

ODISHA UNRAVELLED



ODISHA
INDIA'S BEST KEPT SECRET.

OCTOBER 2023 | ISSUE 17

A Newsletter by Department of Tourism, Government of Odisha



44th OTDC Foundation Day

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Mukteswar Temple

Odishaaah!

Credit - Shubhashis Nayak

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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*

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 by leveraging sustainable and inclusive measures. This year UNWTO set the theme for World Tourism Day as Tourism & Green Investments.

With the industry being more people centric, Odisha had already seized the opportunity to attract investments in tourism that can empower tourism to build a better and fairer

future for all. With several infrastructure projects under development of lesser-known tourism destinations, Odisha is well on its way to establish itself as a hub of diverse yet sustainable tourism offerings.

The last quarter has been more about exchanging dialogue related to development of tourism in national forums and international roadshows, gaining insights into the industry best practices. This edition of newsletter celebrates the progress made by the Department.

EDITOR'S NOTE



 **SURENDRA KUMAR, IAS**

Additional Chief 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 abroad to not only promote tourism but also assist in providing platforms to industry stakeholders to quickly bounce back from the lag.

From participating in the leading trade fairs like TTF Kolkata & Ahmedabad to holding roadshow in Southeast Asia's Bangkok & Vietnam, Odisha Tourism

has taken massive strides in the recent quarter to network with the tour and travel stakeholders and facilitate collaborative efforts between the governments and private sector operators for the tourism growth in Odisha.

This edition of the newsletter highlights major milestones achieved such as inauguration of Taladanda Canalfront Development & revamped Silver City Boat Club in Cuttack, celebration of Odisha Tourism Development Corporation's 44th foundation day and Nimantran's 2nd anniversary & more that is sure to elevate the experiences of travellers visiting the State.

ODISHA'S HERITAGE TAKES CENTRE STAGE IN TOURISM ROADSHOW AT BANGKOK

MORE THAN 130 TOUR & TRAVEL OPERATORS OF THAILAND PARTICIPATED IN ROADSHOW

Leveraging the direct flight connectivity with Thailand, Odisha Tourism conducted its second leg of International Tourism promotional campaign with a Roadshow in Bangkok, Thailand on 26th July 2023. The Tourism Roadshow organised in association with FICCI, witnessed more than 130 Tour and Travel Operators from Thailand networking with Tourism Industry stakeholders of Odisha.



Post the interactive B2B and B2G sessions between the stakeholders of both the countries, Director Tourism Shri Sachin Ramchandra Jadhav delivered a presentation on Odisha Tourism's initiatives combining Odisha's rich history, culture and natural heritage with sustainable tourism products that have been attracting tourists from across the globe. Highlighting Odisha's ancient maritime connection with Thailand (formerly Siam), he touched upon various tourism products Odisha has on offer to attract Thai tourists. Promoting direct flight connectivity between Bangkok and Bhubaneswar, he said, "I welcome the tourism industry stakeholders in Thailand to explore Odisha, and our stakeholders from Odisha to explore the best of Thailand. I am sure your experience will turn you into brand ambassadors of the respective countries and aid in boosting the role tourism plays in supporting the economy in both the destinations."

Ambassador of India to Thailand His Excellency Mr. Nagesh Singh delivered the keynote address by lauding the strategic steps taken by the Govt. of Odisha in promoting tourism. "This networking event will open more avenues for bilateral trade relations between the two regions. The many offerings of Odisha Tourism will surely at-

tract people here in Thailand to visit India's best kept secret with the newly launched direct flights ensuring minimal travel time", he said.



Vice President, Tourism Council of Thailand, Mrs. Somsong Sachaphimukh and Customer Service Supervisor Indigo Airlines Ms. Prapaporn Junmuenwai addressed the gathering which set the tone for a panel discussion among industry leaders from India and Thailand. First Secretary (Economic & Commerce), Indian Embassy in Thailand Mr. Dharmendra Singh led the special panel discussion on the theme 'Tourism Potential in Odisha' which boasted of panelists from various domains representing MICE, Luxury Cruises and Houseboats, Heritage Palaces and Hospitality and Destination Management Companies.



Director Belgadia Palace Mrinalika Bhanj Deo, Managing Director Vikash Eco Resorts Srinivas Valluri, CMD Swosti Group J.K. Mohanty, Secretary Odisha Tour Operators Association Yugabrata Kar, President Mayfair Hotels and Resorts Manoj Gouda and Head PMU Odisha Tourism Lokesh Kumar were the other members in the panel. OSD Tourism Ansuman Rath delivered the Vote of Thanks.

ODISHA TOURISM ROADSHOW HITS A HIGH NOTE IN HANOI, VIETNAM

MORE THAN 130 TOUR & TRAVEL OPERATORS OF VIETNAM PARTICIPATE IN ROADSHOW

With an objective to attract tourists from Southeast Asia, Odisha Tourism conducted its third leg of International Tourism promotional campaign with a Roadshow in Hanoi, Vietnam on 28th July 2023. The Tourism Roadshow organised in association with FICCI, witnessed more than 130 Tour and Travel Operators from Vietnam networking with Tourism Industry stakeholders of Odisha.



Engaging B2B and B2C sessions were held between the stakeholders of Vietnam and Odisha post which the inaugural session began.

