



ARYA MAHILA P.G. COLLEGE

Admitted to the privileges of the Banaras Hindu University
Grade "A" Accredited by NAAC & "College with Potential for Excellence by UGC"



**INTERNATIONAL WEBINAR
ON
"CULTURAL HERITAGE & TOURISM IN POST
COVID"
JUNE 22-23, 2020**



Organized by

Department of A.I.H.C. & Archaeology

(Under the UGC mandate Notification, D.O. No.1-3/2020(CM) dated 28th March 2020)

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Chetganj, Varanasi- 221001

About the Webinar:

Cultural heritage implies a shared bond, our belonging to a community. It represents our history and our identity; our bond to the past, to our present, and the future.

Cultural heritage often brings to mind artifacts (paintings, drawings, prints, mosaics, and sculptures), historical monuments and buildings, as well as archaeological sites. But the concept of cultural heritage is even wider than that, and has gradually grown to include all evidence of human creativity and expression: photographs, documents, books and manuscripts, and instruments, etc. either as individual objects or as collections. Today towns, underwater heritage, and the natural environment are also considered part of cultural heritage since communities identify themselves with the natural landscape.

Moreover, cultural heritage is not only limited to material objects that we can see and touch. It also consists of immaterial elements: traditions, oral history, performing arts, social practices, traditional craftsmanship, representations, rituals, knowledge and skills transmitted from generation to generation within a community.

and if we talk about Cultural Heritage and tourism it refers to everything that includes the activities and customs associated with the tangible and intangible heritage, with culture being the main motive of it represented in visiting archaeological sites, historical monuments and museums and getting informed of traditional industries or any form of artistic expressions along with attending some cultural events such as exhibitions or festivals.

But now COVID-19 pandemic has impacted travel and tourism globally and the way people travel will be forever changed when we emerge in recovery and also the world of arts, culture, heritage and creativity will not be the same after COVID-19.

We are in the midst of an unprecedented global crisis, affecting our lives, our livelihoods, and the social and cultural fabric of society. COVID is impacting our movable, immovable and intangible cultural heritage and will continue to do so in coming months. COVID-19 has put many intangible cultural heritage practices, including rituals and ceremonies, on hold, impacting communities everywhere.

The world of arts, culture, heritage and creativity will not be the same after COVID-19. Pandemic has caused a drastic decline in global travel, hitting tourism-dependent economies the hardest. Heritage sites are often overlooked in this discussion although they find themselves at the epicenter of a multifaceted challenge.

This Webinar aims to bring together Academicians, Archaeologist, Anthropologist, Administrators and Policy maker's from across the world to join the online discussion on this Issue.

Sub-themes:

- *Covid- 19: Challenges and opportunities for the Tourism.
- * Tangible and intangible heritage and covid-19.
- *Heritage conservation.
- *Pandemic in History.
- *Heritage Tourism issue and Challenges.

About the Institution:

Arya Mahila P.G. College is one of the institutions established and run by Shri Arya Mahila Hitkarni Mahaparishad, an educational organization founded by Maharshi Gyananand ji to safeguard the women's right of education in 1919. This year Shri Arya Mahila Hitkarni Mahaparishad celebrates its Centenary Year.

Maharshi Gyananand ji's able disciple Smt. Vidya Devi Ji endeavoured hard and dedicated her whole life in giving shape to the vision of Maharshi Gyananand Ji. The objective of the mahaparishad was to uplift the status of women. The four Institutions (Arya Mahila Bal Vibhag, Arya Mahila Inter College (UP Board), Arya Mahila Nagarmal Murarka Model School (CBSE) and Arya Mahila PG College affiliated to BHU) which were organized and managed by Smt. Vidya Devi Ji are still maintaining the philosophy of Maharshi Gyananand Ji. He was of the opinion that both men and women should jointly maintain the unity, integrity of society based on judicial divisions of labour. The girls in all these four Institutions are given every opportunity to unfold their potentiality so that they may become self-reliant, empowered and proud citizen of the country. Arya Mahila P.G. College provides higher education in several courses at Graduate, Post Graduate and Research level in the field of Arts, Social Science, B.Ed. and Commerce.

About Varanasi

One of the world's earliest cities and famous pilgrimage destination for Hindus, "Varanasi" is a must see for anyone who lives or travels in India. With a number of things to do, from visiting quiet Ghats, array of temples to witnessing the vibrancy of culture, devotion of the devotees, chanting of the prayers, eternal history or the symbols of a rich and splendid era and of course the list goes on and on has always attracted religious as well as non-religious tourists from all over the world.

Patron:

Dr. Shashikant Dikshit

Manager

Arya Mahila P.G. College
Chetganj, Varanasi



Mentor:

Prof. Rachana Dubey

Principal

Arya Mahila P.G. College
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Honourable Speakers:



PROF. ANURA MANATUNGA
DEPT. OF ARCHÆOLOGY, UNIVERSITY OF
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DR. SUSHMITA PANDE
FORMER CHAIRPERSON
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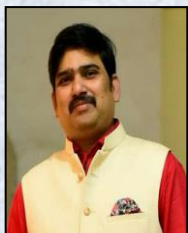
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SHRI KIRTIMAN SRIVASTAVA
REGIONAL TOURISM OFFICER, VARANASI, DEPT. OF TOURISM
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Registration Link :

https://docs.google.com/forms/d/e/1FAIpQLSdUK6T077bWM9ko0XAJTSldw04p9kNnhMtwBp8O4d8YRXKfUg/viewform?usp=pp_url

Zoom meeting link will be send via mail before meeting

If you have any problem in filling the form on given link then please send your details on given email id. (Email – syadav8020@gmail.com) (Mobile: 7897460669)

All those participants who ensure their participation in all the two days of this International Webinar, will be issued an online participation certificate through email.