

Socio-Cultural Profile Of Kalna Subdivision With A New Dimension Of Tourism Potentiality Of “Temple Town” Ambika Kalna, Purba Barddhaman, West Bengal, India

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ABSTRACT: Ambika Kalna is a municipality town of Kalna Subdivision of Purba Barddhaman has immense potentiality of tourism based on heritage culture. Terracotta Architecture has distinct for “Temple Town” Ambika Kalna. This paper reveals the general socio-cultural profile of Kalna Subdivision and has prosperous hinterlands of tourism development based on evolution of uniqueness of special attraction considering temples as well as new dimension of conservation of tourism and identical cultural heritage.

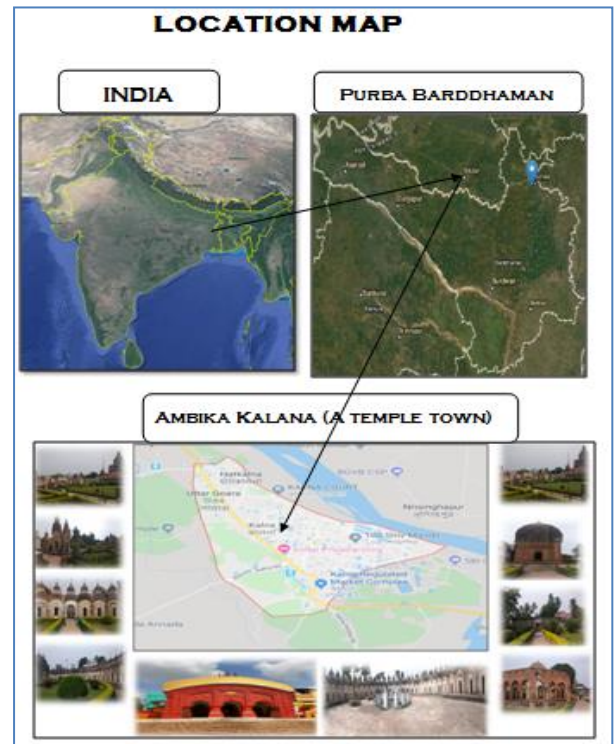
KEYWORDS: Terracotta, Tourism, Architecture, Footprint, Incredible, Culture, Conservation

1 INTRODUCTION

Ambika Kalna is an ancient town in Bengal. In tourism scenario, Ambika Kalna has gentle potential. There are many sites in this area for historical, cultural, religious importance or scenic beauty. It is also called “City of Temple”. Terracotta architecture has distinct for temple of this place. This town is comparable to those of Bishnupur due to similarities of Terracotta structures. No place has Bengal other than Bishnupur had so many temples like Ambika Kalna. Tourism has an important role in Socio-Economic development of this place. This place has a historical importance and there have so many Temples, Monuments, Churches which are, nearly 500 years old as like as Laggi Temple, Krishna Chandra Temple, Pratapeswar Temple, Shyamsundar Temple, Mahaprabhu Temple, Gopaljew Temple, Missonary Church, Daton Kathitola Mosque and so on. During the last 18th century, the Maharaja of Burdwan has built several terracotta ornamental magnified temples in this town. Kalna retains its exceptional charm and beauty because of its strategic demographic location and so many beautiful best places at Kalna. Culture and tourism are related to each other. It has a symbiotic relationship as they mutually benefitted with each other. Tourism offers an important way for promoting and preserving culture and cultural heritage and in the same time function creates jobs and income as well as sustenance of the cultural heritage, cultural production and creativity [Source: Culture, creativity and tourism – A study of Sikkim; Sanjukta Santra].

2 STUDY AREAS

Kalna is a city and a municipality in Purba Barddhaman district in India, state of West Bengal. It is headquarter of Kalna subdivision. It is situated at the western bank of River Bhagirathi. The average elevation of this area is 19 meters over sea level. The Geographical location of this place is 23°22'49" N to 88°34'82" E. UTM coordinate of the Kalna is 45Q 640180.395682 2568534.8805079, DD coordinate is 23.22 88.37, DMS coordinate is 23°13'12.00" N & 88°22'12.00" E and the GEOHASH coordinate is tunu4gj.



(Pic-1: Location Map, Showing the study area)

3 BACKGROUNDS

Ambika Kalna is the Headquarter of Kalna Subdivision of Purba Barddhaman district. The town Ambika Kalna got its name from the deity of Maa Ambika of the Siddheswari Temple. Mother Ambika, Siddheswari Kali is an old aged goddess of this town. Famous Historian Sir, Alexander Cunningham said that, the existences of this town ‘Ambua’ were found on the border area of ‘Tamralipta’ empire of 70th century. Again ‘Ambua’ was renamed as Ambika Muluk during ‘Pathan’ regime in Bengal and was the Headquarter of ‘Pathan Governor’ in the 15th century. Lord Chaitanya stepped down at this place in 1508, Iswar Chandra Vidyasagar in 1844 and Thakur Sri Ramkrishna dev in 1870 inspite of that Sri Ramkamal Sen, Sri Vijay Krishna Goswami and Sri Subhas Chandra Bose came to this town.

This town is birth place of famous Kali devote Kamala Kanta and Pandit Taranath Taraka Bachaspati. The city is famous also for various old temples with terracotta works. Siddheswari Kali mandir, 108 Shiva's temple, Kalna temple complex, Rameswar temple, Gopal jeo temples are important tourist place at Ambika Kalna. Important festivals of Kalna are Saraswati puja, Mahisimordini puja. Baidyapur, Guptipara, Purbasthali, Nabadwip, Mayapur are the another special tourist spot surroundings of Ambika Kalna.

4 OBJECTIVES

The major objectives are:

- (I) Identification of socio-economic profile of Kalna subdivision
- (II) Identification of major tourist place at Ambika Kalna and its surroundings.
- (III) To find out the accessibility and connectivity of the places for the development of tourism.
- (IV) Impact of tourism on local socio-economic profile.
- (V) Find out a true guide map for Ambika Kalna.

(VI) Identifying problems and potentiality of tourism at Kalna.

5 METHODOLOGIES

Primary data considering tourist, hotels, local administration, and tourist guide are collected through field study. Secondary informations are based on Internet, Research paper, Journals, Books etc. GPS, GIS and various statistical methods, cartographic techniques are used to complete this paper.

