

ODISHA UNRAVELLED



ODISHA
INDIA'S BEST KEPT SECRET.

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A Newsletter by Department of Tourism, Government of Odisha



CM receives returnees from
war-ravaged Ukraine

Page : 05

18th Dhauli
Kalinga Mahotsav

Page : 06

Cruise Facility launched
in Hirakud Reservoir

Page : 13



The Belgadia Palace, Mayurbhanj

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ODISHA UNRAVELLED

*A Newsletter by Department of Tourism,
Government of Odisha*



FOREWORD



JYOTI PRAKASH PANIGRAHI

*Minister of State (IC) for Tourism and
Odia Language, Literature & Culture*

Tourism enjoyed a strong start in 2022 with domestic tourism driving the sector. With Omicron scare making the State Government ramp up its vaccination drives and ensure strict adherence to Covid safety SoPs, Odisha's flagship event Eco Retreat saw an overwhelming response and was thus extended till mid-March to enable visitors get the best of Odisha experience. This gave ample opportunities to the travel and trade sector to tide through the setbacks caused by the pandemic.

Not only tourists, Odisha welcomed more than 11 Lakh avifaunal visitors at the Chilika Lake and is currently hosting the exotic and endangered Olive Ridley Turtles who are landing ashore at Gahirmatha Marine Sanctuary and the Rushikulya River Mouth.

This edition of the newsletter highlights Odisha's effort in maintaining a diverse ecosystem and promotion of Odisha as a hub of sustainable tourism offerings.

EDITOR'S NOTE



SURENDRA KUMAR, IAS

Principal Secretary, Tourism, GA and PG

Year 2022 is poised to be a trend setter in this age of the pandemic. With tourism sector swiftly opening up, Odisha has embarked on a tourism promotional tour to not only revive the industry but facilitate private sector investments to establish the State as a tourism hub of global standards.

From participating in domestic roadshows and tourism events across various parts of the country to highlighting the

State's potential at the Expo 2020 in Dubai, Odisha Tourism is leaving no stones unturned towards reviving the economy and augment local livelihood development via tourism this year.

Besides, niche tourism offerings related to water-based recreation are being steadily operationalised to offer tourists with immersive experiences at Odisha's many bio-diverse destinations.

CM RECEIVES RETURNEES FROM WAR-RAVAGED UKRAINE



Naveen Patnaik
@Naveen_Odisha

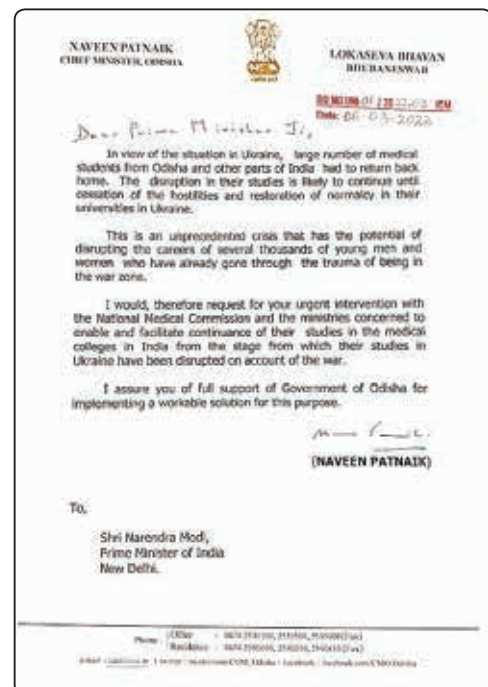
Welcome our students back to #Odisha. It is a huge sigh of relief that our children have returned safely from war zone after spending harrowing time in the #RussiaUkraineWar. We will continue our efforts to help rest of our students return home safely.

Chief Minister Naveen Patnaik received 77 students from Odisha who returned from war-ravaged Ukraine at the Biju Patnaik international airport on 8th March 2022, the first set of returnees to have safely made it back to their homeland.

The students who reached New Delhi from Ukraine in special flights operated under Operation Ganga were accommodated at Odisha Niwas in New Delhi and then brought to Odisha via a special flight facilitated by OTDC.

The flight landed at 5:30 am in the morning at Biju Patnaik International Airport where the Chief Minister received them and said that it is a huge sigh of relief that the children have returned safely from the war zone after spending harrowing time there. He assured them that all efforts will be made to facilitate continuance of education. The State government then facilitated safe return of the rest of the students to their homes.

A Help Desk was established for the students and NROs stuck in Ukraine. A google form was created where the returnees filled the details which helped OTDC to book their flights to Odisha and arrange for the onward journey to their respective homes after they had been brought back to India. A total of 395 people were assisted through this Help Desk



Odisha was one of the first States to have sought intervention of Prime Minister Narendra Modi to facilitate the continuance of medical education of the students who had to abandon their studies due to the ongoing conflict.

18TH DHAULI KALINGA MAHOTSAV ENTHRALLS AUDIENCE.

18th Dhauli Kalinga Mahotsav, a three-day annual extravaganza of Indian contemporary performing arts, was held at the foothill of Dhauli Shanti Stupa from 22nd to 24th March 2022. Jointly organised by Department of Tourism and Orissa Dance Academy in association with Art Vision, the festival is a unique confluence of more than 500 artistes belonging to various art forms of Indian dance tradition and it celebrates unity in diversity.

