

ODISHA UNRAVELLED

JULY 2020

A Newsletter by Department of Tourism,
Government of Odisha



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FOREWORD



Shri. Jyoti Prakash Panigrahi

Hon'ble Minister of Tourism,
Odia Language & Literature and Culture,
Government of Odisha

“Every external turmoil is an opportunity for a system to recuperate, rejuvenate and evolve internally to a better state. The tourism and hospitality sector was operationally down to zero during the lockdown – arguably the worst affected sector due to COVID-19. Meanwhile, Nature is at work rejuvenating its flora, fauna and diverse elements.

We too strive to make the best of this silver lining by closing the gaps, i.e. expediting the development of infrastructure on one hand and boosting sector skills and entrepreneurship on the other. Odisha Tourism's initiatives and strategies are well calibrated to concurrently achieve this. Continuous consultations with sector stakeholders are being used as a dynamic feedback system to prepare the framework for the coming years – with a view to making the sector more aesthetic in appearance, richer in experience and more resilient in functioning.”

Editor's Note



Vishal K. Dev, IAS

Commissioner cum Secretary, Dept. of
Tourism, Sports & Youth Services

“Despite the pitfall of being forced into a zero tourism activity scenario for the past few months, we at Department of Tourism see it as an opportunity with a clear path. We have strengthened our focus on marquee projects such as Shamuka Beach Project, Talsari Beach project and Buddhist Circuit while driving up the work on basic infrastructure development in 71 identified tourist locations. Moreover, our skilling agenda will be carried forward with greater gusto, focusing on sustainable tourism, quality improvement and disaster resilience.

Our progress has been considerable when it comes to development of the Coastal Circuit project (Gopalpur, Tampara, Satapada, Barkul) Swadesh Darshan, wherein we have completed 50% of the project implementation and are well within schedule to complete the envisaged development during 2020.

We will also look to make gains through our policy and scheme-based initiatives for encouraging homestays, heritage hotels and other niche tourism and hospitality products which will enrich the tourist experience while pushing up incomes and livelihoods.”

Odisha resoundingly sings Bande Utkala Janani



In a watershed decision that will enhance the state's brand identity as a cultivator of rich literature, the Government of Odisha led by Hon'ble Chief Minister Shri. Naveen Patnaik accorded the status of State Song to ***Bande Utkala Janani*** (Hail Motherland of Utkala) by late Odia poet Kantakabi Laxmikanta Mohapatra, revered for the nationalist zeal that he instilled through

his compilations.

"It is a momentous occasion for every Odia as #BandeUtkalaJanani has been chosen as #OdishaRajyaSangeeta. Every word written by literary doyen Laxmikanta Mohapatra speaks about Odisha's glory, rich heritage, splendour, evoking patriotism among crores of Odias", tweeted Hon'ble Chief Minister.

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Preparing for TOURIST SAFETY



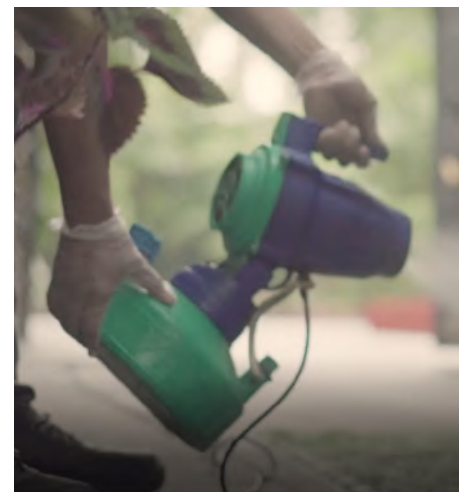
In anticipation of resumption of tourist activity in the monsoon of 2020, Department of Tourism aggressively reached out to the tourism and hospitality industry of the state through advocacy groups such as the Hotels & Restaurants Association of Odisha (HRAO).

The district administration teams have been working seamlessly with Tourist Officers to familiarise managements and employees of tourist destinations and service providers across the spectrum. Prime hotels and resorts in the state have put in place

exhaustive and technology-leveraged sanitization mechanisms to implement Safety & Hygiene Protocols and Operational Recommendations for Tourism Service Providers issued in May 2020 by Ministry of Tourism, Government of India.