6 SOCIO-ECONOMIC ASPECTS

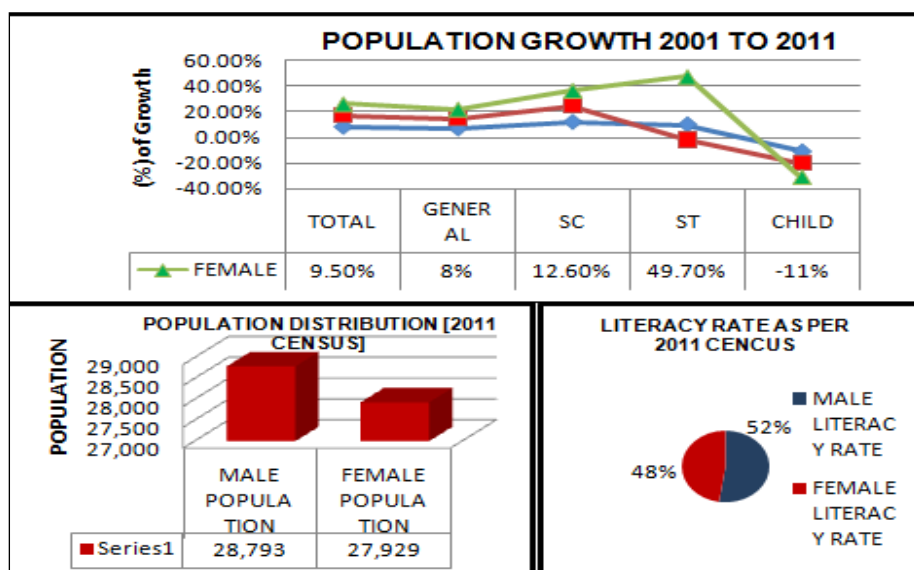
Socio-Economic refers to interaction of social and economic factors. In generally, this studies has helped to understand that how economic activities shaped by social process. It is of a measured as a combination of education, income and occupation etc. Socio-economic status is the social standing or case of an individual or group. Demography, administrative structure, Religion-Caste and culture all of these are reflection of this aspects.

6.1 Demographics (after bifurcation of Bardhaman district in 2017)

The study of population based on different kinds of factors as like age, sex, race etc. is called Demography. To know about characteristics of population, various sectors such as Governments, corporations, and nongovernment organizations use this demographic information. The studies about on human population, human structure, changing characteristics of human and adjustment of humans with environment all of these are characteristics of Demography. Actually it is the part of social science. The main components of the Demography are birth, death and migration system etc. So, in study area Ambika Kalna, there have some unique characteristics of Demography which gives an overall idea about socio-economic aspects and so on.			
Criteria's	Total	Male	Female
Population	56,722	28,793 (51%)	27,929 (49%)
Population Growth(2001-2011)	8.70%	8%	9.50%
Population Density	8,221/km ² (21,290/sq mi)		
Population below 6 years	4,557		
Sex Ratio	961 ♀/1000♂		
Literacy:	114,958 (76.25% of the population over 6 years)	62,920 (82.55% of the male population over 6 years)	52,038 (69.80% of the female population over 6 years)
Language (As per 2001 census):	Bengali is the main language in this town. Besides of Bengali, the language Hindi has increased and spread from 8.5% in 1961 to 10.9% in 2001. Santali has remained steady at around 4.9%, Spread of language Urdu has increased and shared from 2.4% in 1961 to 2.6% in 2001. There have also a variation of different kinds of languages as like Odiya (0.3%), Punjabi (0.2%), Koda/Kora (0.2%), Telugu (0.1%), Bhojpuri (0.1%), Nepali (0.1%) and Kurukh/Oraon (0.1%) etc.		

(Table-1: Demographic structure of Kalna)

[Source: Census 2011]



(Diagram-1: Population Growth rate & Population distribution & Literacy rate)

6.2 Religion, Caste and Culture

Religions	Total	Percentage (%)	Male	Female
Hindu	125869	94.75%	64323	61546
Christian	226	0.12%	75	151
Buddhist	2	0.07%	0	2
Muslim	23223	4.88%	11942	11281
Sikh	104	0.02%	55	49
Jain	1	0.01%	0	1
Not stated	76	0.15%	39	37

(Table-2: Religious pattern)

[Source: Census 2011]

Distribution of Caste

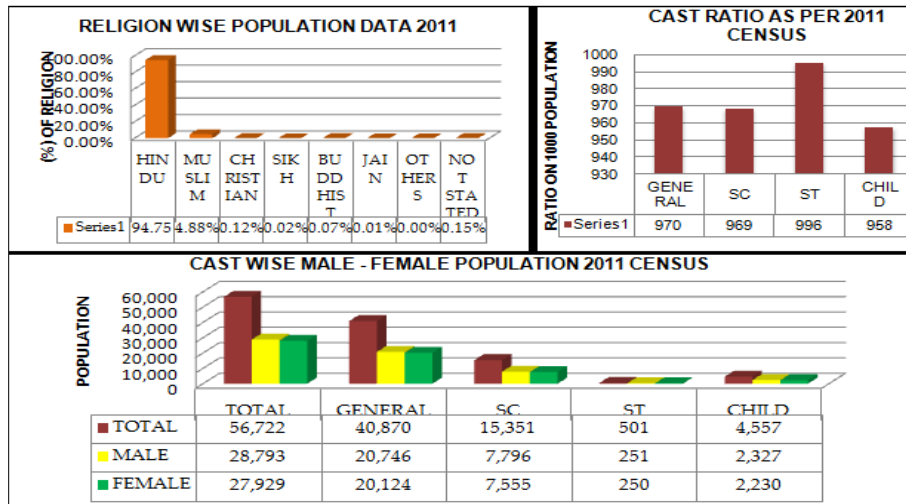
Caste Distribution	Total	General	SC	ST	Child
Total	56,722	40,870	15,351	501	4,557
Male	28,793	20,746	7,796	251	2,327
Female	27,929	20,746	7,555	250	2,230

(Table- 3: Distribution of Caste)

[Source: Census 2011]

Cultural Identity

Saraswati Puja and Kali Puja are most famous in Kalna. Besides, Khaddo O Pithepuli Utsav, Porjoton utsab and many cultural programmed are held during various seasons in Kalna town. In winter season Durgapuja is one of the greatest festivals in Bengal and also in Kalna. During Summer season in April, Charak or Gajan utsab are very famous festivals in Kalna. Terracotta temples are special identity of Kalna Subdivision. In the sub-Sahara African culture, it was so popular. The culture is also famous and carry some special feature of Pre-cambrian art, beginning with Olmec Culture (1000 – 500 BCE).



(Diagram- 2: Religion wise population data & Caste Ratio & Caste wise male-Female deviation)

6.3 Administrative units

Kalna subdivision has 4 police stations, 5 community development blocks, 5 Panchayat Samitis, 47 Gram Panchayats, 543 Mouzas, 525 inhabited villages, 1 municipality and 9 census towns. There have only one single Municipality named Kalna. There have also some census towns, special from surroundings. Srirampur, Hatsimla, Jaluidanga, Gopinathpur, Nasratpur, Dhatrigram, Piarinagar, Uttar,Goara are main census towns in Kalna city.