This year Guru Gangadhar Pradhan Smruti Samman Award 2022 was presented to Guru Durga Charan Ranvir, an eminent Odissi Dance exponent; Shri Laxmikanta Palit, renowned music composer and singer; Pt. Nityananda Misra, noted sanskrit scholar & poet and Shri Somdutt

Behura, promoter of Odissi in USA for lifetime achievement in the field of dance and music. The Ruchi Buddha Samman Award 2022 was presented to Prof. (Mrs) Priyambada Mohanty Hejmadi, renowned Odissi danseuse and Former Vice Chancellor, Sambalpur University for his lifetime contribution in the field of Odissi.

The inaugural event witnessed mesmerising Manipuri dance by Bimbabati Devi and group from Manipuri Nartanalaya, Kolkata. The two Manipuri performances were choreographed by Bimbabati Devi and the melodies for were inspired by the traditional songs that are sung during Holi in Manipur. This was followed by Odissi dance performance by the artistes of Nrutya Naivedya, Bhubaneswar led by Guru Pravat Swain. The dance was choreographed





by Guru Pravat Swain and rhythm composed by Guru Dhaneswar Swain. The final presentation of the evening was Contemporary Martial Arts by the students of Sadhya – a unit of performing arts, New Delhi led by Satosh Nair. Their presentation was based on the Mystical Forest explores life within the forest. The production draws from the dance vocabulary of Mayurbhanj Chhau with strong grounded movements & contemporary interpretation

The second day saw three Bharatnatyam classical dance performances by Praveen Kumar & Group of Chithkala School of Dance, Bangalore choreographed by P. Praveen Kumar. Following it was a mesmerizing Kathak performance by Rekha Mehra & Group of Urvashi Dance & Cultural Society, New Delhi. The item was choreographed by Dr Rekha Mehra and Barun Banerjee, music was composed by Pratip Banerjee and Shiv Shankar Ray.

The concluding presentation of the evening was Prahallada Natak by Gajendra Panda & Group of Tridhara Dance Academy from Ganjam, Odisha. The whole performance of this dance production comprises vigorous movement and war like stepping with different kinds and dimensions of martial arts. The dance was choreographed by Guru Gajendra Panda, music by Guru Ramahari Das and rhythm by Guru Dhaneswar Swain.

The final day of the event started with Tabla recital by Pramod Kumar Sahoo and Group from the institute of Colors of Rhythm, Bhubaneswar. The second item of the evening was Odissi dance performance by the students of Orissa Dance Academy, Bhubaneswar led by Guru Aruna Mohanty. The choreography was by Guru Padmashree Aruna Mohanty. The concluding presentation was martial dance Thang-Ta by Shri G. Biseshwor Sharma & Group from Huyen Lallong Manipur Thang-Ta Cultural Association, Manipur. Their first item was Thang Leiteng Haiba one of the martial art form of Thang-Ta has been done by holding two swords or one sword and one shield during the war followed by Thang-Ta Chainaba means fighting with a spear and a swordsman. Their next item was Cheirol Jagoi means stick dance performed by holding 3 stick of different sizes comprising of various different steps speedy styles of movement which attracts and enthrall the audience followed by Thang-Chungoi Yannaba means duel fighting of sword with shield and next item was Thangjou Ani Yannaba means fighting of two dagger man followed by Thabi Kakpa means Cucumber cutting and their last item was Thang Ahum Yannaba means triple fights one versus two men. Dancers' energetic and skillful performance was appreciated by the audience.

VRINDABAN MAHOTSAV 2022

COLORS THE AIR WITH CLASSICAL MUSIC



‘Vrindaban Mahotsav’-2022, the flagship Indian classical music concert was held by Department of Tourism, Government of Odisha in association with Vrindaban Gurukul Trust, Bhubaneswar on 19 March 2022 at Rabindra Mandap, Bhubaneswar here on Saturday. A warm welcome address was given by Padma Bibhusan Pt. Hariprasad Chaurasia.

Organised every year during the festival of Holi, the annual musical extravaganza this year brought together Indian classical musical maestros for an evening of scintillating musical performances. The concert, which marked 12 mellifluous years of Vrindaban Gurukul’s establishment, was telecast live on DD Bharati and social media handles of Odisha Tourism.

The musical soiree witnessed participation of legendary Indian classical music artists of international repute. Highlighting the beauty of Lord Krishna’s bansuri, the concert began with a flute recital by the disciples of Pt. Hariprasad Chaurasia of ‘Vrindaban Gurukul’.

It was followed by a harmonious duo performance by renowned Indian Classical Sitar player Pt. Subhendra Rao and Indian Classical Cello player Vidushi Saskia Rao-de Haas. Enrapturing the audience next with the vocal prowess in Indian Classical music was Padma Bhushan Begum Parween Sultana. The concluding performance of the evening was by Pt. Abhijeet Banerjee, a highly noted Tabla player. Started as a joint initiative of Odisha Tourism and Vrindaban Gurukul to bring eminent Indian classical music artists from across the globe and promote our State’s music, art & culture, ‘Vrindaban Mahotsav’ today features as a permanent fixture of Odisha Tourism’s vibrant events calendar.

The concert was attended by Suresh Chandra Mohapatra, Chief Secretary, Odisha; Vishal Kumar Dev, Principal Secretary, Finance; Sachin Ramachandra Jadhav, Director & Addl. Secretary, Tourism and Vidya Krishnan, Chief General Manager, SBI, Bhubaneswar.