"Given our almost seamless working mechanisms vis-à-vis Dept. of Tourism, we at OTDC were among the early adapters to these protocols. The practices that we put in place while servicing the lodging and boarding requirements of healthcare service providers, stranded tourists, etc. have been maintained diligently over these months. We are committed to providing a hospitable and worry-free environment to our guests", said

Smt. Shreemayee Mishra,
Chairperson, Odisha Tourism Development Corporation (OTDC)



Driving to and through Odisha



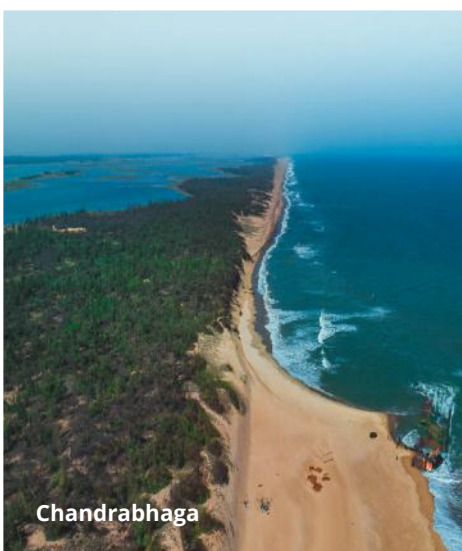
Odisha Tourism is focused on driving up tourist activity by encouraging road trip itineraries within the state (intra-state tourism) and from nearby cities such as Visakhapatnam, Raipur, Bilaspur, Durg-Bhilai, Bilaspur, Kolkata, Kharagpur, Ranchi, Bokaro, Jamshedpur etc. This initiative,

it is hoped, will help boost niche tourism and integrate entrepreneurial activity into the mainstream, such as homestays and excursion tours.

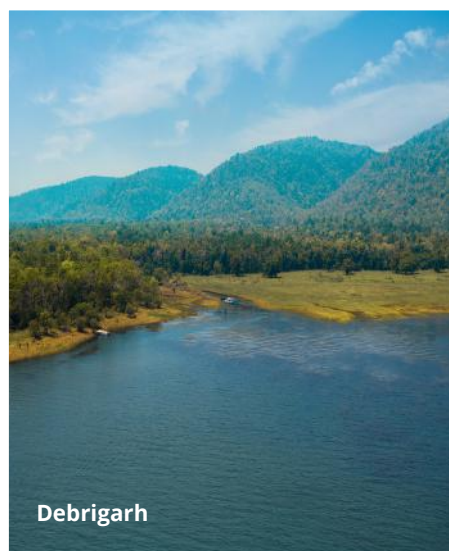
From the strategic perspective, Odisha's excellent road connectivity offers a fertile ground to popularise caravans and caravan camping parks along nodal roads.

Some highly anticipated destinations being planned for are Koraput, Daringbadi, Sambalpur-Sundergarh region, Keonjhar, Taptapani, Chandragiri, Satkosia, Simlipal and Bhitarkanika among others.

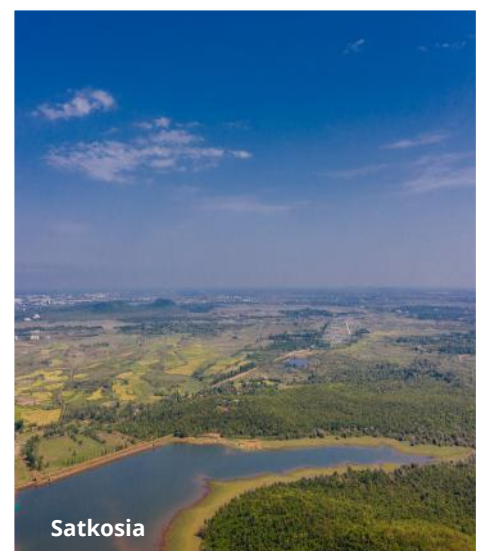
Planning the glamping season



Chandrabhaga



Debrigarh



Satkosia

Department of Tourism has initiated the plan to replicate the successful glamping (glamorous camping) model of the Marine Drive Eco Retreat to boost peak season

tourist activity at four locations in 2020 – Chandrabhaga at Konark, Debrigarh in Western Odisha, Daringbadi and Satkosia. A team of DoT, led by Commissioner cum Secretary Shri. Vishal K. Dev

and Director Tourism Shri. Sachin R. Jadhav recently conducted visits to Simlipal, Daringbadi and Satkosia to survey locations and understand the preparatory imperatives.

