



6TH HIMALAYAN ORANGE TOURISM FESTIVAL '24

6th to 8th December 2024.
At City Center 1, Salt Lake in Kolkata



सत्यमेव जयते

पर्यटन मंत्रालय
MINISTRY OF
TOURISM





We have tried to successfully organize the sixth edition of the Himalayan Orange Tourism Festival 2024 in Kolkata again with your cooperation.



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Once again we have successfully completed the sixth edition of Himalayan Orange Tourism Festival 2024 in Kolkata with your support. The dates are 6th, 7th and 8th December, 2024, at Salt Lake Sector 1, Kolkata City Centre. This will be the first-of-its-kind mega event in rural tourism worldwide. Every day, we will be open from 12 noon to 9 pm, showcasing the rich heritage and rural initiatives of tourism and homestays.

This rural tourism and homestay movement, which was started by the Association for Conservation and Tourism (ACT) from the Bengal and Sikkim Himalayas about three decades ago and has now taken the forefront, has further impacted the landscapes of Eastern Nepal, Bhutan, Arunachal Pradesh and all the surrounding areas. Through tourism ownership, the villagers have regained pride in their agriculture and related heritage. ACT has helped them realise the value of their cultural and natural heritage through this movement. The connection of all this with the urban market has become more than necessary, and there can be no better patron than Kolkata, a city where every soul is a born tourist. It was easy for tourism in the Himalayan region to converge in Kolkata, where the residents have immense love for the region and hence the initiative of the Himalayan Orange Tourism Festival was taken up in 2014. The next festival was organised in 2016, followed by festivals in 2018, 2021 and 2022. This year we organised the sixth edition of the festival in Kolkata which has now taken the form of an international festival.

After a series of village leaders' meetings and a few local festivals, the Himalayan orange was adopted as the title "Himalayan Orange" which is connecting most of the villages associated with the festival. Also, being one of the most popular fruits, orange becomes the face of all agricultural and horticultural products and attractively for tourism as well. This year's festival highlights: agritourism, crafts, culture, cuisine and heritage, and homestays from the Darjeeling hills and other villages of the Dooars, Sikkim, Arunachal Pradesh, Meghalaya and northeast India. In addition, a few villages from Himachal Pradesh and the rest of India, Nepal and Bhutan also joined in.

The festival placed the Himalayan orange at the centre of its celebrations, symbolising the potential of sustainable agritourism and the growing importance of homestays. Visitors were encouraged to adopt slow travel, eco-friendly practices and support rural livelihoods by investing in authentic travel experiences that empower hill communities. The festival highlighted how tourism can become a key driver for rural development while preserving ecological balance and heritage. In addition to the cultural exhibitions, the festival launched several impactful tourism campaigns, each focused on highlighting the hidden gems of the Himalayas. Campaigns like Yang Yang and Butterfly Tourism focused on environmental conservation and special tourism experiences, while Nepal's Visit Koshi 2025 campaign highlighted Nepal's lesser-explored destinations. The Rangit Majua campaign emphasized sustainable tourism models connecting urban and rural areas, along with homestay programs, creating new avenues for tourists to interact with local communities.

The event also served as an important platform to promote rural-urban collaboration, allowing for meaningful buyer-seller interactions. A variety of rural products from different Himalayan regions attracted urban visitors looking for unique, eco-friendly products and authentic experiences. This excellent buyer-seller connection further demonstrated the potential of promoting rural tourism in an urban setting.

The Himalayan Orange Tourism Festival 2024 successfully bridged the socio-economic divide between urban and rural areas, illustrating the power of community-driven tourism. Connecting the city dwellers with the rural hill communities, the festival has instilled a deep understanding of the importance of sustainable tourism, eco-tourism and heritage conservation.

