



ODISHA UNRAVELLED

SEPTEMBER 2019

A Newsletter by Department of Tourism, Government of Odisha



Take some time off to **echo** yourself
amid the **highest** in Odisha.

radiant Koraput

Passionate about exploring Odisha?

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

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

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ODISHA
INDIA'S BEST KEPT SECRET.

Keynote

It gives me immense pleasure to publish the inaugural newsletter of the Department of Tourism. Our perpetual role is to market Odisha's diverse experiences to the world while simultaneously developing infrastructure and facilitating enterprise that add up to enabling such experiences. This in turn will help boost Odisha's brand equity and give fruition to its aspiration of globalising sustainably, i.e. creating livelihoods in an all-inclusive socio-economic framework. Through this quarterly newsletter we will inform our readers and stakeholders of our concurrent efforts towards the above-mentioned principle.

The twin buzzwords for this edition are aspiration and resilience.

Odisha and its people are gradually elevating their aspirations to resonate with global trends. Under the inspiring leadership of Hon'ble Chief Minister Sj. Naveen Patnaik, the state is emerging as a trailblazer in industrial prosperity and is more eager than ever to connect with the world through more direct air connectivity to boost commercial and cultural exchanges.

The Project for the Transformation of Puri into a globally acclaimed spiritual hub is progressing with full gusto, while enhancing its vibrant cultural essence and its potential as a beach destination.

At the same time, our resolve to be more resilient in the face of challenges presented by Mother Nature and create benchmarks in responsible tourism, is stronger than ever. The Department is working hard to popularise segments such as eco-camping and adventure tourism based on the principle of "more from less".



Jyoti Prakash Panigrahi

Minister for Tourism, Culture, Odia Language & Literature



473 species of birds.
131 species of reptiles.
27 species of amphibians.
 1,000 temples, 11 beaches,
 15 museums, 15 waterfalls,
 8 lakes. 24 islands...
there's a surprise at every corner.



TRANSFORMING PURI



In a big strategic push, Hon'ble Chief Minister Shri. Naveen Patnaik has announced an array of marquee projects with investments of close to INR 2,500 crore under his transformative vision for Puri, key among them being:

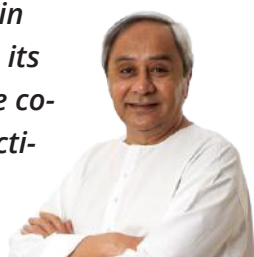
- would also have viewing points to Sri Mandir and Musa River
- Jagannath Ballav Pilgrim Centre spread across 5 acres, with parking space for 1,000 cars, meditation space, commercial space, multi modal hub among other

es – cultural, sporting, culinary and recreational, are being undertaken. The Government intends to provide tourists with a wholesome daylong engagement with Puri's beach life, with facilities finetuned based on the seasonality. All these efforts are converging progressively towards obtaining the Blue Flag certification.

In terms of developing a world class beach city, the much anticipated Shamuka Beach Project across the Mangala River in Puri is expected to attract the most prominent global hospitality brands. Over 600 acres of developable land will be designed and developed into a luxury getaway with its essence anchored in natural synergy of sand dunes interplaying with a rich flora-fauna ecosystem offering experiences in trekking and birding. The Department is in the process of revising its master plan before land delineation and grounding of investments ensues. MICE Tourism, for which Odisha was recently awarded at BTVI Global MICE Congress & Awards, is among the largest potential gainers from the Shamuka Project.

We are committed to turning the Lord's abode in Puri into a World Heritage City, matching up to its rich spiritual, historical & cultural heritage. The colossal effort of transforming Puri will offer sanctified divine experience to millions of devotees."

Shri. Naveen Patnaik, Chief Minister



- Raghunandan Library, a 3-storied heritage structure which will house a research centre on Jagannath culture
- A multilevel car parking for 400 cars at Jail Road along with 300 commercial vending spaces for greater tourist convenience and traffic decongestion
- 1.5 km long Shree Setu Project to create a new link road connecting Puri Bypass to Jagannath Ballav Math Pilgrim Centre, which

amenities.

