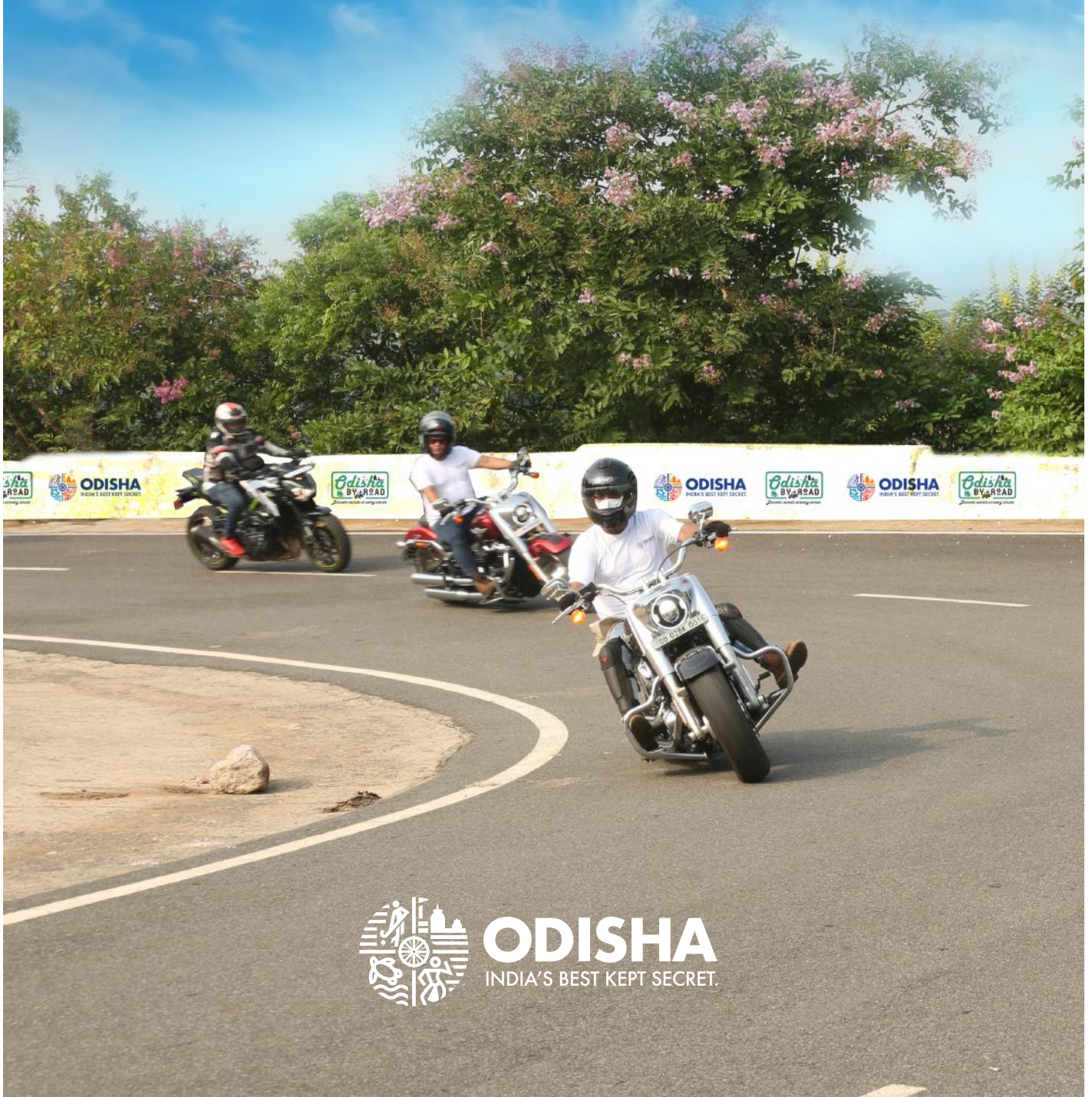


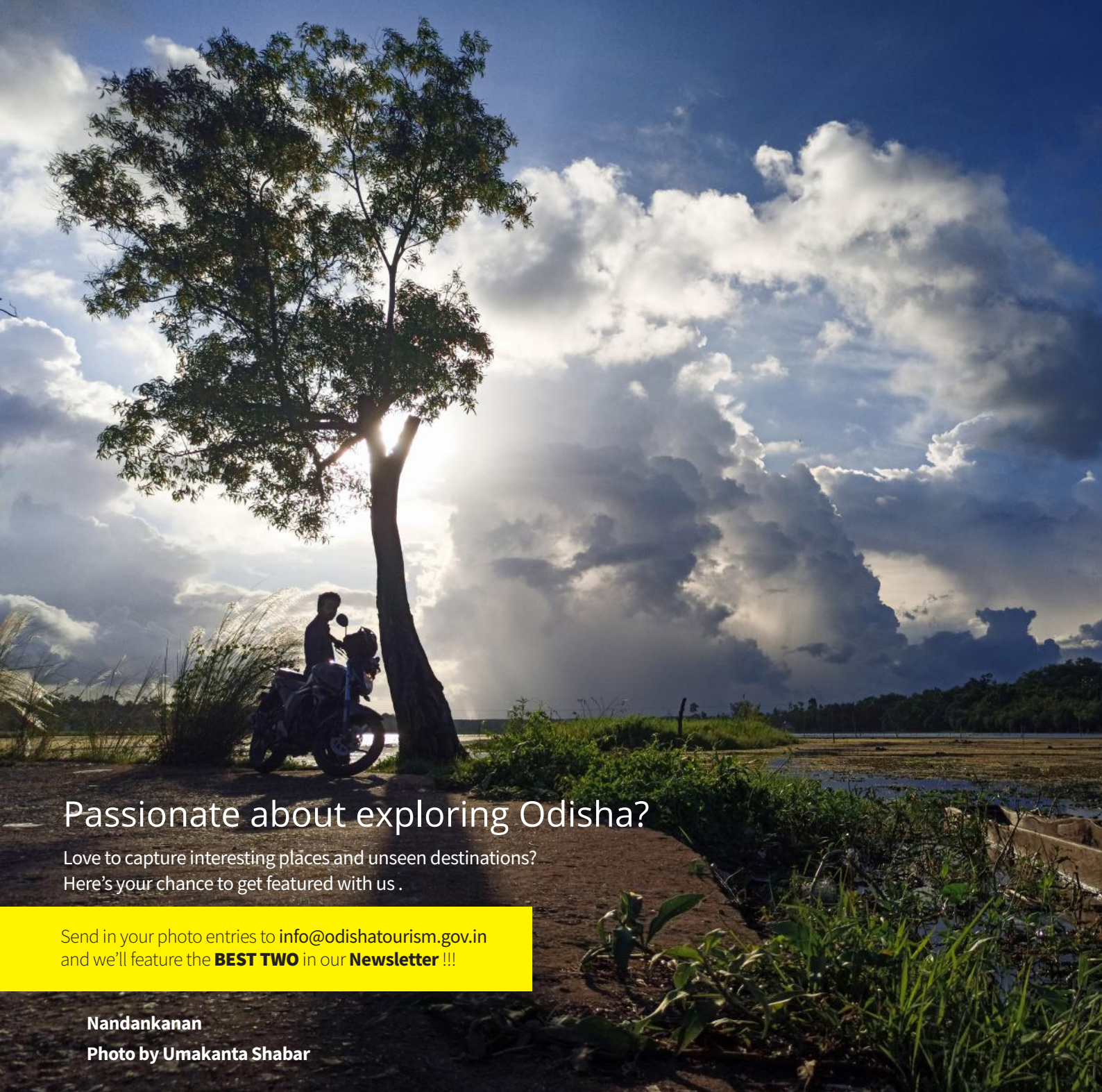
ODISHA UNRAVELLED

OCTOBER 2020

A Newsletter by Department of Tourism,
Government of Odisha



ODISHA
INDIA'S BEST KEPT SECRET.



Passionate about exploring Odisha?

Love to capture interesting places and unseen destinations?
Here's your chance to get featured with us.