Director Tourism Shri Sachin Ramchandra Jadhav gave a presentation on Odisha Tourism's initiatives towards sustainable tourism projects that has been attracting tourists from across the globe. Drawing parallels between the culture of both the regions owing to the ancient maritime trade connection between Kalinga (erstwhile Odisha) and Champa (ancient Southern Vietnam), he threw light upon various tourism products Odisha has on offer to attract tourists from Vietnam, especially the Buddhist Circuit. Highlighting Odisha's diverse tourism offerings, he said, "This roadshow is a platform for industry stakeholders in Vietnam to network with tourism industry stakeholders from Odisha. I welcome the stakeholders of both the destinations to explore avenues for tourism promotion and aid in boost-



ing the tourism driven economy in both the regions."

Applauding Odisha Government for its proactive steps taken to promote tourism, Chairman of Indian Business Chamber at Vietnam (INCHAM Hanoi) Mr. Indronil Sengupta said, "This roadshow series will foster collaborations between Odisha and Vietnamese stakeholders in the tourism sectors and would enhance the marketing efforts of Odisha & Vietnam to promote the destinations to prospective tourists."

Madam Phan Lan Tu, Chairperson, Hanoi Vietnam India Friendship Association and Ms. Rachna Srivastav, First Secretary (Consular), Embassy of India, Vietnam addressed the gathering which set the tone for a panel discussion among industry leaders from India and Vietnam. Further, the First Secretary appealed to the Vietnamese Tour Operators to develop & curate special packages for Vietnamese travellers to explore the heritage Buddhist Sites of Odisha. Mr. J.K. Mohanty, CMD, Swosti Group led the special panel discussion on the theme 'Tourism Potential in Odisha' which boasted of panelists from various domains representing MICE, Luxury Cruises and Houseboats, Heritage Palaces and Hospitality and Destination Management Companies.



Director Belgadia Palace Akshita Manjari Bhanj Deo, Managing Director Vikash Eco Resorts Srinivas Valluri, Secretary Odisha Tour Operators Association Yugabrata Kar, President Mayfair Hotels and Resorts Manoj Gouda and Head PMU Odisha Tourism Lokesh Kumar were the other members in the panel. Highlighting the enthusiasm showcased by the tourism industry stakeholders of Vietnam and Odisha for making the roadshow successful, OSD Tourism Ansuman Rath delivered the Vote of Thanks.

ODISHA TOURISM HOSTS STRATEGIC MEETINGS WITH TOURISM INDUSTRY STAKEHOLDERS OF SINGAPORE

Odisha Tourism conducted a strategic meeting with key tourism industry stakeholders of Singapore on the fourth leg of their international tourism promotion campaign on 31st July 2023. The official delegation from Odisha, led by Hon'ble Minister Tourism Shri Aswini Kumar Patra, held discussions with the members of National Associations of Travel Agents Singapore (NATAS) to further partnerships and collaborations within the tourism industry.



During the discussions, Director Tourism Mr. Sachin R. Jadhav gave a presentation on the best of tourism products Odisha has on offer. Meanwhile, the key industry stakeholders from Odisha showcased their offerings to their counterpart in Singapore to assist in curating special tour packages to Odisha, besides understanding the requirements from the Singaporean stakeholders to help drive travellers from Odisha to Singapore.



NATAS President Mr. Steven Ler, Deputy President Mr. Simon ER, Secretary General Mr. Charles Tan, Treasurer Mr. Eugene Tan, Chairman Manpower & IT Mr. Jimmy Ooi, Deputy General Manager Ms. Julia Chang, and Manager Industry Mr. Nicholas Yap were among the Tourism Industry stakeholders of Singapore who held discussions with their Indian counterparts comprising President Mayfair Group of Hotels Mr. Manoj Gouda, Directors of Belgadia Palace Ms. Akshita Bhanj Deo and Ms.

Mrinalika Bhanj Deo, Sr. Director FICCI Mr. Manish Ahuja, OSD Odisha Tourism Mr. Ansuman Rath and Head PMU Odisha Tourism Lokesh Kumar.



Earlier during the day, Government of Odisha & FICCI delegation led by Director Tourism Mr. Sachin R. Jadhav met the Executive Vice President Mr. Lim Ching Kiat & General Manager Ms. Alicia Chen of Changi Airport Group to discuss on the way forward for promoting tourist footfalls in Odisha and facilitate travellers from Odisha at Singapore Changi Airport.



With an aim to establish Odisha as a tourist-friendly destination on the global scene, Odisha Tourism is focusing on strategic master planning and development of priority destinations in the State. Concerted efforts to expand the spectrum of tourism are being made that would appeal to all types of travellers, be it a backpacker or high-end spenders, giving them an opportunity to shift from mass tourism destinations to less-explored places. Niche tourism offerings such as houseboat and cruise tourism, camping, homestays, caravan tourism, culinary tourism, and a lot more products are being rolled out to attract visitors.

ODIA DIASPORA CONNECT HELD IN BAY AREA, CALIFORNIA, USA TO CELEBRATE THE ODISHA TRANSFORMATION STORY

The Department of Tourism, Govt of Odisha in association with FICCI organised an event for the Odia diaspora in Bay Area of California, USA on 29th July 2023. The event was a big hit with the participation of more than 900 people of Odisha origin. The event showcased the transformation taking place in Odisha and how the diaspora can contribute even more to the cause. Consul General and Minister of Electronics & IT along with the entire high-power delegation from Odisha participated and hosted the Odia community. There was immense enthusiasm among the youngsters of the diaspora to learn more about Odisha. They were keen to join the transformational journey of Odisha in any possible way they can. The event aimed at harnessing the strength of Odisha diaspora in USA was attended by Hon'ble Consul General of India TV Nagendra Prasad, Hon'ble Minister Shri Tusharkanti Behera, DC cum ACS Smt Anu Garg, Secy to CM Shri V.K. Pandian & other Senior Officials of Govt. of Odisha.