In tandem with efforts to improve the quality of the spiritual sojourn to Shree Jagannath Temple, the Department in collaboration with the Puri district administration has taken up the task to boost the temple city's appeal as a prime beach destination. Riding on the mass mobilisation under the #MoBeach campaign, Puri's seashore is being sanitised of pollutants and trash, while collaborative efforts to design beach experienc-

Connectivity Infrastructure

The e-Visa facility at Bhubaneswar's Biju Patnaik Int'l Airport earlier this year came as a fillip to Foreign Tourist Arrivals.

Among the many positive outcomes of tourism is balanced regional development, which in turn enables consistent value addition. A key development in the first half of 2019 was the operationalisation of Jharsuguda's Veer Surendra Sai Airport, which is connected to New Delhi, Hyderabad, Kolkata and Raipur under India's UDAN Regional Connectivity Scheme. While the Delhi sector has been witnessing occupancy rates of over 93 percent, other routes are flying full at over 85 percent.

The government is working hard to operationalise the dormant airstrips at Jeypore & Rourkela. Complemented by Odisha's high quality road network, this boosts access to the enigmatic Western Odisha. The state is aggressively reaching out to airline operators and heli-service PSU Pawan Hans to join hands in its efforts to connect Odisha internally, nationally and globally. The state is working closely with the Government of India and airlines in the region and beyond to enhance Odisha's direct air connectivity with focus markets in the SAARC, ASEAN and the Middle East regions.



Veer Surendra Sai Airport Jharsuguda



Hirakud dam, Sambalpur



Huma Temple, Sambalpur

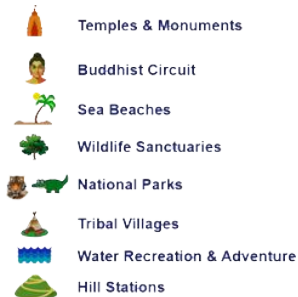


Hanuman Vatika, Rourkela

Planning to develop...

Developing to unravel

Based on the recommendations of the State Tourism Advisory Committee (TAC), the Department had listed 13 destinations for integrated planning and development viz. Talsari – Chandipur coast, Bhitarkanika and Simlipal National Parks, Puri – Konark Heritage region, Chilika Lake, Tampara



“Our intent is to encourage tourists to travel deeper into the heart of Odisha for diverse landscapes and experiences. and thereby multiply livelihood opportunities for local communities throughout the state.”
Shri. Vishal Dev, Commissioner cum Secretary, Tourism

Lake, Gopalpur Beach, Chandaka Forest, Deomali Hill region in Koraput,

Debrigarh – Hirakud, Diamond Triangle Buddhist Circuit and Satkosia Tiger Reserve. Select destinations such as the enchanting hillstation of Daringbadi in Kandhamal will also be taken up for development on priority. The Department will assign works to institutional experts pertaining to various pre-development imperatives such as land survey and delineation, master planning, environmental clearances, etc.

Nine prime tourist circuits have been conceptualised and are being marketed to travel agencies and tour operators as Odisha's key offerings. These comprise experiences in heritage, pilgrimage, art & craft, wildlife & ecotourism, beaches, etc. The Department is also in the process of initiating international collaborations to design and develop the Buddhist Circuit as a key offering in focus markets, especially, SAARC, ASEAN and East Asia.

Water-based Tourism : Infusing liquidity

Besides Asia's largest brackish water lagoon Chilika lake, Odisha boasts 8 major dam sites besides several other pristine water bodies where surveys have ascertained the feasibility of setting up sustainable water sports & recreation and tourism products such as houseboats. The Department recently organised FAM (familiarisation) trips for houseboat and water sports operators and

investors from across the country to prominent destinations such as Chilika and Tampara lakes, Bhitarkanika, Gopalpur sea beach, etc. and has received several single window proposals to set up new projects. The department has also floated tenders for the operation and management of floating restaurants at select locations in Chilika Lake.

In a rare exercise of harmonious

federalism, Odisha is soliciting Kerala's proactive guidance and contribution to popularise houseboat and water recreation. The southern state, a national and global success story in tourism, has pioneered houseboat tourism, and the Government of Kerala has already presented some interesting templates for Odisha to develop and adopt.

