

ODISHA UNRAVELLED



ODISHA
INDIA'S BEST KEPT SECRET.

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A Newsletter by Department of Tourism, Government of Odisha



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43rd Foundation Day of OTDC

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EDITORIAL TEAM

Surendra Kumar, IAS
Principal Secretary to Government

Sachin Ramchandra Jadhav, IAS
Director & Additional Secretary to Government

Content and Design
Project Mangement Unit

ODISHA UNRAVELLED

A Newsletter by Department of Tourism,
Government of Odisha



FOREWORD



ASWINI KUMAR PATRA

*Minister Tourism, Odia Language,
Literature & Culture, Excise.*

Tourism is one of the world's major sectors for economic development. The pandemic became a catalyst to accelerate transformation in the State's tourism industry and now Odisha is steadily forging ahead to create new milestones.

This year UNWTO set the theme for World Tourism Day as Rethinking Tourism. With the industry being more people centric, Odisha had already seized the opportunity to rethink how to make the tourism sector strong, resilient and

self-sustaining. With several infrastructure projects under development guided by integrated master planning of lesser-known tourism destinations, Odisha is well on its way to establish itself as a hub of diverse and niche tourism offerings.

The last quarter has been more about exchanging dialogue related to development of tourism in national forums, gaining insights into the industry best practices and celebrating the progress made by the department. Read on to know more...

EDITOR'S NOTE



 **SURENDRA KUMAR, IAS**
Principal Secretary, Tourism, GA and PG

Rebounding from the global slowdown, tourism industry picked up pace in the last quarter. This is evident from the number of MICE and cultural tourism events organised across the country. Department of Tourism participated in many events and organised a few within State to not only promote tourism but also assist in providing platforms to industry stakeholders to quickly bounce back from the lag.

From participating in various Travel & Tourism Fairs across the country to attract investors and travel companies to organising adventure, heritage and

cultural events that showcase various tourism offerings of the State, Odisha Tourism is taking strategic steps towards augmenting the tourism potential of the State.

This edition of the newsletter highlights major milestones achieved such as launching of an online booking engine to book tourism services in the State, celebration of OT-DC's 43rd foundation day and Nimantran's 1st anniversary, launch of a tourism guidebook and many more that is sure to elevate the experiences of travellers visiting the State.

CHIEF MINISTER NAVEEN PATNAIK CONFERRED WITH LIFETIME ACHIEVEMENT AWARD

Odisha Chief Minister Shri Naveen Patnaik has been conferred with Life Time Achievement Award by Delhi-based Capital Foundation in recognition of his distinctive and outstanding leadership on 5 September 2022.'

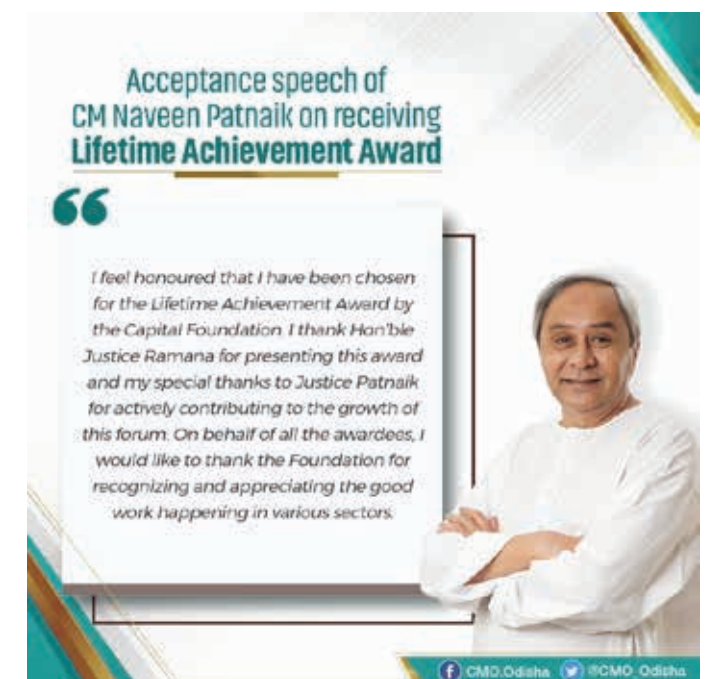
The award citation of Capital Foundation Society stated, "Under the leadership of Patnaik, Odisha's transformative journey began and the State witnessed rapid strides in every sector over the next two decades. His simplicity, kind heartedness and impeccable integrity have won the hearts of the people of Odisha."

Thanking Hon'ble Justice Ramana for presenting the award, Shri Patnaik, in his acceptance speech, dedicated the award to the people of Odisha. "I dedicate this award to the 4.5 crore people of Odisha who have been continuously blessing me to serve them for the past 22 years. The faith they have in me is the biggest inspiration to work towards an Empowered Odisha. Odisha has come a long way in the last 22 years. After the super cyclone of 1999 who would have thought that Odisha will set global benchmarks in disaster management and get awarded by the United Nations", he said.

