

ODISHA UNRAVELLED



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A Newsletter by Department of Tourism, Government of Odisha



Rourkela City Fest

Rourkela City Fest

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Raibania Fort, Balasore



Credit- Ansuman Rath

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ODISHA UNRAVELLED

A Newsletter by Department of Tourism,
Government of Odisha



FOREWORD



ASWINI KUMAR PATRA

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

Odisha stepped into 2023 in much style. From hosting the FIH Hockey Men's World Cup 2023 and extravagant star-studded city festivals to being felicitated at India Today Tourism Summit and Awards and getting listed by TIME Magazine in World's Top 50 Tourism Destinations, focused interventions taken by Odisha Tourism brought many laurels to the State.

Besides welcoming tourists from across the globe, 6 trips to various pilgrimage destinations across India were organised under

the scheme of Baristha Nagarik Tirtha Yatra Yojana. Through this scheme, more than 6000 senior citizens of Odisha were provided with a seamless end to end travel experience completely free of cost.

Under the visionary leadership of Hon'ble Chief Minister Shri Naveen Patnaik, Odisha is steadily making its presence known in the world travel trends and Odisha Tourism is poised to establish the State as a tourism hub of international standards.

EDITOR'S NOTE



SURENDRA KUMAR, IAS

Principal Secretary, Tourism, GA and PG

Tourism Sector is an ever-evolving industry. From introducing niche tourism products to hosting international marquee sporting events, several measures have been taken by the Department of Tourism to make the State not only infra ready but also tourist friendly.

To analyse the domestic and international travel sector, Odisha Tourism participated in various exhibitions and tourism trade fairs such as TTF and OTM in

India and ITB in Berlin. The insights drawn from such participations will be utilised to draw strategies for development of tourism sector in the State.

Besides, training programmes for officers of Tourism Department have been organised and roadmaps drawn to facilitate sustainable development of tourism industry in the State. This newsletter presents the highlights of the key interventions taken by the Department of Tourism in the last 3 months.

ODISHA GOVT. ALLOCATES INR 680 CRORE AS TOURISM DEVELOPMENT BUDGET FOR FY 2023-24

23.26% INCREASE IN BUDGET ALLOCATION FROM FY 2022-23

Odisha Government announced a record-outlay of INR 2.3 lakh Crore State Budget for the Financial Year 2023-24 on 24 February 2023, out of which INR 680 Crore has been allocated for Tourism Development in the State.

Gauging the success of the recently launched tourism products and the Odisha Tourism Policy 2022 released in December 2022 that offers unmatched fiscal and non-fiscal incentives to investors, the State Government envisions introduction of new, innovative, and experiential niche tourism products. Out of INR 680 Crore financial outlay for FY 2023-24, INR 400 Crore has been earmarked for Development and Management of Tourist Infrastructure. To attract tourists as well as investors to the State, INR 157 Crore has been earmarked for Tourism Promotion. An outlay of INR

30 Crore has been provisioned under the Barishtha Nagarik Tirtha Yatra Yojana.

The Tourism Sector significantly contributes to the State's economy, thanks to its large employment and income generation capacity. With an increase in almost 23.26% from the previous year budget of INR 535.45 Crore, the Department of Tourism intends to make many strategic interventions for creation of a resilient tourism infrastructure and bring to fore many lesser-known destinations with high tourism potential.



ROURKELA CITY FEST BRINGS TOGETHER ART, CULTURE, FOOD IN CELEBRATION OF HOCKEY

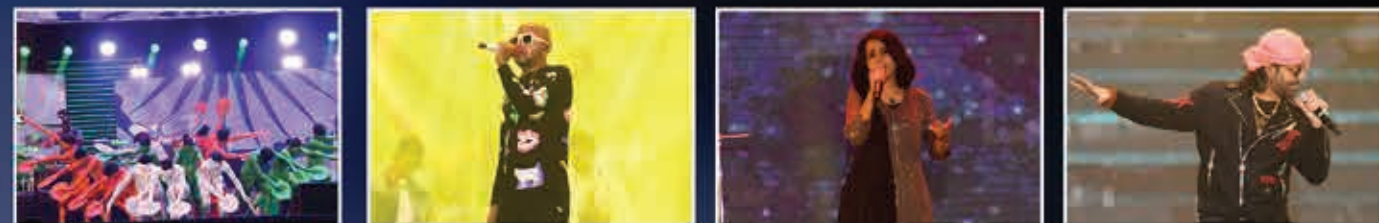
Odisha Tourism's biggest extravaganza 'Rourkela City Fest 2023' was inaugurated on 14 January 2023 by Hon'ble Chief Minister Shri Naveen Patnaik on virtual mode. This 9-day multi-cultural and multi-disciplinary festival was held till 22nd January 2023 at Melan Ground alongside the FIH Men's Hockey World Cup 2023 in Rourkela.



Hon'ble CM in his virtual address said, "The steel city of Rourkela will play host to Hockey stars from across 16 nations and celebrations are in order. To ensure this hockey spirit reverberates across the globe, we have organised a star-studded Rourkela City Festival with music, dance, food and much more."



