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Title: Regarding cultural tourism in Deoghar, Jharkhand-laid.

**DR. NISHIKANT DUBEY (GODDA):** Deoghar, which falls under Santhal Pargana region, is a unique and extremely revered site of one of the 51 Shaktipeeths and also of the Dwadash Jyotirlingas in the country. This is a religious and cultural capital of Eastern India which catapults the holy place to an international level and is visited by over five crore pilgrims every year. Other prominent personalities associated with the place like Guru Rabindranath Tagore wanted to set up Shantiniketan here. Mahatma Gandhi in his biography mentioned this place as his ashram. Maharishi Arvind shifted to Puducherry from here only. This place is also the birth place of well-known social reformer Late Ishwar Chandra Vidyasagar. The potential for cultural tourism of Deoghar in Jharkhand is still insufficiently researched and poorly utilized. The State as a whole is not valued as a cultural treasure. This often results in the neglect of the State's hidden cultural treasures. Deoghar as a cultural centre will conceptualize the aim of projecting cultural kinship which transcends territorial boundaries. The idea is to show how these local cultures merge into the diversity of India's composite culture.