6.4 Economic-activities

(Agricultural, Industry, Business activities):

The town Kalna has different sources of economical power as like as Agriculture, Industry and Business etc. But, Agriculture production is main sources of economical power in Bardhaman especially Kalna (Mitra, A., Choudhuri, P. K., & Mukherjee, A.2009). The main sources of livelihood rural people, agricultural activities are main activities in there. Soil and climate are so favorable for these activities

[Source:(<https://ebarkalna.weebly.com/economy.html>)]

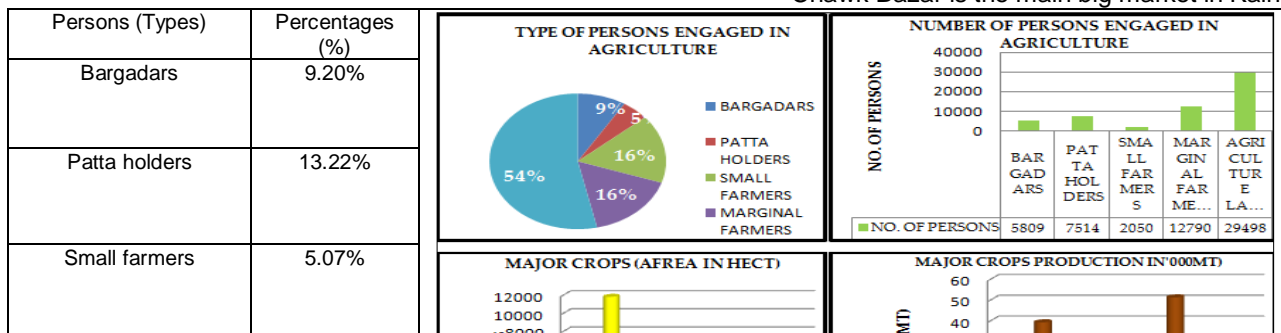
Vegetables	Production (In tons)
Rice	257,149
Wheat	3,461
Jute	179,375
Pulses	164
Oil Seeds	11,425
Potatoes	159,659
Sugarcane	565

[Source:https://en.wikipedia.org/wiki/Kalna_subdivision]

Ambika Kalna, Shantipur, Phulia, Samudragarh, Dhatrigram produces lots of finely woven feather-touch textiles and saris in exotic designs. Ambika Kalna is so very famous for producing superb fabrics in unique designs. This town also produces tangails and gorgeous jamdanis and marketed through co-operatives and various undertakings. Here have also various cottage industries and in this industries many women works to earn their living incomes. Rakhi and Bindi are also manufactured at Kalna. But the special and all over important business and industries are related to agriculture equipments like as Rice Mills, Cold Storages, Brick Fields, Saw Mills, Oil Mills, Jute Mills, Husking Mills, Board Factory, Handicrafts, Hand Looms (taant), Fishery. For maintenances of finance with this business, have several bank

linkage like SBI, UBI, UCO, ICICI, Axis, HDFC, BOI, OBC Bank of Baroda, Kalna Town Credit Co-operative Bank(KTCCBL) etc. Business activities are very important for economical sources in Kalna and this agricultural business are mainly based on Potatoes, Rice and Jutes. There have so many Rice mills and Cold stores. A good number of seasonal workers are mainly in Kalna Subdivision who went out of the district in search of work during harvesting season resulting in the poor enrolment as well as in the poor gender ratio.

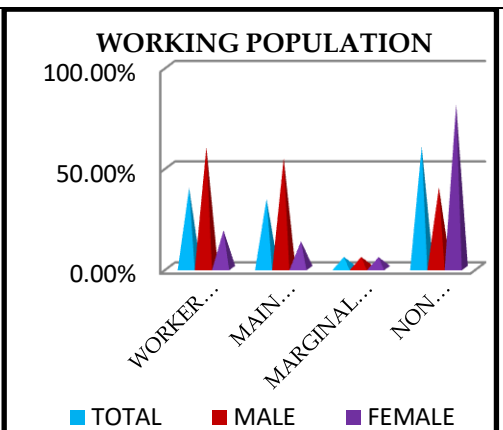
[Source:http://bardhaman.nic.in/election/bse2016/5_SEC_Peculiarity.pdf]. There have also so many small businesses like Jewelry, Retail, Foods, Garments, and Electronics etc. In Kalna have also some markets like Chawk Bazar, Bank er Bazar, Indira Math (Jew Dhara), Lichu Tala etc. and Chawk Bazar is the main big market in Kalna.



Marginal farmers	16.99%
Agricultural laboures	55.52%

(Table- 3: Type of person engaged in agriculture & Diagram-3: An overall agricultural form and pattern)
 6.5 Distribution of Workers

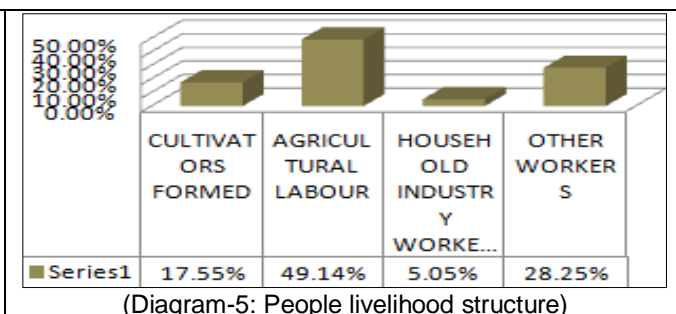
	Worker (Among total population)	Main Worker (Among workers)	Marginal Worker (Among workers)	Non Worker (Among total population)
Total	39.7%	34.2%	5.5%	60.3%
Male	60%	54.5%	5.5%	4.0%
Female	18.7%	13.3%	5.4%	81.3%



(Table-4: Distribution of workers) & (Diagram-4: Working population structure) [Source: Census 2011]

6.6 Livelihood Pattern

In Kalna Block according to 2011, among the class of total workers, cultivators are around 17.55%, agricultural labourers are 49.14%, household industry workers 5.05% and other workers 28.25%. Mainly the dominant factors are agriculture activities which belong in primary category and on the other hand secondary and tertiary activities are also increasing which also change the pattern of livelihood of workers.