The 9-day festival welcomed artists of both international and national repute who performed for the first time at the Rourkela City Festival every evening. Besides, to showcase the best of Odisha and India to the world, this festival had designated zones viz., Night Bazaar, Food Zone, Amusement Zone, Story Telling Dome, and Sports Zone that promotes art, culture, cuisine and sports. While the starry night with celebrities performing were ticketed shows, the other zones were open to public for free from 4 pm to 11 pm. The ticketed concerts were also telecast on the LED screens installed across the other zones of the festival area and was streamed live on official YouTube channel of Odisha Tourism. The tickets for online booking of the concerts were made available on rklcityfest.bookodisha.com, an online booking engine which was developed by Odisha Tourism for ticketing of events held across Odisha.



FORGING NEW AVENUES FOR TOURISM DEVELOPMENT IN ODISHA

Suando, the birthplace of Utkalmani Shri Gopabandhu Das, has been beautifully developed for tourism purposes under 5T initiative. Various measures such as a museum depicting the home and lifestyle of the freedom fighter, and a huge statue of him have been developed to attract tourists.



Hon'ble Chief Minister Shri Naveen Patnaik flagged off the first flight to Rourkela Airport from Bhubaneswar under UDAN Scheme on 7th January 2023.



TOURISM DEVELOPMENT IN KORAPUT

On directions of Hon'ble CM Shri Naveen Patnaik, 5T Secretary Shri V.K Pandian and Secretary Department of Sports & Youth Services visited several heritage sites and tourist places in Koraput district for tourism development. During this visit, development of Lord Gupteswar shrine and Sabari River Ghat as a religious tourism centre through master planning was announced along with beautification and peripheral development of Damyanti Sagar and its adjoining areas. Besides, after reviewing the construction progress of an Indoor Multi-purpose Hall being built in Kotpad, the authorities were asked to expedite its completion. The secretaries also made a visit to Jagannath Sagar in Jeypore and advised taking up phase wise development of the lake. The local municipality & minor irrigation dept were advised to take up the development jointly.



CM APPROVES MASTERPLAN FOR DEVELOPMENT OF SHIKHARCHANDI SHRINE IN BHUBANESWAR

Masterplan for development of Shikharchandi as a tourism site in Bhubaneswar was recently approved by Hon'ble Chief Minister Shri Naveen Patnaik on 3rd January 2023. The masterplan envisages development in an area of 53.64 acres on a budget of INR 25 Crore.

According to the master plan, the total area has been divided into 4 zones. It includes the improvement of main temple, parking, viewpoint and trekking route. etc. In addition, infrastructure for people's recreation, community centre and pilgrim amenities have been given special importance.



TOURISTS BID ADIEU TO GLAMPING SEASON IN MUCH STYLE

Glamping has emerged as one of the top travel trends among tourists today owing to its luxurious experience. From luxurious set-ups for those who are missing those opulent hotel rooms to adventure activities amidst stunning landscapes, Odisha Tourism with its flagship brand Eco Retreat have won hearts of travellers from India and beyond.



The 4th edition of Eco Retreat Odisha was held across 7 exotic locations which attracted tourists from far and wide. With addition of 2 new sites – one on the pristine beaches of Sonapur and other on Putsil, located on foothills of Deomali hills, travellers got to revel in highly contrasting landscapes of Odisha. To facilitate ease of information on the various locations, its USP, and activities on offer, a new user-friendly website odishaecoretreats.com was launched. The booking of the accommodation was made available to tourists on Odisha Tourism's indigenously developed booking engine bookodisha.com which was launched in September last year.



Apart from regular guest bookings, several corporate houses, private sector entities and Government bodies hosted events at various Eco Retreat locations owing to its amenities to support conferences, industry meets, training programmes, etc in a natural setting for which Eco Retreat is highly famous. Some of the industry giants that Eco Retreats across Odisha hosted were Reliance Jio, SBI, HDFC, NALCO, OMC, and Harley-Davidson among others.



LET'S HEAR IT FROM OUR HAPPY GUESTS



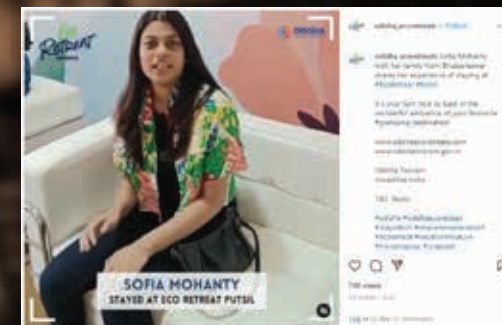
Dr Anupama Gupta shares her experience of Eco Retreat Bhitarkanika, "I never expected such a beautiful camping site in such a remote part of Odisha. The sea is so calm here and I really enjoyed the water sports like Jet Ski and Banana Boat Ride. I also enjoyed the Nature Walks here."



Ms Monalisa shares her experience of Eco Retreat Konark, "I love the hospitality here. I participated in the sports conclave event where delegates from 31 district administration were invited."



Travellers from UK and Scotland share their experience of Eco retreat Satkosia. "Kayaking during the sunset here was a beautiful experience. The food, the staff and everything here was so amazing."



Ms. Sofia Mohanty said, "The place is great. We had a lot of activities here and the places we visited were awesome. Had a bonfire night, played Badminton. The food here is excellent. The tents where we stayed were excellent. It is a 5-star recommendation, please visit Eco Retreat Putsil."