On battling Covid crisis on war footing he said, "Odisha produces the maximum Steel and Aluminium in the country. I should mention here that Odisha increasing her steel production by nearly 10 times in the last 2 decades has helped the country during Covid crisis. Odisha supplied lifesaving oxygen to 17 states during the Covid pandemic. In the manufacturing sector, Odisha attracts the maximum investment in the country." Deliberating on the governance model to eliminate poverty and promote women empowerment he said, "Odisha known for 'poverty' is now known for the fastest 'poverty reduction' in our country. Our Governance model rooted in the empowerment of women- Mission Shakti is something which we are truly proud of. Similarly, empowerment of tribal communities has always been close to my heart and Odisha leads the country in providing land rights under the Forest Dwellers Act. More than half a million tribal girls study in our hostels."

Rendering the farmers as the backbone of the State, the CM said that their hard work has fetched the State the Krishi Karman award four times. Further, he stated that Odisha is the only State to have doubled farmers' incomes.

Mentioning that the pathbreaking Biju Swasthya Kalyan Yojana provides near universal health assurance to more than 80% of people of Odisha, CM said, 5T principles & Mo Sarkar 5T initiatives have strengthened people's faith in professional governance with humane face.



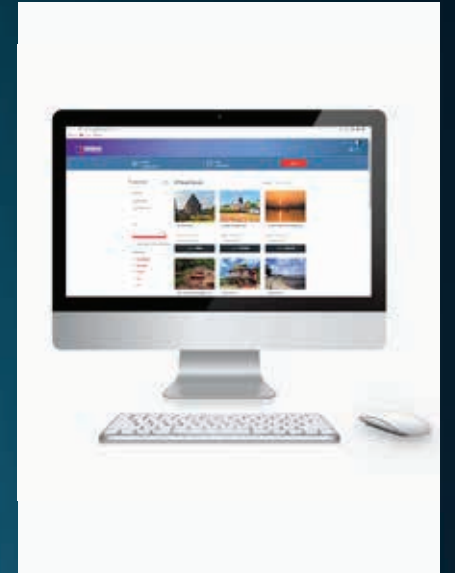
Speaking on Odisha's transformation into being the Sports Capital of India he highlighted the sporting standards set by the State by setting up high performance centres in various sports. "Odisha is set to host the Hockey World Cup twice in a row. Odisha, the sports capital of India has set standards for other states to follow.", he iterated. During the acceptance speech, the CM also touched upon the Skilled in Odisha brand on which not just Odisha but the country is proud of. He also highlighted the Land rights for slum dwellers in urban areas which has made global urban planners rethink and have a serious look at the State's model of empowering slum dwellers.

ODISHA TOURISM DEVELOPMENT CORPORATION COMPLETES 42 YEARS OF OPERATION

The 43rd Foundation Day of OTDC was celebrated with great enthusiasm at OTDC Headquarters in Bhubaneswar on 3 September 2022. The celebratory event was held in the august presence of Tourism Minister Shri Aswini Kumar Patra, Principal Secretary Tourism Shri Surendra Kumar Pr. Secretary and Director Tourism & MD OTDC Shri Sachin R. Jadhav.



On this occasion, Tourism Minister Shri Patra unveiled the Official Flag of OTDC and unfurled it at OTDC headquarters. A yearbook 'Elevating Odisha' highlighting the achievements in the past one year was also unveiled by the Minister.



To promote diverse tourism offerings of the State and create an online marketplace for easy booking of various tourism and hospitality services by tourists and visitors, Odisha Tourism had taken the initiative to develop a web-based booking application of tourism and hospitality services in Odisha and a mobile app. This web-based booking engine www.bookodisha.com and mobile app Book Odisha were also launched by the Tourism Minister. These online booking engines shall be maintained and operated by OTDC.



A felicitation ceremony was also organised to recognise the service and contribution of OTDC Staff in establishing Corporation as a one of Odisha's leading hospitality brands favoured by tourists visiting the State. On this occasion, Panthanivas Sambalpur was awarded as Best Performing Accommodation Unit (more than 30 Rooms). Further, Panthanivas Gopalpur was awarded as Best Performing Accommodation Unit (upto 30 Rooms) and Nimantran Bhubaneswar was awarded as the Best Performing F&B Unit.



1ST ANNIVERSARY CELEBRATIONS OF NIMANTRAN, AUTHENTIC ODIA CUISINE RESTAURANT



Nimantran, an authentic Odia cuisine restaurant, located in Sahid Nagar in Bhubaneswar, completed one year of operations on 3 September 2022. Director Tourism & Managing Director OTDC Shri Sachin R. Jadhav joined the 1st Anniversary Celebrations as the Chief Guest. He congratulated the team for continued excellence towards the growth of brand 'Nimantran'.

Odisha Tourism, in its efforts to promote Odia cuisine and culinary tourism in the State, had launched brand Nimantran last year on 42nd Foundation Day of OTDC. As a mark of gratitude to the patrons for showing their support during the first year of Nimantran's operations, a 10% discount on food was offered on the day.



