



**tourEast**  
**Experience Culture**



# About Us



**tourEast**

TourEast is a division of banglanatak dot com, a social enterprise established in 2000 and working with a mission to foster inclusive and sustainable development. TourEast promotes cultural tourism destinations of West Bengal and Goa and offers authentic experience of heritage traditions and simplicity of rural life amidst natural beauty.

Culture is the way of life of people – evolved over time, spread from generations to generations – their beliefs, customs, arts: spices that flavor their staple of life, giving them their unique identities. banglanatak dot com's Art for Life (AFL) initiative synergizes cultural and economic development. AFL has alleviated thousands of rural families from poverty by providing them sustainable livelihood based on their traditional skills in arts and crafts. Local culture has been revitalized, strengthening community identity and pride. The artist villages have emerged as vibrant cultural hubs. <https://www.youtube.com/watch?v=jWrhelUjzZM&t=25s>.

TourEast offers journeys that take us back to the roots. On another level, community-led tourism has emerged as an enabler for the economic inclusion of marginal communities. Visit our destinations to celebrate life itself.

TourEast is empaneled with West Bengal Tourism and a member of IATO.

## Our Offices

Head office is at Kolkata and Branch offices are in Goa and Delhi.

## Our Team

We have a 102-member team with backgrounds in Engineering, Management, Sociology, Theatre, Music, Tourism, Media and Literature.

## Accreditations

- Advisory Status to UNESCO 2003 Intangible Cultural Heritage Convention
- Special Consultative Status with UN Economic and Social Council (ECOSOC)
- National partner of UNESCO
- Global Partner of UNWTO
- Technical Agency for SFURTI cluster initiative of KVIC
- Empanelled with TISS, Partner to National CSR Hub for West Bengal, Bihar & Goa

banglanatak dot com is the umbrella brand shared by  
**i-land informatics Ltd** - our Company & **Contact Base** - our Society.

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- **Cultural Tourism**
- **Heritage Education**



At TourEast, we promote cultural tourism and offer authentic experiences of heritage traditions and the simplicity of rural life. West Bengal offers a unique amalgamation of diverse cultures and natural beauty. The villages of folk and handicraft artists are perfect retreats for domestic and international visitors. The tours include visiting artists' homes, learning their stories and traditions, attending workshops and seeing community museums. We invite families, art lovers, researchers, students, institutions interested in field trips, academics, photographers, and young professionals from other sectors, including the corporate world, to visit these heritage-based cultural tourism destinations. One may plan 3—15 days tour.







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- **Cultural Tourism in Bengal**
- **Nature Culture Journey**



**Tepantar:** Tepantar is a theatre village with night stay facilities at beautiful cottages within its 4-acre campus. Stay at Tepantar and enjoy space theatre. Visit Shantiniketan, the Dokra Hub in Dariyapur, Kantha hub and Terracotta temples in Nanoor, Wooden Doll hub in Natungram and the Baul hub in Joydeb Kenduli . <https://www.youtube.com/watch?v=QUG6uxDP50I&t=131s>

**Purulia:** Enjoy natural beauty and colourful dances of Purulia. Experience a hermit's life at the sprawling 60-acre campaus of Nimdih Gandhi Ashram at the foothills of Dalma hills. Visit old Terracotta temple in Deulghata, Chau mask makers' village Charida, Chau dancers' village Balarampur and Patachitra village Majramura. <https://www.youtube.com/watch?v=jl3kuiYxGtg&t=99s>

**Medinipur:** Learn about mythology and enjoy the vibrant storytelling tradition of Bengal in a day trip to the Patachitra hub in Pingla or Chandipur. Observe intricacy of weaving Madur (natural fibre mats). <https://www.youtube.com/watch?v=hZPjmlhwXII&t=29s>

**Sunderbans:** Visit villages of folk singers and dancers in various islands of Sunderbans. Enjoy journeys in boat through the mangrove forest of the world's largest delta. Stay at Pakhiralay in Gosaba. <https://www.youtube.com/watch?v=Plklw2UHEJ8>





## • Music Tourism

- **Residency**
- **Village Festival**
- **Sur Jahan**



**Music Residency:** Connect through music. We offer 10-12 days music residencies at Kolkata between September and March for international artists. Collaborate and co-create with urban and rural musicians. Perform in village festivals of our Rural Craft and Cultural Hubs. We work with over 5,000 rural and urban folk musicians. <https://www.youtube.com/watch?v=--1YBCAjiZJE>

**Village Music Festivals:** Bengal has many well-known Baul festivals that attract music lovers from all over the world. For everyone interested in learning about the Baul philosophy or listening to the Baul musicians in their natural surroundings, the village festivals are the ideal destinations. <https://www.youtube.com/watch?v=TitxtlivA4w>

**Sur Jahan**, our signature World Peace Music Festival which started its journey as Sufi Sutra in 2011, is held in Kolkata in the first weekend of February and then in Goa. Around 8-9 bands participate in Sur Jahan, including 5—6 international ones. The festival format includes Day Time Workshop and Evening Concert. Sur Jahan has now evolved as a Headliner Festival in both the cities and carved out a niche for itself in the world of international music. <https://www.youtube.com/watch?v=NokOssD0j8s>

TouEast offers airport-to-airport packages for all of the above.







