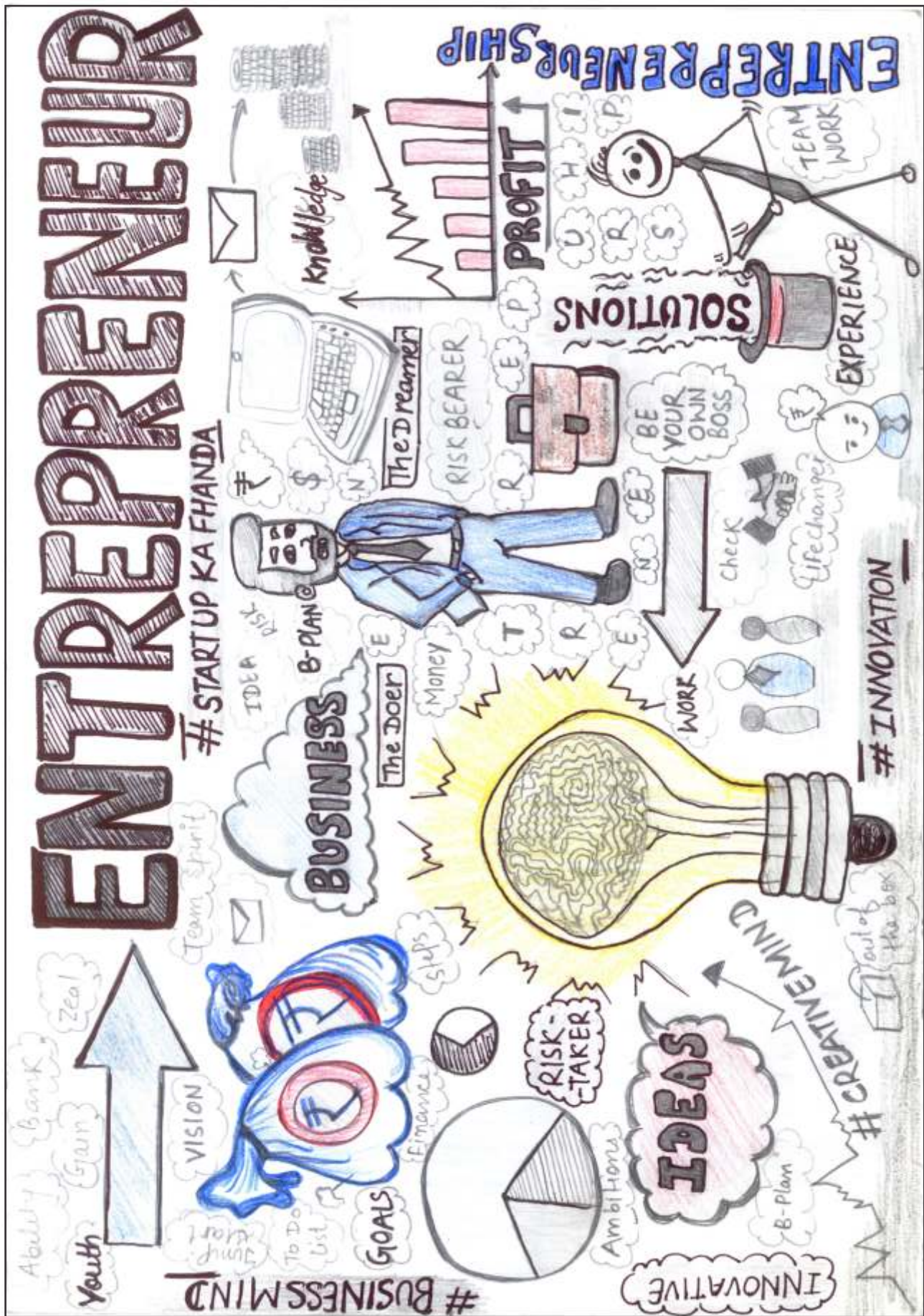
## Tripura:

- i. It is the third smallest state of India after Goa and Sikkim.
- ii. This state is connected to the rest of India through one National Highway NH-8. Travellers and nature lovers are always found to be in awe of the exquisiteness of the land along the highway.
- iii. Beautiful rock carvings are found in Chambimura, located in Gomti district of Tripura. These carvings date back to 15<sup>th</sup> -16<sup>th</sup> century and consist of the representations of several Hindu deities.
- iv. Unakoti of Tripura is famous for images of various Hindu deities that date back to 7<sup>th</sup> -9<sup>th</sup> century.
- v. Neel Mahal, a beautiful palace is the only water palace built in Northeastern India. It is built on Rudra Sagar Lake.
- vi. Legendary songwriters, music composers and singers, Sachin Dev Burman and Rahul Dev Burman are the descendants of Royal Family.