IAS TRAINEES PAID A VISIT TO NIMANTRAN RESTAURANT

IAS Officer Trainees of 2021 Batch of Odisha Cadre undergoing training at GAA visited OTDC Nimantran Odia Cuisine Restaurant.

Director Tourism cum MD OTDC, Vice Chairman BDA, Commissioner cum Secretary Higher Education & Addl. DG GAA were present on the occasion.



77TH INDEPENDENCE DAY CELEBRATED AT DEPARTMENT OF TOURISM & ODISHA TOURISM DEVELOPMENT CORPORATION

The Department of Tourism, Odisha, proudly commemorated the 77th anniversary of India's independence with a celebration on August 15th, 2023. The event took place at a specially adorned Paryatan Bhawan, where officials came together to honour the spirit of freedom. The event commenced with the unfurling of the national flag by the Tourism Director Shri Sachin Ramchandra Jadhav. Additional Secretaries Shri Ananta Narayan Singh Laguri & Shri Balamukunda Bhuyan were also a part of the celebration.

The 77th Independence Day was also celebrated in Odisha Tourism Development Corporation (OTDC). As part of the festivities, Dr. Lenin Mohanty, Chairman OTDC unfurled the National Flag at Panthanivas Bhubaneswar and addressed the gathering. Divisional Heads, Officers & Staff of OTDC attended the celebrations. The Independence Day celebration at the Department of Tourism and OTDC united citizens in the spirit of patriotism and camaraderie.



VISHWAKARMA PUJA CELEBRATED AT DEPARTMENT OF TOURISM ON 17TH SEPTEMBER

The Department of Tourism, Odisha, celebrated Vishwakarma Puja with great enthusiasm and devotion, paying homage to Lord Vishwakarma, the divine architect, on 17th September 2023. The event took place at our department's premises, bringing together staff members, artisans, and local communities in a vibrant display of Odisha's rich cultural heritage. The celebration began with traditional rituals and prayers offered to Lord Vishwakarma, seeking his blessings for the prosperity and success of our department's endeavours.



ODISHA TOURISM PARTICIPATES IN TTF KOLKATA 2023

Department of Tourism participated in TTF Kolkata 2023 to aid in promotion of travel and tourism sector in the State through stakeholder relations and gathering data insights into trending destinations and products. Odisha Tourism participated in TTF (Travel & Tourism Fair) Kolkata, one of India's leading Tourism & Travel Exhibitions showcasing over 400 exhibitors from 4 countries & 25 Indian states. The event was organised from 14-16 Jul at Biswa Bangla Mela Prangan.

Tourist Officer Khordha Smt. Meerabai Behera also felicitated Hon'ble Minister Tourism, West Bengal, Shri Babul Supriyo who visited the Odisha Tourism stand and interacted with the tourism stakeholders from Odisha participating in this 3-day fair.



ODISHA TOURISM ASSOCIATED WITH NETWORK-18 AS SPECIAL PARTNER IN ODISHA SPARKS CONCLAVE 2023

In a bid to promote the tourism sector, Odisha Tourism associated with NETWORK – 18 for Odisha Sparks Conclave 2023. Shri Ansuman Rath, OSD, Department of Tourism participated in a panel discussion “Unbound Odisha: The Tourism Resurrection”. Mr. Rath spoke about how the tourism sector of Odisha has made a great come back after being severely hit by the pandemic. He spoke about the plethora of initiatives that contributed to this resurgence. He asserted on how the international roadshows have helped to showcase the beauty of Odisha globally. Owing to the direct flight connectivity to 3 global cities, Mr. Rath asserted on the recently conducted roadshows at Singapore, Bangkok, Dubai, Vietnam which have helped Odisha to position itself as a premier tourist-friendly destination, garnering international acclaim and attention from travellers worldwide.



ODISHA TOURISM PARTICIPATES IN TTF AHMEDABAD 2023

Odisha Tourism, known for its ancient heritage, vibrant culture, mesmerizing wildlife, untouched beaches, and exhilarating adventure opportunities, enthralled attendees at TTF Ahmedabad 2023. The event, held at the Mahatma Mandir Convention Centre from 23rd - 25th August, served as a remarkable platform for Odisha Tourism to promote its heritage and wildlife.

The success of Odisha's participation at TTF Ahmedabad 2023 underscores its capacity to entice travellers not only from Odisha but also from regions beyond, further solidifying its status as a premier tourist destination.



ODISHA TOURISM PARTICIPATES IN EEMAGINE 2023

Odisha Tourism participated in EEMAGINE 2023 held from 18th - 20th August at The Westin, Powai, Mumbai. This was a significant and strategic move to promote the state as a vibrant and culturally rich tourist destination. EEMAGINE is an annual event organized by the Event and Entertainment Management Association (EEMA), India's apex body for the events and entertainment industry. The participation served as a platform for industry stakeholders to network, share ideas, and showcase their products and services.

The main goal of this participation was to showcase Odisha as an exciting tourism destination, providing a wide range of services. With active involvement from tour operators, the focus of this event was on creating memorable experiences and building partnerships, aiming to elevate Odisha's tourism sector to unprecedented levels.