The Juggernaut reigns supreme



In a review of its own decision, a vacation bench of Hon'ble Supreme Court of India waved the green flag for Shree Jagannath Rath Yatra 2020 to be conducted as per schedule on the condition that not more than 500 attendees in all would assemble to manage the mega ritual, sans public attendance. The Rath Yatra of the 'four deities' starts on the 2 day of the fortnight of Ashadha, when the chariots of the three siblings –

Lord Balabhadra, Devi Subhadra and Lord Shree Jagannatha are drawn serially towards Shree Gundicha Temple by *sebayats* (servitors) in presence of the Lord Sudarshana. The deities embark on their return to the Shree Mandir on the 9th day during the Bahuda Yatra. It is said that the chariot festival starts from the day of *AkhayaTrutiya* (in April) and culminates with the return journey of the deities to the Shree Mandir premises.

The Government of Odisha undertook comprehensive preventive measures, including screening over 2,000 servitors for COVID-19, and imposing a curfew across Puri city to prevent crowding. Hon'ble Chief Minister Shri. Naveen Patnaik expresses gratitude to people involved in organising the festival. "I would like to thank *sebayats*, police, district administration and all who were involved in organising the Rath Yatra."

Aromas of Odisha



Odia cuisine is an oft admired cultural asset of the state and has the potential to greatly boost its popularity as a tourist destination for a satiating gastronomic experience. In the digital era, every Odia individual has the potential to be a brand ambassador of the State by cooking up a treasure and share it with the world.

With this vision, OTDC recently embarked on a campaign branded **Ama Ghara Ama Handisala** (Our Home, Our Kitchen), a contest inviting submissions of recipes from

home-cooks residing across the state. The campaign has roped in Gemini Edibles & Fats India and Ruchi Foodline as co-sponsors.

40 finalised contestants will appear on national television

across several episodes, which will also co-witness celebrities and prominent personalities from the state. A set of cash prizes and OTDC packages have been planned for the winners and runners up.

“Odia people love food and love to serve with love. The Odia spread is vast, yet very easy on the palate. At the core, it will not be an exaggeration to say that Odia cuisine is sanctified by Jagannath Mahaprabhu Himself. I wholeheartedly commend Odisha Tourism Development Corporation for having magnified this opportunity through the Ama Ghara Ama Handisala campaign”,
H.E. Governor of Odisha, Prof. Ganeshi Lal

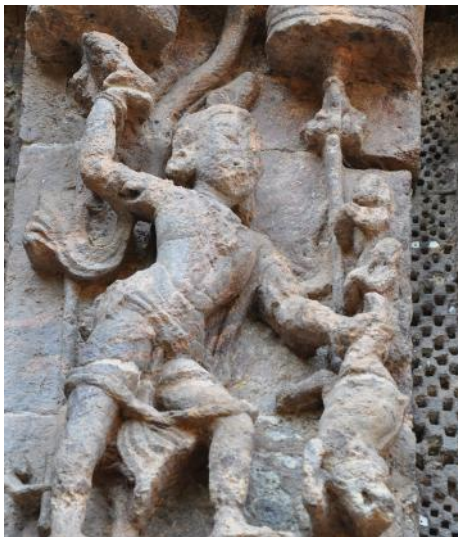




Sun God to endow the Black Pagoda

After confirming the inclusion of Konark Sun Temple among the Iconic Destinations based on DoT's untiring advocacy, Government of India has recently announced the complete solarisation of Konark Sun Temple and Konark town, aiming "to convey a message of synergy between the modern use of solar energy and the ancient Sun Temple and the importance of promoting solar energy", as per Shri. RK Singh, Hon'ble Minister of State (IC) for Power and New & Renewable Energy, Govt. of India.

In order to meet all the energy requirements of Konark town with solar energy, the Scheme envisages setting up a 10 MW grid connected solar project along with solar off-grid applications like solar trees, solar drinking water kiosks, off-grid solar power plants with battery storage, etc. through 100% Central Financial Assistance (CFA) support of around INR 25 Crore through Ministry of New & Renewable Energy (MNRE). Odisha Renewable Energy Development Agency (OREDA) will implement the project.