## Sikkim:

- i. Sikkim is the second smallest state of India after Goa, but it offers many things that other states can follow. It is the only state in India which is fully organic. The govt. and its citizens successfully implemented the ban on plastic bags to save their environment. The Govt. provides 100% sanitation.
- ii. It is a paradise for nature and adventure lovers. The Goechala trek offers a good trail. Tsomgo Lake at 21,400 ft is a glacial lake and it has different colors at every season.
- iii. Yumthang valley, situated at a height of 11800 ft is popularly known as 'Valley of Flowers', located at a distance of 148 kms from Gangtok, it is a paradise for nature lovers with a fascinating blend of flora and fauna and breathtaking scenic beauty.
- iv. Kanchenjunga, the third highest mountain in the world, is on the northern border of the state.
- v. Nathu la Pass at 14,450 ft and 3 hours from Gangtok, once an important silk route halt, still remains an important Indo-Chinese border point with just a barbed wire between the two posts.
- vi. Singshore Bridge in Pelling is the second highest suspension bridge in Asia. It has a span of 200 meters and a height of about 100 m.





Sketch by : Manisha Jha, B.com (P), VI Sem

# An Assessment of Public Perception about Ecotourism in Northeast India

**Vidha Srivastava<sup>1</sup>, Gauri Bansal<sup>2</sup> and Dr. Virat Jolli<sup>3</sup>**

<sup>1</sup>B.Sc.(H) Botany IIInd Year, Shivaji College, University of Delhi

<sup>2</sup>B.Sc. Life Science Ist Year, Shivaji College, University of Delhi

<sup>3</sup>Assistant Professor, Department of Environmental Studies, Shivaji College, University of Delhi

Northeast India is known for its picturesque evergreen hills and mountains. It has some of the highest mountain peaks, largest riverine island, a prominent grassland and dense tropical and temperate forests. The region despite its aesthetic beauty, art, culture and rich biological diversity, is the least known to the rest of India. The Ministry of Development of Northeastern Region, Government of India has initiated various projects to promote ecotourism in the Northeast states. These government initiatives, though taken in the right direction, will only be successful if they get positive responses from tourists coming from different parts of India. Public perception about a particular region plays a critical role in the tourism business. Therefore, it is highly desirable to assess the public perception about ecotourism in the Northeast state to guide policy makers, park managers, tour operators and community stakeholders to plan accordingly. We conducted an online survey in the month of January, 2019 to assess the public perception about ecotourism in Northeast India. We used google survey form and shared randomly. We asked a total of 10 questions (including age and gender) to assess the public perception. A total of 149 responses (58% males and 42% females) were received which were used for analysis. Around 77% of them believed that there were seven Northeast States while only 19% of them gave the correct answer i.e. eight. A total of 83% had not yet visited Northeast States, it is surprising that none of them had visited Mizoram and Tripura. Around 87% wished to visit Northeast India while 11.5% might like to visit. Majority of the people are interested in forest, wildlife, culture, food, art and people (67%) while forest and wildlife alone constitute (14%) followed by culture (11%). Distance (36%) and travel costs (23%) were the major factors which, people thought would hamper their plans to visit Northeast India. While around 22% thought distance, language, travel cost, transport and safety issues hinder their plan to visit Northeast. Apart from this, more than 90% people think ecotourism will be beneficial for Northeast states. Moreover, 62% of them believe ecotourism will benefit the native people by providing employment, conservation of their natural resources, causing minimal pollution and promote national integration. The current survey gives us an insight that there is a huge potential of ecotourism in Northeast India, and we therefore suggest the government to initiate programmes to encourage universities, colleges and higher secondary schools for eco-tours to Northeast India by providing them assistance.



# Start-ups : The New Business Way

**Umica Sehgal**

B.Com (H), VI Semester

Shivaji College, University of Delhi

Entrepreneurship refers to the entire process of planning, starting and running a new venture, usually a small-scale new business.