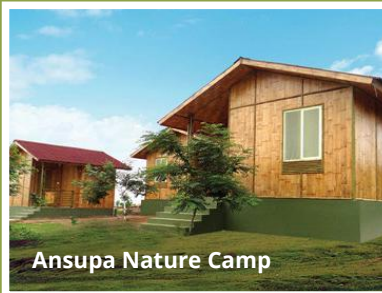


Odisha's **Best Kept Secret:** Community managed Ecotourism

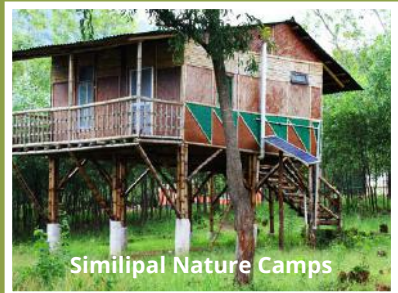
**Blackbuck Nature
Camp (Ganjam)**



Ansupa Nature Camp



Similipal Nature Camps



Odisha boasts 19 protected areas of which two are megadiverse national parks viz. Bhitarkanika and Simlipal. The Odisha Forest Development Corporation (OFDC), has developed 47 luxury ecotourism properties across these protected areas – of which 40 are currently operational

and managed by local communities – a highly acclaimed best practice, which transformed erstwhile poaching communities into dedicated protectors of the forests and endangered animals. For this thriving model of sustainable tourism, Odisha recently won the Best Ecotourism

Initiative in India at the FICCI Travel & Tourism Excellence Awards 2019. A major share of the revenue from these projects goes to the local community, with projects in Simlipal and Satkosia Tiger Reserves having garnered over INR 1 crore during FY 2017-18.



**Bhitarkanika :
The Mini Amazon**

India's second largest mangrove ecosystem after the Sunderbans.



Debrigarh

Easy sightings of animals particularly Indian Bisons, Wild Boars, Sambhar and Peacocks.



Daringbadi Hillstation

Known as the Kashmir of Odisha, it provides an eclectic mix of Tribal tourism and Ecotourism.

Experiencing royalty *a la* Utkala

Heritage homestays



There are at present 51 residential properties of erstwhile royal families in Odisha, of which 6 are being offered as luxury Heritage homestays with an array of experiences like boating, angling, cuisine, cultural performances, heritage tours, etc. The Department of Tourism has reached out to several property owners to boost their marketing and offer them capacity building assistance through the Tourism Policy. Owners of these properties are collaborating with the Department to design experience rich circuits along rivers such as the Baitarni. By 2021, 19 heritage properties at different locations of the state will be operating as full-fledged homestays or boutique-heritage hotels that would attract high-spending tourists with a penchant for regal life.

Game on : Odisha's emergence as India's sporting capital



Odisha has pioneered sports tourism in India. Catapulted by the outcome of the government's untiring efforts to pull-off the 90 day feat of organising the 2017 Asian Athletics Championships in the capital's Kalinga Stadium, Bhubaneswar has gone on to witness the Odisha Men's Hockey World Cup 2018, followed by the Hockey World Cup Qualifiers recently. Cuttack joined the campaign with the high voltage TTFI's 21st

Commonwealth Table Tennis Championships. The state has maintained its momentum, with its successful bid to host fixtures of the upcoming FIFA U-17 Women's Soccer World Cup. Sports Tourism, as evidently exhibited by the surge in Foreign Tourist Arrivals (FTAs) during 2017 and 2018 event months, is Odisha's surest strategy for intensifying the global spotlight on the state and keep pushing up high spending FTAs.

Virtually unmatched: Digital Tourism

To push up the brand equity of Odisha as a tourist destination offering diverse experiences, the Department of Tourism revamped its website odishatourism.gov.in into an integrated one-stop platform enabling end to end trip planning, including access to travel agents and integrated booking engines. The revamped website was recently launched by Hon'ble Chief Minister Shri. Naveen Patnaik in presence of government officials, stakeholders, travel bloggers and the media. "Leveraging digital technologies is consistently helping us unlock the true potential of Odisha Tourism. Our digital platform is an all-inclusive one. It will empower lakhs of people operating in the tourism and hospitality sector. They can now leverage networks and

reach out to tourists and potential business partners from far corners of the world, opening a huge window of opportunities", said Shri. Patnaik.