Send in your photo entries to info@odishatourism.gov.in
and we'll feature the **BEST TWO** in our **Newsletter** !!!

Nandankanan

Photo by Umakanta Shabar



Editorial Team

Vishal Kumar Dev, IAS

Commissioner cum Secretary to Government

Sachin Ramchandra Jadhav, IAS

Director & Additional Secretary

Content and Design

Project Mangement Unit

ODISHA UNRAVELLED

A Newsletter by Department of Tourism, Government of Odisha

FOREWORD



Shri. Jyoti Prakash Panigrahi

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

Odisha has emerged confidently from these testing times, and we have never been more eager to exhibit our hospitality to our guests.

As the world converges towards the values of sustainability and community participation, all we need to do is to reinforce our core as a culture that upholds these values to the fullest. Odisha has beautifully harmonised development and conservation, and tourism has been at the forefront. Our award-winning ecotourism model is now being noticed nationally and globally.

As we innovate to diversify Odisha's offerings spanning into water-based recreation, road trips and adventure among others, there is a need for a robust legislative framework to facilitate the sustainable growth of tourism and hospitality trade through regulatory empowerment and protects the interests of tourists as well as service providers. The state government will soon bring such a law to help the travel, tourism and hospitality sector ensure structured and sustainable development towards global standards.

Editor's Note



Vishal K. Dev, IAS

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

While Odisha Tourism has confidently embarked on the road to revival, policy enablement of niche product is a key imperative. In the new draft under consideration, we have accorded priority to encouraging niche tourism segments such as houseboats, homestays, heritage hotels, camping sites, caravan tourism, water sports etc. We have carried out stakeholder consultations and inputs received on improving ease of doing business as well as consistent hand holding for expediting approvals and clearances, are being incorporated.

While the segments greatest hit by the pandemic such as MICE & business tourism, sports tourism, religious and festival tourism will hopefully recover next year, to ensure a jumpstart, we have launched the Odisha By Road campaign through which Odisha Tourism will offer exciting itineraries for road trippers to discover the state's treasures by road.

Odisha is also back with its most successful offering in a fresh package. Read on to know more.

See you soon at the Eco Retreat(s)



"Over this prolonged lull phase, our teams led by Chief Secretary, Development Commissioner and Secretary Tourism conducted several tours to assess the infrastructure and plan the development of our priority destinations. In the process we discovered some locations which perfectly fit in our vision for the Eco Retreat template. Given the success of our beach glamping experiment, we were keen to showcase it in different styles to offer tourists diverse environs of a forest, a wetland, a hill station and so on. Moreover, the Eco Retreat will unambiguously signal the resurgence of Odisha Tourism. The new edition of the Eco Retreat will raise the bar of responsible tourism to a new level", said Director Tourism, Shri. Sachin Jadhav, IAS.

Odisha will be back with the hugely successful glamping event - Eco Retreat. We will replicate the Eco Retreat to boost peak season tourist activity at five locations in 2020 – Chadrabhaga Beach at Konark, Hirakud Reservoir, Daringbadi, Bhitarkanika Wildlife Sanctuary and Badmul Sandbars on the banks of Mahanadi River.



Passionate about EXPLORING ODISHA?



Send in your blog entries to info@odishatourism.gov.in and we'll feature the BEST ONE in our Newsletter !!!

Love to blog about interesting places and unseen destinations?
Here's your chance to get featured with us .

Building a case for Odisha's Buddhist Circuit



The Government of Odisha has pitched the development of the Buddhist Circuit under Government of India's Swadesh Darshan Scheme. In a communication to Ministry of Tourism, Commissioner cum Secretary Shri. Vishal Dev, IAS emphasised the huge potential in Odisha for Buddhist tourism, owing to the presence of more than 200 Buddhist sites across the state, with the focal point at the famous diamond triangle of the state comprising Ratnagiri, Lalitagiri and Udayagiri being only about 100 kilometres from state capital Bhubaneswar.

The significance of Odisha in Buddhist history is rooted in that of the first disciples of Gautama Buddha, Trapusa and Bahalika who were the two merchant brothers from Utkala (present day Odisha).