16TH TOSHALI NATIONAL CRAFTS MELA INAUGURATED ON 28 MARCH 2022



Hon'ble Chief Minister Shri Naveen Patnaik inaugurated the 16th Toshali National Crafts Mela through a virtual address on 28 March 2022. Renowned as one of the biggest fair in Eastern India, this 14 day long Mela is organised by Department of Handlooms, Textiles and Handicrafts every year to promote India's rich art heritage of handloom and handicrafts through weavers and craftsmen from Odisha as well as the country.

The fair, organised with strict adherence to Covid safety protocols, is open to public from 6 pm to 9.30 pm. This year around 390 stalls has been set up where more than 90 weavers and 150 artisans from across the country have displayed their wares.

With cultural performances every evening, food stalls and drinking water facilities, arrangements have been made to provide an engaging experience to visitors and buyers attending the fair. With the pandemic having impacted the livelihood of the local weavers and craftsmen, it was decided that the 17th Toshali National Crafts Mela shall also be held during December this year.

RETHINKING WORKSHOP FOR TOURIST OFFICERS



Odisha Tourism organised a workshop on “Rethinking Tourism” at Eco-Retreat, Konark for the Tourist Officers of the State on 21 February 2022. The workshop, organised in association with Indian Institute of Tourism & Travel Management, Bhubaneswar was used as a platform to share the plans and strategies to develop and promote the tourism sector of Odisha, emphasising the key role played by Tourist Officers in planning and development of a sustainable tourism economy.

Highlighting the State’s resilience in battling adversities that helped revive the tourism sector Shri Surendra Kumar, Principal Secretary to Govt., Department of Tourism said, “Despite the sector being one of the worst-hit due to the pandemic, the stakeholders came together and rose to the challenge of reviving the sector through strict implementation of policies and guidelines laid down by the Government. Now the Department of Tourism is taking focused strides in not only promoting tourism destinations but also towards integrated development of such destinations to ensure a sustainable tourism economy.”

He expounded on the role tourist officers as catalysts to identify lesser-known potential tourist destinations in the respective districts assigned to them, give plans and feedback to elevate the destination profile. Moreover, he urged the officers to act as fa-

cilitators for private sector investors and assist them in getting necessary approvals to develop innovative and experiential tourism products so that they can get it ready to serve tourists in a quick turnaround time.

Shri Sachin R. Jadhav, Director and Addl. Secretary, Department of Tourism, Govt. of Odisha, in his welcome address acknowledged the State Government’s courageous decision in organising Eco Retreats for two consecutive years despite the pandemic, restoring the stakeholders’ faith in the tourism sector. He said, “The State Government recognises Tourism as an industry as it provides employment and significantly adds to the economy. Since the pandemic, there has been a paradigm shift and focus is now more on sustainable development of the tourism sector that preserves the natural resources while providing varying options for the discerning traveller to explore and experience. Launched in 2019, Eco Retreat is one such initiative by Odisha Tourism that has continued to inspire tourists and evoked interest among other State tourism boards also.”

Deliberating on the importance of conducting the Tourist Officers’ Conference at Konark, he said, “This is a medium to not only bring the Department officials working in various places together but to brain-

TOURISM: HELD AT ECO RETREAT KONARK



storm, get feedback and ideas on how the tourism industry can be developed through various schemes and policy-based interventions. The valuable inputs received during the previous workshop has helped in formulating two schemes revolving around establishment of Homestays and upgradation of traditional wooden tourist boats to that of FRP, which was notified by the State Government recently and will be implemented this year.”

Driving the Department's focus to create a conducive environment for tourism businesses to thrive he added that master planning and development of priority destinations have been taken up. In order to attract private sector investments and augment local livelihood opportunities, development works have been initiated through Odisha Tourism Development Corporation, PSU under Dept of Tourism.

Dr. Md. Sabir Hussain, Nodal Officer (Head), IITTM Bhubaneswar in his keynote address highlighted on three pillars on which the workshop was designed – People, Planet and Prosperity. He said, “Tourism has the power to drive global recovery but restarting it must be done responsibly, requiring political will and investments.” He stressed on the need to bring innovation to unlock unique potential of tourism destinations while adhering to the climate action responsibilities to build a more sustainable future for all.

The workshop comprised 5 sessions delivered by eminent academicians and experienced professionals from the tourism sector.

In the session titled ‘Changing dimensions of tourism and future perspectives’, Dr, Toney K Thomas,

of Mahatma Gandhi University, Kerala said that the pandemic has brought major changes in tourism sector and the imminent challenge is its revival. He laid emphasis on the involvement of technologies and social media to ensure optimum visibility and promotion of tourist destinations. The second session on ‘Being responsible for tourism development- a suitable case on rural tourism perspective: the way forward’ was held by Mr Jeet Singh Arya, Founder of Unexplored Bastar where he shared how they shape the traveller experience that is less disruptive for the tribal communities and areas where they are visiting. In the next session Debasish Pattnaik, Director, Hotel Crown, gave his expert views on ‘Redefining Hospitality Business in the post- pandemic scenario’. Dr. Tushar K Pany, Professor, Department of Commerce, Ravenshaw University in his session deliberated on various Tourism Marketing Strategies to help promote the Tourism sector in Odisha.