6.7 Village's infrastructure

In Kalna have around 112 inhabited villages. Power supply is available in all 112 villages. Drinking water supply is also available in 112 villages. Post office facility is available in 16 villages. Landlines, public call offices and mobile phones services are available in 110 villages. There have also 48 villages which have Pucca (paved) approach road. Transport communication (includes bus service, rail facility and navigable waterways are also available in 43 villages. Agricultural credit society's facility is available in 21 villages. There have around 75 above fertilizer depots, around 30 seed stores and 38 fair price shops.

6.8 Banking, Financial, Co-operative activities

Economic power of Ambika Kalna mainly depends on agriculture productivities, Industrial productivity and Business. So, here bank plays a major role on economy. There have 7 commercial banks, 49 co-operative societies and 1 Gramin bank. Here have various organizations of Banks as likes:

1. State Bank of India (with ATM), Kalna Branch, Bhaduri Para, Kalna
2. State Bank of India Agricultural Branch, Old Bus Stand.
3. United Bank of India (with ATM), Kalna Branch, and Saw Sarkar Crossing.
4. Axis Bank (with ATM), Kalna Branch, Baidyapur More.
5. ICICI Bank (with ATM), Kalna Branch, Baidyapur More.
6. Kalna Town Co Operative Bank, Bhaduri Para
7. Peerless, Bhaduri Para.

6.9 Education

Kalna College is one of the oldest colleges under the University of Burdwan. It established in 1943 and it accredited B++ by NAAC. Here have also a polytechnic college, established in 2000 and several kinds of secondary school are locates as like Kalna Maharaja's High School, Ambika Mahishmardini High School, Hindu Girls' High School, Mahishmardini Boys Institution, Mahishmardini Girls' Institution, Nigamananda High School, Sasibala Saha High School, Sasibala Saha High School, Mayasundari High School, Gajalaxmi High School, Acme Academy(ISC Board), Holy Child School, Kalna Primary Teacher's Training Institute and so on.

Subdivision	Primary School	Middle School	High School	Higher Secondary School	General College, University	Technical, Professional Institute	Non-formal Education
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Kalna	Institution	Student	Institution	Student	Institution	Student	Institution	Student	Institution	Student	Institution	Student	Institution	Student
	673	54,249	26	1,984	74	55,964	51	65,334	04	9,594	07	663	1,761	67,996

(Table- 5: Education system); [Source: Kalna Municipality, Kalna road, Purba Barddhaman]

6.10 Transport facilities

The transportation network of Ambika Kalna is very well. Rail and Road are gives mainly the transportation services. For local transportation services, cycle rickshaw and auto rickshaw are available. The main railway station of the town is Ambika Kalna railway station. This station is 42 Km distance from Bandel junction. Here have also Baghnagara railway station which is 46 km distance from Bandel junction. There have also so many local trains, few express and passenger trains from Howrah and Sealdah. The distance from Kalna to Howrah takes time only 2 hours. Kalna is also linkage with South Bengal by road. Here have various long distance express busses connect with various cities as like Asansol, Durgapur, Bardhaman, Bankura, Dumka, Digha, Malda,

Bishnupur, Balurghat, Krishnanagar, Shantipur, Phulia and Ranagha etc. The main bus stand of Kalna is locates besides of the STKK Road (SH 6). Here many private local and long route express buses are available. There have also a South Bengal State Transport Corporation (SBSTC) bus depot.

6.11 Health and Medical facilities

In proper town of Kalna has a super-specialist hospital named Kalna Hospital. It has established in 1971. Total number of bed capacity in this hospital is 300. There have also several kinds of hospital as like reputed eye hospital (Lions Eye-Hospital), veterinary hospital etc. There have also several nursing homes and health centre. So, at a glance, there have proper managements of health services at hospitals or nursing homes.

Health facility centre	Hospitals	Rural Hospitals	Block Primary Health Centers	Primary Health Centers	Other State Govt Deptts	Central Govt Deptts / PSUs	NGO / Private Nursing Homes	Total	Total Number of Beds	Total Number of Doctors	Indoor Patients seats	Indoor Patients seats
Numbers	1	1	4	17	2	1	113	213	4360	699	481,061	6,623,681

(Table- 6: Health service); [Source: Kalna Municipality, Kalna Municipality Road, Purba Barddhaman]

[Sources: (Local Newspapermen, Journalists)]

6.12 Clubs

Club is a common place for all kinds of people for sharing opinion and an open conversation. There have a huge, vast and varied classification of clubs. On basis of several activities, club can be classified in several division as like boxing clubs, cricket clubs, carrom clubs, golf clubs, cycling clubs, paragliding club, horse riding clubs, go karting clubs, swimming clubs, riding clubs, and mini football clubs etc. In main town Kalna have several kinds of clubs as like Rameswarpur club, lions club, sivsankar club etc.

6.13 Newspapers

Kalna definitely an educated town and it makes several top stories rather than different town in West Bengal. Several best newspapers are available in Kalna in different language.

Bengali	English	Hindi
Anandabazar Patrika	Times of India	Amar Ujala
Sambad Pratidin	Hindustan Times	Dainik Bhaskar
Bartaman	The Statesman	Dainik Jagran
Aajkaal	The Telegraph	Nai Dunia

6.14 Veterinary

Animal Health Centre	1
Animal Development Aid Centre	7
Cases treated	15636
Artificial Insemination Centre	15
Veternary Personnel	9

[Sources: (as per L.S.Census-2003)]

6.15 Distribution of Livestock

Cattle	50541
Goats	36931
Buffaloes	1970
Poultry Birds	142434

[Sources: (as per L.S.Census-2003)]

6.16 Distribution of Fishery

Net area available for pisciculture (hect.)	590
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No. of persons engaged in the profession	1170
Net area under effective pisciculture (hect.)	430
Approx. annual production (qtl.)	17630

[Sources: (as per L.S.Census-2003)]

7 TOURISM THOUGHT IN KALNA WITH SPECIAL REFERENCE TO 'AMBIKA KALNA'

During the late 18th century, with patronage of the Maharajas of Bardhaman, several famous temples have been built. At the early time, during 18th to 19th century has no any famous temple in Ambika Kalna. At that time the name of that place was "Ambikanagar". It was believed that the name of "Ambikanagar" derived from "Ambika". This "Ambika" is the name of Goddess Durga. It also believed that, Jains were the early settlers of the area. In earlier, Goddess Durga or Goddess Ambika was the deity of Jain and after that she adapted the Hindu deity. These special features, unique history and unique characteristics are very important to discover Ambika Kalna as a popular tourist spot.