As per the annals of history, after the Kalinga War of 261 BCE Buddhism spread all over

Asia with Odisha as the centre of activities of Emperor Asoka. This is evident from the Rock Edicts at Dhauili and Jaugada.

As archaeological discoveries sped up in recent times, the relic casket from the Maha Stupa at Lalitgiri was discovered. Lalitgiri site is as old as Bodhgaya and Radhanagar Buddhist settlement is as old as Rajgir, given that all Buddhist remains date back to 4th to 3rd Centuries BCE. Further, a series of sites of about 200 in number

has been documented and the journey of Buddhism from its inception to its diffusion is very well reflected in the standing monuments particularly at Ratnagiri, Lalitagiri and Udayagiri.

The Buddhist sites of Odisha present a panoramic view with awesome landscapes and narrate the story of human civilization from 4th Century BCE to 14th Century CE, a specialty of Odisha's Buddhist heritage.



Whipping up local flavours and sojourns



Odisha Tourism Development Corporation, the state's hallmark chain of 21 hotels has driven up innovative diversification strategies for public engagement and brand popularity.

After the successful Ama Ghara Ama Handisala culinary contest, OTDC announced its new initiative of the Nimantran chain of Odia cuisine restaurants. "Odia cuisine has always been very underrated. It is arguably the best marriage of taste and health. In our continuing endeavour to invite tourists from across India and the globe to visit Odisha to taste its delicacies, we will launch the Nimantrain chain of restaurants. The recent success of Odia chefs Abinas Nayak and Smrutishree Singh at Masterchef India have catapulted our state's cuisine to the limelight. We are very keen to contribute to this upward trend", said

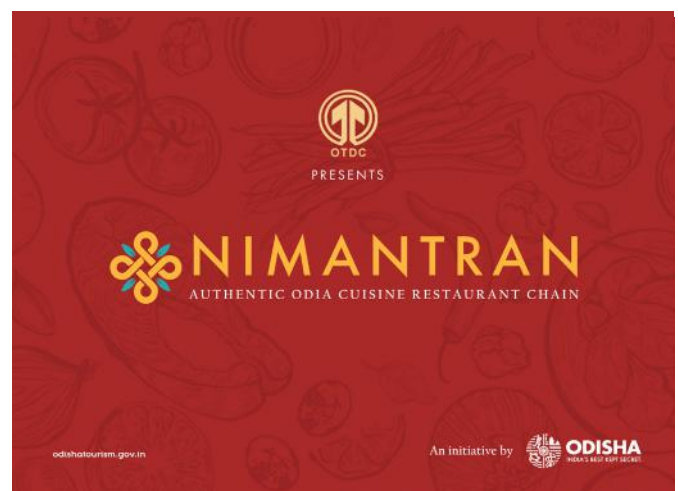
Smt. Shreemayee Mishra,

Chairperson, Odisha Tourism Development Corporation (OTDC)



In a new venture to make weekends memorable, OTDC is set to impart a local zest to revive the traditional indulgence of day picnics through its novel initiative of **Bana Bhoji**. The curated tour packages will offer end-to-end services familiarising

locals and tourists exciting weekend and holiday getaways and activities. The initiative is all about offering people the opportunity to get together with families, friends and loved ones after the prolonged period of mutual isolation due to the lockdown.



odishatourism.gov.in

India's best kept secret is
ready to be rediscovered.



There's a surprise at every corner.
This quest has never been safer.
We welcome you with open arms. Come, discover!



World Tourism Day: Flaggin

In a narrative-changing initiative, Odisha Tourism, in association with ten superbike clubs from across Odisha, celebrated World Tourism Day 2020 through a superbike rally from Infocity in North Bhubaneswar to the iconic Dhauli Shanti Stupa. Coined **Kalinga Rides**, the rally which included several women superbikers, was envisioned to

kick off the Odisha by Road campaign which offers road trippers exciting itineraries across Odisha, to discover secrets at every corner.