OTDC CELEBRATED 44TH FOUNDATION DAY ON 3RD SEPTEMBER: HONoured EXCELLENCE AND DEDICATION IN TOURISM

Odisha Tourism Development Corporation (OTDC) marked its 44th Foundation Day with a gala celebration, showcasing the rich tapestry of Odisha's cultural heritage and its commitment to promoting tourism in the state. The event was held at the Kalinga Convention Hall in OTDC Panthanivas Bhubaneswar in presence of senior officials and staff from Dept. of Tourism and OTDC, bloggers and social media influencers, members from the tourism and travel fraternity of the state and media personnel.

The occasion commenced with prayer offerings to Lord Ganesha followed by the hoisting of OTDC Flag and a plantation drive to mark the 44th Foundation Day of the Corporation. The dignitaries inaugurated 12 newly renovated rooms of Panthanivas Bhubaneswar on the occasion, which was made open for public booking. The Foundation Day Event commenced with a lamp lighting ceremony by the esteemed dignitaries.



Chairman OTDC Dr. Lenin Mohanty, Chairperson Odisha State Commission for Women Dr. Minati Behera, Director Tourism and Managing Director OTDC Shri Sachin Ramchandra Jadhav, Addl. Secretary Tourism Balamukunda Bhuyan, Addl. Secretary Tourism Ananta Narayan Singh Laguri and noted Odia Actress Elina Samantaray were the distinguished guests on the occasion.



Speaking on the occasion, Director Tourism and Managing Director OTDC Shri Sachin Ramchandra Jadhav said, "Odisha Tourism Development Corporation (OTDC) has been the change agent when the nation was grappling with pandemic, as it aimed to promote the huge untapped potential in the travel and tourism sector. I'm happy that OTDC is continuously launching new products like Odisha Walks, Boat Clubs in Silver City and Taladanda as well as putting in great efforts for the promotion of culinary tourism in the state. OTDC is undoubtedly the face of Odisha Tourism and is the flag bearer of tourism across the State. OTDC is not just a corporation but a mission which continuously strives for promotion of tourism in the state".

As part of the Foundation Day Celebrations, Panthanivas Puri was adjudged with the Best Performing Accommodation Unit (more than 30 Rooms) and Panthanivas Gopalpur was awarded the Best Performing Accommodation Unit (upto 30 Rooms). Nimantran Bhubaneswar was awarded as the Best Performing Award for Best Performing Transport Unit.

Further, the Unit Managers of all accommodation units as well as Restaurants of OTDC Units that have consistently excelled in delivering exceptional services to tourists were felicitated. Also, the OTDC Foundation Day Gift for all employees was presented to veteran employees of the corporation Smt. Bidu Naik, Attendant and Shri Kedar Barik, Cook.



The event also featured the felicitation of food-travel bloggers and social media influencers who have been instrumental in showcasing the beauty and cultural heritage of Odisha to a global audience.



CELEBRATING TWO YEARS OF AUTHENTIC ODIA FLAVORS AT NIMANTRAN RESTAURANT



Nimantran Restaurant, the epitome of Odia culinary excellence celebrated its second anniversary on 3rd September. For the past two years, Nimantran has been a culinary destination, delighting patrons with the rich and diverse flavors of Odisha. Since its inception in 2021, Nimantran Restaurant has been on a journey to showcase the culinary heritage of Odisha, offering a delectable array of traditional dishes prepared with passion and authenticity. From the mouthwatering Pakhala to the exquisite Dalma, Nimantran's menu has been a true odyssey through Odia cuisine.

"We are thrilled to mark this significant milestone in our journey. Our commitment to preserving and promoting the essence of Odia cuisine has

been unwavering, and we are grateful for the love and support we've received from our patrons," said Dr. Lenin Mohanty, Chairman OTDC.

Nimantran Restaurant has not only been a culinary haven but also a cultural ambassador, sharing the rich history and traditions of Odisha through its cuisine. The restaurant's warm ambiance and attentive service have made it a cherished gathering place for locals and visitors alike. Nimantran Restaurant looks forward to many more years of serving authentic Odia cuisine and being a beacon of culinary excellence in the heart of Bhubaneswar. As they embark on their third year, they are dedicated to continuing their journey of tantalizing taste buds and celebrating the vibrant culture of Odisha.



BYANJANA FOOD COURT & WATERSPORTS ZONE AT TALADANDA AND REDEVELOPED SILVER CITY BOAT CLUB INAUGURATED BY HON'BLE CHIEF MINISTER SHRI NAVEEN PATNAIK

Millennium City Cuttack embraced a new era of leisure and recreation with the unveiling of the Byanjana Food Court and Watersports Zone at the Taladanda Canalfront and the redeveloped Silver City Boat Club in Cuttack on 16th September 2023. Both projects of the Dept. of Tourism which have been executed by Odisha Tourism Development Corporation (OTDC) Ltd. were inaugurated today by Hon'ble Chief Minister Odisha Shri Naveen Patnaik during his visit to Cuttack. Both the tourism projects are aimed at boosting recreational tourism in Cuttack as well as to promote water-based recreational activities on Odisha's biggest river, the Mahanadi.