Nimantran, the chain of restaurants is currently on an expansion mode. It's second restaurant was opened at Puri overlooking the Blue Flag Beach in December last year. Another restaurant will open at heritage property Rani Bakhri Palace in Sambalpur soon.

Nimantran serves Odia cuisines that are synonymous with the culture of different regions in the State. The menu has been crafted to provide the best of authentic Odia appetizers, main courses, refreshments and desserts along with few fusion dishes having Odia ingredients and preparation method in highlight but presented in a contemporary look to attract sophisticated palates.



ODISHA PROMOTES CULTURAL, SPIRITUAL & HERITAGE TOURISM AT THE NATIONAL CONFERENCE OF STATE TOURISM MINISTERS 2022

The three-day National Conference of State Tourism Ministers was held on 18th September at Dharamshala in Himachal Pradesh by Ministry of Tourism, Government of India. Tourism Minister Odisha Shri Aswini Kumar Patra along with Director Tourism Shri Sachin R. Jadhav represented Odisha at the conference as a leading Cultural, Spiritual & Heritage Tourism destination.



Touching upon the State's diverse tourism offerings, Shri Patra said, "Every element of this enigmatic land of Lord Jagannath has its own unmatched charm, be it the vast scenic coastline, its biodiverse ecosystems across 19 protected areas, its quaint hill stations, mesmerising architecture, captivating craftsmanship, passionate artforms, delectable cuisine or Odisha's indigenous tribal culture. The State boasts of a glorious history with its magnificent monuments standing testament to the cultural lineage spanning over 2000 years.



Our key tourism offerings are community oriented and offer a peek into the State's cultural ethos while promoting sustainability and ensuring livelihood development."

The conference had various sessions on tourism development and growth while being a platform for sharing of best practices, successful projects, and tourism product opportunities by different States and Union Territories. During the session on cultural, spiritual & heritage tourism held on 19 September 2022, Shri Jadhav gave a presentation on initiatives taken by Odisha for sustainable development of various tourist circuits based on integrated heritage tourism masterplans. Deliberations were made on niche initiatives and work undertaken on masterplans such as Shri Jagannath Temple peripheral development, Konark peripheral development, Ekamra Kshetra development, Dhabaleswar, Mahendragiri, Nrusinghanath-Harishankar development, Dhauri, Khandagiri-Udaygiri, Diamond Triangle Buddhist Circuit, etc.



The conference was held in the presence of Union Minister of Tourism Shri G. Kishan Reddy, Chief Minister Himachal Pradesh Shri Jai Ram Thakur, Union Minister of State for Tourism and Ports, Shipping and Waterways Shri Shripad Naik, Union Minister of State for Tourism & Defence Shri Ajay Bhat, Chairman India Tourism Development Corporation Shri Sambit Patra, and DG Tourism Shri G Kamala Vardhan Rao.

ODISHA TOURISM KICKED OFF WORLD TOURISM DAY CELEBRATION WITH A SUPERBIKE RALLY

A superbike rally was organised by Odisha Tourism from Infocity Square to Dhauli Shanti Stupa on the occasion of World Tourism Day 2022. The rally was flagged off by Commissioner of Police Bhubaneswar Cuttack Shri S. K. Priyadarshi along with Director Tourism Shri Sachin R. Jadhav in the presence of Convenor Odisha Super Riders Shri Devjyoti Patnaik.

A special guidebook 'Unexplored Odisha' was launched by Tourism Minister Shri Aswini Kumar Patra. This guidebook along with the State's tourism map showcases the hidden tourism gems of Odisha for travellers to explore.



Odisha Tourism's initiative Odisha by Road, launched in the year 2020, promotes various road trip itineraries that makes use of the State's excellent road networks that enables road trippers to discover India's best kept secret. Special videos to promote the initiative has been launched every year on the occasion since then. During the celebration this year, Odisha by Road 3.0 was launched that showcased various tourist destinations in South Odisha.

NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



LOKASEVA BHAVAN
BHUBANESWAR

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MESSAGE

Every year, the World Tourism Day is celebrated on September 27. The theme of the World Tourism Day this year is Rethinking Tourism. The State Government is actively working towards making tourism sector socially and economically sustainable.

Odisha tourism is focused on having greater resilience against disruptive events such as cyclones and pandemics, and ensuring responsible design of new tourism products. Our award-winning ecotourism model is a shining example built on a shared vision for a more sustainable, inclusive and resilient sector.

From pristine beaches to rolling hills and from exquisite wildlife to rich heritage, Odisha is a treasure trove of diverse tourism destinations. Odisha's excellent road networks connecting neighbouring States to Odisha's hinterlands today enable road trippers to discover India's best kept secret. I welcome the riding communities, backpackers and road trippers across the nation to explore Odisha by Road.

I extend my best wishes to Odisha Tourism and the people of the state in this endeavour to showcase India's best kept secret to the world – a destination that is serene, safe and secure to visit and explore.

