



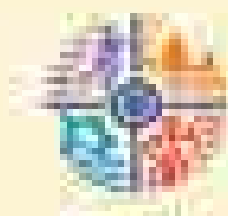
ODISHA
INDIA'S BEST KEPT SECRET.

ANNUAL REPORT 2019-20



Department of Tourism, Government of Odisha





ODISHA
INDIA'S MOST KEPT SECRET

ODISHA TOURIST MAP





Odishaaah!



15 Buddhist sites & Jain sites, 1200 temples, 25 historical
13 museums, 15 waterfalls, 17 lakes, 22 zoos, 200 wildlife...

Here's a surprise at every corner.



ODISHA
INDIA'S SAFE LIFE SOURCE

| | |
|--|-----------|
| Introduction | 07 |
| Organizational Details | 08 |
| Objectives | 11 |
| Sector Development Strategy | 12 |
| Highlights of Activities | 14 |
| Sponsorship and Financial Assistance | 39 |
| Baristha Nagarika Tirtha Yatra Yojana | 40 |
| Tourism Projects | 42 |
| Other Activities | 46 |
| Approvals Granted by the DoT | 52 |
| Plan Outlay | 52 |
| Accommodation facilities | 58 |
| Organizational Structure | 59 |

CONTENTS



ASHOKAN ROCK EDICT, JAUGARH, GANJAM

Introduction

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines tourists as people 'Travelling to and staying in places outside their usual environment for a period not less than 24 hours and not more than one consecutive year for leisure, business and other purposes.

Tourism requires the necessary infrastructure and services for the tourists. It is a conglomeration of several activities and has the potential to stimulate employment generation in related fields like Hotels, Transport, Shopping, Food, Entertainment, Guiding etc. It is the tourism & hospitality sector which binds together a lot of other employment generating-sectors through backward and forward linkages

Over the past decades, tourism sector has experienced continued growth and diversification to evolve as one of the fastest growing economic sectors in the world. Today the business volume of tourism equals or even surpasses that of Oil exports, Food Products or Automobiles. Reform the contribution of tourism to economic wellbeing depends on the revenues the tourism sector generates and contributes to the livelihood and employment of local communities.

Tourism is a highly labor-intensive sector. According to an estimate, for every million rupees investment, Tourism Sector creates 89 jobs as against 45 jobs in Primary Sector and 13 jobs in the Secondary Sector. The ratio of indirect jobs to the direct jobs in the Tourism Sector is approximately 3:1. However, it is difficult to quantify the exact number of jobs created in the Tourism Sector especially indirect jobs, as the areas are very vast, varied and diverse in nature.

Growth in tourism also strengthens the local economy as it helps flow of money including foreign exchange earnings from one region to the other.



Odisha, India's best kept secret has tremendous potential in tourism sector, because of its golden history, strategic geographical location, diverse geography and profound bounties of nature. The state is bestowed with natural and cultural heritage. Odisha is India's bridge to her own golden past and resurgent present. The grand scenic beauty of nature, historic monuments, exotic sea beaches, luxuriant forests, majestic mountains, captivating wildlife, mystic waterfalls, beautiful handicrafts, vast water bodies, famous classical and folk dances, enchanting music and most importantly its hospitable people makes Odisha one of the favorite tourist destinations of India.

Tourism sector has been accorded important status in Odisha and Government of Odisha through Department of Tourism is taking steps for the development and promotion of tourism in the state. During the year 2019-20 (upto March'2020) the tourist arrivals to the State was 1,51,36,160.

ORGANISATIONAL DETAILS

Though started as a Public Relations activity and later as a part of former Home Department (PR) since 1960, Tourism became a regular function of the State Government with the creation of Tourism and Cultural Affairs Department in the erstwhile P&S Department Resolution No.17313 – Gen, dated the 13th November, 1973. The Department thus created was subsequently renamed as Tourism, Sports & Culture Department in G.A. Department Resolution No.14386 – Gen, dated the 10th June, 1980. In course of further re-organization of Departments, a separate Department was created for Tourism in G.A. Department Resolution No.270 – Gen, dated the 2nd January, 1991. Subsequently, a new Department of Tourism & Culture was created as per G.A. Department Resolution No.29049 – Gen, dated the 30th December, 1995. Again vide Notification No. GAD- SER2-RB-0001-2018-6330/GEN dt. 6th March 2018, Tourism & Culture Department has again been separated and now tourism is functioning as an independent Department.



The Department of Tourism has a composite office. Directorate of Tourism is a part of this composite office with 35 Tourist Offices located in different parts of the state and outside, 30 Tourist Offices are in 30 districts of the State such as Puri, Khordha, Nayagarh, Cuttack, Jajpur, Jagatsinghpur, Kendrapada, Balasore, Bhadrak, Mayurbhanj (Baripada), Keonjhar, Sundargarh (Rourkela), Sambalpur, Bargarh, Jharsuguda, Deogarh, Dhenkanal, Angul, Balangir, Sonapur, Kalahandi (Bhawanipatna), Nuapada, Koraput, Rayagada, Malkangiri, Nabarangpur, Kandhamal (Phulbani), Boudh, Ganjam (Berhampur), Gajapati (Paralakhemundi), 2 Destination Offices are in Bhubaneswar and Konark, each headed by a Tourist Officer and 3 Tourist Offices outside the State, each headed by an Assistant Director, are at New Delhi, Kolkata and Chennai.

Besides, there are 7 Tourist Information Counters- 3 inside the state at Bhubaneswar Airport, Bhubaneswar Railway Station and Puri Railway Station and other 4 outside the state at Howrah (WB), Vizianagaram (AP), Navi Mumbai and Raipur (Chhattisgarh) for assisting tourists.

ODISHA TOURISM DEVELOPMENT CORPORATION LTD (OTDC)

A public sector undertaking namely, Odisha Tourism Development Corporation Ltd. (OTDC) is functioning under the administrative control of the Department of Tourism, constituted under Tourism Department Resolution No.3221/TSM, dated the 27th February, 1979 and it was incorporated under the Indian Companies Act, 1956 on the 3rd September, 1979.

STATE INSTITUTE OF HOTEL MANAGEMENT (SIHM)

With an objective to spread and impart quality tourism education in the state, in 2004- 05, the State Govt. has set up a Food Craft Institute at District Tourism Centre, Balangir as a joint venture scheme of Ministry of Tourism, Government of India. Subsequently the Institute is upgraded to State Institute of Hotel Management (SIHM), Balangir on 18th October 2010 and the Institute is affiliated to NCHMCT (National Council for Hotel Management & Catering Technology), Noida, U.P-201301. SIHM offers a Bachelor in Science in Hospitality and Hotel Administration a 3 year degree program which is recognized by NCHMT, Govt of India which was begun on 1st May, 2019.

odishatourismofficial odishatourismofficial odisha_tourism Odisha Tourism

TAKE A TOUR OF ODISHA'S DIGITAL JOURNEY



- END-TO-END TRIP PLANNING
- CURATED TRAVEL TALES BY TOP BLOGGERS/VLOGGERS
- STAY INFORMED ABOUT INTERESTING TRAILS, HOTEL DEALS AND BEST PLACES TO VISIT
- OPPORTUNITY FOR TRAVEL AGENTS & HOTELIERS TO COME ON BOARD

Objectives

The main objective of the Department of Tourism is to increase tourist arrivals to the State, extend their duration of stay, create basic tourist infrastructure, promote and position Odisha as one of the preferred destinations among domestic & international tourist markets. To achieve the above objectives, the Tourism Department has adopted a multi-pronged strategy to promote tourism aggressively in the source markets.

DOMESTIC & FOREIGN TOURISTS VISIT TO ODISHA

| Year | Domestic | | Total | % growth | Foreign | % growth | Grand Total | % growth |
|--------------------------|-------------|----------------|-------------|----------|----------|-----------|-------------|----------|
| | From Odisha | Outside Odisha | | | | | | |
| 2015-16 | 72,40,304 | 48,27,391 | 1,20,67,695 | 9.20 | 67,364 | 6.72 | 1,21,35,059 | 9.09 |
| 2016-17 | 78,67,321 | 52,45,407 | 1,31,12,728 | 8.66 | 77,496 | 15.04 | 1,31,90,224 | 8.69 |
| 2017-18 | 85,56,603 | 57,04,943 | 1,42,61,546 | 8.76 | 1,02,995 | 32.90 | 1,43,64,541 | 8.90 |
| 2018-19 | 93,05,282 | 62,04,247 | 1,55,09,529 | 8.75 | 1,13,721 | 10.41 | 1,56,23,250 | 8.76 |
| 2019-20 (up to March'20) | 90,20,922 | 60,14,671 | 1,50,35,593 | (-3.06%) | 1,00,567 | (-11.57%) | 1,51,36,160 | (-3.12%) |

(DoT, Statistics)



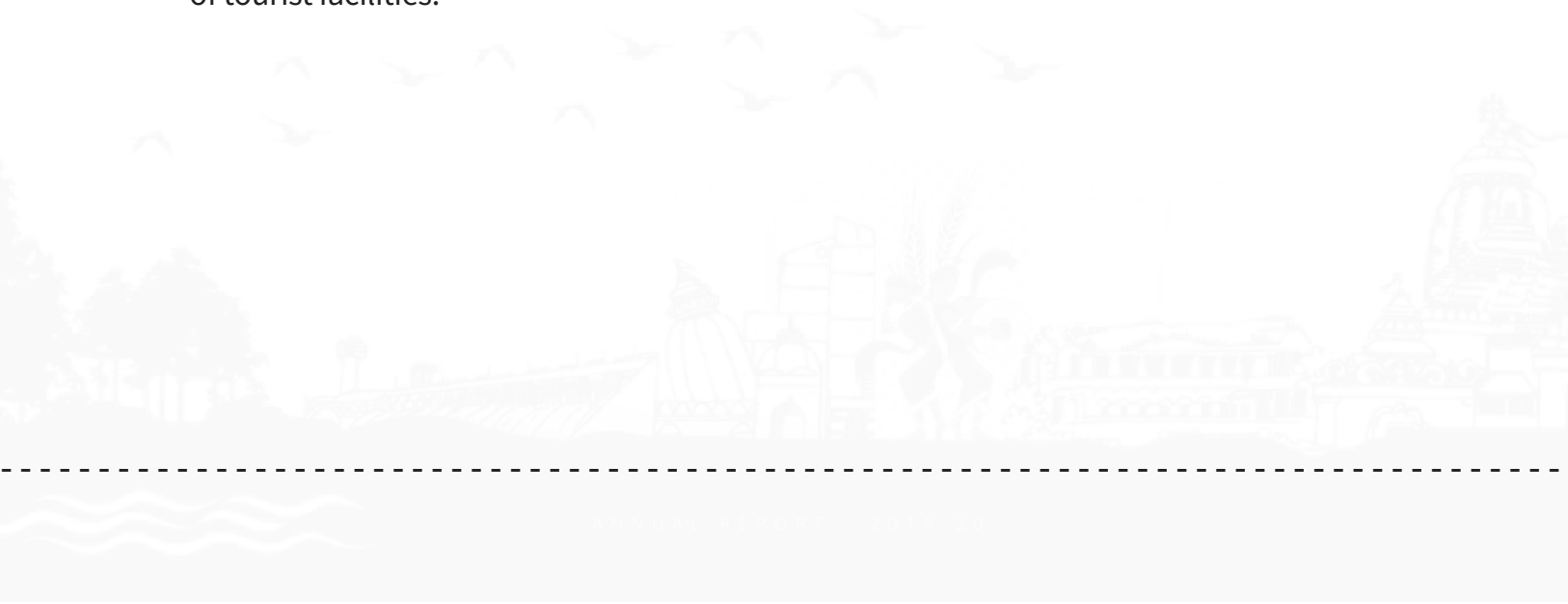
Sector Development Strategy

It is a well accepted fact that the tourism sector is basically government sector led and private sector driven industry where government acts as a catalyst and facilitator, formulate plans, policies and programmes for tourism development. The private sector plays a more proactive role where they invest money and get profit out of that.