The platform built on Adobe Experience Manager, while offering tourists immersive experiences in virtual tourism through visual technologies, also offers travel agents and hoteliers the opportunity to register and publish their packages at no cost. The platform also hosts multimedia blogs by travel bloggers and experts, giving a first-hand perspective of Odisha's destinations and experiences. For its holistic appeal as a virtual tourism platform, Odisha Tourism's website was awarded the Best (Indian) Tourism Website by FICCI Travel & Tourism Excellence Awards 2019.



"Our award winning initiatives - virtual tourism and Ecotourism - coming together are testimony to the fact that we are synergising the best of both imperatives, technological leverage and responsible tourism - which would guarantee more rapid growth and globalisation of Odisha's tourism landscape while ensuring sustainability. Our efforts have begun to emerge as best practices and in line with what I have been emphasising, that all States in Eastern and Northeast India need to collaborate rather than compete, to develop our contiguous regions into vibrant 21 day itinerary destinations. I am convinced that Odisha will succeed in leading this vision for the region and for India."

Shri. Jyoti Prakash Panigrahi, Tourism Minister

Reaching out : Presenting India's best kept secret



The Department of Tourism has made untiring efforts to reach out to potential stakeholders, primarily travel operators and tourism and hospitality brand investors, to collaboratively

develop the demand and supply sides of the sectoral ecosystem. Odisha Tourism in association with FICCI has so far organised roadshows at New Delhi, Mumbai, Kochi, Kolkata and Guwahati en

route its flagship annual Odisha Travel Bazaar (OTB) 2019, scheduled over a week starting 14 October 2019 in Bhubaneswar, the Smart City of temples.

Prior to this, the Government had initiated its global outreach this year, beginning with participation in the Internationale Tourismus-Börse (ITB) Berlin 2019, where Odisha Tourism showcased its potential in wildlife and ecotourism, ethnic tourism in Odisha's tribal west and south, enchanting Buddhist trails & cultural heritage. This was followed by the 11th Great India Travel Bazaar (GITB) 2019 at Jaipur, where Odisha as the theme state networked through more than 80 meetings at the State Pavilion.

The state is slated to begin its international roadshows, besides participation in PATA 2019 at Astana, Kazakhstan.



Weaving aesthetics: Envisioning Odisha as the Handloom Citadel

The 5th National Handloom Day was observed on 7 August with Bhubaneswar as the host city. The Government of Odisha has also strengthened its focus on the state,

which produces handloom fabrics worth INR 160 crore, involving about 1.9 lakh weavers. The Odisha Government has initiated a number of initiatives to boost the handloom

sector's prosperity – from a Handloom & Handicrafts Council to boost sales of rural products, to establishment of markets and assistance programmes such as Barishta Bunakar Sahayata Yojana. Kalabhoomi Crafts Museum in Bhubaneswar has recently opened up a section with an array of handloom works on display to showcase the state's rich legacy. The unique exhibits range from the Sambalpur woven cotton ikat saris to the Cuttack region's Tussar silk; from the Bomkai of Ganjam to the Kotpad saris. This wide range of handloom products is sure to boost tourist spending on exotic merchandise – a key retainer of memories from India's best kept secret.

Experiments in Soft Power

Odisha Tourism's quirky collaborations



*Moments from the
Air Asia Bloggers Trail*

19 to 21 July 2019



Asia Pacific in general and Southeast Asia in particular are amongst the most high potential focus markets for Odisha. Regional major Air Asia initiated collaboration with Odisha, beginning with its direct Bhubaneswar – Kuala Lumpur flights. Giving a creative twist to its Kalinga connection, Air Asia organised a Bloggers' Meet covering the Golden Triangle, Gopalpur on Sea, the Diamond Triangle Buddhist Circuit and Cuttack. Odisha further intends to rope in the airline to popularise its tourism offerings in the region.