As an adventure with a cause, several groups further rode to ecotourism destinations such as Daringbadi-Mandasaru, and Mangalajodi to mark the opening up of community-managed Ecotour Odisha Nature Camps.



g off the journey to REVival

World Tourism Day also witnessed a virtual e-conclave titled The Future of Travel & Tourism and strategies to Revitalise the Industry, presented by Odisha Tourism in association with FICCI. Several Who's Who of the industry – Yatra CEO Mr. Dhruv Shringi, Special Advisor to UNWTO Ms. Anita Mendiratta, ITC Hotels COO Mr. Anil Chadha, Swosti Group Chairman Shri J.K. Mohanty,

renowned chef Mr. Ranveer Brar, Director of Belgadia Palace Ms. Akshita Bhanj Deo – spoke at the e-conclave on a range of issues such as niche and experiential tourism, cuisine promotion, policy-driven revival, etc. Tourism Minister Shri. J.P. Panigrahi, Commissioner cum Secretary Shri. V.K. Dev and Director Tourism Shri. S.R. Jadhav represented Odisha Tourism at the conclave.



Several key initiatives were announced during the World Tourism Day ceremony by Chief Minister Shri. Naveen Patnaik. In line with the WTD 2020 theme of Tourism and Rural Development, Odisha has beautifully harmonised development and conservation, and tourism has been at the forefront.



Odisha through Lens

In the run up to World Tourism Day 2020, Odisha Tourism held a photo contest on social media which received a great response with over 500 entries across seven categories: Waterbodies, Landscapes, Rural & Tribal life, Temples & Monuments, Urban

Odisha, Cultural Arts and Crafts and Wildlife. The top two winning entries in each category were awarded stays at OTDC or Ecotour Odisha Properties while the second runners up were awarded gift vouchers from OTDC.



Pc : Shamim Qureshy



Pc : Prateek Agarwal



Pc : Alope Patnaik



Pc : Kaushik Das



Pc : Santosh Kumar Mahalik



Pc : Anway Sarkar

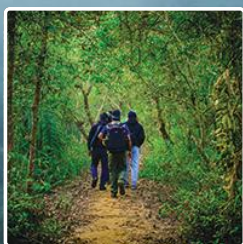


Pc : Aditya Prakash Sahoo

Break through the dark clouds of doubt,
Answer your instinct to see all that's silver.
Hit the road for a memorable adventure,
Here, we have many a secret to discover.



**Odisha Tourism brings to you exciting road itineraries
which promise a million experiences.**



Deep into the Mangroves

Bichitrapur - Chandipur
- Bhitarkanika National Park



Ultimate Monsoon Escape

Deomali - Koraput



Cruising along the Circars

Chilika - Gopalpur
- Mahendragiri



The Quest for Odisha's Wild West

Debrigarh - Hirakud



Reaching for the Hills

Daringbadi - Mandasaru
- Rayagada



Tiger Trails & Royalty

Similipal Tiger Reserve
- Baripada



The Cascade Trail

Waterfalls of Keonjhar

and many more !

For more, visit odishatourism.gov.in



The silent changemakers

Community managed Ecotourism in Odisha



“Minds are powerful and inevitable, if tuned appropriately” - This is the transformational success story that Forest Department of Odisha has set forth before the world.

Of the total population of Odisha, around 83% live in rural areas and their role in preserving and conserving the natural resources of State is vital. Realizing their role in forest and wildlife conservation, during the year 2016 Forest and Environment Department launched an innovative scheme “Community Managed Nature Tourism”. For providing alternative livelihood to the forest dependent communities, Community Managed Ecotourism has proven to have beneficial impact on the rural economy of State. More than 600 locals in different regions of Odisha are employed in 42 Ecotourism Nature Camps and earning their livelihood, majority of them are women. It has been an alternative income for them as earlier they used to rely on forest for their survival by poaching, smuggling, fishing, collecting