The Department of Tourism has adopted a multi-pronged strategy for the sector promotion and development of tourism by creating required infrastructure and facilities within the State and organizes effective publicity and promotional campaign within and outside the State. The Department of Tourism is the nodal agency to formulate plan & policies for the development and promotion of tourism. In the process, the Department consults and collaborates with other stakeholders in the sector including various line departments and trade representatives for balanced development of tourism. To promote balance development of tourism infrastructure creation and give direction, a Odisha Tourism Policy has been launched in 2016. The policy aims to create an atmosphere which will attract more investment through liberalized incentives and benefits.

Tourist Centre: A place that holds potential to attract tourists from outside is generally known as 'Tourist Centre'. As on March' 2020, 358 places have been identified in the State as Tourist Centres.

The infrastructure of tourism development falls into two categories, basic and touristic. While road, electricity, water, external and internal transport, postal and tele-communication, medical care, etc. constitute basic facilities; accommodation, restaurant, public convenience, organised & guided tours, recreation and guide services, etc. constitute tourist facilities. Availability of basic facilities is a prerequisite for creation of tourist facilities.



With the creation of OTDC in 1979, the tourist facilities, like accommodation and transport, hitherto operated by the Department as promotional ventures, were entrusted to OTDC and commercial operations have begun from 01.09.1980. to operate on commercial basis. The Department, however, continues to create and operate new tourist facilities as for the benefits of tourists.

Tourism marketing and publicity is one of the major functions of the Department. The Department organizes fairs, festivals and special events directly and supports some tourism festivals organised by various stakeholders that leads to the promotion of tourism. Attractive advertisements both in print and electronic media, advertisements using hoardings, in-flight magazines, trade journals etc. for promotion of tourism are regularly released. In addition, various theme based documentary films on tourism are prepared and broadcasted. Under Hospitality schemes, the Department extends hospitality to Tour Operators, Travel Agents etc. via FAM trips to visit Odisha to get first hand information and on return give wide publicity which is much cheaper way of promoting a destination. Tourism stakeholders of the state are also supported financially to promote the state in various markets.

LOCAL TOURISM DEVELOPMENT COMMITTEES (LTDC)

Govt of Odisha has constituted LTDC's at the destination level with an objective of ensuring participation of local stakeholders in the planning, management and upkeep of destinations. Some of the tourist destinations where LTDC's are formed are Dhauli, Khandagiri & Udayagiri, Chilika (Barkul), Dhabaleswar, Bhattarika, Chandipur, Talsari, Tikarapada, Konark/Chandrabhaga, Ramchandi, Duduma, Gupteswar, in association with district administration to develop and promote tourist centres.



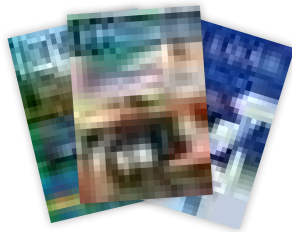
Highlights of Activities

Branding, Publication and Publicity

After rebranding Odisha Tourism as “India’s Best Kept Secret” the department initiated the publication of its quarterly newsletter “Odisha Unveiled” to inform diverse stakeholders within and outside the state of its various efforts towards developing and positioning Odisha as one of Asia’s most favored all season destinations offering unique best-in-class experiences to tourist and travelers across the spectrum.

Advertisement (Print Media)

Advertisement is one of the powerful channels of communication to create public awareness. The Department of Tourism has brought out 16 new creatives on Odishaaah! campaign on multiple themes for advertisement. Attractive and innovative advertisements released in the year 2019-20 for promoting Odisha as a tourist destination in the following magazines.



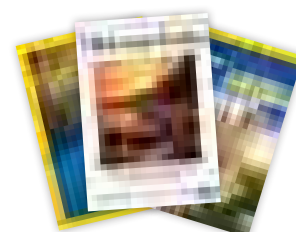
In- Flight

Hello 6E Catalogue (Indigo Flights),
Air Vistara, Shubh Yatra (Air India
Flights), Spiceroute (Spice Jet),
Go Getter (Go Air)



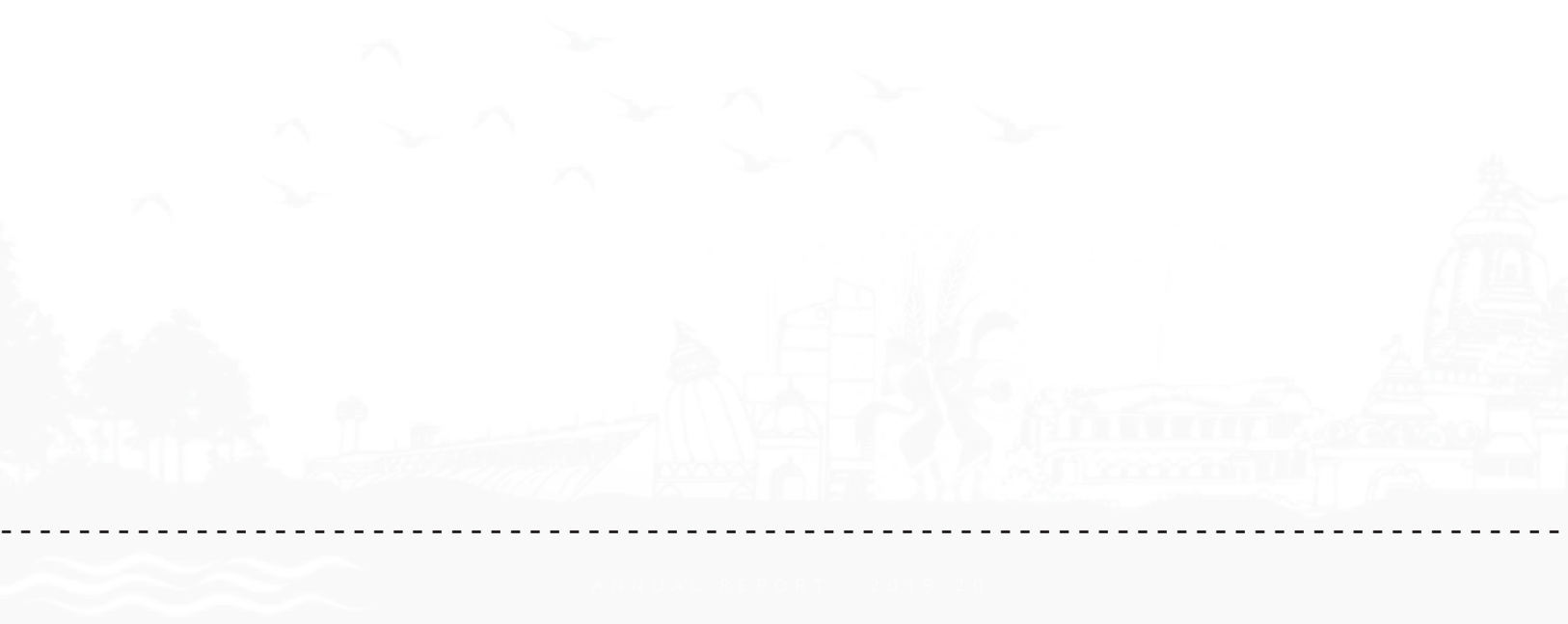
General

Exotica, Outlook, The Week,
Frontline, India Today-English



Travel

Discover India, Outlook Traveller, Lonely
Planet India, Travel+ Leisure
(India & South Asia), NG Traveller





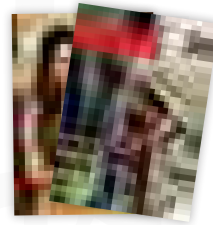
Tabloids

TTJ (Travel Trade Journal)



International

Conde Nast Traveller India



Regional

Chitrlekha (Gujarati & Marathi)

Advertisement (Electronic Media)

For promotion of the Odisha Tourism the following TV Channels have been used for electronic media campaign.

International Campaign



National Campaign



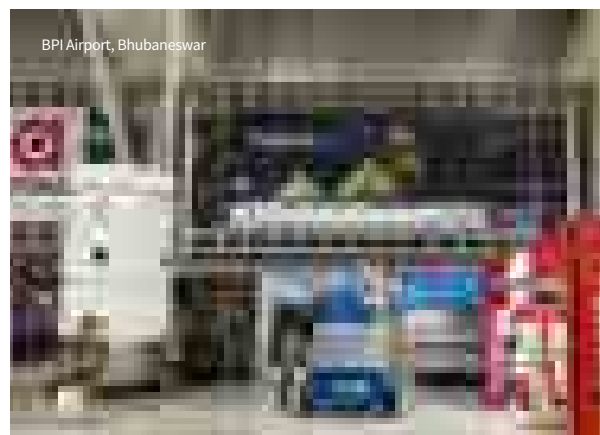
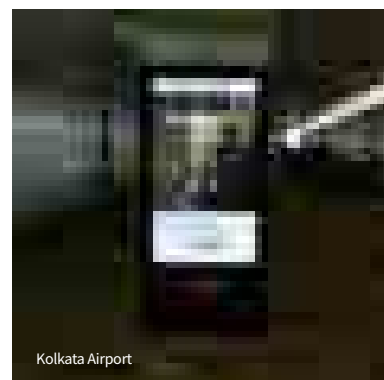
Outdoor Branding

Airport Branding at Mumbai, New Delhi, Kolkata & Bhubaneswar

With a view to Promoting Odisha Tourism in the national market in general and metro cities in particular, Odisha Tourism has undertaken Out of Home (OOH) branding at following airports :

- Indira Gandhi International Airport, New Delhi
- Chhatrapati Shivaji International Airport, Mumbai
- Netaji Subhash Chandra Bose International Airport, Kolkata
- Chennai International Airport, Chennai
- Rajiv Gandhi International Airport, Hyderabad
- Kempegowda International Airport, Bengaluru

Bhubaneswar's Biju Patnaik International Airport has also been extensively branded to showcase tourism to inbound visitors.



VISUALS OF OOH CAMPAIGNS IN VARIOUS AIRPORTS





VISUALS OF METRO CAMPAIGNS

Audio Visual

To creatively market the diverse tourism circuits and experiences that Odisha offers, the Department had commissioned empanelled agencies to produce audio visual films covering various destinations and segments including Wildlife and Eco-tourism, Heritage tourism, Ethnic tourism, Beach tourism, the Buddhist Circuit, Arts & Crafts of Odisha.

These audiovisuals have been launched online through YouTube as the principal Social Media channel for AV marketing.

Tourism Events & Trade Fairs participated & organized by Odisha Tourism

One of the key objectives of the Department is to market the State's tourism potential and engagement opportunities in the tourism & hospitality sector among different stakeholders across identified source markets. For this, Odisha Tourism along with key tourism trade stakeholders from the State organized or participated in the following events. The Department of Tourism provide a platform where stake holders of the state participate as co-exhibitor and promote the state.