The revamped Silver City Boat Club now features added Watersports Activities, an Open Air Amphitheater, Food Court, Children's Play Area, Wooden Shack and a breathtakingly beautiful Glass Deck facing the Mahanadi River. The Byanjana Food Court will feature a diverse range of culinary delights, catering to every palate. Visitors can savour a gastronomic journey while enjoying the tranquil waterside ambiance at the Taladanda Canal. Adjacent to the Food Court, the Water Sports Zone will offer a thrilling array of activities viz. Solar Powered Boats, Shikara Boats, Zorbing Ball and many more exciting activities.



On this occasion, Chairman OTDC Dr. Lenin Mohanty expressed his enthusiasm, stating, "We are excited to unveil these projects which will not only enhance the city's tourism potential but also create a vibrant space for the local community to come together, relax, and enjoy their surroundings. We believe that the Byanjana Food Court & Water Sports Zone and the Silver City Boat Club will become iconic landmarks for Cuttack."



The Canalfront Development Project reflects Cuttack's commitment to preserving its natural beauty while offering modern amenities to its residents and visitors. This development is expected to generate job opportunities, boost local businesses, and contribute to the growth of the city's tourism industry. Tourists as well as residents of Cuttack are expected to throng the above developments in huge numbers to experience the beauty of the Taladanda Canal and embrace the excitement that the Byanjana Food Court & Water Sports Zone and Silver City Boat Club have to offer.



ODISHA TOURISM ORGANISED A SUPER BIKE RALLY ON WORLD TOURISM DAY 2023

World Tourism Day 2023 was celebrated today by the Dept. of Tourism, Govt. of Odisha and Odisha Tourism Development Corporation (OTDC) Ltd. with great enthusiasm and spirit. To commemorate the occasion as well as to amplify the message of responsible tourism, the annual Superbike Rally 'Kalinga Rides' was organised from Hotel Sandy's Tower, Bhubaneswar to Silver City Boat Club, Cuttack. Hon'ble Tourism Minister Shri Aswini Kumar Patra flagged off this Superbike Rally in which more than 150 Super Riders had congregated under the banner of 'Odisha Super Riders'.

Commissioner of Police Bhubaneswar-Cuttack Shri Saumyendra Priyadarshi IPS, Commissioner BMC Shri Vijay Amruta Kulange IAS, Addl. Commissioner BMC Suryawanshi Mayur Vikas IAS, Commandant CISF Shri Alok Joshi, Chairman OTDC Dr. Lenin Mohanty and Advisor of Baristha Nagarika Tirtha Yatra Yojana Shri Durga Samantaray were the distinguished guests on the occasion.

MP Cuttack Shri Bhatruhari Mahatab, MLA Barabati Cuttack Shri Md. Moquim, MLA Choudwar Cuttack Shri Sauvik Biswal, OTDC Dr. Lenin Mohanty, Mayor CMC Shri Subhash Singh, Chairman CDA Shri Anil Samal, Collector Cuttack Dr. Bhabani Shankar Chayani, Chairman OTDC Dr. Lenin Mohanty, Advisor BNTYY Shri Durga Samantaray and Convenor of Odisha Super Riders Shri Devjyoti Patnaik were the esteemed guests on this occasion.



A 6-day Food Festival organised jointly by the Dept. of Tourism and CMC was inaugurated at the Silver City Boat Club, Cuttack. As part of Odisha Tourism's commitment to promote Odisha's culinary heritage, this exceptional event promises to be a gastronomic journey.

NAVEEN PATNAIK
CHIEF MINISTER, ODISHA



LOKASEVA BHAVAN
BHUBANESWAR
NOV 07 PM 2.41, Sep 2023

MESSAGE

Many many congratulations to all on the occasion of World Tourism Day.

Tourism is all about exploring exotic places, knowing different people, cultures, heritage, and experience the charm of this world away from home. It broadens our outlook and expands our worldview.

Tourism has a profound impact on our economy and has the potential to create large employment opportunities. The State Government is actively working on bringing in investments for creating a more sustainable Tourism sector in Odisha.

The theme of the World Tourism Day this year is Tourism & Green Investments. We have unleashed a host of tourism products such as Ecotourism, Water and Recreation Tourism, Sports Tourism, Art & Craft Tourism, Heritage Tourism, Culinary Tourism, Camping and Road Trips. Odisha is poised to meet the 10 out of 17 Sustainable Development Goals which are directly aligned with the impact Tourism Sector has on the local economy. Our award-winning ecotourism model is a shining example built on a shared vision for a more sustainable and inclusive sector. Each one of us has a role to play in preserving the pristine beauty of our destinations. Our flagship project, Eco-Retreat Odisha is a highly successful zero-waste glamping product promoting local tourism and biodiversity.

From pristine beaches to mist-filling hills and from exquisite wildlife to timeless heritage, Odisha is a treasure trove of diverse tourism destinations. Odisha's excellent road networks enable riding communities, backpackers, and solo travellers to discover Odisha by Road.

I invite travellers from across the world to come to Odisha, unwind and unplug, and explore India's best kept secret.


(NAVEEN PATNAIK)

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With 'Tourism & Green Investments' being the global theme set by UNWTO for World Tourism Day celebrations, the Chief Minister's message highlighted various initiatives taken by the Government on bringing in investments that plays an important role in creating a more sustainable Tourism sector in Odisha. "Our flagship project, Eco-Retreat Odisha is a highly successful zero-waste glamping product that ensures tourists can explore nature's beauty and engage in vivid experiences, in the most sustainable manner. The glamping event is organized every year at lesser-explored exotic destinations to promote local tourism and biodiversity", it stated.