(NAVEEN PATNAIK)

Phone: Office : 0674-2531100, 2531100, 2531100 (Fax)
Residence : 0674-2591099, 2590299, 2590833 (Fax)

e-mail : cmog@odisha.in | twitter : twitter.com/CMO_Odisha | Facebook : facebook.com/CMO-Odisha

With more than 150 superbike riders participating, the rally culminated at Dhauli Shanti Stupa where an event was organised on the occasion to promote road trips by rider communities as part of tourism initiative. A special message by Chief Minister Shri Naveen Patnaik was read out by Director Tourism Shri Sachin R Jadhav. With 'Rethinking Tourism' being the global theme set by UNWTO for World Tourism Day celebrations, the Chief Minister's message highlighted various initiatives taken by the Government towards development of key tourism destinations through integrated master planning.



Collector & DM Khordha Shri K. Sudarshan Chakravarty, Commissioner BMC Shri Vijay Kulange, and Addl. Commissioner BMC Shri Suryawan-shi Mayur Vikas were the esteemed guests during this event.



HANDICRAFTS & HANDLOOM EXHIBITIONS ORGANISED FROM 27TH SEPTEMBER TO 2ND OCTOBER



Handicraft & Handloom Exhibition was also organised in association with Department of Handloom, Textiles & Handicraft. Exhibition stall at Utkal Galleria Mall showcased handloom products from Boyanika while both handloom and handicraft products of Utkalika were showcased at Esplanade Mall.

The Handicrafts & Handloom Exhibition by Boyanika was inaugurated by Addl. Commissioner BMC Shri Suryawanshi Mayur Vikas in presence of Director Tourism Shri Sachin R. Jadhav and Special Secretary Handloom, Textiles & Handicrafts Shri Srikant Prusty. Meanwhile the Exhibition of Utkalika was inaugurated by Addl. Secretary Tourism Shri Ananta Narayan Singh Laguri. The exhibitions will be open to visitors till 2nd October 2022.

CULTURAL PROGRAMME ORGANISED TO PROMOTE ODISHA'S TRADITIONAL ART AND CULTURE



A cultural programme was also organised by Odisha Tourism at Bhanja Kala Mandap on the occasion of World Tourism Day at Bhanja Kala Mandap. A special play 'Manisa Gaccha ra Chhai' was showcased which had employees of Department of Tourism performing as artists. The play was inaugurated by Tourism Minister & OLL&C Shri Aswini Kumar Patra in presence of Director Tourism Shri Sachin R. Jadhav, Airport Director BPIA Shri Prasanna Pradhan and Regional Passport Officer Shri Sudhanshu Mishra.

AWARDS & RECOGNITION



Odisha Tourism was conferred with the Best Design & Decoration Award at the Travel & Tourism Fair (TTF) held in Ahmedabad on 8 September 2022



Odisha Tourism was conferred with the Best Stall Award at Business, MICE & Leisure Travel Mart (BLTM) held in Delhi on 11 September 2022



GLIMPSES OF WHEN THE SPORTS CAPITAL OF INDIA TURNED HOST TO SOME OF THE MAJOR NATIONAL & INTERNATIONAL SPORTING EVENTS



The DRAW for the prestigious Hockey Men's World Cup 2023 was held in Bhubaneswar on 8 September 2022 in the presence of Hon'ble Chief Minister of Odisha



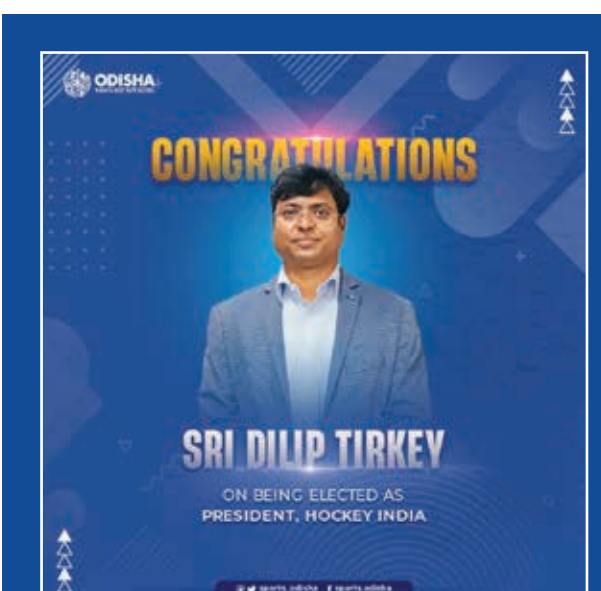
Chief Minister Shri Naveen Patnaik launched the host city logo for the upcoming FIFA U17 Women's World Cup India 2022. Kalinga Stadium to host 6 matches in October 2022.



Chief Minister Shri Naveen Patnaik received the first ever Chess Olympiad Torch Relay that reached Bhubaneswar on 15 July 2022. He welcomed the Torch Relay at a special function held at the Lok Seva Bhawan Convention Hall and handed over the Chess Olympiad Torch to International Chess Master Padmini Rout.



Glimpses from Junior Aquatic National Championship held from 16th to 20th July at Kalinga Stadium, Bhubaneswar



Many Congratulations to Padma Shri Dilip Tirkey on being elected as the first ever Hockey India President from Odisha.