The conference concluded with an interactive workshop on how a masterplan is prepared for development of a tourist destination. The workshop included an exercise where Tourist Officers were asked to share ideas to develop Chilika as a global tourist destination offering various niche tourism products. The officers brainstormed and provided inputs based on five key pillars of destination development including infrastructure, tourism products, stakeholder involvement, marketing & promotion and destination management. The session was jointly conducted by Dr. Adyasha Das, Associate Professor, IITTM Bhubaneswar and Project Management Unit team of Odisha Tourism.

15TH GURU DEBAPRASAD AWARD FESTIVAL HELD IN BHUBANESWAR



The 15th Guru Debaprasad Award Festival, organised by Tridhara, a pioneer organization which upholds the unique style of Guru Debaprasad Das, was held at Rabindra Mandap on 28 March 2022. The Award festival conferred awards to renowned Gurus and artist in the field of traditional dance and music.

The festival is also a platform to showcase and promote Odissi Dance form of a synthetic gharana of Guru Debaprasad that takes into essence the tribal and folk traditions. The first presentation of the inaugural evening was Odissi Dance Jagannatha Swami by the principal dancers of Tridhara. The dance was choreographed by Guru Gajendra Kumar Panda. The second presentation was Suryastaka, a solo Odissi Dance by Ms. Geethika Shree. It was followed by a Group Odissi dance performance by the dancers of Kala Vikash Kendra, Cuttack. They were Lax-

mi Nrusingha choreographed by Guru Gajendra Panda. A solo Tabla recital by Anshul Pratap Singh then mesmerized the art connoisseurs followed by Ghazal recital by Ms. Anshika Chauhan who regaled the audience by her mellifluous voice. The concluding performance of the evening was Sakhi Nata by Guru Alok Bishoyi and Group.

The dignitaries who graced the occasion were Surjya Narayan Patra, Hon'ble Speaker Odisha Legislative Assembly, Prafulla Samal, Hon'ble MLA, Nita Vidyarthi, Dance Critic, Iliana Citaristi, Secretary, Art Vision, Ramli Ibrahim, Noted Odissi Dancer; Surendra Das, Secretary, Chinta O Chetana, Sudhiranjan Mishra, Head of Office, Paradeep Phosphate Limited, Simanchala Panda, Working President, Tridhara and Guru Gajendra Panda, Director, Tridhara. The programme was anchored by Dr. Sangita Gosain.

CRUISE FACILITY LAUNCHED IN HIRAKUD RESERVOIR

The mighty Mahanadi river, apart from being the lifeline of the State, has become a driver of adventure tourism. Recently, a river cruise was operationalised in the Hirakud reservoir close to the Debrigarh Wildlife Sanctuary. Operated by Akela Adventures, the 42 feet long and 12 feet wide catamaran has been upgraded to provide day cruise facilities and activities including hosting small cruise parties for about 40 people. The fully airconditioned vessel has a seating capacity of 32 people while 8 seats are available on the upper open air deck. The guests booking the cruise are provided with complimentary water bottles, coffee and tea snacks. While cruising, guests can also experience other water sport activities offered by the operator which includes adrenaline inducing jet ski rides, parasailing, banana boat rides, etc.



WELCOME SUMMERS WITH COOLER EXPERIENCES



HIRAKUD BOAT CLUB

Where: Hirakud Reservoir

Experiences: Jet Ski, Speed boat, Parasailing, Paddle boat, Banana boat, Kayak

Must try: River Cruise



SILVER CITY BOAT CLUB

Where: Cuttack

Experiences: Jet Ski, Speed boat, Paddle boat, Banana boat, Kayak

Must try: Floating Restaurant

TAMPARA LAKE

Where: Ganjam

Experiences: Jet Ski, Speed boat, Paddle boat, Banana boat, Kayak

Must try: Tampara Waterfront Multicuisine Restaurant



DIGABARINI BEACH

Where: Puri

Experiences: Jet Ski, Speed Boat, Parasailing, Surfing

Must try: Nimantran Odia cuisine restaurant overlooking Blue Flag Beach

ODISHA: A PARADISE FOR WILDLIFE



Odisha is the 4th largest Indian State in terms of the extent of forest cover. With a vast expanse of unspoiled natural landscape offering a protected habitat for numerous wildlife species to thrive, let's take a look at how Odisha has transformed into a wildlife paradise for faunal species.

Chilika Lake welcomes 1.1 million migratory birds

More than 1.1 million winged guests, comprising 183 different species arrived this year as per the annual bird census carried out in Chilika Lake on 5th January 2022. The exercise of Chilika Development Authority (CDA), State Wildlife Organisation and Bombay Natural History Society (BNHS) recorded a congregation of 10,74,173 individuals of 107 water bird species and 37,953 individuals of 76 wetland dependent species at the Ramsar site.

Annual Reptile Census at Bhitarkanika National Park

With sighting of 1784 saltwater

crocodiles, the annual reptile census conducted from 6th to 8th January showcased an increase in the endangered estuarine crocodile species from last year's count in the wetlands of Bhitarkanika National Park.

In a rare sighting, an albino estuarine crocodile was spotted by forest personnel at Bhitarkanika National Park, who named her 'Sweta'. Sweta is the newest addition to a family of 15 albino crocs residing at the Park.