As this extraordinary three-day celebration comes to an end, ACT thanks all the participants, the Ministry of Tourism, Government of India, City Center Kolkata, partner country Nepal and the visitors for their enthusiastic support. ACT Convener Shri Raj Basu concluded the festival with a strong message that this event is just the beginning of a larger journey towards sustainable, community-based tourism. Let us continue to build bridges between urban and rural places and promote tourism that benefits both people and the environment. The success of HOTF 2024 has set the stage for even greater celebrations, where the culture, heritage and sustainable tourism efforts of the Himalayan region will shine.

Thank you



The details of the sixth edition of the Himalayan Orange Tourism Festival 2024 are discussed here.

The Sixth Edition of Himalayan Orange Tourism Festival (HOTF) 2024 organised by Association for Conservation & Tourism (ACT) commenced from 6th December and concluded on 8th December 2024 with glorious and successful note having significant implication by upholding the Flags of Community based & Rural Tourism at very high echelon of Pinnacle.

The unequivocal message of HOTF on sustainability, Agrotourism thereby preserving Cherished Heritage of Hilly Terrain of Himalayan Kingdom was vividly conveyed throughout Three (3) days.

The inauguration was held on 6th December 2024 sharp at 2 p.m. noon with traditional colors and culture of Nepal by playing "Naumati Baja", the first women band of Naumati Baja. Nepal was however, Partner country of the Festival. The welcome speech that ignited the spirit of Festival was of Sri Raj Basu ji, the Convenor of HOTF and founder and Brain child of ACT who through his briefly narrated speech enunciated the philosophy for inception of HOTF. The emotional attachment of Noble Lauret, R.N. Tagore with Oranges of Mangpoo (presently in Kalimpong) which was once gifted by the villagers of Mangpoo during Kavi Guru's last visit in Mangpoo. During that period He became very sick. And the villagers of Mangpoo gifted Noble Lauret with 2 baskets of Oranges of the region. This precious Gift carried was the epitome of Love and respect they had for their Kavi Guru Tagore. This thread of bondage made Rabindra Nath Tagore, The Noble Lauret very emotional and soon tears rolled out from both eyes of Noble Lauret poet. Such emotional and delicate attachment of Noble Lauret which he had with Oranges of Himalayas enthralled the concept of initiating HOTF. This very fact was briefly enunciated by the convenor Basu Ji in his welcome speech.

Followed by Sri Basu ji the welcome speech was also rhythmically recited through Hindi poem of Debjyoti Lahiri, Hindi poet of ACT narrating about magnanimity of HOTF and welcoming 2 New States Himachal Pradesh and Meghalaya of Himalayan Kingdom in this festival giving wings to HOTF 2024. The inauguration was then led by Sri Sujit Basu, Minister of State, Fire & Emergency Services, West Bengal. His speech spoke about universal commitment of state to



Padmashree Bichung Bhutia our Brand Ambassador presided the press meet for 6th Himalayan Orange Tourism Festival.



promote Rural Tourism with integration to urban area . The ceremony also saw presence and speech of many of distinguished guests ,viz ,His Excellency Maxim Kozlov ,Consulate General of The Russian Federation in Kolkata .He drew the attention of All by delivering his speech in Local language Bangla beside having enough understanding of Hindi which he later said .Therefore,this definitely signifies His Excellence love and respect of Culture of Bengal and Bharat in Macro aspect .Followed by His Excellency Jhakka Prasad Acharya ,Consul General of Nepal in Kolkata highlighted Nepal's Perrineal role as the Partner Country vis - a - vis promoting the visit Koshi 2025 campaign. The other distinguished Guest of Honour were His Excellency, Tashi penjore ,Counsel General of Bhutan .

Also presence of Mr.Pranab Prakash ,Deputy Director General & Regional Director (East) ,India Tourism and Mr.J.Biswas, Asst Director (East),India Tourism , vividly highlighted Festival alignment with Bharat's vision for significant &sustainable Tourism .Other distinguished Guest was Mr.Laxman Gautam ,Head of Tourism ,Marketing &promotion .

