



**Government of Odisha
Department of Tourism & Culture
(Tourism)**

PRESS RELEASE

**ODISHA TOURISM SIGNS MOU WITH BIRLA GROUP FOR SETTING
UP OF ETERNAL GANDHI PEACE CENTRE - JOINT INITIATIVE OF
GOVERNMENT OF ODISHA & ADITYA BIRLA GROUP**

Odisha Tourism is signing a MoU with Birla Management Corporation Pvt. Ltd. (ABMCPL) on 24.05.2017 for Operation and Management of Interpretation Centre at Khandagiri-Udayagiri. The said Interpretation Centre at Khandagiri-Udayagiri was built on a land area on Ac.5.00 in 2013.

The objective of signing of MoU is to develop this project in a sustainable way to bring inclusive economic growth for the State. The project is going to be operationalized on the theme of Eternal Gandhi Interactive Museum. The aim of setting up of this museum is to impart knowledge on cardinal principle of Truth & Non-Violence (Ahimsa) of Mahatma Gandhi including Jainism. The project involves installation of a life size statue of Mahatma Gandhi with interactive multimedia show relating to the teaching of Mahatma Gandhi and depiction of the tenets of Jainism. The centre will be called **Eternal Gandhi Peace Centre - A Joint Initiative of Government of Odisha & Aditya Birla Group**. The MoU will remain valid for 15 years.

The Centre will attract huge number of domestic and international visitors to this historic site of Khandagiri-Udayagiri and can witness the gospel of truth and non-violence.

The MoU is signed by Mr. Bharat Parekh on behalf of ABG and Director, Tourism on behalf of Government of Odisha in presence of Hon'ble Minister, Tourism & Culture and other dignitaries.