Irrawaddy Dolphins colonise new areas inside Chilika Lake

As per the 5th Flora & Fauna survey carried out by Chilika Development Authority, 156 Irrawaddy dolphins were directly sighted & found to be colonising new areas of the lagoon. A stable population of Irrawaddy dolphins, vibrant habitat for migratory birds, increasing sea grass coverage and a host of other indicators point that Chilika, Asia's largest brackish water lagoon, has developed into a flourishing ecosystem.

Arribada of Olive Ridley Sea Turtles at Gahirmatha Marine Sanctuary

The Olive Ridley sea turtles came ashore for mass nesting at the Nasi-1 and Nasi-2 islands of Gahirmatha marine sanctuary within Bhitarkanika National Park on 25th March. The first day witnesses record number of 2.45 Lakh turtles and the arribada continued for five days.

Eco-friendly tourism initiative

A battery operated and soundless eco-friendly tourist ferrying boats have been operationalised at the Bhitarkanika National Park that'll make continuous trips in the water bodies of India's second largest mangrove ecosystem.

The pollution-free state-of-art boat is aimed at maintaining serenity of the place without disturbing the saltwater crocodiles and other wild animals while tourists visit the wetlands for wildlife sightseeing. Earlier, the forest department had introduced solar powered three-wheelers in the park for tourists to move around.

OTDC CELEBRATES 'PAKHALA DIBASA'



March 20 is celebrated as Pakhala Dibasa. The day dedicated to 'Pakhala', known as the comfort food of Odisha during the summers. Since, the dish is associated with Sri Jagannath Culture, the day is widely celebrated by every Odia across the globe.

To celebrate this authentic Odia cuisine, restaurants under OTDC served the Pakhala platter to their patrons on Pakhala Dibasa. Various types of Pakhala along with its accompaniments and several other Odia dishes were added to the menu

and were presented to the customers at affordable prices.

Even Nimantran chain of restaurants in Bhubaneswar and Puri have added 'Pakhala' to the diverse menu comprising authentic Odia cuisines with an aim to popularise the cuisine.

Launching this initiative OTDC Managing Director and Tourism Director Sachin R Jadhav said, "All units of OTDC will now focus on serving various types of pakhalas in view of its high demand during summer months."

SAN FRANCISCO WITNESSES A UNIQUE BLEND OF ODIA ARTS, CULTURE AND HERITAGE



Memorial Park in Cupertino was transformed into mini Konark City & Bhubaneswar in Odisha on 26 March 2022. The Konark Festival in San Francisco Bay Area USA along with a trade expo was a novel initiative organised by Cupertino Bhubaneswar Sister City Initiative (CBSCI), co-hosted by the City of Cupertino and Consulate General of India, SFO (CGISF). The event showcased Odissi and folk-dance performances by renowned dance schools. Ollywood musical artiste Swayam Padhi performed for the first time in the US through this unique cultural event. The event, supported by Odisha Tourism was successfully held to promote arts, culture, tourism and trade from the Eastern part of India and beyond.

Tourism Minister Shri Jyoti Prakash Panigrahi delivered a virtual message during the inauguration of the event. The event spearheaded by CBSCI board members Reena Patnaik Rao and Mahesh Pakala had dignitaries like Consulate General of India, SFO Hon'ble Dr TV Nagendra Prasad, City of Cupertino Mayor Darcy Paul, Foster City Mayor Richa Awasthi and City of Sunnyvale Mayor Larry Klein among others attend the event.

AWARDS & RECOGNITION

OTDC CONFERRED WITH THE CORPORATE ICON AWARDS 2022



The My City Corporate Icon Awards 2022, held at Eco Retreat Konark on 28 February 2022, brought together the who's who of Odisha's corporate on one stage. Odisha Tourism Development Corporation was conferred with the Corporate Icon Award 2022. Actress, fashion designer and television presenter Mandira Bedi inaugurated the event as the special guest. The evening saw an exciting blend of leaders, thinkers, creators, innovators and trailblazers from the world of corporate and fashion who shared their insights and visions.

Paradeep Phosphate Limited (PPL), Jindal Steel and Power Ltd, Gupta Power Infrastructure Limited, Siksha O Anusandhan (SOA University), Ms. Rashmi Sahoo, Dr. Priya Priyadarshini Nayak, Ms. Annie Burman, Mr. Rajib Sekhar Sahoo, Mr. Ayaskant Mohanty, Mr. Priyadarshi Mohapatra, Explore Odisha (News 7), Mr. Dilip Ray, Ms. Dutee Chand, Ms. Kiruthika Prabhakaran and Mr. Tapan Kumar Chand were felicitated for paving the way towards development of Odisha with innovation and excellence.

ODISHA CONFERRED WITH THE BEST STATE FOR PILGRIMAGES AWARD AT THE SAFARI INDIA SOUTH ASIA AWARDS 2022 ORGANISED BY THE PACIFIC AREA TRAVEL WRITERS ASSOCIATION (PATWA) IN NEW DELHI ON 28 MARCH 2022.



ODISHA TOURISM CONFERRED WITH THE MOST INNOVATIVE PRODUCT AWARD FOR ECO RETREAT AT OTM, MUMBAI ON 16 MARCH 2022, AN ANNUAL INTERNATIONAL TRAVEL TRADE SHOW.



ODISHA TOURISM IN FOCUS



Odisha Tourism participated in India Travel Mart, Goa, a 3-day event to showcase various tourism products, promote inbound and domestic tourism and publicise destinations of the State among the stakeholders of the travel and tourism community.