The ambience, the hospitality & the food touched a chord with Hockey India President Padmashree Dilip Tirkey "I really loved the arrangements done here for the Sports Conclave. Not only me but entire delegation who came for the conclave loved it."

PILGRIMAGE TOUR PROVIDED TO AROUND 6000 SENIOR CITIZENS UNDER BARISTHA NAGARIKA TIRTHA YATRA YOJANA

Pilgrimage or ‘Tirtha Yatra’ holds a special significance in Indian culture as well as in other cultures of the world. Baristha Nagarika Tirtha Yatra Yojana, a visionary initiative of CM Shri Naveen Patnaik launched in 2016, provided a seamless end to end travel experience to around 6000 senior citizens of Odisha free of cost. Organised by Odisha Tourism in association with IRCTC, 6 trips via Indian Railways were organised for the year 2022-23 after a gap of 2 years due to the pandemic.

All arrangements pertaining to the trips were ensured by the State Govt. right from departure, arrival, accommodation, food to healthcare for the beneficiaries under this scheme. The first trip of the year was flagged off at Sambalpur in January 2023 where Hon’ble Chief Minister Shri Naveen Patnaik addressed the beneficiaries on a virtual mode and wished them a safe and fulfilling journey. Since then, 5 more trips have been flagged off from Bhubaneswar, Balasore, Rayagada and Sambalpur railway stations with the last trip originating from Rayagada in March 2023



Sl.	Originating Station	Beneficiary Districts	Destinations covered	Journey Period
1	Sambalpur	Sambalpur, Deogarh, Jharsuguda, Bargarh, Sundargarh, Bolangir, Subarnapur, Kalahandi, Nuapada, Angul	Agra- Mathura -Vrindaban	18 th -22 nd January'2023
2	Bhubaneswar	Khordha, Nayagarh, Cuttack, Jagatsinghpur, Kendrapara, Dhenkanal, Puri	Allahabad (Prayagraj) – Varanasi	27 th -31 st January'2023
3	Balasore	Balasore, Bhadrak, Keonjhar, Mayurbhanj, Jajpur	Haridwar-Rishikesh	20 th -25 th February'2023
4	Bhubaneswar	Puri, Khordha, Cuttack, Jagatsinghpur, Dhenkanal, Kendrapara	Ajmer-Puskar	4 th -9 th March'2023
5	Sambalpur	Sambalpur, Bargarh, Deogarh, Jharsuguda, Sundargarh, Bolangir, Subarnapur, Angul	Siridi-Nasik-Trainbakeswar	16 th -21 st March'2023
6	Rayagada	Koraput, Rayagada, Nabarangpur, Malkangiri, Kalahandi, Nuapada	Tirupati-Vellore-Shree Kalahasti	28 th March – 02 nd April'2023



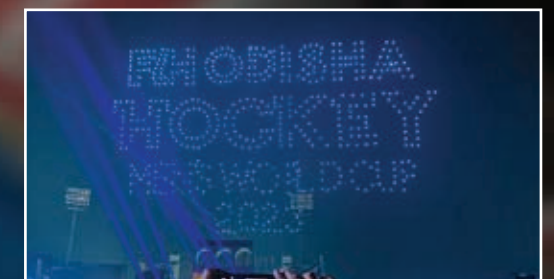
A CELEBRATION OF SPORTS & CULTURE

STAR-STUDDED EVENT IN BARABATI STADIUM KICK STARTS FIH HOCKEY MEN'S WORLD CUP 2023

The opening ceremony of FIH Hockey Men's World Cup 2023 was held at Barabati Stadium in Cuttack on 11 January 2023 that witnessed several jaw dropping performances by international artists, Bollywood superstars and State-level performers. The event included addresses from Hon'ble Chief Minister Shri Naveen Patnaik, Minister of Sports, Youth Affairs and Minister of Information and Broadcasting, Govt. of India, Shri Anurag Thakur, President FIH Shri Mohammad Tayyab Ikram and President Hockey India Padma Shri Dilip Tirkey.

A vibrant display of India's culture, heritage and performing arts formed part of the opening ceremony. The main concert of the evening saw a stage setting performance of Odissi by dancers from 20 different troupes which was choreographed by noted Odissi exponent Guru Aruna Mohanty. This was followed by a showcase of Augmented Reality on the life of visionary Statesman and transformative leader of Odisha Shri Biju Patnaik. The youth concert had rocking performances by Pritam and his group comprising music sensations Neeti Mohan, Benny Dayal, Nakash Aziz, Shalmali Kholgade, Lisa Mishra and more who sang the Hockey Anthem, energetic kpop performances by globally renowned girl band Blackswan comprising Fatou from Belgium, Nvee from the USA, Gabi from Brazil and Sriya from home state Odisha. Bollywood's A-list stars Disha Patani and Ranbir Kapoor lit the stage on fire with their sizzling performances.

The event saw Hockey players from various national teams grooving and cheering the artists on stage. While the 40,000 plus capacity stadium was filled to the brim, millions of people across the globe watched the ceremony live on smartphones and TV.