National Level Events



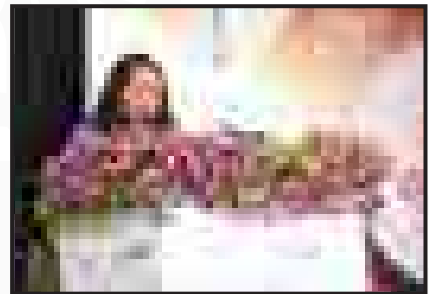
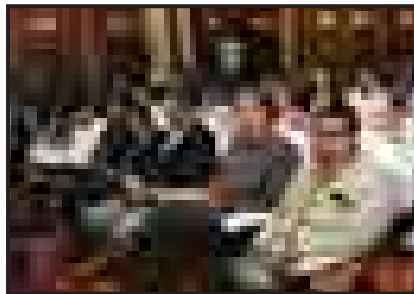
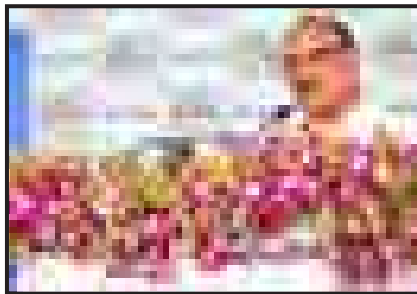
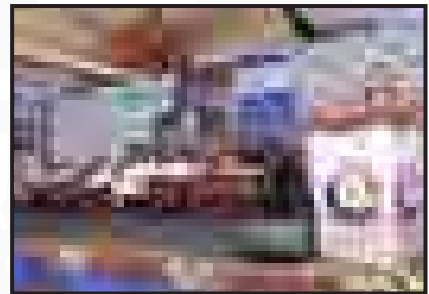
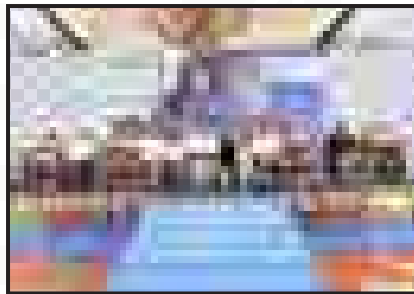
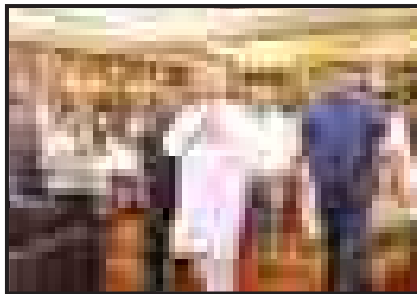
With Hon'ble Chief Minister Shri. Naveen Patnaik, on stage (Lto R) CMD Swosti Group Shri. JK Mohanty, Director Tourism Shri. S.R. Jadhav IAS, FICCI Tourism Committee Chairperson Smt. Jyotsna Suri, Hon'ble MoS Tourism, Govt. of Odisha Shri. JP Panigrahi, Chief Secretary Odisha Shri. Asit Tripathi IAS, Commissioner cum Secretary Tourism Shri. Vishal Dev IAS, MD OTDC Shri. Hemakanta Say IAS, Executive Director Mayfair Hotels Shri. Souvagya Mohapatra

Odisha Travel Bazaar (OTB) Bhubaneswar

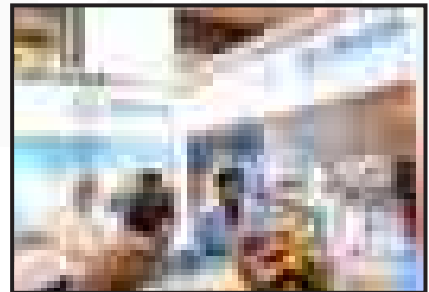
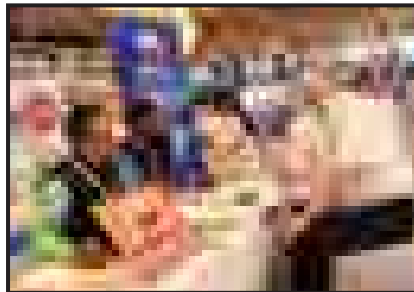
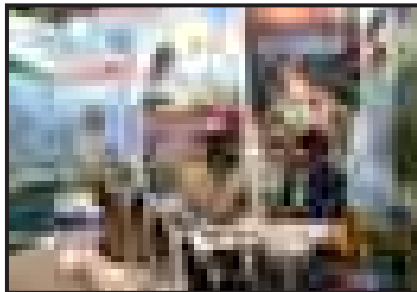
The Department of Tourism, Govt. of Odisha in association with Federation of Indian Chamber of Commerce & Industry (FICCI) organised 3rd edition of Odisha Travel Bazar (OTB) held at Hotel Mayfair Convention Centre and Hotel Swosti Premium, Bhubaneswar from 14th – 20th October 2019. The objective of organizing OTB is to promote Odisha as a premier tourist destination by interacting with potential buyers in B2B platforms. The event was participated by 60 Domestic Tour Operators from 19 cities across India and 26 Foreign Tour Operators from 16 countries, travel writer and international airline as Hosted Buyers. 55 Tour Operators and Hoteliers from Odisha exhibited as Sellers showcasing the tourism products of Odisha. For educating & creating awareness about the products of Odisha, 05 (five) pre-event FAM trips of 2 days and 3 nights were organised each for the Foreign Tour Operators and Domestic Tour Operators for visiting the tourist destinations across the State. Heritage walk for 2 days for the foreign and domestic tour operators was organised. There were 2904 pre-scheduled, structured B2B meetings that were successfully held between the buyers and sellers over the three days of the bazaar.

Glimpses of Odisha Travel Bazaar (OTB)

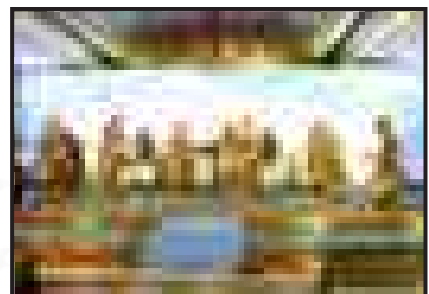
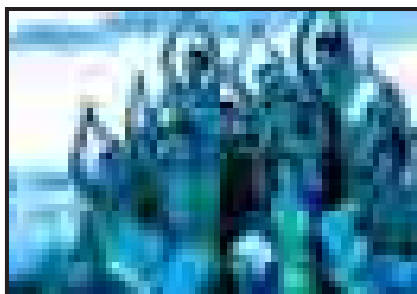
Inauguration



Business-to-Business Meetings



Cultural Programme

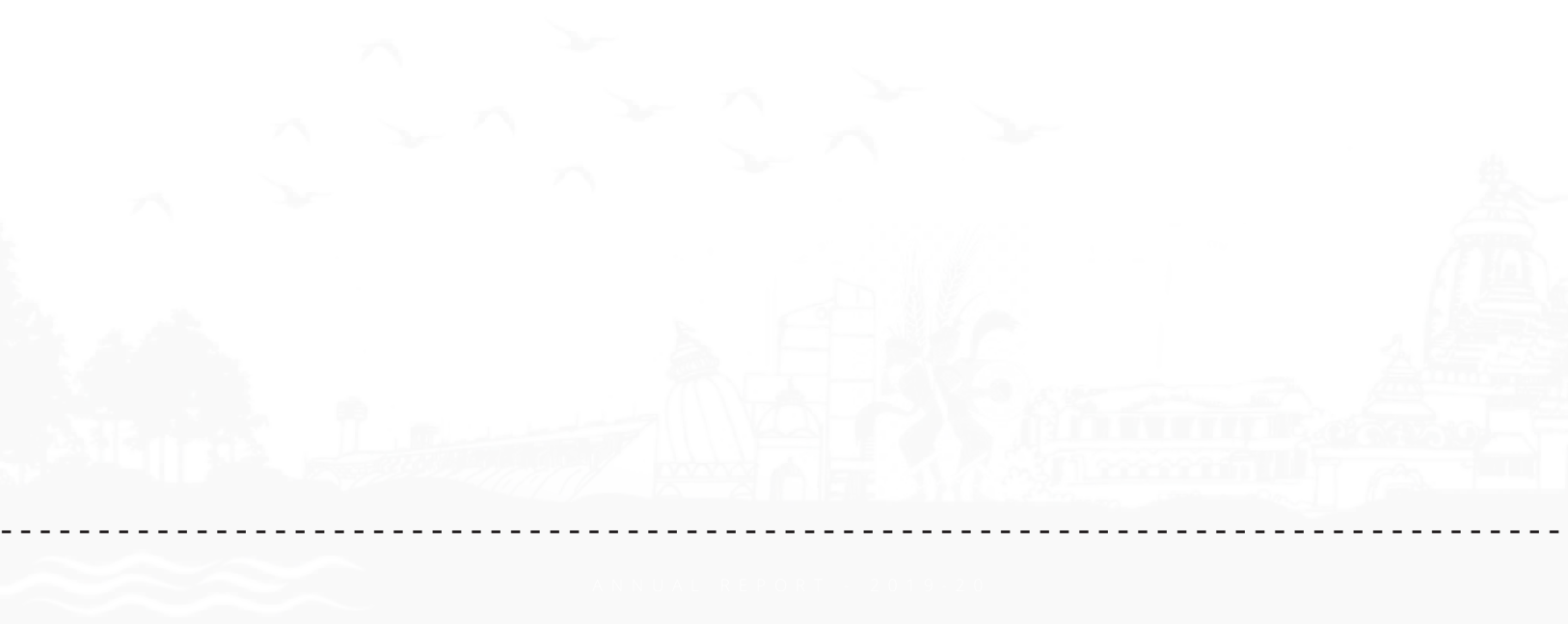


Participation in Travel & Tourism Fairs

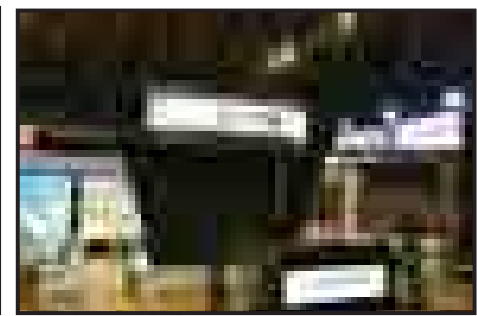
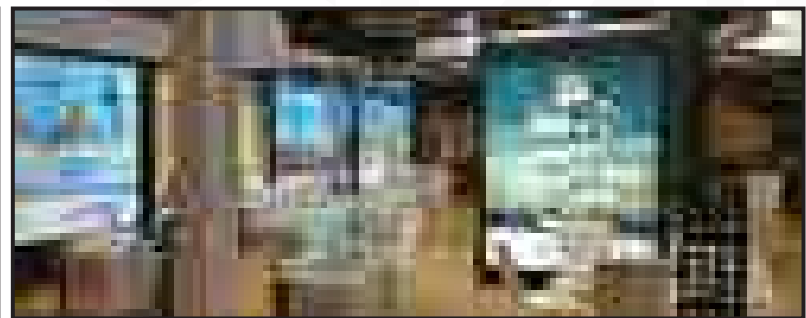
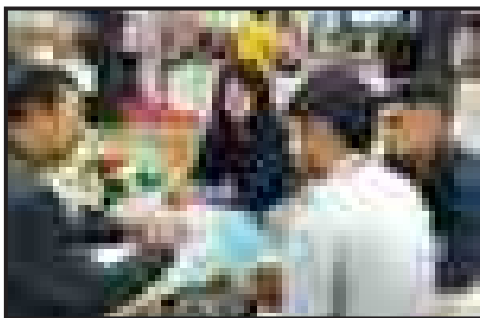
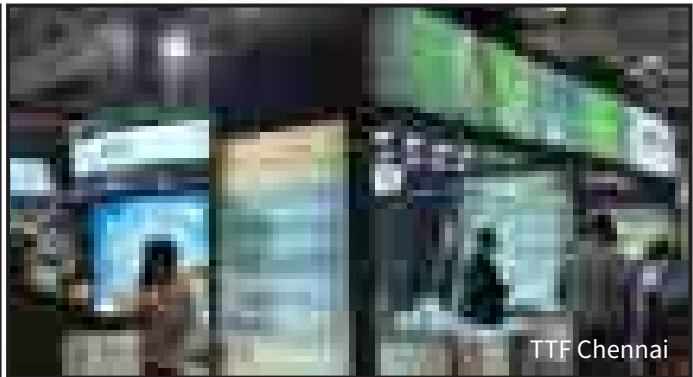
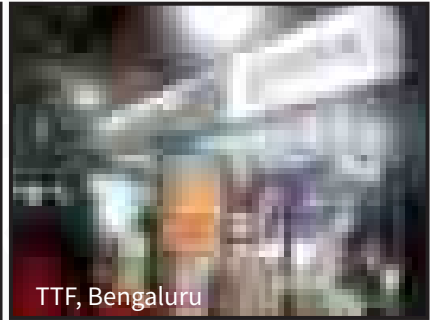
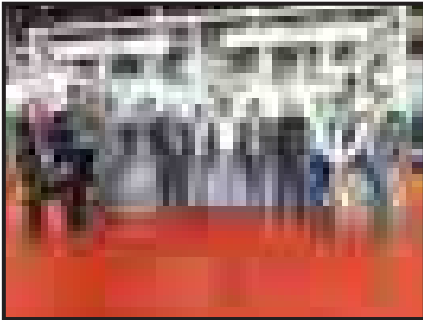
The domestic tourism and travel trade market in India is very strong and vibrant. With a view to attracting more domestic tourists, Odisha Tourism has participated in a number of tourism events in B2B & B2C platforms along with the Stakeholders of the State.