The other significant August presence of Ms Krishna Chakraborty, Mayor of Bidhannagar and Ms Tulsi Singha Roy ,Councillor. They underscored the festival's urban - mountain connection. The presence of other distinguished guests were also seen like professor Mr. Biswatosh Sengupta and other distinguished guests also glorified the ceremony .

Last but not the least, Other Learned Guests of Honour Dr.Sudipto Chatterjee , Secretary , International Society for Intercultural Studies and Research (ISISAR)and Mr.Gautam Saha, Secretary, Gandhi Seva Sangha glorified our presence with innovative approach for giving intertia to "International poet's Prigrimage Forum" ,a joint Forum initiated by ACT and ISISAR during January 2024 at North- Bengal.

A dialogue was once again opened to give thrust to such noble creative venture from from poets and writers across the various continents who will undertake travel to destinations expressing them in their own way through creation with a mission to synchronise Travel with Human creativity for betterment of Tourism Destinations during the presence of Honourable Guest , Dy .Director General and Regional Director (East) Mr .Pranab Prakash and Sri Raj Basu ji ,Founder and Convenor of ACT at the inauguration day on 6th December 2024 .

1) HOTF 2024 introduced Innovation through Movements and Initiatives of :

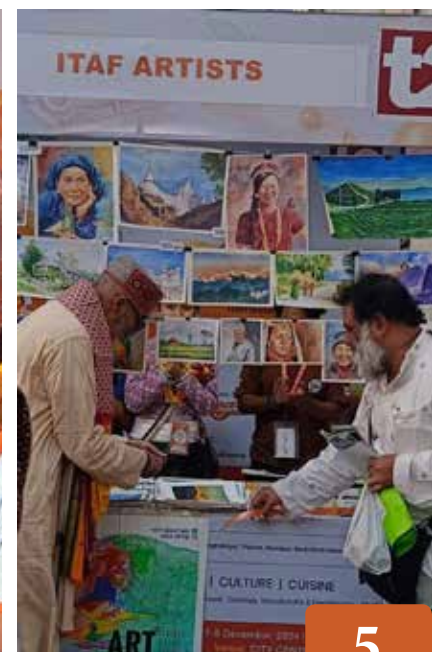
a)Aworkshop for a Session through joint discussion for sustainable Tourism at the Stage in accordance with direction and derivative



MR.Ramesh Pandey Vice president of Events and marketing of Ambuja Neotia group was duly present at the second day on 7th Dec 2024 and visited the festival and stalls. We highly acknowledge the gratefully for the entire team of Sri Pandey ji for extending cooperation all through during the 3 days in HOTF 2024 .

Also Sri Sanjib Agarwal, Chairman and C.E.O of Fair Fest India (Good Governance India foundation) remained physically present at the festival .His August presence invoked the spirit of organising committee of HOTF 2024 .He visited on 8th Dec 2024 at HOTF inspite of his busy schedule and watched few of our cultural programs of HOTF beside vising all stalls.

A warm presence sparked illumination in us invigorating us to carry on the festival smoothly.





of Ministry of Tourism i.e., "Arrangement for provision of a session about Sustainable Tourism in Bengal " on 7th Dec 2024 through interaction Program with Conservation Leaders ,Tourism Business friends,some Homestay owners from Darjeeling , Kalimpong , Kolkata, Sikkim ,Himachal Pradesh, Meghalaya,and Nepal and Bhutan wherein views expressed about the positive impact of Sustainable Tourism and accordingly professionalisation of Homestay concepts on community level and cultural sector by self employment and sustainable livelihood.

The presence of Honourable M.P of Jalpaiguri Dr .Jayanta Roy who was the Chief Guest at the session glorified the Session . Noticeable phenomenon at the session was of Young entrepreneurs who echoed the concept of necessity of welcoming sustainable travels through Homestay movements on pan India basis and also in neighbouring countries thus enlarging the area even to macro level in Asia was highly welcomed . The Convenor Sri Raj Basu ji,the Convenor and Founder of ACT initiated and coordinated the entire session.