7.1 Attractions of Kalna Rajbari complex

Kalna Rajbari Complex is the special attractable area in Kalna town. Various beautiful structures are enclosed in this complex. Here have so many temples, mosques and church with special architectural work. Bengali's special architectural style "Chala", "Flat-roofed", "multi tower designs" are found here. Some of those special attractions of that complex are below:

7.1.1 Lalgi Temple

The famous, first established temple in Kalna is Lalgi Temple. It locates at the front of first gate of Rajbari complex. This temple was established by Rani Brojo Kishori Devi, in 1740. Surroundings of this temple have a fantastic terracotta design. In all over India, have only five temples, which all are with 25 peaks. In Ambika Kalna, have three temples out of that five and this Lalgi Temple is one of them.

7.1.2 Krishna Chandra Temple

At the eastern part of Lalgi Temple, locates the temple Krishna Chandra. This temple has also 25 peaks. Maharani Laxmi Devi has been established this Temple in 1752. Surrounding this temple has various attractable work of terracotta. Back side of this temple has Baidyanath Shiva's Temple. Westside of this temple has Badrinarayan temple. East side of this temple has Radhaballavjew Temple.

7.1.3 Rasmancha

The Rasmancha is locates at the front of Lalgi Temple. This Mancha is three feet height and an octagon shape. It is believed that so many goddesses were worshipped with Lalji Maharaj at the time of Rash Utsav.

7.1.4 Pratapeswar Temple

This Pratapeswar Temple is locates at the left side of Rajbari's front door. It was established according to name of

Swami Pratapchand, during 1849. Surroundings of this temple have fantastic designs of Terracotta. The base of this temple is five feet higher than ground. Insides of this temple have a black stoned Shiva's Lingo which is four feet higher than ground.

7.2 Attractions, outside of the complex

7.2.1 Nava Kailash Temples

Locally this temple is known as 108 Shiva temples. Here "Nava" means "New" and "Kailash" considered to the "Mount Kailash". During 1809, this temple was constructed by King of Burdwan Tejchandra. This temple has two circles, one is inner circle and another is outer circle. In the inner circle has 34 temples and in outer circle has 74 temples. These temples are all of Lord Shiva's. In all over India, have two 108 Shiva temples-one is in Bardhaman and another is in Ambika Kalna. This kind of circular Shiva's temple is only one in Ambika Kalna in all over India.

7.2.2 Ratneswar & Joleswar Shiva's temple

At the eastern side of 108 Shiva's temple, locates this temple with five jewel peaks and black Shiva's lingo. Surrounding's this temple have a little terracotta work. Actually in local area, this temple is named as Joleswar Shiva's temple.

7.2.3 Bhaba's Bhabani Temple

At the eastern side of Kalna town locates this temple. This idol of this temple is made by black marble stone. At the front of this temple has a Samadhi of Bhabapagla. Insides of this temple was a Zoo in past but due to lack of consciousness, it has extinct now.

7.2.4 Missionary Church

This church is the first established church in Kalna town and second in Bardhaman town. Lalbihari dey was the pop of this church during 1850 to 1856. This church was established with the help of Captain Stuart and Reveral west, controlled also a English medium school which is affiliated by ICSC board.

7.2.5 Daton Kathitola Mosque

The Mosque was established by Allauddin Firoj Shah. Actually there have three Mosques in first but they are not present. Various Mohammedan gather here to organize their festivals al like Id, Bakhre-Id etc.

7.2.6 Shyamsundar Temple

This is another famous temple of Ambika Kalna. Insides this temple have a five feet tall idol of Nitai and Gour. This temple is also called "Suryadas Pandit's Asrama".

7.2.7 Mahaprabhu Temple

It is believed that, Sree Chaitanya Mahaprabhu have visited at Ambika Kalna at a time. So, to memories those events of visiting Sree Chaitanya Mahaprabhu, this Mahaprabhu temple was established. Here have also a special 'Tambuli Brikkho'. This tree said to be 500 years old. It is said that Gouridas Pandit met with Sree Chaitanya for the first time under this tree. Under this tree has a foot print. In present time, a special temple has raised on the basis of this foot

print. It is believed that this foot print is the foot print of Shree Chaitanya.

7.2.8 Nam Brahma Temple

It is also another famous temple of that area, established by Barddhaman Maharaj Tejchandra Bahadur. It was believed that Sri Ramkrishna Poromohongsodev has visited in this temple, the holy place of Vaisnavset.

7.2.9 Gopaljew Temple

This is a 25 peaks temple of Gopal, locates near of Siddheswari more in Kalna town. Surroundings this temples have a big wall. Insides of this temple have an Idol of Gopal and besides of it have also an idol of Radha Krishna, established by Krishnachandra Barman during 1767.

7.2.10 Siddheswari Temple

It was believed that the Ambika Kalna was formed by Goddess mother Ambika Siddheswari. Historian considered this goddess as a God of Jains. This temple was established by Barddhaman Maharaja Chitrasen in 1740.

7.2.11 Ananta Basudeva Temple

At the bank of Ganga this temple is locates. This temple is 5 feet high from base and it is 60 feet high. Surroundings of this temple have varieties terracotta's work. Insides of this temple have a idol of Ananta Basudevas and right sides of it have another idol of Goddess Laxmi and Goddess Saraswati. During 164, this temple was reestablished by support of Birla Trust.

[Sources: 1. The book "At a glance KALNA of Trilanguage"; Sanat Bandyapadhaya)

2. https://www.tripadvisor.in/Attraction_Review-g7726114-d7275875-Reviews-108_Shiv_Mandir_Kalna_Bardhaman_District_West_Bengal.html.

3. https://www.tripadvisor.in/Attraction_Review-g7726114-d7275875-Reviews-108_Shiv_Mandir_Kalna_Bardhaman_District_West_Bengal.html.

4. https://en.wikivoyage.org/wiki/Ambika_Kalna

5. https://en.wikivoyage.org/wiki/Ambika_Kalna

6. <https://www.nativeplanet.com/kalna>

7. <https://www.nativeplanet.com/kalna>

7.2.12 Jagannath Temple

To go towards Kalna Court, this temple is locates which was built by two queen of Chitrasen Chandramukhi and Indukumari Devi. These are the third famous temples with a special terracotta architectures works. Insides this temple have different Idol of Ram-Sita, Laxman, Hanuman, Balaram, Jagannath, Suvodra. God and goddess were worshipped in everyday.

Rathajatra and Snanyatara are very famous in this place.

7.2.13 Jora Shiva Temple

At the front of Jagannath Temple, Chhondo Kumari Devi and Indra Kumari Devi have built two temples, Rajeswar and Bhubaneswar during 1753. Outsides of the temple were a famous work of terracotta but due to lack of proper maintenances these all are damaged now.