Odisha's classical literary depth, while relatively underappreciated, has inherited a narrative that can greatly contribute to the global perception about Odisha. Kalinga was for long an established maritime hub. Celebrating its legacy, Odisha Diary Foundation organised the three day event, in which over 250 academics, authors, political and social activists, law makers, government officials, corporate leaders, students and people from all walks of life immersed themselves in the vibrant atmosphere and exchanged opinions on their favourite authors and works.

EVENTS TO LOOK FORWARD TO

Odisha Travel Bazaar 2019

14 to 21 October 2019

3rd National Chilika Bird Festival

January 2020

The safest place to live it up: Keeping tourists safe



The Department of Tourism has conducted an extensive sensitization and deployment of over 72 police officers to manage Tourist Police Cells at prominent tourist destinations throughout the state. The training sessions that were conducted at IITM Bhubaneswar. Along with this,

"Odisha is highly appreciated for the friendly and safe environs that it provides tourists. Government of Odisha acknowledges that this is a significant factor that preserves, and even enhances its brand perception among tourists from across the globe."

Shri. Nirmal Chandra Mishra,
Director Tourism



successful batches of drivers with app-based taxi service providers will be sensitised regarding tourism in Odisha and imparted a sense of ownership and responsibility in ensuring safe and secure journeys and image building experiences for tourists.

LOOK WHO VISITED



Odisha's classical literary heritage is steadily emerging as a key constituent of its brand equity basket. Noted historian and award-winning author **William Dalrymple** enjoyed a four day sojourn including Chausathi Yogini temple, Kala Bhoomi museum, Ekamra Kshetra, Konark, State Museum, Chandrabagha Beach, apart from the enigmatic Diamond Buddhist Circuit of Ratnagiri – Udayagiri – Lalitgiri. "I adored my time in Odisha and was bowled over by the richness of its history, the spectacular sculptures on the temples and perhaps especially the astonishing new Buddhist remains which have been uncovered in the last twenty years", said **Dalrymple**.



Referring to the deep historical links between Sri Lanka and Kalinga based on maritime and Buddhist legacies, the Island nation's High Commissioner to India, **H.E. Austin Fernando** discussed ideas with Hon'ble Tourism Minister **Shri. JP Panigrahi**, ranging from initiating direct air connectivity, to collaborative tourism development projects centred on the Diamond Triangle Buddhist Circuit of Ratnagiri-Udayagiri-Lalitgiri. High Commissioner complimented the state's vision for projecting Buddhist Tourism and assured the state government of Sri Lanka's cooperation in promoting Odisha's Buddhist destinations and experiences.

Cultivating hospitality: Institutional skilling



The State Institute of Hotel Management (SIHM) Balangir has begun offering a 3-year B.Sc. Degree in Hospitality & Hotel Administration (HHA) at the State Institute of Hotel Management, Balangir, approved by the National Council for Hotel Management and Catering Technology (NCHMCT). Established in 2004 as Food Craft Institute at the District Tourism Centre under a joint venture between the Government of Odisha and Government of India, the institute was upgraded to SIHM with a view to training and developing skilled manpower for the dynamic Hotel Tourism Industry. It currently offers four different demand-driven courses in core hospitality operations. Given the priority that the Department of Tourism has accorded to multiplying high value hospitality infrastructure and services, especially for the high spending groups, high-skilled manpower requirements would form a significant chunk of the forecast manpower requirement of over 1.5 lakh in the next 5 years.

Courses Offered : SIHM, Balangir

Bachelor in Science in Hospitality & Hotel Administration

DURATION- 3 YEARS
INTAKE - 60

Diploma in Food Production

DURATION- 1 & ½ YEARS
INTAKE - 30

Diploma in House Keeping Operation

DURATION- 1 & ½ YEARS
INTAKE - 40

Craftsmanship Certificate Course in Food & Beverage Service

DURATION- 6 MONTHS
INTAKE - 30

Diploma in Front Office Operation

DURATION- 1 & ½ YEARS
INTAKE - 40

Diploma in Food & Beverage Service

DURATION- 1 & ½ YEARS
INTAKE - 40

Craftsmanship Certificate Course in Food Production

DURATION- 1 & ½ YEARS
INTAKE - 30

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About Odisha Tourism



Established then as the Department of Tourism & Culture in 1973, the Department of Tourism strives to:

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

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



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