Participation in Travel & Tourism Fairs

| Sl.No. | Name of the Event | Date |
|--------|------------------------------|------------------------------|
| 1 | ABP Tourist Spot Kolkata | 28 - 30 June 2019 |
| 2 | TIM (FICCI), Delhi | 1 - 2 July 2019 |
| 3 | TTF, Hyderabad | 5 - 6 July 2019 |
| 4 | TTF, Ahmedabad | 30 Aug - 1 September 2019 |
| 6 | TTF, Pune | 20 -22 September 2019 |
| 7 | TTF, Surat | 6 - 8 September 2019 |
| 8 | IATO Convention, Kolkata | 12-14 September 2019 |
| 9 | ITM, Delhi | 23 - 25 September 2019 |
| 10 | OTB Bhubaneswar | 14 - 20 October 2019 |
| 11 | SATTE New Delhi | 8 - 10 January 2020 |
| 12 | TTF, Bengaluru | 17 - 19 January 2020 |
| 13 | TTF, Chennai | 24 - 26 January 2020 |
| 14 | TTF BLTM/New Delhi | 30 January - 1 February 2020 |
| 15 | TTF & OTM, Mumbai | 3 - 5 February 2020 |
| 16 | Bengal Travel Mart, Siligudi | 22 - 24 February 2020 |



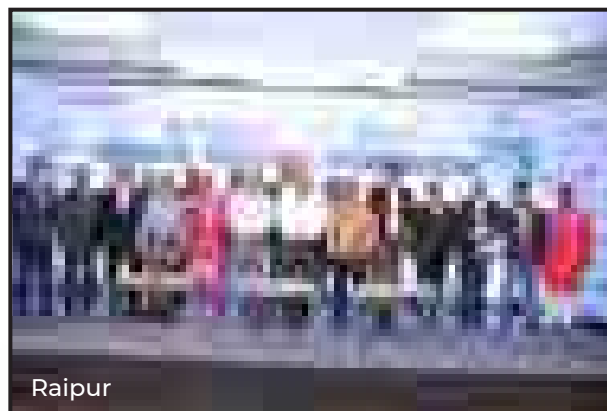
Glimpses of Travel & Tourism Fairs

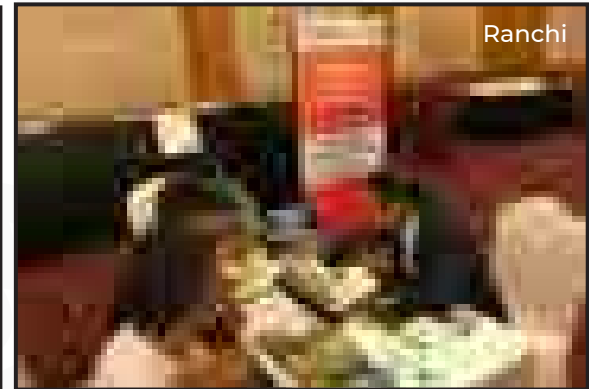
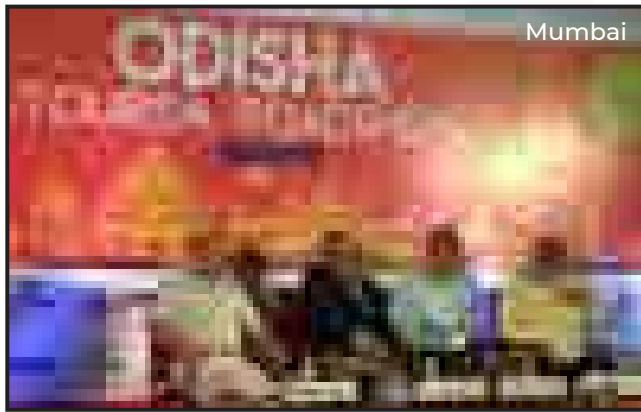


Road Shows at National Level

Odisha Tourism in collaboration with FICCI organized Road shows in different states of India. List of Odisha Tourism roadshows during 2019-20 are given below;

| SL. No. | Name of the Road Shows | Date | Venue |
|---------|------------------------|-------------------|------------------------------|
| 1. | Mumbai (South) | 28 June 2019 | Trident Hotel, Nariman Point |
| 2. | Mumbai (Central) | 29 June 2019 | Mumbai Taj Land Ends |
| 3. | New Delhi | 15 July 2019 | FICCI Federation House |
| 4. | Kochi | 29 July 2019 | Radisson Blu |
| 5. | Kolkata | 29 August 2019 | Lalit Grand Kolkata |
| 6. | Guwahati | 30 August 2019 | Radisson Blu |
| 7. | Bengaluru | 23 September 2019 | Taj MG Road |
| 8. | Hyderabad | 04 October 2019 | Taj Krishna |
| 9. | Chennai | 23 November 2019 | Hilton |
| 10 | Raipur | 10 January 2020 | Mayfair Lake Resort, Raipur |
| 11. | Varanasi | 28 January 2020 | The Clarks Hotel |



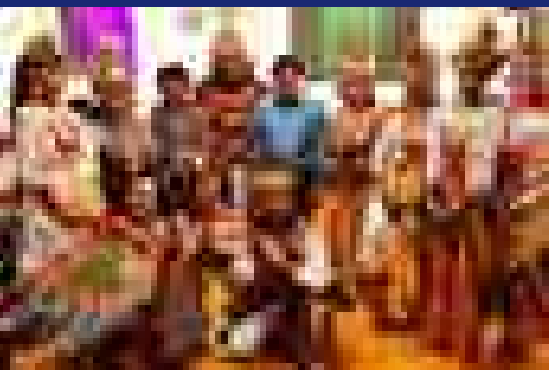
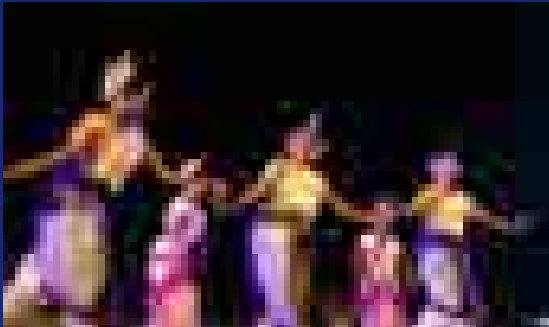


State Level Events

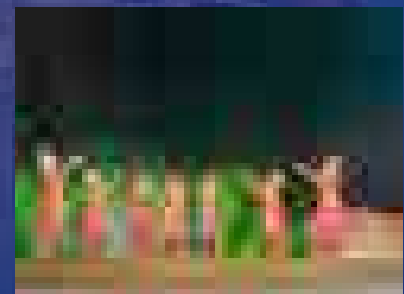
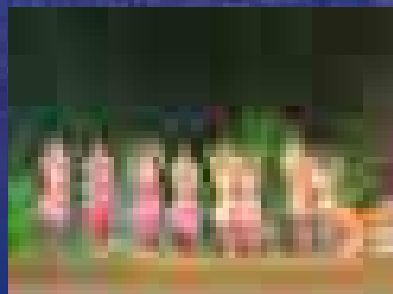
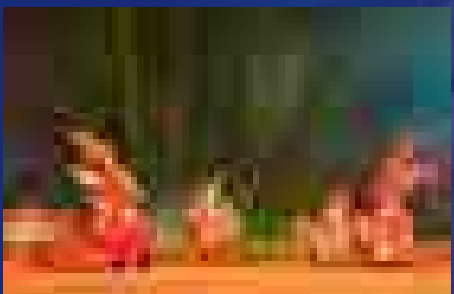
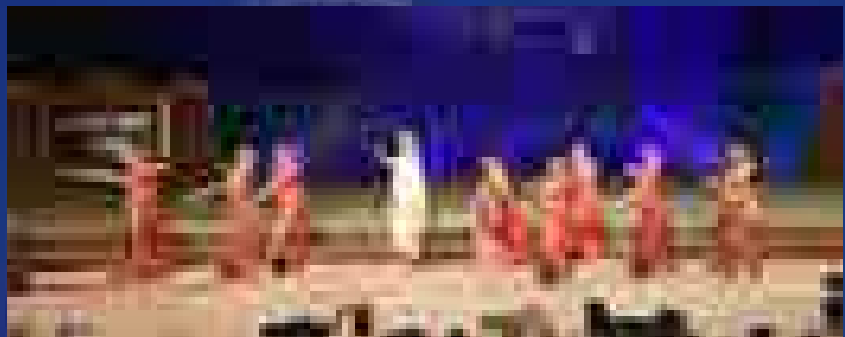
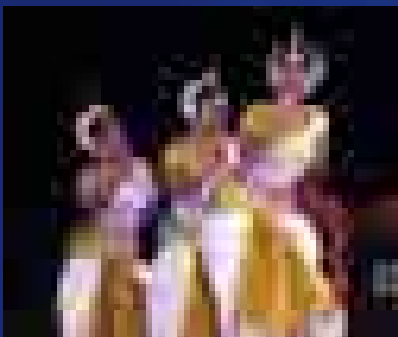
| Sl. No. | Name of the Event | Date | Venue |
|---------|-----------------------------------|-------------------------------|---------------------------------------|
| 1. | World Tourism Day | 27 September 2019 | All Over State |
| 2. | Bali Yatra Festival | 12 - 22 Nov 2019 | Cuttack |
| 3. | Konark Festival | 1 - 5 December 2019 | Open Air Auditorium, Konark |
| 4. | International Sand Art Festival | 1 - 5 December 2019 | Chandrabhaga Beach, Konark |
| 5. | Marine Drive Eco-Retreat, Konark | 14 Dec 2019 -15 February 2020 | Puri-Konark Marine Drive |
| 6. | 14th Toshali National Crafts Mela | 15 - 27 December 2019 | Janata Maidan, Bhubaneswar |
| 7. | Mukteswar Dance Festival | 14 - 16 January 2020 | Mukteswar Temple Complex, Bhubaneswar |
| 8. | Rajarani Music Festival | 18 - 20 January 2020 | Rajarani Temple Complex, Bhubaneswar |
| 9. | Odisha Adivasi Mela 2020 | 26 Jan - 9 February 2020 | IDCO Exhibition Ground, Bhubaneswar |
| 10. | MSME Trade Fair | 28 Jan - 3 February 2020 | IDCO Exhibition Ground, Bhubaneswar |
| 11. | Dhuli-Kalinga Mahotsav | 11 - 13 February 2020 | Dhuli Foothill |
| 12. | Gurukul Mahotsav | 10 March 2020 | Bhubaneswar |

KONARK FESTIVAL

Open Air Auditorium, Konark
1- 5 December, 2019



| | | |
|------------|------------------------------------|---|
| 01.12.2019 | Odissi | Srjan, Bhubaneswar |
| | Kathak | Guru Shama Bhate & Group, Pune |
| 02.12.2019 | Classical/ Folk Dance of Indonesia | Widya Budaya Group, Bali, Indonesia |
| | Odissi | Aloka Kanungo & Group, Kolkata |
| 03.12.2019 | Odissi | Nrutyanilaya - Smt. Swapnarani Sinha & Group, Angul |
| | Mohiniattam | Jayaprabha Menon & Group, New Delhi |
| 04.12.2019 | Kuchipudi | Raja & Radha Reddy & Group, New Delhi |
| | Odissi | Tridhara - Gajendra Panda & Group, Bhubaneswar |
| 05.12.2019 | Bharatnatyam | Vaibhav Arekar & Group |
| | Odissi | GKCM ORC, Bhubaneswar |



INTERNATIONAL SAND ART FESTIVAL

1ST-5TH DECEMBER 2019

CHANDRABHAGA BEACH, KONARK, ODISHA

123 artists from across India and one artist each from USA, Ireland, Denmark, Russia, Canada, Togo and Sri Lanka displaying their sand art across five days, this year in 2019.