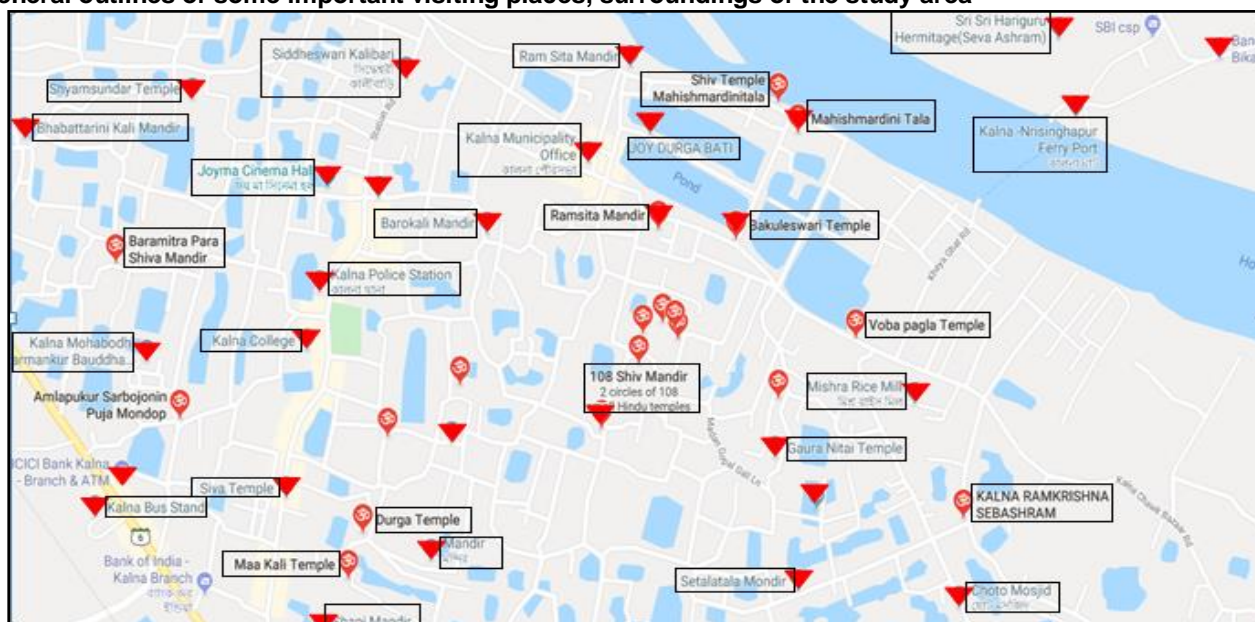
7.2.14 Modon Gopal Temple

Near the 108 Shiva's temple, this Modon Gopal Temple is locates. Only lord Radha-Krishna was worshipped here. Special programmes organize here during "Dol festival" or "Holi festivals" and "Maghi Saptami".

7.2.15 Boudha Bihar

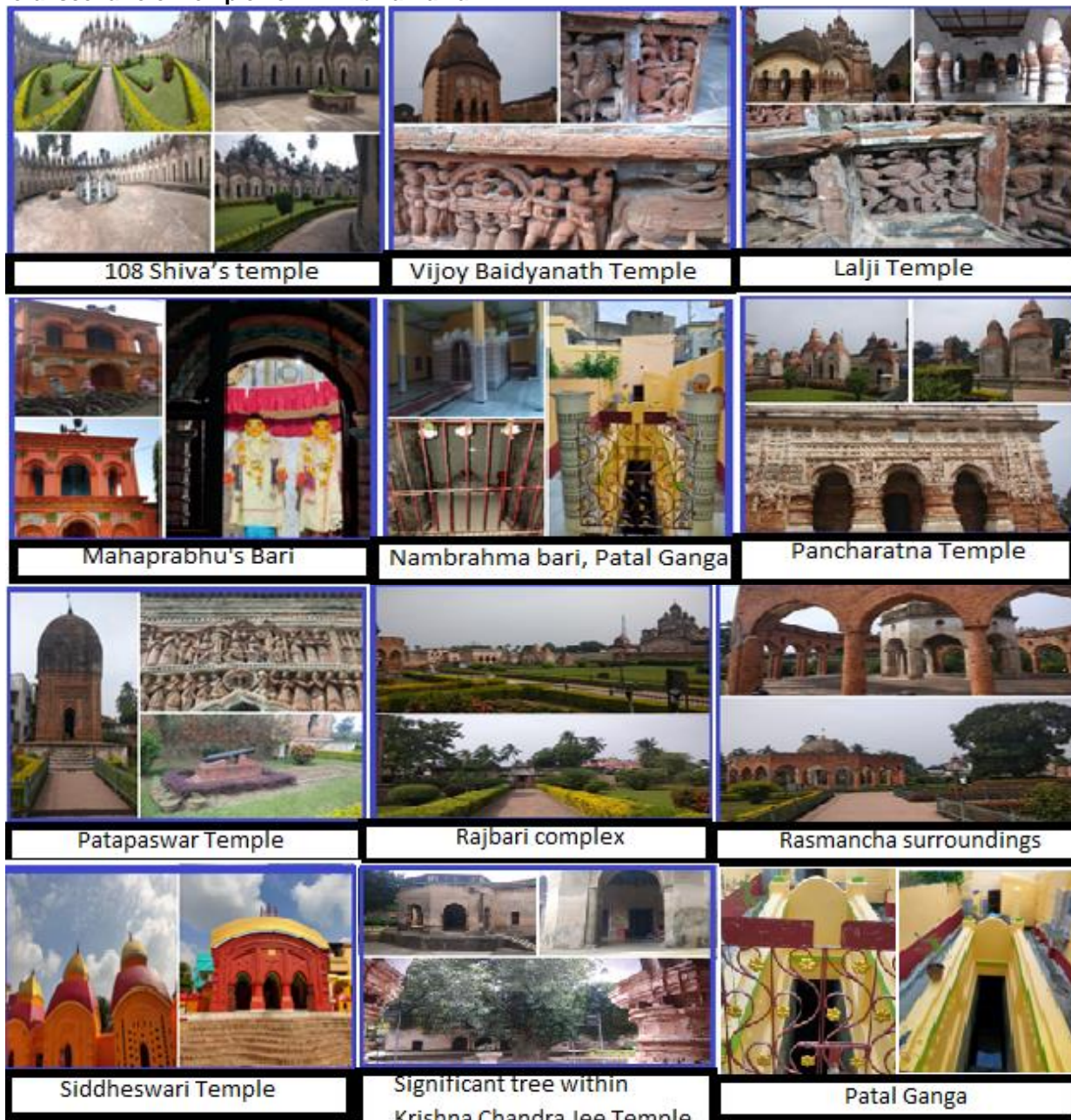
Mahabodhi society has gifted an Idol of Lord Buddho in 1947 and during 1948 this Boudha Bihar temple was established by Buddho Joyanti Committee of Kalna.