The event also saw the felicitation of Members from the Odisha Super Riders Community who have ventured to the farthest reaches of Odisha. Odisha Tourism organised a Bloggers Contest to celebrate the wanderlust of social media influencers. 5 winners were announced on the occasion.



BLOOD DONATION CAMP ORGANISED TO CELEBRATE WORLD TOURISM DAY 2023 AT PARYATAN BHAWAN

In commemoration of World Tourism Day on 27th September 2023, the Cultural Association of the Department of Tourism organized a blood donation camp at their premises on 22nd September. The event saw enthusiastic participation from the officials. Hon'ble Tourism Minister Shri Aswini Kumar Patra, Director Tourism Shri Sachin R. Jadhav, Chairman OTDC Dr. Lenin Mohanty & Advisor BNTYY Shri Durga Samantaray inaugurated the Camp. The blood donation camp saw an impressive number of participants, resulting in 50 plus units of blood collected by 50 plus officials. This contribution undoubtedly made a significant difference in the lives of patients in need of blood. The Cultural Association of the Department of Tourism is dedicated to promoting cultural awareness and social responsibility within the Department of Tourism. It organizes various events and initiatives to foster a sense of compassion and engage in meaningful social activities.



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

A cultural programme was also organised by Department of Tourism at Bhanja Kala Mandap. A stage play 'Nistabdha Sahana' was performed by the officials of the Tourism Department. The Cultural Evening was inaugurated by Hon'ble Tourism Minister Shri Aswini Kumar Patra in presence of Airport Director Shri Prasanna Pradhan, Superintending Archaeologist ASI Bhubaneswar Shri Sushanta Kumar Kar and Senior Officials from the Dept. of Tourism and OTDC. The annual magazine of the Department of Tourism 'Paribrajaka' was released by the esteemed guests present in the occasion.



RAGHURAJPUR STANDS OUT AS THE 'BEST TOURISM VILLAGE 2023

Known for its heritage homes and artistic wonders, Raghurajpur has been adjudged the 'Best Tourism Village 2023' by the Union Ministry of Tourism (in silver category) on the occasion of World Tourism Day. In the Best Tourism Village Competition organised under the aegis of Ministry of Tourism, Government of India, the Union Ministry has given the Best Rural Tourism Village Awards to Raghurajpur for promotion and preservation of their cultural heritage and sustainable development through tourism. Shir Biswajeet Routray, Joint Director, Department of Tourism & Sri Laxmidhara Subudhi, President, Raghurajpur Heritage Village, National Awardee received the award at Bharat Mandapam, New Delhi on 27th September 2023.



As many as 35 villages including Raghurajpur have been selected for the prestigious award. Located about 12km from Puri and situated on the southern bank of the Bhargavi river, the coconut and palm-shaded heritage crafts village of Odisha is best known for its Pattachitra art, palm leaf engraving, wooden toys, and stone carving. The art form is used to decorate Lord Jagannath and his siblings. The attachment with the holy trinity elevated the art form and helped it gain prominence. The 123 families of artisans create sheer poetry on pieces of treated cloth, dried palm leaf and paper. Jagannath cult, Krishna Leela and other characters from mythology and their sagas with rich imagery are depicted on these materials in resplendent colours.

Raghurajpur also happens to be birthplace of the doyen of Odissi Dance Guru Kelucharan Mohapatra and the village is also known for the Gotipua dance (a precursor to Odissi). It's a dance performed by young boys dressed as feminine dancers and involves acrobatic postures.



SPORTS & MORE...

Chief Minister Naveen Patnaik felicitated Kishore Jena with a cash award of Rs. 50 Lakhs for remarkable achievement at the World Athletics Championship. Javelin star, Kishore Jena, became the first athlete from Odisha to represent India in the finals of the prestigious World Athletics Championship at Budapest, Hungary. Kishore Jena emerged among the top five in the finals making an impression amongst the athletics fraternity of India.



On the occasion of International Chess Day, Sports Minister Tusharkanti Behera inaugurated the Professional Chess Training Academy 'PRO- CHESS -TA' on 20 July 2023. It is a notable initiative as it is the first chess academy that has been set up in the state to promote Chess.

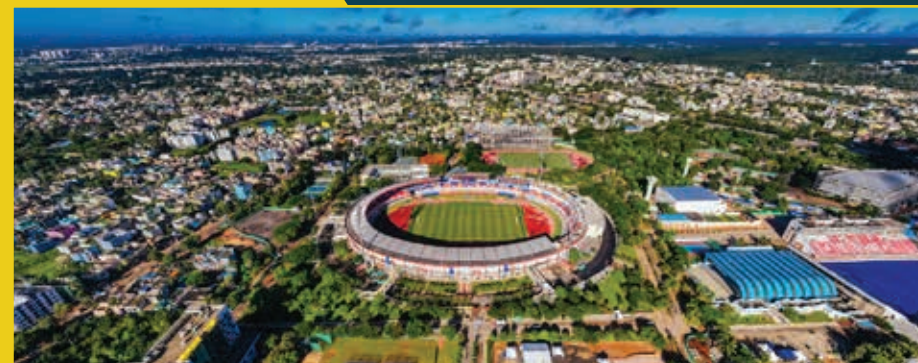


The new complex of Hockey High Performance Centre at Kalinga Stadium was inaugurated by Hon'ble Chief Minister, Odisha, Naveen Patnaik on. The new and developed High Performance Centre offers a holistic sports ecosystem with excellent and modern infrastructure to help athletes achieve sporting excellence. Sports Minister Shri Tusharkanti Behera, Hockey India President Shri Dilip Tirkey, Development Commissioner Smt Anu Garg, Sports Secretary Shri Vineel Krishna, Deputy Vice President Corporate Services Chanakya Chaudhary were present on the occasion.