An entrepreneur always has the courage to take risks in order to benefit, properly handle and run a business in this competitive world and present it effectively.

Start up culture is coming at the moment, and young entrepreneurs are coming up with amazing new innovative ideas that are proving to be a big success in the business market .Technological advancement is proving to be a big resource to the young entrepreneurs today.

'Start-up' is a trend that is effectively successful at delivering results, improved service and gaining customer satisfaction.

One thing that makes it 'The Talk of the Town' is that it is bringing fresh ideas delivering successful results.

It has made a huge difference in the world and will continue to do so in the coming years. This spirit of 'start-up' is even giving competition to the companies that have existed for over a 100 years.

This generation has a lot to contribute to the world, but they do not want to work in conventional ways, and this is what is so unique about it, as it gives the freedom to present new ideas.

The government is also supporting the 'start-up culture' by giving them a lot of benefits and helping them to bring this world towards a 'Desired Ecosystem'.

One of the schemes launched by the Government in January 2016 is 'Support for International Patent Protection in Electronics and Information Technology' (SIP-EIT), which is headed by Department of Electronics and Information Technology. This scheme was launched by the Indian Government to provide financial support to MSMEs and technological start-up units for international patent filling to encourage innovation and recognize the global value and capabilities along with capturing the growth opportunities in the ICTE (Information Communication Technology and Electronics) sector.

# Entrepreneurship : Be Your Own Boss

**Rohit Uppal**

B.A. (H) Economics, IV Semester  
Shivaji College, University of Delhi

***“Make your own path rather than following someone”***

With this idea entrepreneurship aims at designing, launching and running a new business for profit or social needs. Both the terms entrepreneurship and start-up are interrelated. Entrepreneurship is basic idea behind a start-up or the other way around. We can say that start-up is a practical application of entrepreneurship, to meet a marketplace need or a problem. The thin line of distinction that exists between the two is that start-ups are riskier.

In reality, most people are risk averters. They just want to have a good job that earns them enough money to survive and maintain a status in the society rather than doing something of their own interest which many times also comes with the possibility of getting more money. Entrepreneurship and start-ups have become the trend in today's competitive environment that helps one to follow their passion. Moreover, you do not have to follow someone else's orders since “you are your own boss”. It is you who make everyone work in a systematic and efficient manner. The opportunities and challenges of the world of start-ups have attracted and motivated many youngsters to venture into their starts-ups rather than going for office jobs. As you, yourself are responsible for the outcomes, it offers the desired flexibility and creativity to do the tasks. No doubt, there are 'n' number of risks associated with a start-up but it does not mean negative return always.

The high unemployment rate in the Indian Economy can be lowered down to some extent by start-ups as they generate employment. Every year more than 800 technology start-ups are being set up in India and by 2020, it is estimated that around 11,500 technical start-ups are going to be established with an employment potential of around 2,50,000 technical people (NASSCOM, 2015). Moreover, India is among the top five countries in the world in terms of start-ups.

The government also helps entrepreneurs through their policies and actions like "Make in India" campaign introduced in September 2014 to attract foreign investments and encourage domestic companies to participate in the manufacturing sector with the main aim of developing a strong manufacturing base and fostering innovation. The government also strengthened the intellectual Property Rights protection to instil confidence in start-ups. In order to make the country number one destination for start-ups, government has introduced a new campaign called 'Stand up India' in 2015 to promote entrepreneurship at the grass root level and to help start-ups with bank funding. Another milestone was 'Digital India' introduced in 2015 to ensure that government services are made available to every citizen through an online platform that aims to connect the rural areas by developing their digital infrastructure which translates into a huge business opportunity for start-ups. Furthermore, a scheme known as 'Start Up India' was launched in 2016 to promote a conducive environment for growth of start-up sand creation of employment opportunities. With this in view India seems to be a heaven for start-ups and if you really have some cravings for different and new and you have a risk seeker attitude to some extent then you should definitely prefer a start-up rather than being stacked and irritated in a so called traditional nine to five job.



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## Indian Bank

Indian Bank is an Indian state-owned company established in 1907 and headquartered in Chennai, India. It has 20,924 employees, 2851 branches with 2857 ATMs and 693 cash deposit machines and is one of the top performing public sector banks in India. Total business of the bank has touched Rs.3.64 lakh crores as on March 31, 2018.



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[www.shivajicollege.ac.in](http://www.shivajicollege.ac.in)