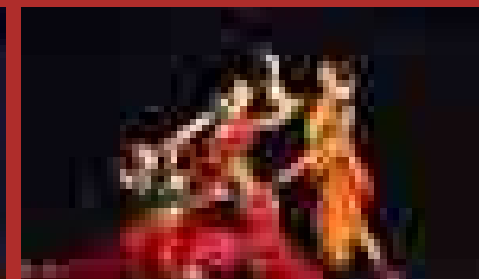
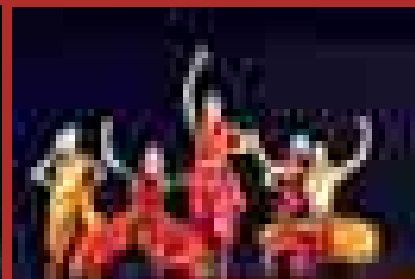
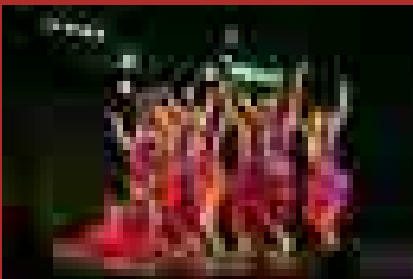
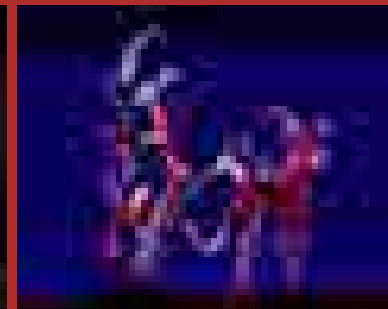
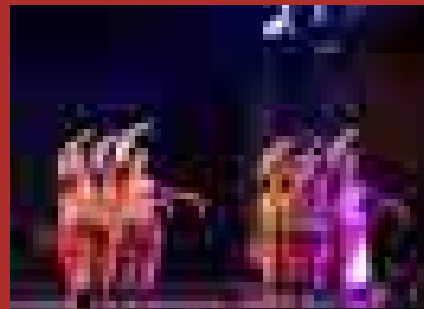
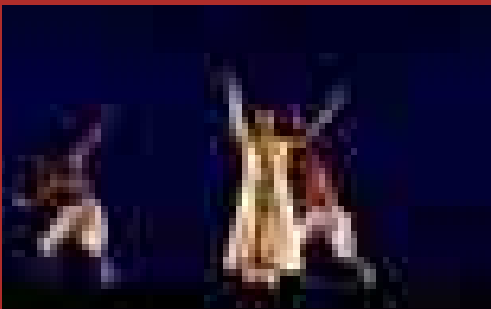
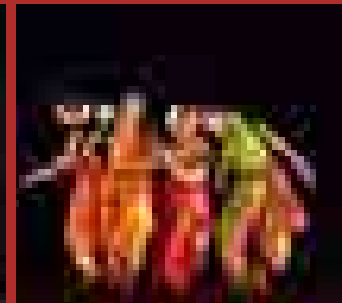
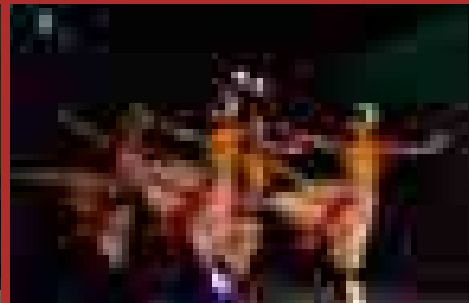
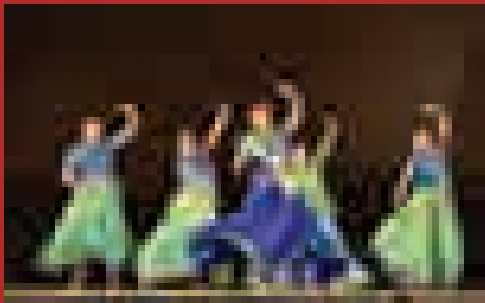
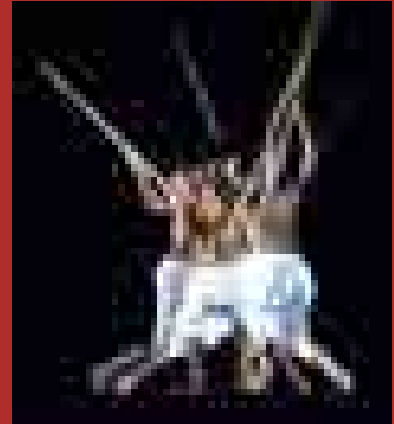
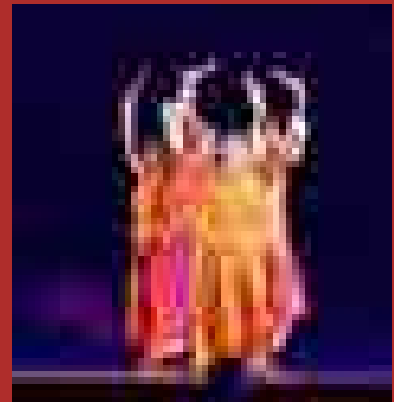


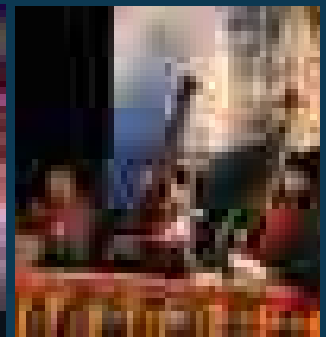
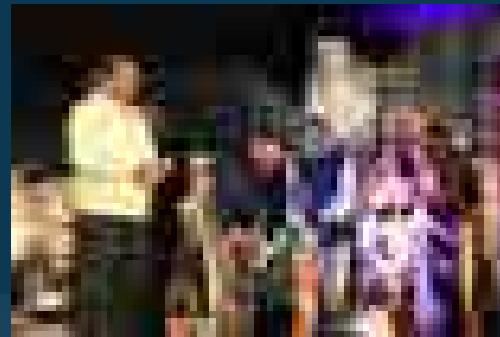
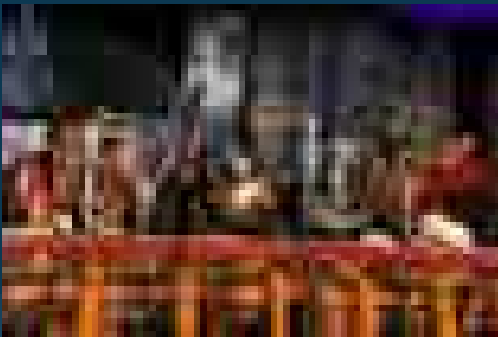
10th

Dhauli-Kalinga Mahotsav 2020

10th to 12th February

| | | | |
|------------|--|---|--|
| 10.02.2020 | Pallavi, an offering: Orissa Dance Academy, Bhubaneswar & Srjan, Bhubaneswar No. of Artist:21 | Kathak Dance: Rajashree Shirke & Group, Lasya Centre for Dance Educa- tion and Research, Mumbai No. of Artist=11 | Contemporary Dance: Astad Deboo & Group, Mumbai No. of Artist=06 |
| 11.02.2020 | Shanti Mantra: Orissa Dance Academy, Bhubaneswar No. of Artist:37 | Odissi Dance: Sharmila Biswas & Group, Odissi Vision and Move- ment Centre, Kolkata No. of Artist:16 | Kalaripayatu: Ranjan Mullaratt & Group, Kalari Guruku- lam, Bengaluru No. of Artist:09 |
| 12.02.2020 | Mardala Badana: Guru Satchidananda Das & Group, Mardeli, Bhu- baneswar No. of Artist:10 | Bharatnatyam: Ram Vaidyanathan & Group, Ganesh Natyalaya, New Delhi No. of Artist=07 | Mayurbhanji Chhau Dance: Bibhudatta Das & Group, Maa Vairabi Chhau Nrutya Pratisthan, Mayurbhanj No. of Artist:21 |

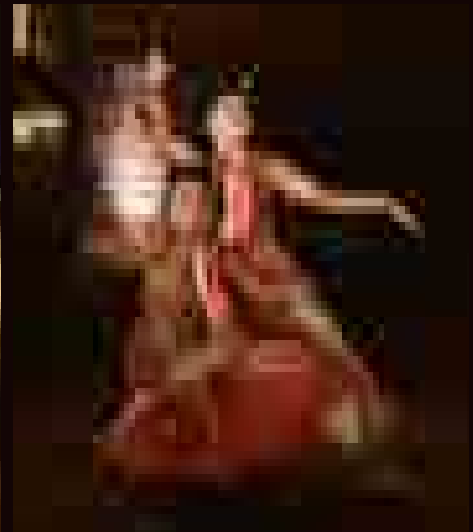
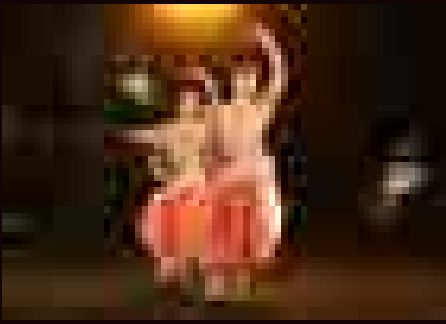
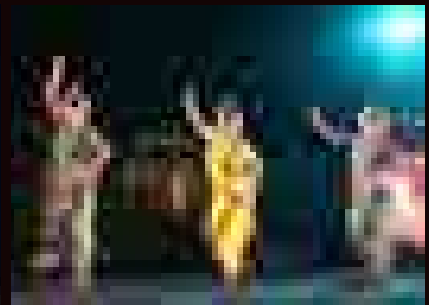
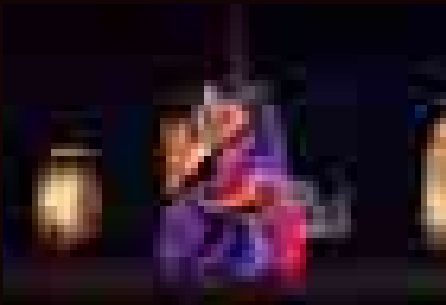




Rajarani Music Festival

Rajarani Temple Premises 18th to 20th January 2020

| | | |
|-------------------|-------------------------|---|
| 18.01.2020 | Carnatic Vocal | Dr. Sowmya Iyer |
| | Violin | Kailash Patra, Mumbai |
| 19.01.2020 | Odissi Vocal | Nazia Sayeed |
| | Hindustani Instrumental | Pt. Bhajan Sopori & Pt. Abhay Sopori |
| 20.01.2020 | Flute | Pt. Rajendra Prasanna |
| | Hindustani Vocal | Kaushiki Chakraborty |



Mukteswar Dance Festival

11th to 14th January 2020

| | | |
|------------|-------------------------------|---|
| 14.01.2020 | Chorus (Shiva Vandana) | Prafulla Kar & Group |
| | Solo Odissi | Sangeeta Das, Pondicherry |
| | Duet Odissi | Lima Bhol & Arupa Gayatri |
| | Group Odissi | Parvati Dutta & Group |
| 15.01.2020 | Chorus (Shiva Vandana) | Bikash Shukla & Group |
| | Solo Odissi | Pallavi Das, USA |
| | Duet Odissi | Suraj Sahu & Manoj Pradhan |
| | Group Odissi | Guru Pankaj Charan Odissi Research Foundation |
| 16.01.2020 | Chorus (Shiva Vandana) | Ramhari Das & Group |
| | Solo Odissi | Soumya Bose, Kolkata |
| | Duet Odissi | Santosh Kumar Ram & Samir Kumar Panigrahi |
| | Group Odissi | Kumkum Mohanty (Gita Govinda) & Group |