Finally on concluding day of HOTF 2024 on 8th Dec 2024 ,a discussion on Rural Tourism Meet with Stake holders of Bhutan,India and Nepal .The participants were from Nepal Tourism Board , Nepal Home stay Federation ,Nepal Green Generation Conservation organisation , Most of the Municipalities of Koshi , Sri Birendra Tamling on behalf of Govt of Sikkim, Home stay Leaders from Meghalaya , Himachal Pradesh ,Sikkim , Kalimpong,Darjeeling, Gangtok and Kolkata remained present at the session.

The discussion was based for ways and means to chalk out Homestay Networks , opening new avenues for tourists to engage with local communities .The session showcased homestay associations ,led by ACT'S initiative to promote sustainable, community driven tourism .Homestays were highlighted as an integral part of rural tourism offering visitors authentic cultural immersion while supporting local economies. These interactions demonstrated how homestays Foster meaningful connections between hosts and guests blending hospitality. Sri Raj Basu ji presided the session calling for passing 2 resolutions 1) Ways for expanding our Rural Tourism connected with Home stays ,Resorts and lodges towards sustainability.

2) secondly ,what are the points required for HOTF declaration

to be framed which can be shared between 3 countries Nepal ,Bhutan and India and thereby 3 countries can share between them so the Central Govt can share the declaration with States and also with District administration. Raj Basu ji requested senior member Sri Padam Gurung ji to preside this Prog 2024 . An ambitious initiative aimed at positioning' Yangang '- a picturesque town in South Sikkim, approx 34 miles from Gangtok revealing Yangang unique charm ,rich culture and offbeat appeal inviting travellers to discover its breathtaking landscape and thrilling experience having longest ropeway and a proposed skyscraper positioning it as a destination for eco -tourism and adventure enthusiast .

Third campaign was Regarding Arunachal Pradesh wherein we witnessed launching Butterfly circuit and publication on Arunachal Pradesh. This campaign highlighted ecological conservation and Niche Tourism .

Along with this Visit Koshi 2025 campaign highlighted the untapped beauty of Nepal's Eastern Region .

Rangeet Mazuwa campaign depicting Green Agro based Tourism circuit. The motto was healing forest trails Agro based destination Green Village and waste free circuit. The launching of other innovative movements and Initiatives were Barnamala poribar with ACT and City Centre, coordinated by Mr. Debashish Mothe , posters launch of Himalayan Ethnic singing competition, Yelbong adventure tourism poster launch and finally most significant Chalo Chamba Poster Launch & Kalighat (Kolkata, west Bengal) To Pathibhara (Nepal)



This fair features a mix of stalls with tourism products, agricultural products, and cultural heritage.

Fusion of Stalls with Tourism Products , Agro produces and culture .

1) NCT (Noam -Chel - Teesta) - Kalimpong district . (Stall No. 1-2)

Tourism product .Homestays of Chuikhim, Yelbong adventure tourism

Agro product : Orange ,Squash vegetable ,Ginger, Food :Momo,Orange juice ,etc .

Culture demonstration at the Stage for 3 days .

6/12 /24 : subba dance by Dishu subba & friends .

Nepali Dance& Mamta Gurung song.

7/12/24 : Subba dance , Marooni dance by Astha and friends .

Subba dance is traditional dance of Nepal with song and Maruni dance is Nepalese folk dance of a community Magar . It is oldest and famous dance of Nepal and performed during Festival usually after dusserah.

Mamta Gurung song

8/12/24 : Subba dance Dia and friends, Nepali Dance, solo song Mamta Gurung.

2) KITAS .(Stall no 3)

Tourism product : Home Stay

Agro product: Orange ,ginger, squash,avocado,etc .

Culture : Deusi Dance .

It is a traditional folk dance and song of Nepal performed during festive period.

Limboo dance .It is also a folk song coupled with dance of Nepal originated from East Nepal and performed by Limbu people of land and they also live in Darjeeling ,Kalimpong and Sikkim. It is also festive dance depicting grace of Nature ie., birds and Wild animal movement .