DEVELOPMENT OF BOAT CLUBS AND WATER-BASED RECREATIONAL HUBS IN VARIOUS WATERBODIES

Blessed with some of the most picturesque lakes, wetlands and rivers, Odisha presents tremendous potential in providing water-based recreation and adventure activities. Based on the ambitious vision of Hon'ble Chief Minister a rapid development in tourism and hospitality infrastructure in identified areas is being incorporated in various water bodies across the State. Recent projects that has been taken up by Department of Tourism are The Silver City Boat Club and Taladanda Canal front Development.

SILVER CITY BOAT CLUB

To promote water-based recreation in river Mahanadi, Odisha Tourism through Odisha Tourism Development Corporation (OTDC) had upgraded the existing infrastructure at the Silver City Boat Club,



Cuttack which had been adversely impacted during Cyclone Fani and relaunched it last year. The club currently has water sports, toilets, cafeteria, floating jetty, waterfront promenade, floating restaurant and bar.

With further investment, efforts are now on to develop a world class marina in river Mahanadi. The present phase of infrastructure development will be further augmented with recreational activities and ancillary activity. The activities that will be operationalised in the boat club include separate and larger parking area, open air theatre, children play area with equipment, open convention space for community functions and marriage parties, food kiosks, glass deck with bar shack besides other attractive features.

TALADANDA CANAL-FRONT DEVELOPMENT

Taladanda Main Canal is one of the oldest canals constructed during the British era that passes through the millennium city of Cuttack. In 2020, an initiative was taken by Odisha Government to renovate and upgrade this canal by cleaning and lining the canal and improving its adjoining areas for smooth supply of water for irrigation while enhancing the aesthetic view of the one of the oldest cities of the State.

The canal with year-round availability of water in desired depth makes it an ideal stretch for boating and other water sports activities. Gauging the site's tourism potential, Odisha Tourism has initiated development Canal front development to turn it into a recreational hotspot for twin city of Cuttack-Bhubaneswar and elevate the destination profile. The major components of the project include creation of a boat club that has a floating jetty, gangway for jetty, entrance

and exit gates, security room, ticket counter, paved pathways, and other tourist amenities including vending zones, food court, toilet block, seating areas, gazebos, etc.



INFRASTRUCTURE PROJECTS TO UPGRADE ODISHA'S BEACH TOURISM OFFERINGS

BEACHFRONT DEVELOPMENTS AT RAMCHANDI AND TALSARI-UDAYPUR INITIATED TO ESTABLISH ODISHA AS A PRIME HUB OF BEACH TOURISM

Odisha boasts of 483 km long pristine coastline. Envisaging development of beach destinations, several infrastructure development projects including the Ramchandi promenade at Konark and Talsari-Udaypur Beachfront Promenade at Balasore was approved by Hon'ble Chief Minister Shri Naveen Patnaik. With a view to internationalising its offerings, Odisha Tourism initiated these beachfront development projects that promotes holistic and inclusive development in a bid to establish the State as a prime hub of beach tourism.

RAMCHANDI PROMENADE DEVELOPMENT

Ramchandi is a picturesque beach located at the confluence of Kushabhadra river and Bay of Bengal. It is about 8 Kms away from Konark temple. The Ramchandi temple, abode of Goddess Ramchandi (Deity of Konark), is situated at this beach.



The beach offers magnificent scenic beauty and has great potential for water sports/ adventure activities etc. Due to its naturally formed slopes, the beach at Ramchandi does not have high waves. This makes

it ideal for swimming, boating and other water sports activities as the sea remains calm most of the time. With a view to transform the destination into a premium tourism cum water recreation zone, a beach front promenade development at Ramchandi has been initiated by Odisha Tourism. The proposed development lays across 1 km long stretch from Ramchandi temple to boating area near Lotus resort. Since the tidal effect and the cyclonic weather in the last decade have led to erosion in many areas across the stretch, the major component of the proposed development includes Coast protection measure to prevent erosion and provide stable sea front. This is coupled with other infrastructure development like vehicle parking area, vending zone, improvement of temple infrastructure, construction of view point, development of paved pathways, signages in the approach road, external electrical works for Pathways including landscaping, power supply, waste management system, provision for beach access, shed and other tourist amenities like toilets, children play area, cafeteria, rain water shelter, and seating areas among others.

TALSARI-UDAYPUR BEACHFRONT DEVELOPMENT

The virgin beach stretch of Talsari-Udaypur is a gateway that makes the first impression on visitors entering Odisha by road from West Bengal. The famed home of the playful little red crabs, this serene beach destination personifies a warm embrace that comforts the body and soul. Located in Balasore district, the untouched Talsari-Udaypur Beach is adjacent to the crowded Digha Beach in West Bengal. With a view to offer tourists aesthetically designed recreational activities commensurate with beach leisure that takes you away from maddening crowds, a sustainable landscaped promenade along the 2.6 km long stretch is being developed.