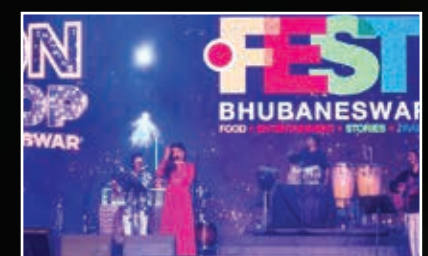
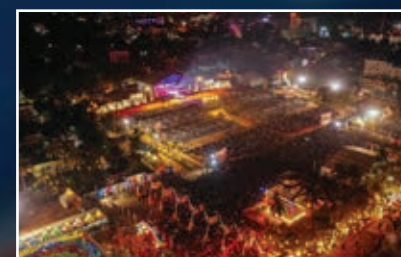


EXHIBITION ON 'ART OF HOCKEY' INAUGURATED AT PANTHANIVAS BHUBANESWAR

TDC showcased an exhibition on 'Art of Hockey' at Panthanivas Bhubaneswar. Inaugurated on 10 January 2023 by Mayor Bhubaneswar Smt. Sulochana Das in presence of Chairman OTDC Dr. Lenin Mohanty and other dignitaries, the exhibition showcased artworks by talented artists of Odisha promoting the Spirit of Hockey.



DOT FEST BHUBANESWAR WAS AN AMALGAMATION OF MUSIC, DANCE, FOOD AND CULTURE IN CELEBRATION OF THE INDIA'S NATIONAL SPORT



CHIEF MINISTER INAUGURATES WORLD CUP VILLAGE

Hon'ble Chief Minister Shri Naveen Patnaik inaugurated the World Cup Village at the Birsa Munda Hockey Stadium Complex in Rourkela on 5 January 2023. The World Cup Village has been developed within record nine months and flaunts 225 room with all amenities befitting the stature of the FIH Hockey Men's World Cup.



The World Cup Village along with the Hockey Practice Centre and the Birsa Munda Hockey Stadium will offer a holistic environment for the National and International players for the marquee tournament.



The Chief Minister interacted with the National Men's Hockey Team who are accommodated at the World Cup Village and wished them the very best. The inaugural event was attended by Sports Minister Shri Tushar Kanti Behera, President Hockey India Padmashri Dilip Tirkey, Secretary (ST) Shri V K Pandian, Secretary Sports Shri Vineel R. Krishna, MD IDCO Shri Bhupendra Singh Poonia along with the officials of the Odisha Govt. and Hockey India.



BIRSA MUNDA INTERNATIONAL HOCKEY STADIUM CREATES GUINNESS WORLD RECORD



DEPARTMENT OF SPORTS & YOUTH SERVICES THANKS ODISHA TOURISM DEVELOPMENT CORPORATION



PRODUCT INNOVATION & DIVERSIFICATION KEY TO DEVELOPING TOURISM SECTOR IN ODISHA – ACS TOURISM

Government of Odisha held a 2-day Senior Officers' Conference comprising all senior officials of various Government departments on 14th and 15th February 2023. The 2nd day of the conference was held at Eco Retreat Konark where key officials of Department of Tourism participated and deliberated on 'Making Odisha as a Tourism Hub'. ACS Tourism Shri Surendra Kumar, Collector Kandhamal Shri Patil Ashish Ishwar and Collector Puri Shri Samarth Verma highlighted various interventions being taken by Odisha Tourism for development and promotion of Tourism Sector in the State.

Delivering a presentation on the key initiatives by the Tourism Department ACS Tourism Shri Surendra Kumar said, "Product innovation and diversification are key to developing the Tourism sector in Odisha. We recently launched the Odisha Tourism Policy 2022 that offers a slew of incentives for investors that is far more than what other States are currently offering along with two roadmaps which will act as a guiding principle for development of the Tourism sector with focused interventions across key destinations based on gap assessment and future plans. We are strategically forging ahead to develop our State as a tourism hub that offers diverse tourism offerings such as MICE, Wellness, Health, Eco Tourism and Sports Tourism with introduction of many innovative and niche tourism products such as caravans, camping, medical tourism, houseboats, cruises, yachts, etc. 16 masterplans driven integrated tourism development is currently being undertaken to develop various tourism circuits."

Highlighting the raw untapped beauty of the highlands of Kandhamal, District Collector Shri Patil Ashish Ishwar said, "Kandhamal is being developed as a niche ecotourism circuit to promote its diverse landscape. From valleys like Ushabati and silent valley Mandasaru to wildlife concentrated areas like Belghar and various waterfalls or tribal tourism incorporating the Kutia Kondha tribes, several destinations have been identified and are being upgraded to promote community-driven sustainable tourism development. Initiatives such as Nature Camps and Eco Retreat are already in place promoting the rich tourism offerings of Kandhamal, while many homestays are under development"

Apart from Shri Jagannath Dham, there are many alternate tourism offerings in Puri. Highlighting the initiatives District Collector Shri Samarth Verma said, "Puri is being developed as a multi-day tourism destination including adventure and water sports, art and culture, leisure and luxury, ecotourism, cuisine, etc. Apart from the Eco Retreat initiative that uses sustainability as the model but attracts high paying tourists, many resorts are being developed both in holy town Puri and Konark. Heritage crafts village Raghurajpur, Pipili, Blue Flag Beach, Nimantran Restaurant, watersports on Puri beach and Chandrabhaga beach, Balukhand Sanctuary, Satapada in Chilika Lake are few of the destination and products being developed to diversify Puri's tourism offerings."