7.3 A general outlines of some important visiting places, surroundings of the study area



(Some tourist spots surrounding of the study area, Extracted from Google map)

7.4 A general scenario of Temple Town Ambika Kalna



A night scenario of Rajbari complex with a beautiful attractable Illumination

(Scenario of "Temple Town" Ambika Kalna) [Source & Methodology: Photography techniques]

7.5 Other Special attractions at surroundings of Ambika Kalna

Not only temples but also there have so many attractions which are something special for tourist. In this attractions,

have some special unique characteristics which are very important for this town to be famous and to be an Indian five in one special tourist spot in future. There is some special attraction which carries special characteristics as

like below. (Here all the distance has measured from the central bus stand of Kalna):

7.5.1 Majir Bari (24 min by walk)

This bari was established in 1752 A.D. Various kinds of special festivals celebrates to there as like as Dol Purnima, Rath yatra, Jhulan Purnima, Annakot, Rash etc.

7.5.2 Pathuria Mohal Ghat (9 min by car)

In previous time this Pathuria mohal ghat was used as a ferry ghat but in present time it is known as an auspicious bathing-ghat. Actually Late Naresh Chandra Kumar has donated this ghat which properly locates at Pathuriyamahal, Kalna.

7.5.3 Prajapati House (17 min by walk)

A huge number of butterfly emblems on top of this house. The head member of this house was Hemanta Banerjee. With the change of time, during 1947, a special Kali puja arranged to there.

7.5.4 Baba Gopeswar Temple (29 min by car)

This temple is another special attraction at Ambika Kalna. A huge number of devotees come to here in every year. Gopeswar is another name of Lord Shiva. On basis of this Shiva's Idol, this temple got a famous out structure. It is believed that this temple was established during Pal dynasties.

7.5.5 Rakhai Raja Temple (40 min by car)

It is a very old temple. It mainly locates at Gopaldaspur, under of Baidyapur. In a huge open area, this temple is situated and after evening nobody stay there.

7.5.6 Brindaban Chandra Temple (26 min by car)

This temple mainly locates at Guptipara. This temple got famous for four Vaishnava as like Chaitanya, Brindaban Chandra, Ramchandra and Krishnachandra. Surroundings this wall of this temple has a fine painting work which is so attractable for tourist.

7.5.7 Ananda Bireswar Temple (29 min by car)

This temple was established in 1813 by Bireswar Mustafi. It is crowned with 25 pinnacles. The main Idol of this temple is Ananda Moyee Kali.

7.5.8 Itachona Rajbari (54 min by car)

The other name of this Rajbari is 'Bangee Banga'. This Rajbari is divided in 5 Mahallas. This Rajbari was established by Kundan family, organized by Maratha during 1766. During present, it is mainly a heritage hotelonly.

7.5.9 Nabadwip Temple (40 min by train)

Nabadwip Dham is a very famous heritage area. Surroundings of this area have so many beautiful visiting places as like Sonar Gouranga, Paramatala, 52 hand Nimai, Jagannath temple, Birth place of Nimai etc.

7.5.10 Mayapur (1 hr 35 min by train)

Mayapur is the head quarter of Iskon. It is definitely a holly place. The main Guru of that area is Swami Praphupada and he is the master of spirituality.

7.5.11 Chupi-Char (1 hr 18 min by car)





Chupi-Char is one kinds of biodiversity hotspot, mainly locates at Purbasthali. It is natural wetland. In this lake a huge numbers of migratory birds come to here, mainly in winter season. Mainly this lake is very famous by lots of local, migratory and resident birds. There have so many residential bird species, like bronze winged jacana, common redshank, cotton pigmy goose, black winged etc. There have so many local birds such as common myna, yellow-footed green pigeon, rose ringed parrot, black drongo, Asian koel, blue kingfisher, laughing dove, babbler and black kites are observed in Chupi- char area. And as a special attractions of migratory-birds are Purple swamp hen (porphyrio porphyrio), Red crested pochard (Netta rufina), Black hooded oriole (oriolus xanthornus) etc. In every year, a lot of tourist comes to here from various states and districts and country also. A major percentage of tourists come from Kolkata (43%), Howrah (16%), Hooghly (14%), Delhi (44%), Bihar (25%), Odisha (19%), Madhya Pradesh (12%) etc. So, definitely it can be said a special tourist attractable spot, little distance from Ambika Klana (Maity, A. K., & Das, S. 2019).

7.6 Some exceptional attractions surrounding of 'Temple Town' Ambika Kalna



(Some unique attractions at town of Ambika Kalna) [Source & Methodology: Photography techniques]

7.7 Fooding and lodging system of Ambika Kalna and surroundings hinterland

Name of Hotel	Location	Prices (1night)	Description and facilities	Photos	Review Summary
Hotel Priyadarshini	New Bus Stand, SH6, Kalna, West Bengal 713409•097320 76690	971.00	3-star hotel, Free Wi-Fi, Free parking, Air conditioning, Kitchen in rooms, Full service laundry, Kid-friendly.		Number of reviewers: 193 Comments: Good
Shree Hari Guest House	Baro bazar, Guptipara, Kalna, West Bengal 712512•098304 49947	536.00	Kid-friendly, No hot tub, No pets.		Number of reviewers: 40 Comments: very Good
Panthonir Guest House	Kalna, West Bengal 713409•077976 75718	-----	2-star hotel, Room service, Kid-friendly, Smoke-free property.		Number of reviewers: 159 Comments: Good
Panthonir Guest House	Kalna, West Bengal 713409	Non A.C room 120.0 per day	2 star hotel. Eco friendly, good place for family ceremony and rooms are quite well.		Number of reviewers: 162 Comments: Good & Best