Marine Drive Eco Retreat, Konark 2019

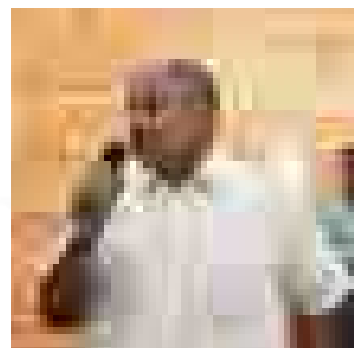
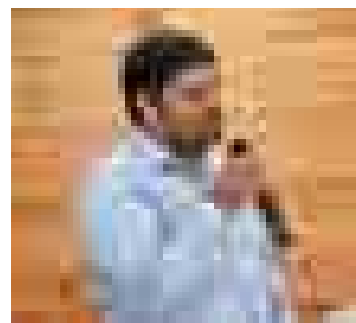
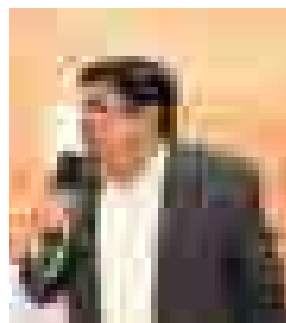
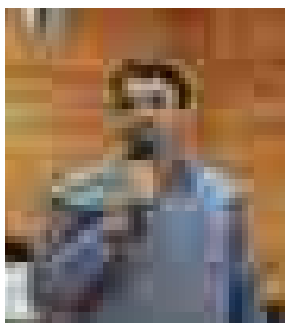
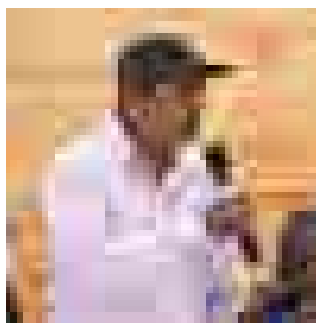
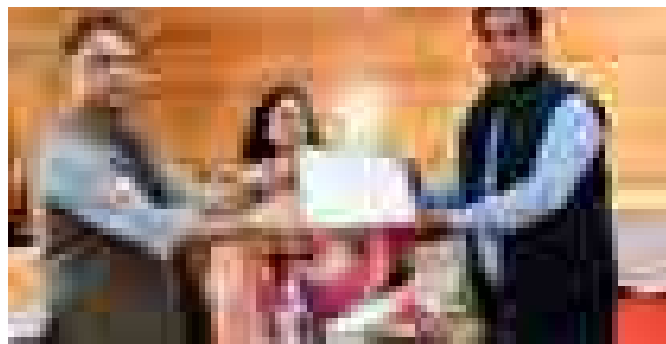
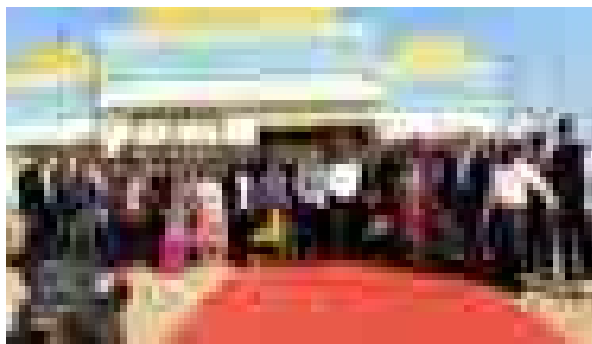
The Marine Drive Eco Retreat, Konark 2019 was envisioned as Eastern India's first glamorous camping festival, and comprised 55 luxury tented accommodations on the pristine Ramchandi Beach, a music festival with 12 high profile performances, a vibrant food & beverage festival and beach markets, apart from a host of water sports, adventure activities and trails to key tourist destinations. Inaugurated on 15 December 2019 and buoyed by enthusiastic public response, the Eco Retreat was extended twice, and finally concluded on 15 February 2020, with an overall occupancy of over 75%. The Marine Drive Eco Retreat is a model in sustainable tourism, being a zero waste discharge Tourism product. It also emerged to be a template in 5T implementation, with the project being developed in just 45 days, driven by team work and technological leverage. All approvals and procurement were conducted in a transparent manner.

The Marine Drive Eco Retreat hosted following important events;

- All Odisha Tourist Officers Conference, 13-14 January 2020
- National Tourism Conference, 23 - 24 January 2020
- Uttarayana Kite Fest, 15 January 2020

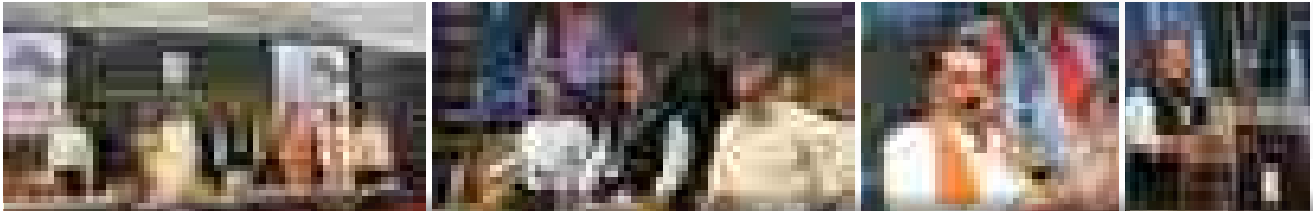


Glimpses of All Odisha Tourist Officers Conference

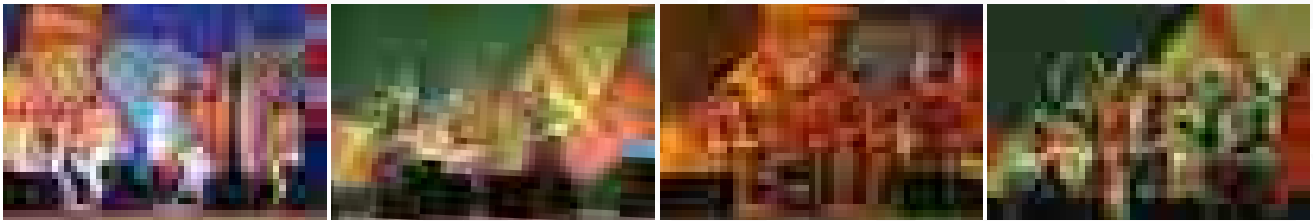


Glimpses of National Tourism Conference

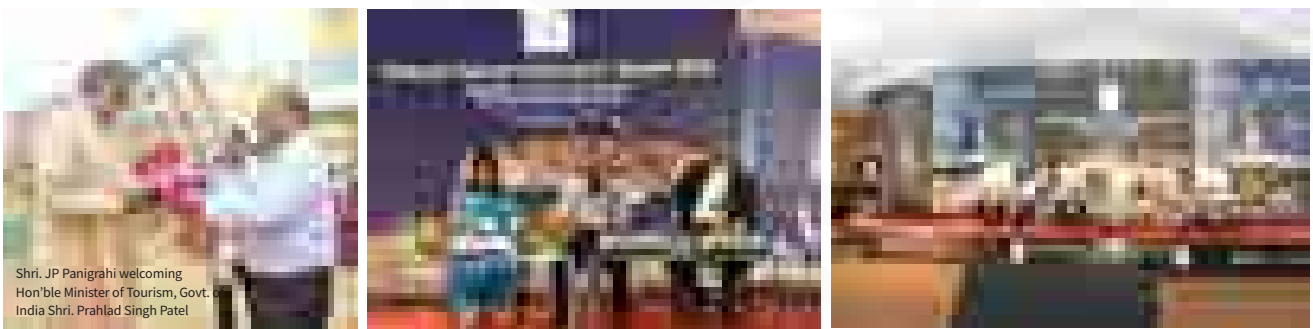
Day 1



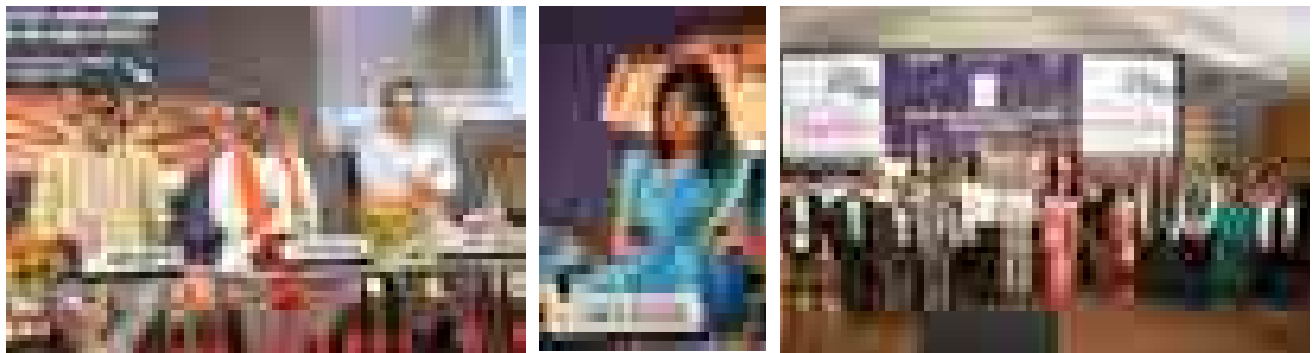
With H.E. Governor of Odisha Dr. Ganeshi Lal , Hon'ble MoS Tourism, Govt of Odisha Shri. JP Panigrahi, MoS Tourism, Govt. of Gujarat Shri. Vasanbhai Ahir, Chairperson OTDC Smt. Shreemayee Mishra, Commissioner cum Secretary Tourism, Shri. Vishal Dev IAS, CMD Swosti Group Shri. JK Mohanty