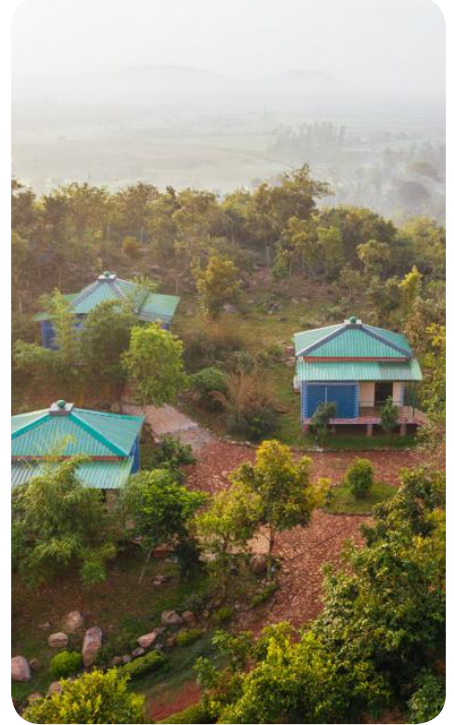
honey, mahua, firewood etc. Indirectly 5 to 6 villages are now earning their livelihood by providing daily requirements to the Nature Camps.

The miracle that these local folks have brought in is by raising the revenue of State Ecotourism from 47 Lakhs during 2015-16 to 6.85 Crores during 2019-20. More than 46,000 visitors from different parts of the world have visited the Nature Camps during 2019-20. Even during the times of Covid-19, they have showed similar confidence by coming forward to their duties and continue work following all disciplines and guidelines of Government for pandemic.

It is praiseworthy that Odisha is the only State to have adopted the innovative model of community based Ecotourism where 80% of the share of revenue goes back to the community. Nature tourism not only has reduced the pressure on forest but also it is an important tool for converting every tourist to the guardian of nature. It has combined experiences from the wild with conservation and interpretation.

Trysts with Nature

Where wilderness meets luxury



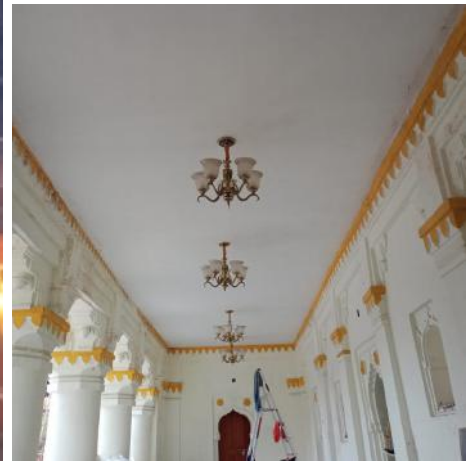
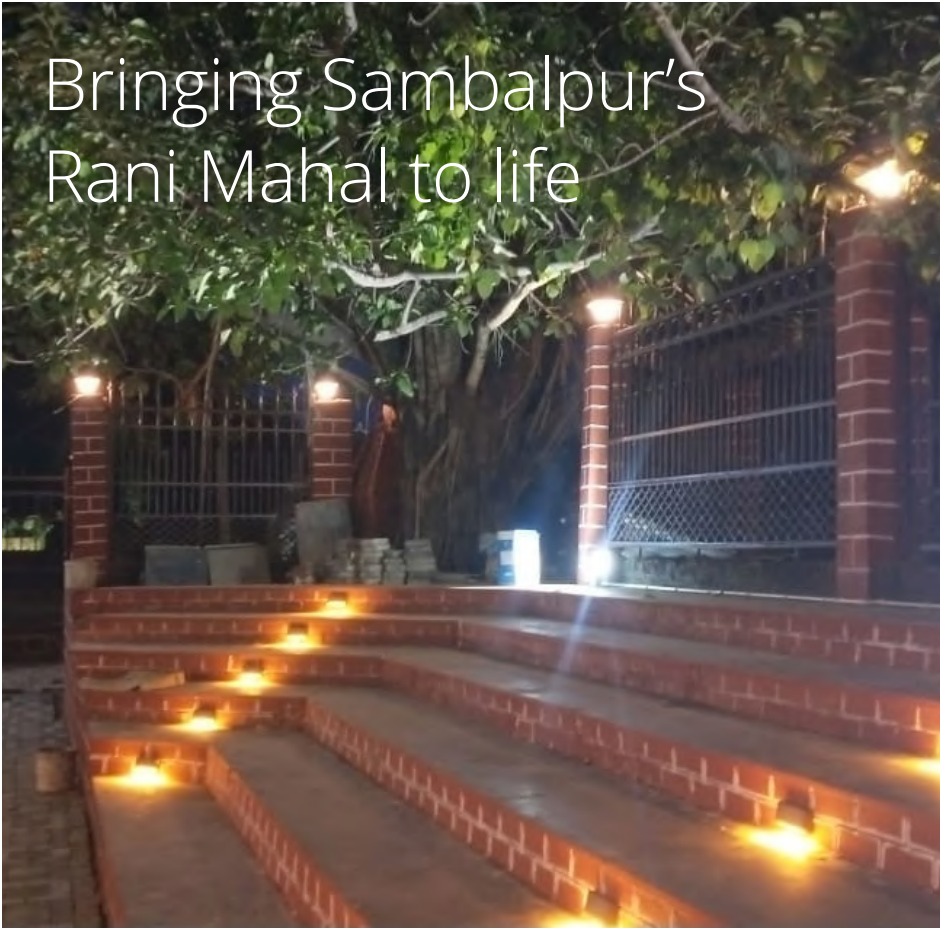
Beautiful adventures are waiting amid the blue green mountains of Odisha. The excitement of moving through the curvy roads all along the streams interspersed with Sal-lined forests is palpable. From behind the woods the music of rustling leaves and the deep silence of valleys marks the most magnificent moments of life. Safari, treks, birding, sailing through lakes and rivers, soak in the sunshine on the sandbars, meet the colorful people of the land – your journey in Odisha is going to tap every pulse. We offer you a variety of holidays designed for every member of your family at