AIFF CONFIRMS ODISHA AS HOST FOR INDIA VS. QATAR MATCH FOR FIFA WORLD CUP 2026

AIFF has officially announced Odisha to serve as the host for the much-anticipated India vs. Qatar match, a critical fixture in the FIFA World Cup 2026 and AFC Asian Cup 2027 joint qualifiers.



A DOMINATING DISPLAY OF VICTORY AT INDIAN SUPER LEAGUE (ISL)

Indian Super League was held at the Kalinga stadium on 23rd and 28th September. This season Odisha FC started their campaign by defeating Chennaiyin FC. In their encounter with Mumbai FC, they drew 1 each.



The Gymnastics High Performance Centre was inaugurated by Hon'ble Chief Minister Shri Naveen Patnaik. 34 gymnasts including elite gymnasts have been inducted into the program and train under National Coach Ashok Mishra who has joined as Head Coach of the HPC. The centre is aimed to promote and develop the sport of gymnastics in the state. The state-of-the-art centre shall nurture & empower our talented gymnasts.



The Swimming Federation of India (SFI) along with the Odisha State Government hosted the 39th Sub-Junior and 49th Junior National Aquatic Championships 2023 in Bhubaneswar, Odisha from August 16 – 20. The five-day swimming extravaganza witnessed over 900 swimmers from 25 states including the Services Sports Control Board dive into the newly-built state-of-the-art indoor Aquatic Centre inside the iconic Kalinga Sports Complex.



ODISHA TOURISM IN FOCUS



Odisha Tourism delegation led by Director Tourism Sachin Jadhav called on the Indian Ambassador to Thailand H.E. Nagesh Singh to discuss new avenues for tourism promotion between Odisha & Thailand. First Secretary Dharmendra Singh was also present on the occasion.



An interactive meeting was held between Odisha Tourism & FICCI India delegation and Indian Business Chamber (INCHAM) Hanoi, a leading chamber of Commerce in Vietnam. Chairman INCHAM Hanoi Indronil Sengupta was felicitated by Director Tourism Sachin R. Jadhav.



A delegation comprising officials of Odisha Tourism, FICCI India & tourism industry stakeholders of Odisha led by Hon'ble Minister Tourism Mr. Aswini Patra met Office Bearers of National Associations of Travel Agents Singapore (NATAS) on July 31st, 2023, in Singapore.



Odisha Tourism delegation & team FICCI India led by Director Tourism Mr. Sachin Jadhav called on the Indian Ambassador to Vietnam H.E. Mr. Sandeep Arya to discuss tourism growth opportunities between Odisha & Vietnam. First Secretary Ms. Rachna Srivastav was also present. The Ambassador ensured full support of the Indian Embassy in the endeavour of Odisha Tourism to promote the State's many tourism offerings in Vietnam while making valuable suggestions towards the same.



Department of Tourism signed an MoU with IRCTC for the Baristha Nagarika Tirtha Yatra Yojana in FY 2023-24. The MoU was signed by Smt. Kranti P Sawarkar, Joint General Manager, IRCTC in presence of Director Tourism Shri Sachin R. Jadhav.



The flagship initiative Eco-Retreat Odisha 2023 officially opened its bookings for the year 2023 on 15th September. Eco-Retreat, which combines the splendour of Odisha's natural beauty with sustainable hospitality, promises travellers an unforgettable and environmentally conscious experience.

AWARDS & RECOGNITION



Odisha Tourism Stand was adjudged Winner of the 'BEST DECORATION AWARD' Award at TTF Kolkata.



Odisha Tourism Stand has been adjudged Winner of the 'BEST DESIGN & DECORATION AWARD' Award at TTF (Travel & Tourism Fair) Ahmedabad.



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BAIBHAV AGARWAL

WHEELS AND WANDERLUST: A BIKER'S TALE OF WORLD TOURISM DAY RALLY

Once upon a time, in a world where the rumble of powerful engines echoed like a symphony, there was a group of super bikers who eagerly awaited the annual World Tourism Day Superbike Rally. As a lifelong enthusiast of the open road and the thrill of riding, I was no exception. Every year, bikers from all around the State eagerly await World Tourism Day, a special occasion that unites two of their greatest passions: traveling and riding superbikes. This year, the World Tourism Day Superbike Rally took us on an exhilarating journey that culminated at the breath-taking Silver



City Boatclub. As a passionate biker, I was fortunate enough to participate in this thrilling event. The rally began at the crack of dawn, the sun barely peeking over the horizon, as a vibrant sea of bikers gathered at the starting point. The air was filled with anticipation, and the roar of engines created a symphony of its own. Each rider, with their unique machine, gear, and determination, was ready for the adventure of a lifetime.

Our route was a token ride to mark the celebrations of World Tourism Day. The road stretched ahead, winding, and beckoning us forward. But the rally was more than just a ride; it was a chance to connect with fellow bikers who shared our passion. We



exchanged stories of past adventures, shared tips, and tricks and more importantly the love we have for Odisha & its treasures.