The components of the masterplan include intermittent kiosks, rain shelters, seating islands, restau-

rants and vending zone, jogging tracks, viewing decks, along with beach infrastructure such as public amenities like ramps for entering to sea, a parking zone, toilets, shower panels, drinking water, water fountains, etc.



ODISHA TOURISM IN FOCUS



Beach Clean-up drive was organised across six beaches of Odisha on the occasion of International Coastal Cleanup Day observed every year on 17 September. Thousands of volunteers participated in the drive at the beaches of Chandipur, Paradip, Chandrabhaga, Puri, Gopalpur and Bateshwar.



Tourism Minister Aswini Kumar Patra inaugurated historical drama 'Ahe Nila Shaila' at Rabindra Mandap in presence of MLA Shri Soumya Ranjan Patnaik & Director Tourism Shri Sachin R Jadhav on 8 July 2022. The play, inspired by renowned Odia author Surendra Mohanty's Novel 'Nila Saila', was organised for 3 days to promote Jagannath culture and heritage.



Director Tourism Sachin R. Jadhav took part in EEMAGINE 2022 organised by the Event and Entertainment Management Association (EEMA) held in Jaipur, Rajasthan as a Distinguished Speaker and spoke on the 'Role of Event Industry in Development of Tourism'.



'Raksha Bandhan' was celebrated by Prajapita Brahma Kumaris Ishwariya Vishwa Vidyalaya at OTDC Head Office, Bhubaneswar in presence of Shaktikanta Ray OAS, GM on 6 August 2022. On this occasion, saplings were presented to Officers and Staff of OTDC as part of Project Kalp Taruh.



Celebrating Independence Day 2022, Director Tourism and MD OTDC Shri Sachin R Jadhav hoisted the #NationalFlag in the presence GM OTDC & other officials at Panthanivas Bhubaneswar.



Awardees at the 'Youth Health Icon Awards 2022' conducted by Indian Medical Association Junior Doctors' Network Odisha in Bhubaneswar were felicitated with Odisha Tourism Kits as a token of appreciation towards their contribution to the society on 6 July 2022.



Principal Secretary, Tourism Shri Surendra Kumar administered the 'Sadbhavana Pledge' to Officers and Staff of Dept. of Tourism on the occasion of Sadbhavana Divas, observed to promote National Integration and Communal Harmony.

LOOK WHO VISITED



Adrien Blanchard, Consular Attache, Consulate General of France in Kolkata met with Director Tourism Sachin R Jadhav & discussed possible ways of collaboration between Govt. of Odisha and Govt. of France for promotion of tourism & adventure sports on 29 August 2022



Dr. Madan Mohan Sethi, Consul General of India, Ho Chi Minh City, Vietnam presented with Odisha Tourism souvenir by Director Tourism Sachin R. Jadhav on his visit to Dept. of Tourism at Paryatan Bhawan on 22 August 2022.



Senior Officials of NCC Odisha Col. Sagar Mohanty (Director), Col. Sanjay Nayak (Addl. Director) & Col. Kedar Sahoo (CO, 13BN NCC) visited the Dept. of Tourism and met Director Tourism Shri Sachin R. Jadhav on 4 July 2022.



Sangeet Natak Awardee Odissi Dancer & Choreographer from Malaysia, Padma Shri Datuk Ramli Ibrahim, Chairman Sutra Foundation visited the Dept. of Tourism on 25 August 2022. Meeting Director Tourism Shri Sachin R. Jadhav, he discussed on various avenues to promote Odisha's vibrant art and culture.



Pottangi MLA Shri Pitam Padhi visited the Dept. of Tourism and met Director Tourism Sachin R. Jadhav for a detailed discussion regarding integrated development of Deomali in Koraput District on 25 August 2022.



MY EXPERIENCES ON WORLD TOURISM DAY

TSEGENET MENGISTU ABEBE

It was 27th September, a bright and sunny day when Odisha Tourism hosted stunning events to celebrate World Tourism Day under the theme "Rethinking Tourism." After the pandemic of indoor life was tested to find new ways to explore the world, it took some time for all to reconsider tourism. A very welcoming and energetic event was organised which ran from early morning until sunset.



As an international student from Ethiopia, I have been studying in Odisha since past few years and belong to Federation of International Students Association - Odisha. On the occasion, I along with other international students from FISA-O were invited for World Tourism Day celebrations. A daring Superbike rally by Kalinga riders from Infocity to Dhauri was held where the riders led us to discover the beauty of the undiscovered tourist destination of Odisha - the Dhauri Hills. Here, we attended



the launch of a tourism guidebook, "Unexplored Odisha" and a beautiful video Odisha by Road that showcased beautiful beaches and hillstations of the State. Since this was my first World Tourism Day celebration in Odisha, I was delighted to be there and learn more about the State.

Indeed, Odisha is a beautiful, untapped state in India that is rich in culture and has amazing places. I was stunned seeing the Dhauri Hills, its green surroundings, and the clean roads leading to the area. I was amazed to go to a place that some may think is isolated from the city, but the amazing atmosphere can make one feel one with nature and culture.