Odisha Tourism participated in Bengal Travel Mart held in Siliguri, West Bengal to interact with tourism industry investors, travel agents and other tourism stakeholders. A presentation was made by Additional Secy., Tourism Smt. Rina Mohapatra showcasing various innovative tourism products and highlighted the scope for sustainable tourism development through private sector investments in destinations with high tourism potential.



Odisha Tourism displayed a stall to showcase tourism products, interact with tourism industry stakeholders and promote inbound tourism at the Travel & Tourism Fair Chennai.



Blue Flag Beach in Puri has now been equipped with all the necessary infrastructure to make it more inclusive towards differently-abled.



Odisha Tourism participated at the Wings India Expo 2022 at Hyderabad with a creative pavilion displaying the essence of Odisha. Department of Tourism officials held discussions with stakeholders to promote tourist destinations and circuits of Odisha



With pristine beaches, magnificent mountains & natural beauty, Odisha is witnessing a surge in tourist inflow. State tourism policy and infrastructure is paving way to make India's best kept secret a popular tourist destination.

ODISHA IN DUBAI

ODISHA'S DIVERSE TOURISM OFFERINGS PROMOTED IN THE INDIA PAVILION AT EXPO 2020

The 'Tourism Fortnight' at EXPO 2020 Dubai, that started on 3 January 2022 highlighted India's core strengths across different areas of tourism including medical, luxury, adventure, sustainability and MICE. The 15 day event comprises various sessions which were presided over by representatives from the Ministry of Tourism and various Indian states including Odisha, Rajasthan, Uttar Pradesh, Madhya Pradesh, Jammu & Kashmir among others. Odisha participated in three sessions to promote Wildlife & Adventure, Cultural, Heritage & Spiritual Tourism, and Responsible Tourism.

The session on spiritual tourism highlighted the opportunities and potential for India to become a hub for spiritual and religious tourism, as the country offers vast cultural and religious diversity. Odisha's cultural diversity was showcased beyond the Jagannath Dham in Puri and the UNESCO World Heritage site Konark Sun Temple to include Buddhist heritage circuits comprising Dhauili Stupa, Lalitagiri, Udaygiri and Ratnagiri and Jain heritage sites of Khandagiri and Udayagiri.

Given the growing importance of sustainable tourism, the session on sustainable tourism was crucial to address key challenges for the tourism sector and the ways in which the future of tourism can be shaped by sustainable and responsible policies and action by the governments and private sector. Ecotourism initiatives of Odisha Government including the Eco tour Nature camps in protected areas and luxury glamping product Eco Retreat was showcased. Further the potential of sustainable tourism was highlighted to draw investors for development of niche tourism in the State.

With wildlife and adventure tourism on the rise, Odisha highlighted its green presence and diverse topography that's home to exquisite wildlife along with the initiatives taken by the State Government to promote adventure tourism offerings across land, air and water.

*Incredibleness of India*

During the Media & Entertainment Fortnight held at the India Pavilion, a session was organized by EEMA on 23rd March 2022 on Incredibleness of India. The session saw Director Tourism Shri Sachin Ramachandra Jadhav along with officials of EEMA EVENTFAQS, and XPRNC talk about India as an event destination and showcased some of the event stories wherein Govt. & Event companies have come together to promote culture, destinations & festivals.



“

A dash of entertainment, tourism & events have given dimension to Expo 2020 Dubai. Every country needs to project their soft-power and there is no better way than through events

”

SACHIN RAMCHANDRA JADHAV

Director, Odisha Tourism

INCULCATING THE NATION

IWLF YOUTH JUNIOR AND SENIOR NATIONAL WEIGHTLIFTING NATIONAL CHAMPIONSHIPS 2021-22 HELD



The IWLF Youth, Junior & Senior National Weightlifting Championship 2021-22 was held in Bhubaneswar from 20th to 31st March 2022. Over 800 weightlifters from across 30 States participated in the event. The Championships was declared open by Sports Secretary, Govt. of Odisha, R. Vineel Krishna in the presence of President, Indian Weightlifting Federation, Sahadev Yadav, President, Paralympic Committee of India, Padmashree, Deepa Malik, Director General Sports, KIIT University, Gaganendu Dash, Secretary General, Indian Weightlifting Federation, Ananda Gouda, President Odisha Weightlifting Association, Chittaranjan Swain and Secretary, Odisha Weightlifting Association, Narayan Sahu.

For the first time in the history of this Championship, first, second and third prizes were given to the athletes in all categories. The first, second, and third place winners were awarded with Rs 10,000, Rs. 5000, and Rs. 3000 respectively.

Indian Weightlifting Federation in association with Odisha Weightlifting Association with support from Sports and Youth Services Department, Govt of Odisha, conducted the event. Competitions were held in 10 different Weight Categories for

Youth (Boys & Girls), Junior & Seniors (Men & Women).

This competition is the qualifier for 5th edition of Khelo India Youth Games, 2022 which is scheduled to be held later this year. This will also be considered a Selection Trial for the IWF Youth and Junior World Championships both for eligible lifters.