Pitha on Wheels: Bringing Raja Utsav to every doorstep



In another innovative celebration, OTDC delivered the season's staple dessert, **pitha** to doorsteps of residents of the twin cities, Bhubaneswar and Cuttack, over the three days of **Raja Utsav** 2020, otherwise marred by the COVID-19 pandemic.

Among the delicacies on sale were **manda**

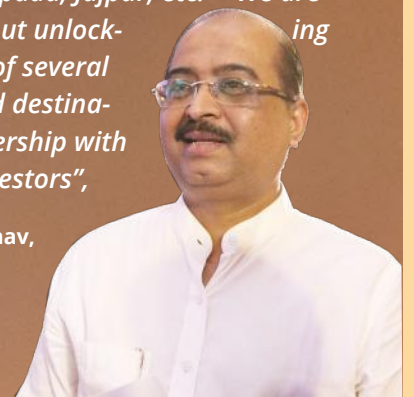
pitha, kakara, saru chakuli, arisa pitha, chunchupatra pitha and **poda pitha**. Six mobile delivery coaches were equipped to deliver the sweetmeats, thereby decongesting pitha kiosks. The vehicles plied the cities from 8 am to 6 pm along carefully planned route charts, and were managed by one driver and two delivery boys.

Land pooling for Tourism & Hospitality in Odisha

In another pathbreaking move, Department of Tourism has sought expression of interest from landowners and entities possessing land parcels of minimum 20,000 sq. ft in Odisha with a clear title and free from encumbrance along with a copy of the Patta (Record of Rights) and an Encumbrance Certificate (EC) issued by the concerned Tahsildar. The land parcels found suitable for tourism projects will be shared with potential investors by Department of Tourism.

"While we have been gradually augmenting our landbank over the last two years, many of these parcels suffer from legacy issues, including incompatibility with luxury tourism and hospitality. We have received a very enthusiastic response through 15 Eols in just a week, covering locations such as Koraput, Balangir, Mayurbhanj, Kendrapara, Kandhamal, Sundergarh, Tikarpada, Jajpur, etc. We are optimistic about unlocking the potential of several underexplored destinations in partnership with prominent investors",

Shri. Sachin Jadhav,
Director & Additional
Secretary.



GoLocal And Explore The Unexplored 'Raj-Ranpur'

By Pratik Mohapatra



Imagine stumbling upon a quaint little town settled under a hill, and discovering it has everything that a traveller wishes for. A royal palace that dates back to 18th Century, a beautiful Jagannath Temple right in the middle of the town, the majestic Maninaga Hill, on which you can either trek or ride to the top, for a bird's eye view of the City, or witness a colossal Lord

Hanuman statue carved right on the hill - that's how charming Raj-Ranpur is! With just 67 odd kms from the capital city Bhubaneswar, the town won't disappoint you for a day trip. You can also venture further 8kms to a place called Asurakumari Jhar, where you can find a small temple and even a waterfall. The spot also serves as an ideal picnic place.



Place Name: Raj-Ranpur
District: Nayagarh, Odisha
How to Reach:

Take the highway NH 16 from Bhubaneswar towards Jankia, then take a right from Jankia Chowk and drive around 22 kms to reach Raj Ranpur.

What to See:

- Jagannath Temple
- Royal Palace
- Maninaga Hill and Temple Top Hill
- Hanuman Temple
- Narendra Pokhari



About Odisha Tourism

Established as Department of Tourism & Culture in 1973, the Department of Tourism (DoT) strives to:

1. Promote diverse and sustainable tourism with a view to enhancing the national and global visibility and favourability of Odisha as a prime tourist destination
2. Create employment opportunities to bring socio-economic benefits to the community and boosting community participation in tourism
3. Preserve, enrich and promote Odisha's unique cultural heritage and ecological diversity through sustainable development

Apart from undertaking various initiatives for the development of tourism infrastructure and services in the state under the Odisha Tourism Policy 2016, DoT aims to establish its brand globally and enhance the favourability of Odisha as a prime tourist destination through the twin strategies of event based promotion and destination experience promotion, through innovative advertising and multimedia based outreach to national and global markets.



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