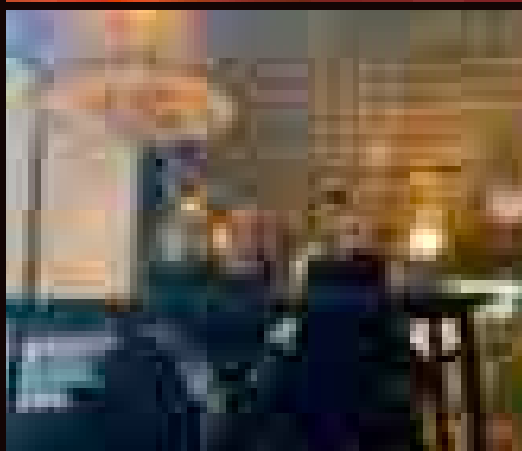
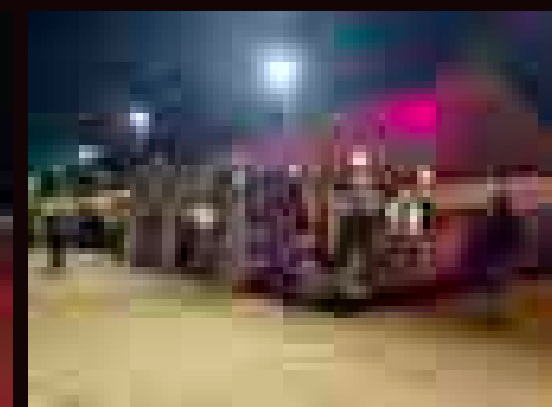
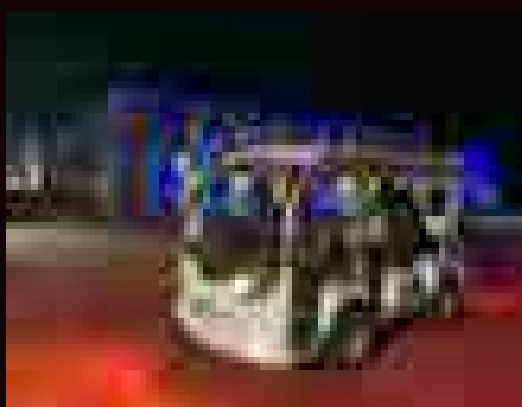
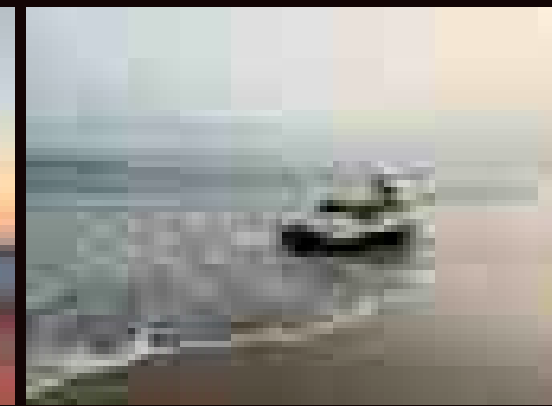
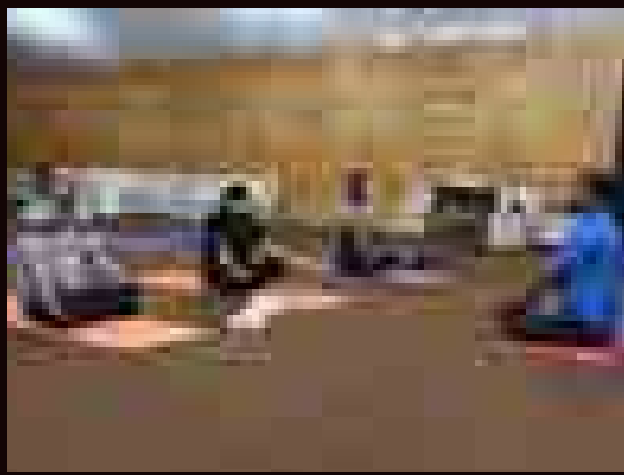
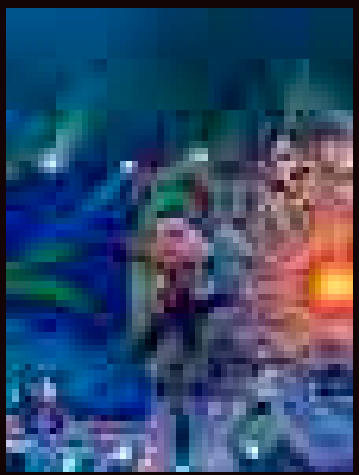
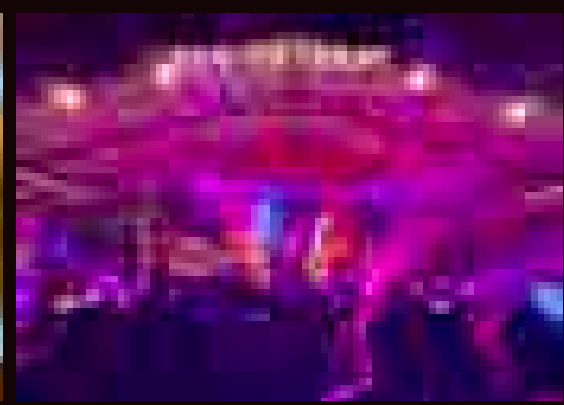
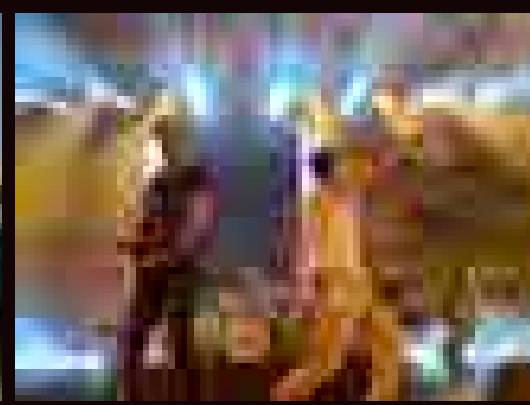
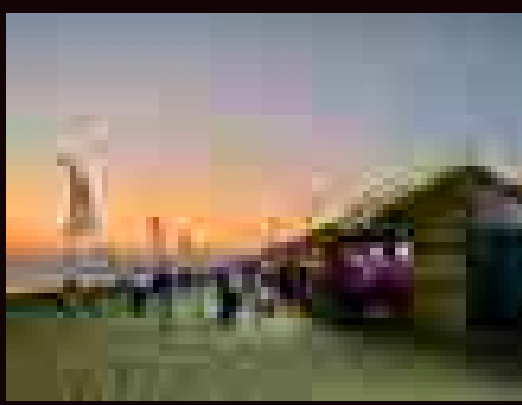
Day 2

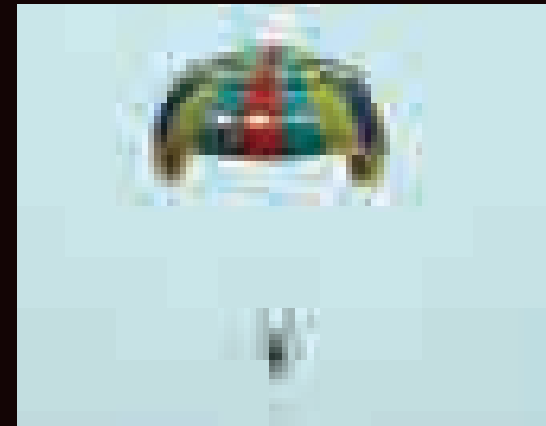
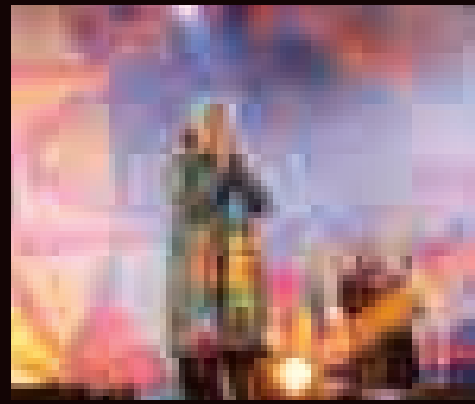
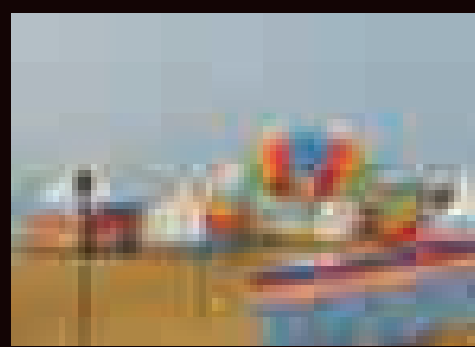
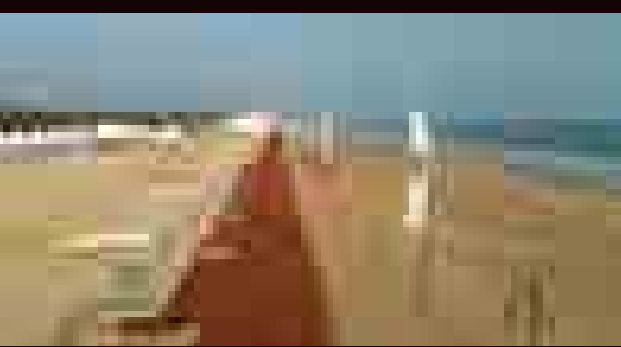


Shri. JP Panigrahi welcoming Hon'ble Minister of Tourism, Govt. of India Shri. Prahlad Singh Patel



Shri. JP Panigrahi welcoming Additional DG, Ministry of Tourism, Govt of India Smt. Rupinder Brar IRS





INTERNATIONAL EVENTS

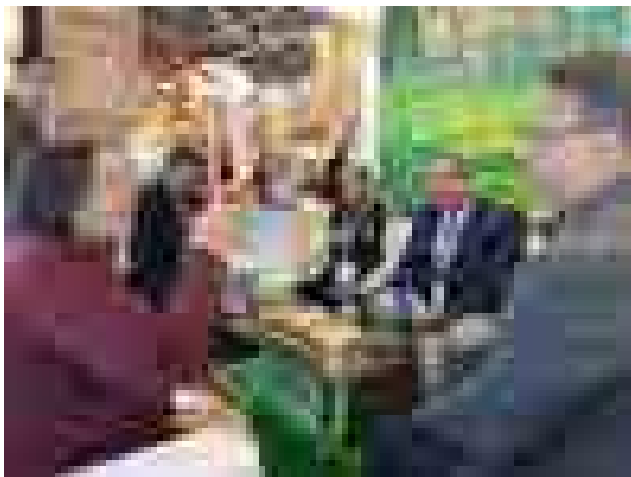
To woo more tourists from abroad and create awareness about Odisha, the DOT has participated in the following international tourism fairs and exhibitions.

WTM London

Odisha Tourism then promoted its bouquet of experiences at the annual global tourism fair, WTM London from 4 to 6 November 2019. The Odisha Tourism delegation led by Hon'ble Tourism Minister Shri. Jyoti Prakash Panigrahi and Commissioner cum Secretary Shri Vishal Kumar Dev IAS conducted 40 meetings with Media, Travel Trade Firms and others.



(L to R) Secretary Tourism, Govt. of India Shri. Yogendra Tripathi IAS, Hon'ble MoS Tourism, Govt. of Odisha Shri. JP Panigrahi, Commissioner cum Secretary Tourism, Govt. of Odisha Shri. Vishal Dev IAS





AWARDS & ACCOLADES

Odisha Tourism has got the distinction of being awarded under Best Stall Design & Decoration Category in Travel & Tourism Fairs organised at National Level.

‘Best Decoration Award’

TTF Ahmedabad

‘Best Decoration Award’

TTF Bengaluru

‘Best Decoration Award’

OTM Mumbai

‘Best Decoration Award’

TTF Chennai

Other Activities

International Hockey Federation (FIH)

Odisha Tourism has become a global partner of International Hockey Federation (FIH) for a period of 5 years. The global partner status will provide significant visibility and benefits to Odisha Tourism at the global level across different mediums-print, electronic and digital. However, considering that the State Govt. has conveyed its willingness to host the next Hockey World Cup in January 2023, if the same is awarded to India, we may accept the proposal of FIH for being its global partner, subject to the World Cup being awarded to India.

Day-Tour Packages

OTDC in coordination with Ecotour Odisha has launched ex-Bhubaneswar eco-trails to key wildlife and ecotourism destinations such as Bhitarkanika National Park, Satkosia Tiger Reserve, Chilika Lake's Barkul, Satapada and Rajhans Island. The trails organised on weekends have drawn almost 100% capacity within a few weeks of launch.

EXPLORE ODISHA'S WILDERNESS

IN A DAY WITH OTDC

| | |
|---|--|
| <p>SATKOSIA EVERY SATURDAY & SUNDAY (7.00 A.M. – 6.00 P.M.)</p> | <p style="border: 1px solid black; padding: 5px;">INR 1450/- PER PERSON</p> |
| <p>BHITARKANIKA EVERY SATURDAY & SUNDAY (5.30 A.M. – 10.00 P.M.)</p> | <p style="border: 1px solid black; padding: 5px;">INR 700/- PER PERSON</p> |
| <p>MANGALAJODI (CHILIKA) EVERY SATURDAY & SUNDAY (8.00 A.M. – 4.00 P.M.)</p> | <p style="border: 1px solid black; padding: 5px;">INR 1270/- PER PERSON</p> |
| <p>RAJHANS ISLAND (CHILIKA) EVERY SATURDAY & SUNDAY (6.00 A.M. – 06.00 P.M.)</p> | <p style="border: 1px solid black; padding: 5px;">INR 1450/- PER PERSON</p> |
| <p>BARKUL (CHILIKA) EVERY SATURDAY & SUNDAY (7.00 A.M. – 7.00 P.M.)</p> | <p style="border: 1px solid black; padding: 5px;">INR 1450/- PER PERSON</p> |

Package Includes

- Breakfast, Lunch, Entry Fees, Boating and Guide service
- Air conditioned Transport for all tours.

Package doesn't include

Jet Ski, Banana boat and Speed boat rides at Barkul

Pickup Point : Starting from Panlhanivas Bhubaneswar.