As I love art, I also attended a stage play "Manisa Gachara Chhai," which was performed by the staff of Odisha Tourism. Even if the play was in Odia, the amazing acting and music made me feel about the real-life events that are happening nowadays. Overall, it was an amazing experience and a learning session. On behalf of FISA-O, I would like to say that it brought us immense pleasure to be part of the event and we look forward to explore more of Odisha.

Tsegenet Mengistu Abebe is a Research Scholar at SOA University and President of Federation of International Students Associations in Odisha (FISA-O).



PRATAPDEV RAJ

SAPTASAJYA (A Heavenly Tourist Destination)

Odisha is the land of famed forests, mountains, valleys, waterfalls, gorges, soaring peaks with stunning wildlife in their own natural habitats. For Nature lovers looking to experience wild landscapes in a sustainable way, Odisha offers ecotourism experiences via Camping to Eco-Resorts and activities like trekking, birding, sightseeing safari, boating, etc.

Odisha is also known as a land of culture, spirituality and heritage. Saptasajya is one glorious destination that combines culture, spirituality and natural scenic beauty. Mythologically, this place is known for its many legends. The name Saptasajya means seven hills surrounding an area. Again, there is a story behind it, the Saptarashi (Seven Saints) had their ashramas here in this place popularly known as 'Seven Beds or Seven Homes'. Another mythological story says that Lord Ram spent seven days in this beautiful spot during exile. Another one says that the Pandavas during their 12 years of exile and one year of incognito life had chosen this hill for shelter.



Saptasajya is situated about 11 km south of Dhenkanal town. It is one of the major tourist destinations in Dhenkanal district apart from Kapilas. It is a combination of nature and religious tourism. The holy temple of Raghunath (Sri Ramachandra) is located at a height of 900 ft on the hilltop. A stream flows down as if touching His holy feet in veneration. Inside the temple complex Maa Annapurna temple, Kalki temple, Surya Narayan temple, Sri Ganesh, Sri Mahavir, and the Nabagrah Temple with each room for each graha are found. Mahaka-



li, Maa Saraswati, Sri Nrusingha temple are proposed to be built in the holy complex. It is relatively a small protected forest reserve with rich vegetation, a mixed deciduous forest dominated by the Sal trees. It got officially recognised as a sanctuary in 1970. The fauna includes buffaloes, cows, wild goats, leopard and a variety of birds. The entire hill range is spread over 2096.75 hectare area at 300 metres to 586 metres above sea level. The biodiversity is further enhanced with a medicinal garden.

This destination is apt for tourists who want to get away from mundane city life and explore the natural beauty of a biodiverse forest teeming with wildlife and cultural heritage. During the winter months, the place turns into a sought-after spot for picnickers and also attracts devotees on the day of Ramanavami.

5 kms away from Saptasajya near Badagila Chowk, one can visit Sadeibereni, a handicraft village known for Dokra (Bell Metal) works. The art of creating Dhokra handicrafts dates back to period of Indus Valley Civilization. Traditional Dokra is a typical tribal craft made from bronze with its mesh like features giving it a distinctive beauty and only natural raw materials are used in the process.

Saptasajya is only 11 kms from Dhenkanal town and accessible by road. One can reach Dhenkanal by bus or train and it is well connected to urban cities of Bhubaneswar(90kms), Cuttack(60kms), Angul(60kms) as well as other parts of the State.

Pratapdev Raj is Assistant Director (Statistics) in Department of Tourism



GAGANA KUMAR SAHU

BAGDA-DUBLAGADI BEACH AN OFF-BEAT WEEKEND DESTINATION

Bagda-Dublagadi Beach is one of the finest virgin beaches of Odisha located close to Balasore. The untouched, pristine sea with its receding phenomenon that allows visitors to literally walk on the seabed attracts a lot of nature lovers and tourists from both within Odisha and the neighbouring state of West Bengal. The existence of sand dunes covered with green casuarinas and tamarisk trees whistling with sea breeze and sound of the roaring turquoise waves offer a pleasant experience to visitors.



Bagda is a small seaside village and Dublagadi the adjacent beach which is a best kept secret weekend destination in Balasore. Unexplored and unspoilt, the beach is very close to the Bahabulpur fishing centre, the long beach stretch with white sand dunes, casuarinas forest and tamarisk trees. You can take a dip in the sea. The voice of waves hitting the shores is very refreshing, and it revitalises the soul. Blowing winds, vast areas of sands with beautiful shells, tiny crabs, and music of waves and crimson red colour of horizon during the sunset aid the alluring beauty of the beach. The water of the sea is crystal clear and deep blue in colour.



Due to thick green forest it is home to many unique varieties of birds making it a perfect spot for birders. Sometimes during the new moon, you can also experience a magical phenomenon commonly known as blue wave/blue tide. The spectacles occur when phytoplankton produces light due to a chemical reaction with phosphorus dissolved in sea water repeatedly participate in biogeochemical process resulting in this magical phenomenon of luminescent glowing waves. The views of the sunrise and sunset are truly mes-

merising. Another major attraction is spotting of large number of red crabs/ghost crabs on the beach. Spend the night star-gazing along with rare experience of meteor showers which can't be seen in the urban areas. Now a days, this place has been attracting beach campers. During the winters, the place turns into a perfect picnic spot for nature and beach lovers. You can even visit the local fish market where you can find many varieties of fish at an unbelievable pocket friendly price.