Solo Hindi song .

Nepali Folk Song performed by Mamta Gurung .

Kirati Rai Dance by hilly terrain rural women of region.

3) Kalimpong District Tourism Welfare society (Stall No.4)

Areas inclusive of extended portion of Kalimpong right from Kalimpong Town to far fledged remote areas like Today, Tangta, Lingsey,Mulkarkha and so on .

Tourism product: Homestay .Local handicraft

Agro product .Orange, Avocado, kiwi ,Momo ,Cell Ruti.

Cultural programs.

Felicitations programs done by them to Entire active ACT members who steered the 6th edition of HOTF .

4) DHOA (Darjeeling Homestsy owners association & RISHIHAAT. (Stall No. 6)

Tourism product .Darjeeling seoveneir. , homestay .

Agro product. Darjeeling tea .

Culture .Not demonstrated.

RISHIHAAT

Tourism product : Homestay .

Agro product .organic tea , jelly and home made pickles ,plants .

Culture : No culture demonstrated .

5) Highland Hills FPS &TEAHAAT -Stall no. 5 .

Agro product tea .

6) International Travel Artist Forum. (ITAF) Stall no. 7 .

Tourism product . Led by Dehi Art .They demonstrate Art clubbing with tourism for sustainable growth of rural community reflecting culture and natural bio diversity .

7) WLO Travel Photographers .(Stall no.8)

Led by WLO .They demonstrate travelling photography & Event photography.

In this regard an exclusive international photography exhibition and contest organised by" Photour Be A photourian and here in "Each day viewers choice winners "at salt lake City Centre 1 6th ,7th and 8th Dec 2024 .The same was organised by Our ACT active member Sri Abhishek Bhattacharya.

8) LATPANCHAR - SITTONG (Stall No. 9)

Tourism product : Homestay ,Birding circuit .



Darjeeling Eco tourism festival

Agro product : Orange, avocado.

9) Sukhiapokhari -(Stall no. 10)

Tourism product : Homestay ,Homestay Brochure,

Agro product .orange ,Squash Squash momo ,T- Momo Culture .

Sherpha dance , Nepali song .

10) RANGLI RANGLIOT HOMESTAY OWNER ASSOCIATION - STALL NO.11

Tourism product : Homestay .

Agro product: Orange, kiwi ,momo Tea .

No Culture was demonstrated by them .

11) MIRIK - STALL NO. 12

Tourism product : Homestay .Homestay souvenir, plant.

Agro product : Orange, kiwi ,avocado

12) RANGIT MAZUA - Stall No.13

Tourism Product :Homestay , launching "New green agro-based Tourism circuit ,Souvenir.

Agro product : Orange ,pickles, cooking ingredients, snacks ,orange tea ,sel roti ,avocado,kiwi .

Culture : performance of solo Nepali song

13) Barsha & Trisha . Stall No.16

A Stall was earmarked for Barsha & Trisha, Twin Autistic daughters Of Dr Saugata Deb and Dr. Mrs .Suparna Deb Leading Surgeons .This Stall was to promote Autistic Art and Craft of creative Atrists who are connected with ACT and Eastern Himalaya .

14) VISIT DOOARS - Stall No. 17 -18 .

Tourism Product : Home Stay, Brochure of Home Stay. Agro product Orange,orange tree ,straw Berry wine ,Darjeeling tea . Culture .Nepali song and Dance .

15) Himachal pradesh Chalo Chamba . (Stall No. 19)

This year in the 6th Himalayan Orange Tourism Festival Himachal pradesh

From Chamba participated

for the First time in HOTF .

Tourism product :Launching of Chalo Chamba, Home stay Brochure,

Agro product : chamba Rajmah ka Madhra,Chamba ki Chukh , Chamba Jarees, Chamba thal,Chamba Rumal , Chamba painting(pahari style).