The concluding ceremony was held at the Biju Patnaik Indoor Stadium, KIIT University in Bhubaneswar. Chief Guest at the closing ceremony was Sports Minister Tusharkanti Behera. Other dignitaries included Chairman Hockey Promotion Council, Dilip Tirkey, President, Indian Weightlifting Federation, Sahdev Yadav, Director Sports, KIIT University, Gaganendu Dash, Jt. Secretary, Sports and Youth Services Department, Odisha, Shailendra Jena and Secretary, OWA, Narayan Sahu.

The 13-day event showcased the prowess of Youth and Junior weightlifters who broke as many as 119 national records during the Event whereas Senior athletes shook the record books with 10 new national records.

ODISHA'S SPORTING CULTURE

BWF EVENT HELD IN ODISHA FOR THE FIRST TIME

In a first, the Odisha Open 2022, a Badminton World Federation (BWF) event was held at the Jawaharlal Nehru Indoor Stadium at Cuttack from 25 to 30 January 2022.

Sports and Youth Services Secretary, Odisha government, R. Vineel Krishna, said, "Odisha has big plans for the development of the sport of badminton and Odisha Open 2022 has encouraged and inspired us. It will be an annual event and next year we hope to host it at a larger scale."

This is the first time Odisha hosted an international badminton tournament and it is a matter of great pride as badminton is amongst priority sports for us, he said.



The 2022 Odisha Open is a Badminton World Federation (BWF) Super 100 tournament. It is the third tournament of the 2022 BWF World Tour and is the first edition of the Odisha Open. This tournament is organized by

the Badminton Association of India with sanctions from the Badminton World Federation. As many as 300 players from 18 countries took part in the tournament including five players from Odisha.

NATIONAL PARA ATHLETICS CHAMPIONSHIP HELD AT KALINGA STADIUM



The 20th edition of the National Para Athletics Championship was organised at the Kalinga Stadium in Bhubaneswar from 28th to 31st March 2022.

Organised by Indian Oil, around 1200 athletes took part in the event from various parts of India. The three-day event was declared open by Odisha Sports Minister Shri Tushar Kanti Behera at the Kalinga Athletic Stadium in Bhubaneswar.

Deepa Malik, President of the Paralympic Committee of India, said, "For the first time, 25 per cent of women players are participating. This event will help in grooming new talent for games like the Asian Para Games."

FEVER OF FIH PRO LEAGUE



Starting from 26 February 2022, India's Men's team has played two matches against Argentina and two against Spain while the Women's team played two matches against Germany and two against Spain respectively



#	Country	Played	Wins	SO Wins	Draws	SO Loss	Losses	GF	GA	GD	Points
1	IND	10	6	1	0	1	2	48	29	19	21
2	GER	8	5	1	0	0	2	23	16	6	19
3	NED	6	4	2	0	0	0	28	9	19	16
4	ARG	6	1	1	0	0	2	12	10	2	15
5	BEL	6	3	0	0	1	2	17	10	7	10
6	FRA	8	3	0	1	1	4	18	21	-3	10
7	ENG	6	2	0	0	1	3	16	18	-1	7
8	ESP	6	1	0	0	1	4	14	20	-6	4
9	RSA	8	0	0	0	0	8	31	52	-21	0





PALLAVI DASH

EXPLORING VARIOUS FACETS OF ODISHA

A man may roam across the world, see all the beauties bestowed by nature, eat delicious cuisines and see sights unimaginable but nothing compares to the unparalleled beauty of home making him return every single time. For us - the people of Odisha, our motherland holds a special place in our hearts, not only for the emotional connect but also for its pure unadulterated natural beauty, vibrant culture and amazing wildlife.



Many a times we see Odisha being referred to as the land of cyclones, land of droughts, etc. But little do these people know about the treasure trove of natural resources Odisha has.

Bestowed abundantly by Mother Nature, Odisha today welcomes tourists to its splendid coastline overlooking the Bay of Bengal. Beaches in Puri and Gopalpur are famous for its bustling tourist activities while the virgin beaches of Konark, Chandipur and Talsari beckon the solitude lovers with its golden beaches and turquoise waters. Also, the many waterfalls throughout Odisha including Bada ghagara, Sana Ghagara in Keonjhar, Khandadhar in Sundargarh, Barehipani in Similipal Tiger Reserve and Rani Duduma in Koraput are nothing short of picture-perfect destinations. Meanwhile, going on a Jungle safari inside Bhitarkanika National Park or Debrigarh Wildlife Sanctuary or watching lakhs of migratory birds visiting Chilika Lake every winter should definitely feature in the travel itinerary of wildlife enthusiasts.

The Eastern Ghats in Southern part of Odisha is

less explored yet rich in experience. While driving on a meandering road to the Deomali Hills in Koraput, the low clouds welcoming you is a sight to behold. Move towards Northern Odisha and Mayurbhanj will blow away your mind with the rhythmic beats of "CHHAU" folk dance and the presence of rare melanistic tiger in the Similipal Tiger Reserve. The Western part of Odisha is a must-visit for fashion lovers who appre-



ciate handloom and handicraft. Visiting Sambalpur and Bargarh for its intricate Ikat work will surely make you want to create another wardrobe.

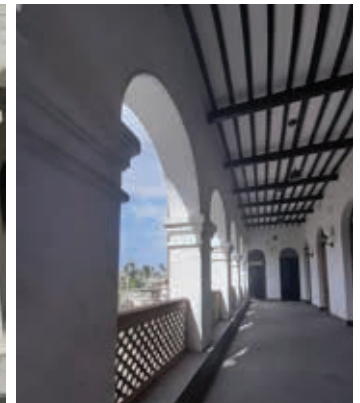
Apart from the many natural sites and artistic heritage of Odisha, the State is a foodie's delight thanks to the many mouth-watering cuisines. But that is a tale which is to be experienced in person. So, plan to explore the best of nature, culture, wildlife and cuisine at one go by visiting Odisha – India's Best Kept Secret.