www.ecotourodisha.com



Trained in safety protocols and health risk mitigation practices from India's premier institutions such as IHM and IITTM, the Ecotour Community awaits to serve you with the warmth of love and safety.

Bringing Sambalpur's Rani Mahal to life



Rani Mahal, also known as Rani Bakhri and Jemadei Mahal, is one of the most important heritage structures of Sambalpur. It was built by the fifth king of Sambalpur, Baliar Singh in the 1650s as an additional palace for the queen, and now bears the name of his daughter, Jemadei. Legend has it that he built the palace as mark of love for his daughter.

Located close to the River Mahanadi in Modipara area of Sambalpur, the three-storied palace is set in an open area about half a kilometre from Maa Samaleswari Temple.

Indian National Trust for Art and Cultural Heritage (INTACH) recently completed the project after three years of efforts involving structural consolidation, site clearance and surface cleaning, architectural

restoration, preservation planning and site development.

Striking features of the building include different types of ornamental arched openings and niches, decorative capitals and brackets, tapered walls, vaulted roofs, Rajasthani paintings, etc. INTACH has used traditional

methods to restore the Mahal's past glory. The renovation work has been carried out without tampering the original structure. After stitching the cracks, fresh plastering was done using a paste of lime, gun of Bael (wood apple), Ritha (wash nuts) and jaggery.



Raising the bar: Puri's Golden Beach achieves Blue Flag Certificate



In amongst the most outstanding bids to project Odisha's brand globally, the Puri administration threw open the Golden Beach whose makeover for Blue Flag certification is an inspiration for India and South Asia. The project comprises a 900-metre stretch between Mayfair Hotel and Gandhi Park as a secure and safe bathing zone, friendly to the differently abled.

Along with a pedestrian track, deck chairs and beach huts have been installed for tourists. Proper sanitation and a solid waste management system have been put in place to keep the beach clean.



Golden Beach of Puri has received the coveted Blue Flag Certification by FEE Denmark by conforming to the stringent environmental norms and ensuring world class sustainable tourist amenities. The renowned eco-label will add to the charm of the Heritage City.

Shri. Naveen Patnaik,
Chief Minister of Odisha



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.



Photo by Rakesh Kumar Roul

Department of Tourism, Govt. of Odisha, Paryatan Bhawan, Lewis Road, Bhubaneswar - 751014,

Ph: 0674 - 2432177/ 2431896, Fax: 0674 - 2430887

info@odishatourism.gov.in | odishatourism.gov.in