Culture .Demonstrated a dance of Himachal pradesh Chambeyali dance, a folk song .

16) The Sunday Haat - Stall Nos 22A-22-23 .

Plant ,food product -honey ,jaggery (Gur) , mustard oil, Turmeric .All organic and orange water hyacinth (Kachuri pana in bangla)

17) Mango Tree Village Haat -Stall no.25-26

Eri silk work from Meghalaya ,Handloom,craft

18) Meghalaya- Stall no - 41-42 .

Dance and song well demonstrated by villagers

depicting cultural ethos that is intertwined in Cloud clad beautiful landscape having bounties of Nature in picturesque state of Meghalaya . The products at the stall were Local Utensils, Tea,Turmeric ,Orange honey .All organic in nature .

19) BHUTAN - STALL NO.-25-26

Home stay and Home stay Brochure.

Orange ,Ginger, Turmeric,Jam and jelly ,plant and pickle .

20) Ministry of Tourism - Stall Nos .43 -44-45-46 .

A big pavilion was provided to Ministry of Tourism .

travel Agents and home stay owners were present at India Tourism pavilion.

21) SIKKIM- (STALL NO.27 -28 .)

5 ladies from Yangang (South Sikkim) demonstrated women empowerment and entrepreneurship at its true sense at 6th HOTF ,SALT LAKE CITY CENTRE ,KOLKATA . showcased their culture and food.

Visit yangang ,ropeway and sky walk were their tourism product beside homestay and Brochure. This very product was beautifully launched at the Stage by Sri Robin Basnet ji .

A small Hindi poem of Debjyoti ji was recited by him depicting wonders of Yangang .

Orange ,Turmeric, momo , A separate Stall was their In West Sikkim Red panda jungle camp with other stake holders were present and a separate stall was provided.sri Virendra Tamling ji was present from Govt of Sikkim . Culture of Sikkim was nicely depicted by local dance of village depicting wonders of Sikkim of yangang .An Artist of Himalayan belt from Sikkim Made wonderful drawing with painting of nature conservation at international travel Artist Forum.

22) NEPAL : STALL NOS. 35-36-37-38 .

Nepal was the Partner Country in the 6th Himalayan Orange Tourism Festival in City Centre ,Salt lake ,Kolkata.

Tourism product : Most of the Municipalities of Koshi were present at the festival.

Nepal Tourism Board, Green Generation Conservation organisation home stay Federation, Elephant tourism poster and T Shirt were launched .

Visit Koshi 2025 a programme made and T Shirt was launched. Another important launching made by "Kalighat to Pathivada" spiritual tourism .

10 stalls were allotted for Nepal wherein Koshi province had a significant presence .Along with Koshi Jhapa province made an important mark at the festival . To augment Rural Tourism ,agricultural, cultural ,heritage conservation giving due weightage to spiritual Places and developing the bondage through Spiritual tourism which will give inertia for economic development through this festival remained the principle motive Agro product: Tea ,orange , Avocado, chilly ,kiwi, Churpi .

The lion's share of contribution of Cultural programs demonstration was made by Nepal .

Cultural performance of NEPAL

1st day 6th Dec 2024.

Rai Dance by Bahundangi team
Sadari dance by EHEHS
Modern Nepali dance by EHEHS
Magar Dance by Bhn dgi
Sarangi by Gandharva
Naumati dhun by Bhdngi.
Various songs of Nepal.

Second day 7th Dec 2024 .