**Pallavi Dash is a
Technical Analyst & Travel Enthusiast**



EVOKING THE SPIRIT OF INDEPENDENCE AT NETAJI MUSEUM

AR SOURAV KUMAR DASH



The Janakinath Bose Bhawan, now known as Netaji Museum, is the Paternal house of Netaji Subhas Chandra Bose, located at Gopalballav Road, Puri. The building with its classical architecture, is still standing tall, symbolising the bygone era of pre-independence. The building was in a dilapidated state when the district administration took over in 2013. The Indian National Trust for Art and Cultural Heritage, which was entrusted with the restoration, restored it by using traditional techniques in lime plaster to retain the house's original architecture. The building is not only architecturally sound, rather it treasures a lot of evidence capturing Netaji during different years of his life and anyone who visits can feel the amount of history the place holds. It evokes the spirit of Independence & the treasures the life of Netaji & his moments during his fight for freedom across the country.

As part of the museum project, old furniture in the house have been conserved and the entire premises landscaped. An open-air theatre has also been constructed with plans to hold cultural programmes for tourists. Efforts have been made to display rare pictures, documents, journals and magazines related to Netaji at the museum to draw tourists & make them aware of the efforts put in by the freedom fighters to ensure India's Independence. The beautiful G+1 robust Bungalow is a load bearing structure with roof supported by rafters. The symmetrical arches add aesthetic aura to its architectural style. The restored structure is definitely a valuable treasure in itself for generations.

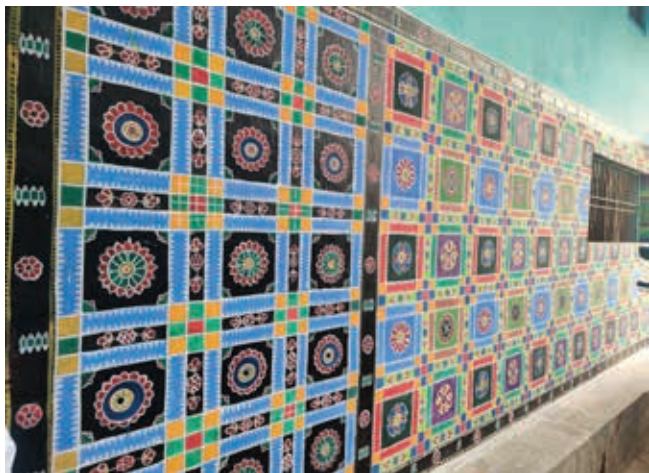
Ar Sourav Kumar Dash
is the Founder of Vermine Architects, Puri



SOMYA SUCHARITA
KISHAN

KARDOLA: KEEPING THE HANDLOOM TRADITIONS ALIVE

On my bachelorette I got a chance to explore this amazing village “Kardola” as part of the guided tours provided to guests staying at the Eco Retreat Hirakud. After a 30-minute drive, my friends and I reached this beautiful artistic village located in the Sambalpur district of West-



ern Odisha, that is home to an incredible weaver community engaged in keeping the legacy of Sambalpuri Ikat sarees alive. We stood astounded by their weaving culture where even the youngest member of the family is a skilled workman. The guide made us interact with the villagers and we found that each saree is handmade which



takes around 12 to 15 days to complete. From tying the looms to create different patterns, hand dying

it, to working on the shuttle pit looms to create the saree, every member of the family was engaged in some or other work to create a single master-piece. No wonder our famous and most demanding Sambalpuri patta sarees are so expensive (trust me it's the result of pure perseverance and diligent work)

And not to forget the houses in the village, which are all painted with beautiful murals by some amazing Artisans (thanks to Odisha Lalit Kala Akademi). The façade of each house portrayed the intricate artwork of Ikat saree that the family specialises in.



As we wove through the meandering streets of the tiny village, it felt like we were window shopping – how amazing is that? By the time we were done with the tour, I had already selected a few sarees to add to my bridal trousseau.

In this age of fast fashion, we are somehow forgetting the treasure trove of amazing handloom products our State specialises in. Such initiatives by the Government is a welcome step to not only attract tourists and allow them to discover the world of Sambalpuri handloom sarees but also aid in livelihood development of the local weaver community and keep this tradition alive.

So, the next time you are in Sambalpur, don't forget to pay a small visit to this artistic village of Kardola.

Somya Sucharita Kishan is a Software Engineer and a travel enthusiast

LOOK WHO VISITED



The Spanish Women's Hockey Team visited Jagannath Dham & soaked in the spirituality of Puri.

British Deputy High Commissioner to East and Northeast India, Mr. Nick Low was at Blue Flag Beach to flag off a friendly Beach Volleyball Match, held in a joint collaboration with DSYS and Puri Administration to commemorate the Commonwealth Day 2022



Bollywood Actor and Comedian Kapil Sharma visited Odisha for shoot of his upcoming Bollywood film. He visited the UNESCO World Heritage Site - Konark Sun Temple and Lord Jagannath Temple in Puri on 22nd March 2022



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