The overall presentation of Tourism Department during the conference touched on the points of Policy, Infrastructure Development, Product Development, role of Government and Government Sector and Tourism Promotion.



AWARDS & RECOGNITION



Odisha Tourism won 3 top reader's choice awards at India Today Tourism Summit and Awards New Delhi 2023 on 24 February 2023. Bhitarkanika National Park was adjudged Winner in the Best Wildlife Destinations category, Sun Temple, Konark in the Best Iconic Landscapes category Rath Yatra, Puri in the Best Festival Destination category.



Odisha Tourism wins the 'Best Cafeteria' award under Swadesh Darshan Scheme of Ministry of Tourism, GoI, for 'Tampara Lake Front Development' in Ganjam.



Odisha Tourism participated in TTF India Chennai from 24th to 26th February 2023 and won Best Stand Decoration Award



Dept. of Tourism & OTDC was felicitated by Hon'ble CM Shri Naveen Patnaik for the contribution in making HWC2023 and the Rourkela City Festival a huge success on 15 February 2023.



Odisha Tourism was awarded Best Print Promotional Material in TTF India Bengaluru on 19 February 2023



Odisha Tourism participated in OTM Mumbai 2023 from 2nd to 4th February 2023 and won Best Design and Decoration Award

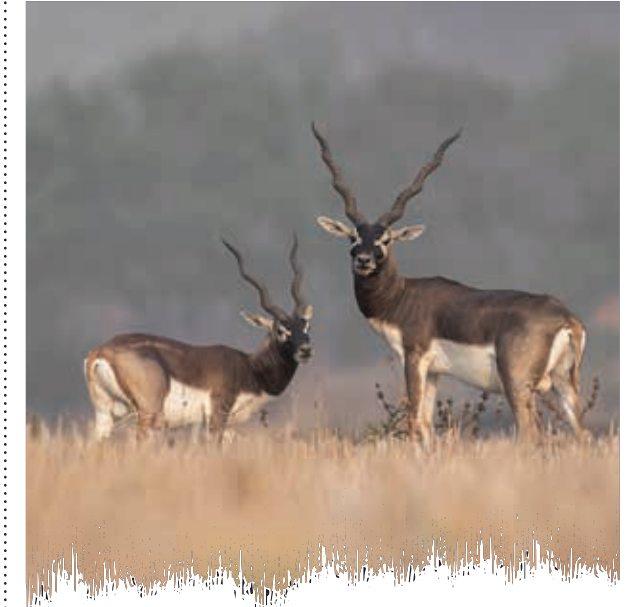


Odisha Tourism bagged the Tourism Brand of the year for Sports Tourism at the 30th Edition of SATTE 2023 on 11 February 2023

ODISHA TOURISM IN FOCUS



Rourkela Hotel & Restaurant Association donated INR 5 Lakh to District Red Cross Fund from the sale proceeds of Food Stalls set up during the Rourkela City Festival 2023 organised by Odisha Tourism. Collector & DM Sundargarh Shri Parag Gavali Harshad and officials of RHRA were present on the occasion.



As per the latest Census report released by Department of Forest, Environment & Climate Change, Blackbuck population in Ganjam has increased threefold. The locals here consider the Blackbuck as auspicious and endeavor to protect them along with the Forest Department.



5:38 PM · Feb 15, 2023 · 717K Views
569 Retweets · 171 Quotes · 10.9K Likes · 43 Bookmarks



9:07 PM · Mar 16, 2023 · 3,700 Views
17 Retweets · 3 Quotes · 84 Likes · 1 Bookmark

EVENT HIGHLIGHTS



Odisha Tourism participated in ITB Berlin 2023 from 7th to 9th March 2023. Delegates from the Department interacted with exhibitors representing various countries and held discussions with tour operators and other stakeholders from the European market.

Odisha Tourism delegation led by Director Tourism Shri Sachin R. Jadhav welcomed Secretary MoT Shri Arvind Singh & felicitated him at the opening Press Conference on 7th March. A detailed discussion with IATO India Vice President Shri Ravi Gosain with regard to promotion of inbound tourism to Odisha was also held.



On the occasion of 74th Republic Day in Bhubaneswar, Odisha Tourism paid tribute to the unmatched Buddhist legacy of Odisha via a majestic tableaux.



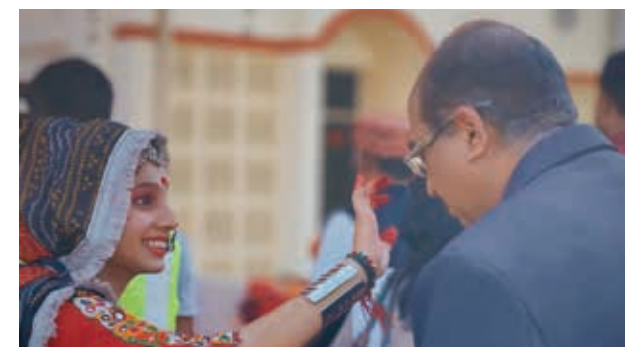
The annual Dhauli Kalinga Mahotsav showcasing the folk dance and martial arts of Odisha was held on the foothills of Dhauli Shanti Stupa from 10th to 12th February 2023. The 3-day event was organised by the Department of Odia Language, Literature and Culture.