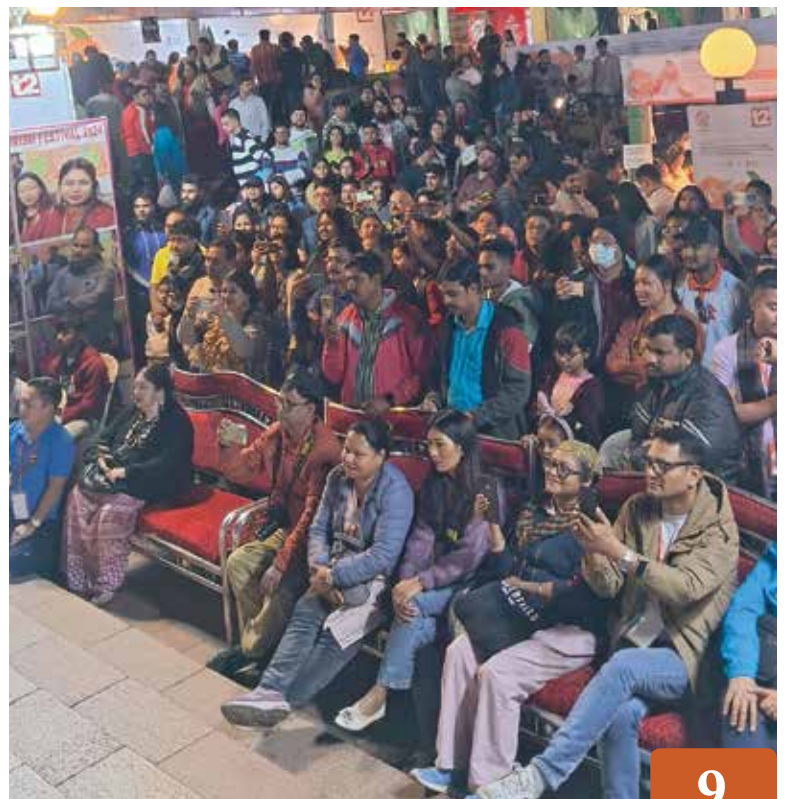
Maruni dance, Rukumai coat,
Surma sur milai and Solo dance from EHEHS
Sangini and Newar dance by Bahundangi team
Sarangi by Gandharva and Naumati baja by bahundangi ladies.

Final day on 8th Dec 2024 .

Dooars Duet dance Rajesh/Swastika
2. Limbu Naach KITAS
3. Rangit Mazuwa Song Rosy Subba
4 .Kitas Dance
5.Sarangi by bhojpur Nepal
6. Limbu Naach Bahundangi shree ganesh moulik sangeet