How to Reach - From Balasore railway station or bus stand to Bagda- Dublagadi Beach is 35 km via Haldipada on N.H-16, Solapata and Hanuman Chhak. From Balasore one can easily hire an auto rickshaw or taxi for Bagda Beach to reach there within an hour. The beach is 240 km from Bhubaneswar and 270 km from Kolkata.

Where to Stay – Two days are enough for a short trip to Bagda- Dublagadi. There are many eco camps (tents and cottages) situated inside the tamarisk forest near the beach. They offer accommodation, food along with various exciting activities for a comfortable stay amidst nature.

1. My Eco Camp: Offers double occupancy tents and few family cottages. Spend the evening by a camp fire snacking on hot barbequed chicken. For booking, contact 889557905 or visit www.myecocamp.com.
2. Camp with Care: Offers double occupancy tents and few cottages. Various recreational activities are present at the campsite. For booking, contact 9711107339 or visit www.campwithcare.com



*Gagana Kumar Sahu is
Asst. Director of Tourism, Balasore*



KABIR SETHMAJHI

ODISHA BY ROAD 3.0 BEHIND THE SCENES

Odisha is a treasure trove of scenic locations living up to its tag line "India's Best Kept Secret". There can't be a better way to explore the magnificent beauty of the state than going on a road trip. Conceptualised in 2020, Odisha by Road is a unique TV ad campaign that showcases the beauty of the State through amazing road trips. It is truly an honour for film maker Dayanidhi Dahima and me as through this project we got to highlight some of the breath-taking destinations like Puri-Konark, Chilika, Jirang, Mahendragiri, Satkosia, Bhitarkanika, Similipal, Sambalpur, and many more in the past two years. This year we opted for exploring the paradise of Odisha i.e., Koraput along with few other locations near Berhampur and capture the beauty through our lenses.



Our journey started with Tampara Lake near Chhatrapur, which is exquisitely beautiful. The promenade over this freshwater lake is truly bewitching. We then moved to Taratarini Temple, a pilgrimage centre that was recently renovated, a true architectural marvel. The next destinations were Gopalpur & Sonapur beach. The calm & pristine seashore inspired our creative team to capture some wonderful videos and images.

After completing the Berhampur leg, we headed to Koraput with lots of excitement. The weather played spoil sport for a while, but luck shone upon us as we reached Putsil. The atmosphere was spell binding and the golden hour helped us in getting some alluring cinematic shots. The next morning, we travelled to Deomali, and voila! the rising sun across the valley was simply breathtaking. As the cloud and mist played hide & seek, we continued filming nature's bounty. From there we moved to

the famous Rani Duduma & Duduma waterfalls, gorgeously capturing the cascading waters in our



lenses. As we drove forward, we reached the tribal village of Onukadelli which exhibits a marketplace for local tribes. Although the tribals were a bit shy, we somehow made a few friends with them, and they helped us in filming some candid moments. As we returned back to Koraput, we stopped at the coffee garden and sipped on some amazing coffee that energized us and pushing us capture the best of the hilly hinterlands of Odisha.



Our Southern Odisha Odyssey was finally completed in four days and our team was creatively satisfied as we battled many odds to produce Odisha by Road 3.0. So if you are a film maker/photographer/road tripper, pack your bags soon and start discovering secrets at every corner!

Kabir Sethmajhi is
Co-Founder of Daya Entertainment

Eco Retreat ODISHA

Coming Soon



Konark | Bhitarkanika | Satkosia | Hirakud | Daringbadi | Putsil | Sonapur

LAKHS OF DEVOTEES THRONGED PURI AFTER TWO YEARS TO CELEBRATE RATH YATRA

Devotees throng in lakhs to pull chariots of the holy trinity on the occasion of the annual Rath Yatra in Puri Jagannath Dham on 1st July 2022. The celebrations were in full-swing this year as the authorities allowed participation of devotees after a gap of 2 years due to the pandemic. The religious fervour of the devotees spilled on the Grand Road, pulling the chariots of Lord Jagannath, Lord Balabhadra and Devi Shubhadra to Gundicha Temple.



The 9 day sojourn of the deities ended on 9th July 2022 and the chariots were pulled by the devotees to take the holy trinity back to Sri Mandir on the holy festival of Bahuda Yatra. On 10th July 2022, Suna Besha rituals were held making the holy trinity appear before the devotees adorning the golden attire in all magnificence. Though the Suna Besha of the deities are observed five times in a year, the one observed after Bahuda Yatra is the most sought-after and is called the Bada-Tadau Besha (Tadau meaning gold) making it the besha where maximum gold is adorned upon the deities and done while they are on the chariots.





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

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Duduma Waterfall