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- Responsible Tourism
- Community-led Tourism



TourEast aims to engage local communities in developing cultural tourism and ensure economic benefit for local people. Community participation and leadership in facilitating tourism activities not only strengthens community identity and pride but also increases local ownership of natural and cultural resources. We work with 45000 artist families engaged with traditional visual art, handicrafts, folk music and dance. UNWTO has endorsed our model of Intangible Cultural Heritage (ICH)-based Tourism in 2015 and showcased it as Best Practice of Sustainable Tourism at ITB Berlin in 2017. We have global partnership with UNWTO for promoting responsible and ethical cultural tourism practices.





## • Cultural Tourism in Goa



One can plan a 3-7 days visit to Goa, which will include visiting villages with art & culture (like, Avedem, Ibrampur), enjoying live music in Goa, walking tours, exploring Mangrove at Chapora, staying at beach-side cottage, taste local cuisine and exploring traditional Goan architecture.

## Festival Tour Packages in West Bengal and Goa

### November 2019



**POT Maya  
Patachitra Festival**  
Nov 15 - 17

**Offered Tour: Nov 14 - 25 (11 Nights/ 12 Days)**



**Baul Fakiri Utsav**  
Nov 22 - 24

### December 2019



**Chau Jhumur Utsav**  
Dec 20 - 22

**Offered Tour: Dec 18 - 30 (12 Nights/ 13 Days)**



**Sundarban Folk Festival**  
Dec 27 - 29

### Festivals in 2020



**Surjahan** 2020  
WORLD PEACE MUSIC FESTIVAL  
Kolkata Jan 31 - Feb 2, Goa 5-7 Feb

**Offered Tour: Jan 25 - Feb 8**



**Folk Holi: Mar 8 - 10**  
Festival of Colours

**Offered Tour:**  
Mar 5 - 14 (9 Nights/ 10 Days)



At TourEast, we promote destinations where local communities own and manage all the logistics for the tourists and give them a first-hand and intimate experience of local art, culture and nature!

In West Bengal, we have created 20 such destinations. These are places that have been nurtured as part of the Rural Craft and Cultural Hubs (RCCH) initiative of the Department of Micro, Small, Medium Enterprises and Textiles (MSME&T), Govt. of West Bengal, in association with UNESCO. There are 60-150 families in each village and every village is a hub of traditional music or art or craft forms. These places also have Folk Art Centres with furnished rooms for tourists. All these artists' villages have their own annual festivals to celebrate their heritage, between October and March. These Village Festivals are now very popular and well covered by the media. We have started working with local communities/ Social Entrepreneurs in Goa and will soon start in Rajasthan.

MILLENNIUM POST | Kolkata | Tuesday, 4 September, 2018

## 'Baul-Fakir Mela' to be held at Tepantar from November 23-25

OUR CORRESPONDENT

KOLKATA: 'Baul-Fakir Mela', which is gaining popularity and attended by many foreigners, will be held at Tepantar in West Bengal from November 23 to 25.

Tepantar is a village with a few acres of land and is known for its Bauls, a sect of Hindu mystics, and its folk art and handicrafts. The festival is held from November 23 to 25. It is the first of its kind in the region.



On the arrival of Baul-Fakir Mela, a group of Bauls and Fakirs from East and West Bengal, who are known for their unique style of music and dance, are seen performing a ritual.

Banerjee has presented musical instruments like dhama, modal, dhol, and others to the Bauls and Fakirs. The festival is held in a village with a few acres of land and is known for its Bauls, a sect of Hindu mystics, and its folk art and handicrafts. The festival is held from November 23 to 25. It is the first of its kind in the region.

## আনন্দবাজার পত্রিকা

শনিবার ২৭ অক্টোবর ২০১৮



উত্তর দিনাজপুর জেলার কুশমড়ির মহিষাখোলা গুরু হল মিম দিলের মুখামেলা। ছবি: অমিত মোহান্ত

## এই সময়



ছৌ বুমুর উৎসব  
কলকাতার বুমুর উৎসব  
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## এই সময়



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## The Statesman

KOLKATA, SATURDAY 06 FEBRUARY 2016



## বর্ধমান সময়



## জেলি



focus THE STATESMAN KOLKATA, SATURDAY 24 NOVEMBER 2018 16



## Art and Tradition



## The Telegraph