The annual celebration of Indian classical music - Vrindaban Mahotsav was held at Rabindra Mandap in Temple City Bhubaneswar on 9th March 2023. The event was organised by the Department of Odia Language, Literature and Culture in association with Vrindaban Gurukul, Bhubaneswar.



Bhitarkanika Mahotsav 2023 was celebrated in Nalitapatia village located just 6 km outside the Bhitarkanika National Park. The 3-day festival showcasing the region's rich cultural heritage was inaugurated on 11th March 2023. The festival, organised by the Department of Forest, Environment & Climate Change, Odisha Tourism and the Kendrapara District Administration, aims at promoting the National Park, its mangrove ecosystem and the exotic wildlife.



Odisha Tourism attended the G20 Discussion on Rural Tourism for Community Empowerment & Poverty Alleviation on 7th February 2023 held in Kutch, Gujarat. Highlighting recognition from UNWFP regarding Odisha's efforts on poverty alleviation & disaster management, delegates from the Department showcased State Government's efforts & vision in developing Sustainable tourism in the State.

2-DAY WORKSHOP ON GREEN INVESTMENT IN TOURISM ORGANISED FOR OFFICIALS OF ODISHA TOURISM

CONCLUDING DAY OF THE WORKSHOP HELD AT ECO RETREAT KONARK

Odisha Tourism organised a 2-day workshop on "Green Investment in Tourism" for the Officers of the Tourism Department on 12th and 13th February 2023. The workshop was organised in association with Indian Institute of Tourism & Travel Management, Bhubaneswar to share the plans and strategies to attract and facilitate investors for development of niche tourism products and promotion of sustainable tourism initiatives. Day 1 of the workshop was held at IITTM Campus, Bhubaneswar while the concluding day of the workshop was held at Eco Retreat Konark.



The 1st day of the workshop was inaugurated by Chairman OTDC Dr. Lenin Mohanty, Director Tourism Shri Sachin R. Jadhav, Nodal Officer and Head IITTM Bhubaneswar Shri Md. Sabir Hussain, Additional Secretary Tourism Shri B. M. Bhuyan and Additional Secretary Tourism Shri A.N.S. Laguri by lighting the ceremonial lamp.



Thanking the tourism officials, stakeholders and IITTM's role in training and capacity building, Chairman OTDC Dr. Lenin Mohanty highlighted the efforts made by various cadre officers working in Odisha Tourism who efficiently facilitated tourists during the FIH Hockey Men's World Cup 2023, the organisation of the recent trips for more than 2000 senior citizens under Baristha Nagarik Tirtha Yatra Yojana and their proactive measures to extend superior quality hospitality to visitors of the State in recent times.

The welcome address of Director Tourism Shri Sachin R. Jadhav highlighted the initiatives taken by Odisha Tourism to increase the night stay of high-paying tourists in various tourist destinations of Odisha that aid in economic development. He stressed on the role of Tourism Officers to attract and facilitate investors for development of green tourism products as well as sustainable yet luxury accommodation facilities. Further, he thanked the role of IITTM for facilitating capacity building initiatives that has helped in expanding the domain expertise of the officers of Odisha Tourism.



After the vote of thanks offered by Additional Secretary Tourism Shri A.N.S. Laguri, Nodal Officer, Head IITTM Bhubaneswar Shri Md. Sabir Hussain initiated the sessions of the workshop by delivering the keynote address as part of Session 1.

The workshop comprised 3 sessions, apart from the keynote address, headed by eminent industry leaders and domain experts of the tourism sector. Expert Member (Retd), National Green Tribunal, Govt. of India and Chairperson, Odis-

ha Real Estate Regulatory Authority (RERA) Shri Siddhanta Das, IFS (Rtd) presented a session on Role of green tribunal in monitoring and steering green investment in tourism: a real-life experience. The next session was headed by Founder, Principal Architect & Chief Photographer at Panorama Visualization and Director OWL (Open Wildlife Lounge) Shri Shakti Nanda on Photography Investment Opportunities in Odisha. The final session of the day was headed by Co-founder, Craftportly and Consultant- FICCI Ms. Kavya Saxena on Green tourism paradigms and reality.



The concluding day of the 2-day workshop had deliberations on successful case studies of sustainable tourism initiatives and interactive sessions with the Officers of Odisha Tourism who offered insights and valuable inputs towards development and promotion of Tourism sector in Odisha. Chairman OTDC Dr. Lenin Mohanty, Director Tourism Shri Sachin R. Jadhav and Nodal Officer and Head IITTM Bhubaneswar Shri Md. Sabir Hussain were present during the workshop.



During the valedictory session Director Tourism Shri Sachin R Jadhav enumerated the launch of new and niche products in the recent past that'll aid in attracting visitors to come and stay in Odisha. Stressing on the 5T model of governance's Technology aspect, he highlighted the recently launched booking engine bookodisha.com for booking of event tickets, activities, accommodations, etc., run by various Government departments and how it will be expanded to include private operators promoting tourism and hospitality in the State.