We finally reached our destination—the Silver City Boat Club. Nestled on the tranquil shores of Mahanadi, it was a sight to behold. We parked our bikes in a row, forming a breathtaking display of superbikes. The World Tourism Day Superbike Rally had not only taken us to new places but had also opened our hearts to the diversity and beauty of Odisha. It was a reminder that travel, and tourism were not just about destinations; they were about the stories we collected along the way. “Odisha By Road” campaign has played a key role which not only brought forward local influencers and travel vloggers but also unearthed various hidden treasures of tourist attractions across Odisha. It was a matter of pride to unite together under the Odisha Tourism Banner.

As we shared tales of our adventures, we couldn't help but feel grateful for the bond that united us as bikers. The rally had been a celebration of our shared love for the open road, and it had brought us closer to a community of kindred spirits.



Baibhav Agarwal is an automobile enthusiast and travel blogger.



PRATAPDEV RAJ

KAPILASH: A HIDDEN GEM AMONG INDIA'S TOURIST DESTINATION

Nestled amidst the lush greenery of the Eastern Ghats in the Indian state of Odisha lies a hidden gem, the sacred hill of Kapilash. The loftiest peak of Kapilash range enshrines the temple of Lord Shiva (Chandrasekhar) at a height of about 457 meters. A flight of 1352 steps and a ghat road with twelve curves leads to the temple.



The name “Kapilash” is derived from the word “Kapila,” which refers to the sage Kapila, one of the revered sages of Hindu mythology and the founder of the Sankhya philosophy believed to be resided there. Legend has it that Lord Rama, during his exile, visited Kapilash to seek the blessings of the sage. It is believed that Lord Shiva himself resided on this sacred hill, making it a destination of utmost significance for devotees. The temple complex at Kapilash is believed to have been built during the 13th century by the King Narasinghadeva-I of the Ganga dynasty.



As we ascend the Kapilash hill, we encounter the most prominent temple among all i.e., Kapilash Temple, perched majestically atop the hill. It showcases exquisite Kalinga-style architecture, characterized by its pyramidal shape, intricate carvings, and detailed sculptures. The temple complex also houses smaller shrines dedicated to various deities, including Goddess Parvati, Lord Ganesha, and Lord Kartikeya. The main temple is dedicated to Lord Shiva and is known as the Chandrasekhar Temple. The intricately carved stone walls and pillars depict various mythological stories and motifs, making it a visual delight for art and architecture enthusiasts.

Every year, thousands of devout souls throng to Kapilash on Mahasivaratri, the night consecrated to Lord Shiva, who come to seek the blessings of Lord Shiva in this divine abode. The great name of Shridhar Swami, the celebrated commentator of the Bhagabat and Mahima Gosain and the founder of Mahima Cult, is historically associated with Kapilash.



For adventure enthusiasts, Kapilash offers an excellent opportunity for trekking. The trek to the temple is a moderate one, taking around 2-3 hours to reach the summit.

So, the next time you plan your Indian sojourn, make sure to include Kapilash in your itinerary for an unforgettable journey through this captivating destination.

*Pratapdev Raj
Former Assistant Director(S)
Tourism Department*



DR. ADYASHA DAS

KORAPUT DIARIES: THE PATH LESS TRAVELLED

The allure of lesser-known destinations in Odisha has always defined my travel. Getting an authentic cultural and personalized experience far from the madding crowd was the intention that pulled me out of my comfort zone to unravel to the relatively unknown jewels of Koraput. With an abundance of scenic beauty, ancient temples, palaces and forests it has many anonymous wonders tucked away.

Subai Jain temples

A lesser-known destination having great historical significance, it is situated close to Nandapur. The temples are dedicated to Mahavira, Parshvanatha, Rishabhanatha and other Tirthankaras. We started for Subai in the afternoon and enjoyed the pleasant drive past Sunabeda. As we approached the temple complex, we noticed a whitewashed Shiva temple close to it. Pillars and colourful flags were being put up for celebrating "Shivaratri". A young boy explained to us that the entire temple complex was housing Hindu Gods and Goddesses and not Jain Tirthankaras. I wondered at the loss of information that often happens with time, how history could be misrepresented. The majestic figures of the Tirthankara's, seated on pedestals is not to be missed.



Ancient Jain idols, Kechela

Kechela, situated on the southern bank of Kolab has a Jain temple containing five ancient Jain images of Rishavnath, Mahavir, Ambika Devi, Jakhya (Yaksha) & Jakhyani (Yakshini). The images are sculpted uniquely, indicating that Kechela was a seat of Jainism in the medieval period. The Jain statues in Subai, Nandapur, Kechela and Bisingpur districts of Koraput are certainly ancient.



Batrish Singhasan, Nandapur

The first time I had visited this site was during my schooldays. My father, as an engineer with the State Government, had frequent official tours to Koraput and had taken us all. We imbibed the love for travel during those days of never getting tired. Batrish Singhasan is a throne with a flight of thirty-two steps leading to it, akin to the famous throne of King Vikramaditya of Ujjain, a symbol of the rich cultural heritage of Nandapur village. These days, Goddess Kanak Durga is worshipped as the main deity on the throne along with Ashta Betals. One of the 218 protected monuments of the Odisha State Archaeology, it has been declared as a heritage site under the Ancient Monuments Preservation Act. In the realm of off-beat travel, every detour becomes a story, and every stranger is a potential friend along an uncharted journey. This is what I feel after my Koraput sojourn. But the journey has just begun!



Dr. Adyasha Das
Associate Professor, IITM, Bhubaneswar



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