Hotel Kailash & Guest House	Hulorghat Near Toto Rikshaw Stand, Mayapur, West Bengal 741313•078724 42225	481.00	Free Wi-Fi, Free parking, Air conditioning, Room service, Airport shuttle, Wheelchair accessible, Kid-friendly.		Number of reviewers: 96 Comments: Good
Spot on 46306 Blue Heaven	Nabadwip Main Road, Mayapur, West Bengal 741302•0124 620 1617	358.00	Free parking, Restaurant, Business center, Kid-friendly, Smoke-free property.		Number of reviewers: 02 Comments: Excellent
Sree Krishna Guest House Book on hotel site	Bhaktisiddhanta Saraswati Marg, Mayapur, West Bengal 741313•089448 44794	577.00	Free Wi-Fi, Air conditioning, Room service, Kid-friendly, Smoke-free property.		Number of reviewers: 93 Comments: Very Good
Jagannath Guest House	Shri Mayapur, opp.= Gopinath Gaudiya Math, Mayapur, West Bengal 741313•076028 76051	1,365.0	Free Wi-Fi, Paid parking, Air conditioning, Restaurant, Room service, Airport shuttle, Full service laundry, Kid-friendly, Smoke-free property.		Number of reviewers: 184 Comments: Good
SPOT ON 36111 Sonar Bangla Hotel	Bhaktisiddhanta Saraswati Marg, Rudrapara P, Mayapur, West Bengal 741313•0124 620 1617	536.00	Smoke-free property, No free breakfast, No parking, No pools, No spa.		Number of reviewers: 159 Comments: Good
Hotel Haveli	Krishnanagar, West Bengal 741101	-----	3-star hotel, Free breakfast, Free Wi-Fi, Free parking, Air conditioning, All inclusive, Bar, Restaurant, Room service, Full service laundry, Wheelchair.		Number of reviewers: 1379 Comments: very Good

[Sources:1. https://www.tripadvisor.in/HotelsNear-g2287534-d4142074ambika_Kalna_Station_Navadvipa_Nadia_District_West_Bengal.html)2. https://www.tripadvisor.in/Hotel_Review-g7726114-d1874882-Reviews-Hotel_Priyodarshini_Kalna_Bardhaman_District_West_Bengal.html).

Foodings and lodgings is a guest house occurring a desk, extra long days and a sitting area in the rooms and it is easy to stay connected during your stay as free Wi-Fi is offered to guest [www.tripe advisor. in]. The accommodation and food sector is closely linked to the development of the

tourism economy and makes a considerable contribution to an economic growth employment and to development in rural and peripheral areas. The sectors also serve local Clements and business customers.

7.8 Travel Trips and Travel Guide

Kalna can be accessed from Krishnanagar, Katwa, Bandel, Panduah, Bainchi, Memari and Barddhaman by road. The nearest railway station is Ambika Kalna which is connected to the loop-line route from Howrah to Katwa, 81 km from Howrah. The nearest airport of Kalna is Netaji Subhas Chandra Bose International Airport in Kolkata. Toto and Auto-Rikswa are the only mode of transport with in the town. It takes twenty or thirty minutes for the entire trips. In Kalna Subdivision, History and Archeological Department and Bhasapath Magazine are jointly organized Kalna tourism guide property. The following guide lines are following by them for one day Kalna tourism. There are also two attractive that are in flow diagram below. The total tour is based on local Auto or Toto. The breakfast or mill, from temple or hotel or home; delivery availability arrangements organized by organizer. The total trip is Rs 440.00 per person mainly during winter season.

Flow Chart – 1: Ambika Kalna station-Kedarnath Mandir - Baiyudev Mandir – Siddheswari Mandir – Gopal Bari – Rambrahma Bari – Mahaprabhu Bari – Tentul Tala – Shyamsundar Bari – Datankathi Tala – Girja – Bhabapagla Bari – Rajbari - Ambika Kalna Station.

Flow Chart – 2: Ambika Kalna Station – Bhabapagla Bari – Girja – Datankathi tala – Mahaprabhu Bari – Tentul Tala – Shyamsundr Bari – Jaggannath tala (Joramandir) – Siddheswari Mandir – Basudev Mandir – Gopal Bari – Rambrahma Bari – Rajbari - Ambika Kalna Station.

8 FINDINGS

Ambika Kalna is also called city of temples. It is famous for its terracotta temples built in the 18th century. The shrine complex matches splendors and autistics excellence of the terracotta temples at Bishnupur. Different types of temple structure and terracotta panels are important identification of this place. A city has only a designed gate constructed in recent times as tourism promotion effort. There are so many temples in this place with beautiful structure and unique architecture. Government of India (Incredible India) organized a special Naga foreign tourist spot during winter season of this place. Some non Bengali people from North India are also visited of this place, mainly 108 Shiva's temple for religious purpose during months of July and Aug. They are guided by 'Dhruba Samity' at Kalna. Some Manipuri people are also visited at Kalna because Shri Chaitanya Dev Mahaprabhu are also stepped down at Manipur during this period. During Rash festivals at Nabadwip and Santipur, some people are also visited in Kalna for visiting special Vaisnab temples. Buddhist are also visited to Kalna during religious festivals of Buddhist temples, So therefore it is interesting to note that temple town Kalna was influenced by different religious society from different parts of India and sometimes some foreign tourist are also attracted for this place for tourist people. These are uniqueness of tourism at Kalna mainly Local, National and International scale.

9 PROBLEMS OF TOURISM POTENTIALITY AT AMBIKA KALNA

The basic problems of prosperity of tourism of Ambika Kalna are as follows:

(I) Accessibility or connectivity of the region for development of tourism in and around Ambika Kalna is not properly developed.

(II) Accommodations for tourism like star category hotels are not properly developed.

(III) Quality of foods for tourist people at the local hotels is not maintained.

(IV) Historical temples are not properly maintained. So, conservation is essential for existence of temples.



Damage of Architectures due to lack of proper managements

(V) Most of the tourist is coming within this place for daily tourism of a particular day and they are not stay within this place due to improper tourist infrastructure like lodging facilities.

(VI) Local administration like municipality as well as Purba Barddhaman district, tourism authority is not properly promoted of this place as a tourist spot. But tourist fare of last two or three years are important attempts for promoting the tourism of this place.

(VII) Some local tour operators are initiated for single day tour plan. This is good for promotion of tourism but people are mainly interested in Government tourism than the private tourism.

(VIII) Tourism of this region are faced by important problem lack of arrangements of tourist spot through different facilities like light and sound effects for cultural history within the temple campus and lack of proper managements of home study for promoting tourism.

(IX) Socio-economical perspectives of Kalna Subdivision are backward due to slow urbanization process and also industrialization.

(X) Lack of skilled guide, tourist are not interested in this area.

(XI) No tour guide map is available for promoting tourism of this place.

The other important problems of that region for promoting tourism of Ambika Kalna like lack of consciousness about tourism of local people, lack of Government financial help etc.

10 CONCLUSIONS

Ambika Kalna – A huge temple complex consider the region as a temple town of West Bengal like Bishnupur terracotta culture. Different historic events are depicted on the walls, are important features for attraction of tourism of that region. The surroundings hinterlands are also enriched by important tourist place like Mayapur, Nabadwip, Guptipara, Chupi-Char etc. The important features of this paper are identification of different tourist spot surroundings of Ambika Kalna, their uniqueness, beauty, history, mapping and potentiality of tourism in depth.

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