Thanking the tourism officials, delegates, industry experts, Odisha Tourism Development Corporation and Eco Retreat Konark for extending warm hospitality and Odisha Tourism along with IITTM for their dedicated support in successfully organising the 2-day workshop, Assistant Professor IITTM Bhubaneswar Ms. Sarita Pradhan delivered the Vote of Thanks.



The workshop comprised 3 sessions starting with a case study on homestays and rural tourism headed by Founder NOTONMAP Shri Kumar Anubhav on the topic Sustainable Tourism investments in Tourism Business. The next session was headed by Founder, The Amulya Jeevan Foundation & Co-founder, Song of the Wild Shri Avinash Khemka. The concluding session was headed by Tourism Expert and Team Leader of Project Management Unit of Odisha Tourism Shri Lokesh Kumar on Tourism Resource Planning & Ecotourism Case Study – Periyar Tiger Reserve (Eco-development Model), followed by a brief by Go-Swift Portal. The workshop concluded with presentation of mementos and certificates to the Officers and other delegates who participated in the two-day workshop.

PAKHALA DIBAS 2023 CELEBRATED AT PANTHANIVAS BHUBANESWAR

ODISHA TOURISM FELICITATED 25 LEADING FOOD BLOGGERS & SOCIAL MEDIA INFLUENCERS FOR PROMOTING ODIA CUISINE

Pakhala Dibas 2023 was celebrated amid much fanfare at Panthanivas Bhubaneswar on 20 March 2023. The event was organized by Odisha Tourism in association with OTDC and Nimantran.



Gracing the occasion as Chief Guest – Minister Tourism & OLLC Shri Aswini Kumar Patra said, “Pakhala as a cuisine is deeply embedded in Odia culture. This simple food prepared with slightly fermented cooked rice with its many accompaniments including seasonal sauteed vegetables and variety of fried fish is a platter that has nourished many generations – be it a humble farmer, a high-schooler, a pregnant mother or an office goer. This nutrient rich century old Odia food Pakhala is something that we should promote and celebrate”. Appreciating the efforts put by the blogging community in the recent years to popularize Odia cuisine, he felicitated 25 leading Food Bloggers and Social Media Influencers of Odisha who participated in the event.



Thanking the media personnel and bloggers for participating and promoting Pakhala Dibas, Chairman OTDC Dr. Lenin Mohanty highlighted the importance of Pakhala in the Jagannath Culture and how this century old cuisine finds its place amongst the Chappan Bhog offered to the deities at Shri Jagannath Temple.



Highlighting the Bloggers' efforts in promoting Odia cuisine on social media and identifying them as stakeholders of Odisha Tourism, Director Tourism Shri Sachin R. Jadhav drew parallels between South-east Asian cuisines and Pakhala. He urged the young masses to take pride in Odia culture and promote Pakhala as superfood, so that this century old culinary secret of Odisha finds global appeal.

The event had Member of State Planning Board and former MP Shri Prasanna Patsani appreciating the efforts of Odisha Tourism in promotion of Odia cuisine as part of Culinary Tourism to attract visitors to the State. Meanwhile, Dietician Kalinga Institute of Medical Sciences Ms. Sanghamitra Nayak shared a presentation on health benefits of Pakhala and Masterchef India Runner Up Ms. Smrutisree Singh shared her experience on popularizing this Odia cuisine on a national platform. Additional Secretary Tourism Shri Balmukunda Bhuyan, and Additional Secretary Tourism Shri Ananta Narayan Singh Laguri along with other officials of both Odisha Tourism and OTDC attended the event.



The event concluded with more than 500 Odia cuisine enthusiasts enjoying specially curated vegetarian and non-vegetarian Pakhala platter by Executive Chef Nimantran Shri Sanjoy Sarkar.

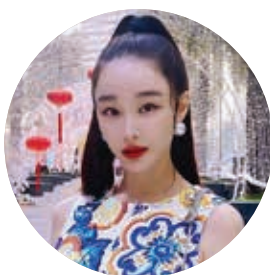
41 INTERNATIONAL DELEGATES EXPLORE ODISHA UNDER KNOW INDIA PROGRAMME

Know India Programme of the Ministry of External Affairs is a three-week orientation programme for students & young professionals of Indian origin to visit India, share their views, expectations & experiences and to develop closer bonds with the contemporary India. The delegates visiting the country are taken on tour to build awareness on different facets of life in India and the progress made in various fields such as economic, industrial, education, science & technology, communication & information Technology, culture, etc. Under this programme, 40 delegates from 11 countries visited Odisha who were taken on an 8-day tour across the State by Odisha Tourism in association with Odisha Tourism Development Corporation.



On the day the team of delegates landed in Bhubaneswar, they were given a taste of authentic Odia cuisine at Nimantran Restaurant in Bhubaneswar. During the next 7 days, the delegates visited places like Dhauli, Heritage Crafts Village Raghurajpur & Pipili, Jagannath Temple, Blue Flag Beach, Chandrabagha Beach, Eco-Retreat (Konark), IOCL Interpretation Centre, Centurion University, KIIT/ KISS, Kalabhoomi, State Tribal Museum, State Museum, Kalinga Stadium, Ekamra Haat, Infosys/ Software Technology Parks, Barkul (Chilika), Kalijai, Paradip Port, Paradip Phosphate Ltd. On the final day, the delegates met with Chairman OTDC Dr. Lenin Mohanty for a high-tea in Panthanivas Bhubaneswar.