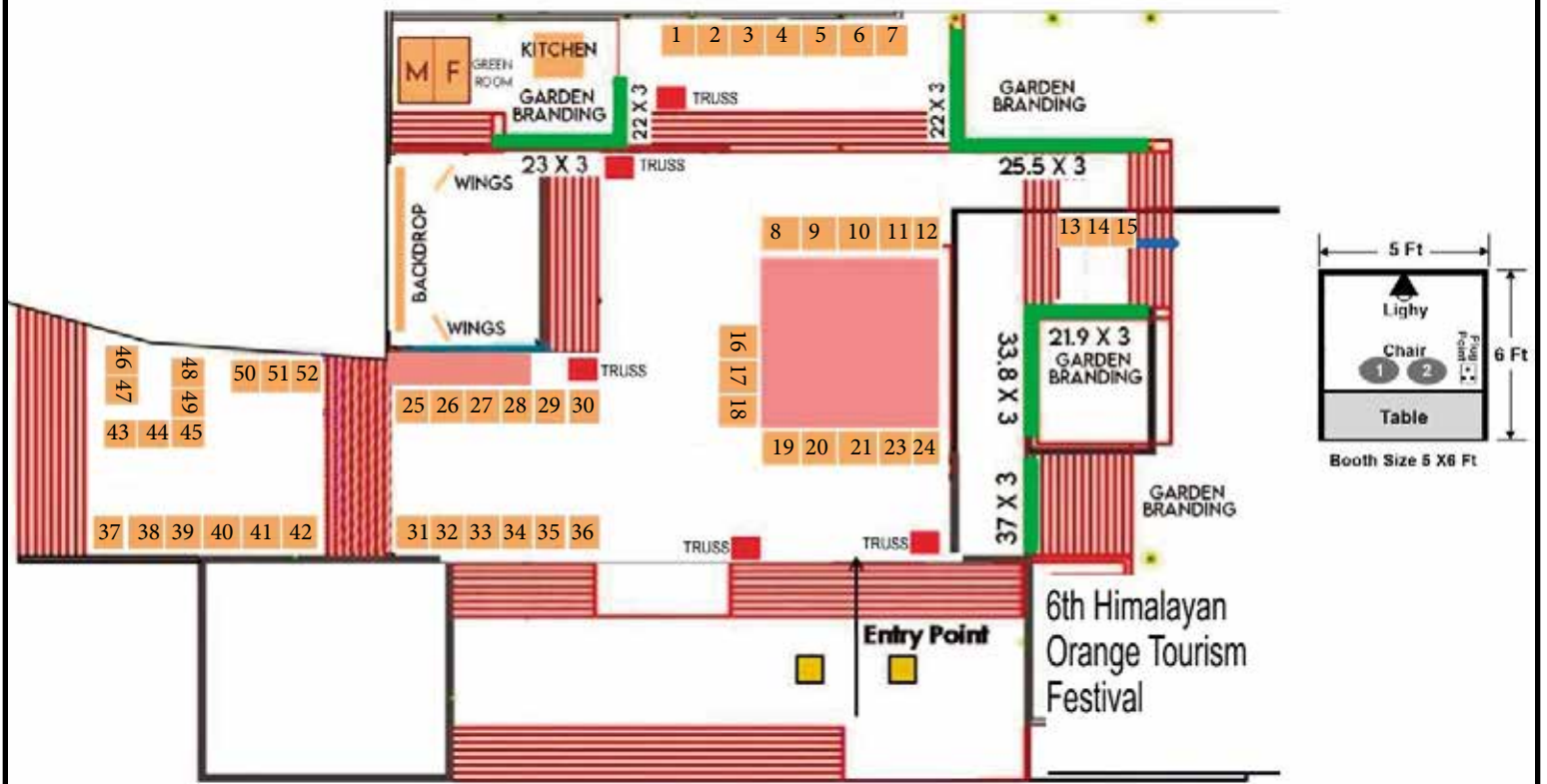
parhshala

7. Bharat Karki Song Nepal
8. Naumati Panche baja band Kolkata
9. Maiti Ghar East Horizon Team
10. Aswan Pradhan Kalimpong Song
11. Ashika Acharya Bahundangi solo dance
12. Dooars Nepali Folk Song
13. Solo dance EHEHS Aahana Thapa
14. Song Manzil Dewan
15. .Saloni Mungpo
16. Song by Sharif Rai KDTWS
17. Debasish Motey Murchunga
18. NCT Nepali Dance Pratistha Prasad
20. Katta hanidinchhu East Horizon Group
21. Naumati dhun by Hatti maitri naumati group
22. Duet dance by Kushal/ Prakriti Bahundangi Kamaraima patuki
23. Song by Mamata Gurung KITAS
24. Solo dance by Chinnalata EHEHS



10

Himalayan Orange Tourism Festival 2024 Floor Plan for 52 stall



Way forward towards " International poet's pilgrimage forum "Presence of Dr Sudipta Chatterjee and Mr. Gautam Saha along with Eastern Region India Tourism Director and ACT supremo Sri Raj Basu .



Mangpoo Eco Tourism Welfare society
 Tourism product .Brochure for homestay and homestay .
 Agro product .orange ,Ginger, tea .Pickle.,
 Culture .
 Nepali modern dance by saloni Limboo.
 Meghalaya community and others Stall earmarked as ACT stall
 ACT had no specific stall only a stall for Meghalaya tourism,
 post office based tourism of rural tourism ,Eri silk of Meghalaya
 was displayed.
 Felicitation programs was done by TRESS gor all active organ-
 ising committee members of HOTF 2024 .
 Kalimpong District Tourism welfare society Felicitated organis-
 ing committee of HOTF '24 .
 Nepal Team felicitated organising committee of HOTF 2024 .











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