SAGAN LEE

FILMING VIVID COLOURS OF BHUBANESWAR WITH BLACKSWAN

From brilliant camera work to film synchronized choreography, colorful backgrounds, and close-ups of artists to excellent computer graphics, dynamism and innovation are key to making trending K-Pop music videos. As a director, I always have this thirst for new and unseen visuals. Just in time, a proposal for filming a music video in India for Kpop group Blackswan came to me. Thrilled to present this unique combination of cultures, I immediately said yes!



Overseas shoots aren't easy due to expenses and travel constraints. However, this was possible with full cooperation of Odisha Tourism, a department of Odisha Government. Such shoots also require a lot of local assistance. I was introduced to Samaresh Routray, a famous actor and producer who runs a production house in Odisha, by my old friend and director Sashanka. Samaresh's team helped me with all aspects of the filming, so my Korean team comprised only two cinematographers and an assistant director.



I wanted to include famous spots in Odisha, including Puri, however I just had one day for shoot. After visiting various locations in Bhubaneswar, where we were staying, my concerns disappeared. There are so many impeccable locations to choose

from. The first was a mansion of the former royal accountant – a ruined historic site. It's unique charm in harmony with serene nature made it suitable for filming a choreography scene. Moving towards a locale bustling with life and religious energy showing both rustic and vivid colours, I shot another scene near Lingaraj Temple. Few scenes were filmed in the courtyard of a traveller's inn and from its terrace where the beauty of the temple shone during the sunset, bringing tears of joy to my eyes.



Odisha Tourism had also arranged permits for shoot in Dhauligiri – a heritage Buddhist site in Bhubaneswar. It would have been a shame not to film there. Finding little time early next morning we went to Dhauli hills. The misty dawn there was truly magical. The white structure reflected on the marble floor, showing off its geometric beauty. The local police managed the visitors there, helping us complete our filming in time. Being a foreigner, it felt like luxury with the local police helping and I am forever grateful to the kind people of Odisha.

The professionalism of the industry people here helped me focus on just directing as everything was organised perfectly. Seeing the interesting comparison between Korean and Indian film industry, I feel there is a lot of potential for co-production. As I bid adieu to this beautiful journey, I hoped the Korean and Indian team can work together again.

Sagan Lee is a Film Director of ZANYBROS Production, South Korea

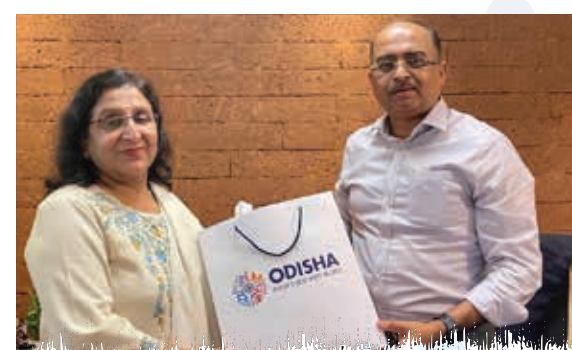
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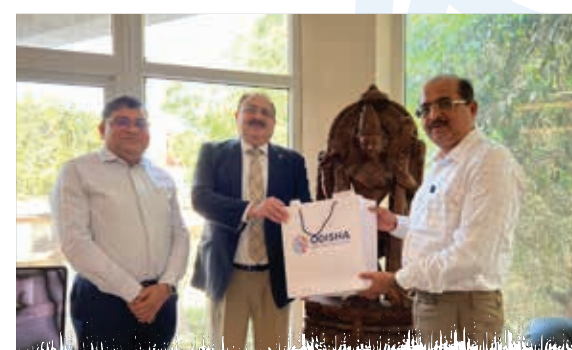
Global K-Pop Girl Group Blackswan along with their team from DR Entertainment, Korea met Additional Chief Secretary Shri Surendra Kumar and Director Tourism Shri Sachin R. Jadhav at Paryatan Bhawan on 17th January 2023 to convey their gratitude on being invited to perform at the FIH Hockey World Cup celebrations and the city festivals.



Hon'ble MLA Athamallik Shri Ramesh Chandra Sai met Director Tourism Shri Sachin R. Jadhav at Paryatan Bhawan on 5th January 2023 to discuss on tourism potential of Athamallik and Angul District for tourism development.



Director (Tourism & Marketing) IRCTC Ms. Rajni Hasija met Director Tourism Shri Sachin R. Jadhav at Paryatan Bhawan on 4th January 2023 to discuss on possible avenues for collaboration between Odisha Tourism and IRCTC for development of tourism sector in Odisha.



VP Corporate Affairs IHCL Shri Dinesh Chaddha along with Chief Resident Executive Tata Steel Shri Debashish Jena called on Director Tourism Shri Sachin R. Jadhav on 31st January 2023 and discussed possibilities of opening more units of Taj Group of Hotels in Odisha.



Hon'ble MLA Rajnagar Shri Dhruba Sahoo called upon Director Tourism Shri Sachin R. Jadhav at Paryatan Bhawan on 3rd March 2023 to congratulate Odisha Tourism on 'Bhitarkanika' being awarded as Best Wildlife Destination in the India Today Tourism Summit & Awards, New Delhi.



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