For More Information & Booking Contact

LANDLINE : 0674 - 2431515, 2430764, 2435618

MOBILE : 7978037089, 9437206100, 8847862669, 904010826, 9439573619

Collaboration:

- 1. India Meteorological Department (IMD)** has signed an agreement with Dept. of Tourism, Govt. of Odisha to develop and customize Climate and weather-related information for the sites of tourist interest. Under this agreement, the common interests are customize Weather conditions of the pre-approved site and through Automatic weather Stations, visual dissemination of the weather information through the installation of IP based outdoor display panels and their installation at the approved premises of DOT, Improved access to tourist related weather services along with other Point of Interest(POI), development of tourist's specific weather and climatic indices in line of comfort index and air quality index to reflect the quality of environmental factors.
- 2. Technical Collaboration with Kerala Shipping & Inland Navigation Corporation:** The Department has signed an MoU with Kerala Shipping & Inland Navigation Corporation (KSINC) to acquire technical support in planning and developing diverse water tourism and recreation products. Besides Asia's largest brackish water lagoon Chilika lake, the state boasts a 482 km coastline and eight major reservoirs 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.
- 3. MoU with Indian Heritage Cities Network Foundation (IHCNF):** The Department, with a view to upgrade facilities, services and experiences pertaining to heritage tourism in the state, has signed an agreement with IHCNF, which aims to undertake planned development, upgrade and conservation of Odisha's vibrant heritage tourism ecosystem, thereby popularizing responsible tourism and conservation in and around heritage sites and destinations

Odisha aah!

Dhauli Shanti Stupa, Bhubaneswar

15 Buddhist sites. 6 Jain sites. 1000 temples. 15 museums...
there's a surprise at every corner.



Sponsorship and Financial Assistance

The Department of Tourism, in its pursuit to promote the State's cultural heritage and other facets, offers sponsorship and financial assistance for the organization of relevant events, fairs and festivals. Various events/ festivals supported & sponsored by Odisha Tourism during the current year 2019-20.

| SL. No. | Name of the Events/Festivals | Venue |
|---------|---|------------------|
| 1 | Chandipur Beach Festival | Chandipur |
| 2 | Talsari Beach Festival | Talsari |
| 3 | Parab Festival | Koraput |
| 4 | Bargarh Dhanu Yatra Festival | Baragarh |
| 5 | Chilika Mahotsav | Satapada |
| 6 | Raja Mahostav | Dhauri |
| 7 | Sikandar Alam Jayanti | Bhubaneswar |
| 8 | Guru Dakshina Ustav | Bhubaneswar |
| 9 | Guru Kelucharan Mohapatra Award Festival | Bhubaneswar |
| 10 | Guru Deba Prasad Award Festival | Bhubaneswar |
| 11 | Yamini Music Festival | Bhubaneswar |
| 12 | Sangam Festival | Bhubaneswar |
| 13 | All India Paika Mega Paika Akhada Award | Khorda |
| 14 | Odisha Literary Festival | Bhubaneswar |
| 15 | Kalinga Book Fair | Bhubaneswar |
| 16 | 3rd Shelduck Folk Carnival | Barkul |
| 17 | 23rd Gunjan Dance & Music Festival | Cuttack |
| 18 | Anjali Children's Festival at Bhubaneswar | Bhubaneswar |
| 19 | Samarpan-2020 | Bhubaneswar |
| 20 | 25th Glory Fest | Puri |
| 21 | 6th Utkal Folk Dance Festival | Bhubaneswar |
| 22 | E- Summit'2020 | IIT, Bhubaneswar |
| 23 | Alma Fiesta | IIT, Bhubaneswar |
| 24 | 15th BGC Corporate Golf Tournament | Bhubaneswar |
| 25 | 8th Zilla Mahostav, Anugul | Anugul |
| 26 | Makar Mahostav-2020 | Atri |
| 27 | 4th All India Classical Dance Festival | Bhubaneswar |
| 28 | Food Festival at IHM-Bhubaneswar | Bhubaneswar |
| 29 | Satkosia Mahotsav | Anugul |
| 30 | Ghumura Utsav-2020 | Kalahandi |
| 31 | Badaosha Festival | Dhableswar Pitha |
| 32 | Barabati Nrutyotsaba | Cuttack |
| 33 | 43rd Spring Festival | Rourkela |
| 34 | 2nd Drama Festival | Bhubaneswar |
| 35 | Chandan Prativa Utsav | Bhubaneswar |
| 36 | Jewels of Odisha | Bhubaneswar |
| 37 | Mettle Meet-2019 | Bhubaneswar |
| 38 | Kalinga Literary Festival & Art Festival | Bhubaneswar |
| 39 | Lulung Painter's Camp | Similipal |
| 40 | Satasahi Katak Nrutyotsav | Cuttack |
| 41 | 20 most inspirational persons of Odisha | Bhubaneswar |
| 42 | Ei Amari Gaon | Bhubaneswar |
| 43 | Gopalpur Beach Festival | Gopalpur |
| 44 | Birth Anniversary of Akshay Mohanty | Cuttack |
| 45 | National Press Day | Bhubaneswar |
| 46 | Baliyatra Festival | Cuttack |
| 47 | Bhittarkanika Mahotsav | Bhittarkanika |
| 48 | Annual Mega Fest unwind | Bhubaneswar |
| 49 | Saptashajya Festival | Dhenkanal |
| 50 | Commemoration of 150th Birth Anniversary of Mahatma Gandhi | Bhubaneswar |
| 51 | Kiah Fashion Show | Bhubaneswar |
| 52 | Folk Fair | Puri |
| 53 | Brindaban Mahotsav | Bhubaneswar |
| 54 | Celebration of Utkal University Platinum Jubilee | Bhubaneswar |
| 55 | Conference of All India Santali Writers' Association | Bhubaneswar |
| 56 | Odisha Fest | Mumbai |
| 57 | International Conference on Rock-cut Caves of Eastern India on Khandagiri & Udayagiri | Bhubaneswar |
| 58 | Film Festival on art & artists | Bhubaneswar |
| 59 | International Shree Jagannath Mahostav | New Delhi |
| 60 | Annual Conference of Plastic Surgeons | Bhubaneswar |
| 61 | Gonasika Kendujhar Mahotsav | Keonjhar |
| 62 | ICC Golf Cup | Kolkata |
| 63 | Cultural event for promoting Odisha Handloom | New Delhi |
| 64 | Pallishree Mela & Chaiti Festival | Rayagada |
| 65 | World Congress of Poets | Bhubaneswar |
| 66 | Musicom-2 | Bhubaneswar |
| 67 | National Children Literary Festival | Bhubaneswar |
| 68 | Souvenir in connection with Dulduli | Jharsuguda |
| 69 | Daringbadi Sita Utsav | Daringbadi |
| 70 | Balangir Lokautsav | Balangir |
| 71 | Exhibition interpreting Jagannath & Lingaraj Temples | New Delhi |
| 72 | Khadiyal Mahotsav | Nuapada |
| 73 | Remuna Mahotsav | Remuna |
| 74 | Jasuapur Mahotsav | Jasuapur |

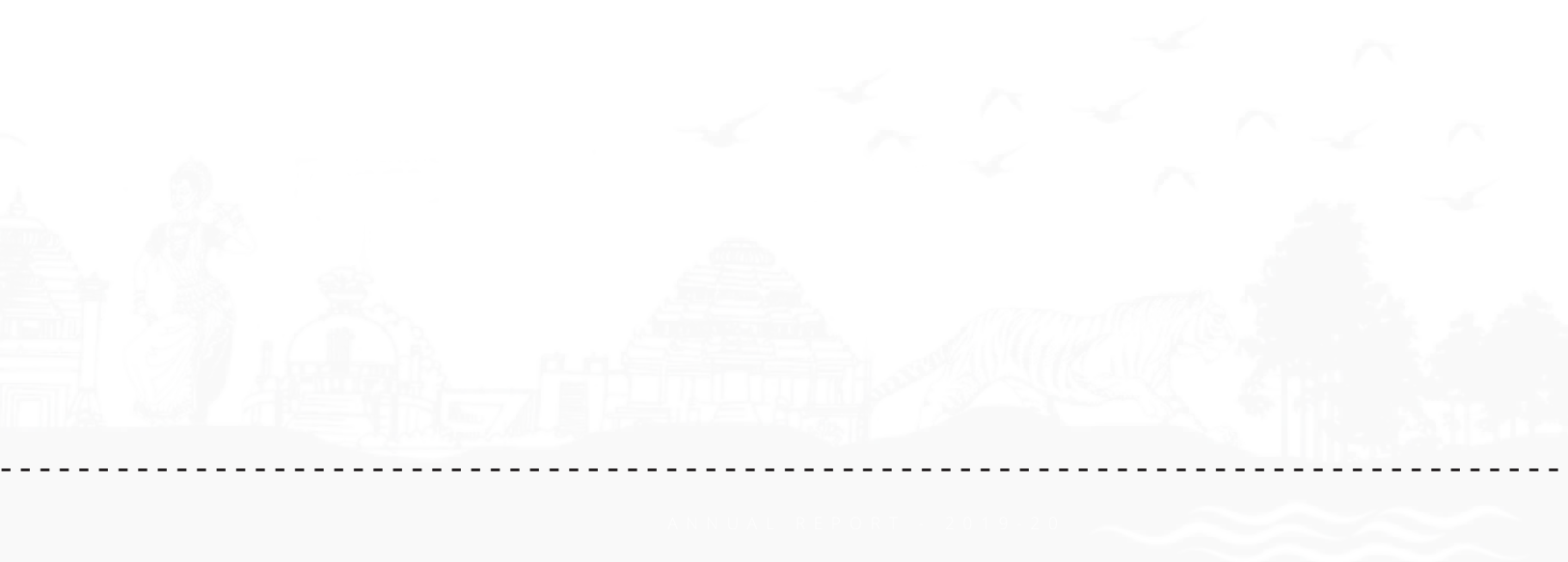
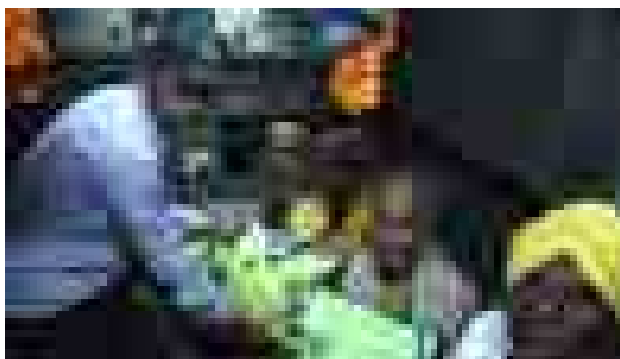
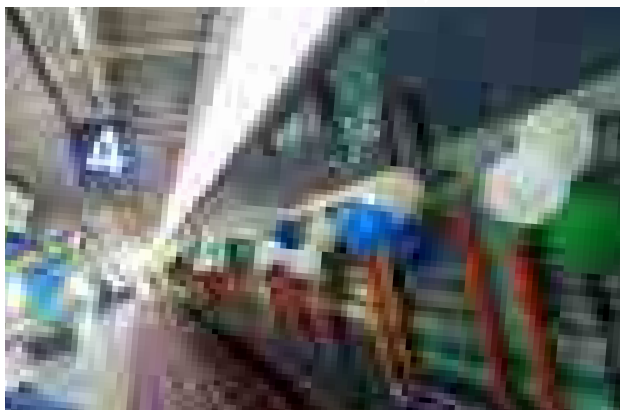
Baristha Nagarika Tirtha Yatra Yojana

Pilgrimage or ‘Tirtha Yatra’ holds a special significance in Indian culture as well as in other cultures of the world. The tradition of Tirtha Yatra or pilgrimage has always played an important role in holding diverse cultures of India together and intact since ancient times. Keeping this in view, the State Tourism Department offers a great opportunity to the poor and deprived senior citizens of the State for realization of their lifelong spiritual aspirations of undertaking Tirtha Darshan (Pilgrimage). This scheme is offered to people of all religions and faiths. The scheme has benefitted senior citizens over 60-75 years of age to undertake pilgrimage at government assistance. The Tourism Department had launched the “**Baristha Nagarika Tirtha Yatra Yojana**” vide Tourism Dept. Resolution No. 2583/TSM, dt. 01/02/2016, in collaboration with IRCTC. The Department has successfully organized 13 trips of journey under this scheme.

Out of the 4 trips planned, Balasore & Berhampur trips have successfully been completed. During the current financial year, 2019-20, an amount of Rs. 6.00 crore was provided in the plan budget for operation of the 4 pilgrim trains.

The details of BNTYY trips are as under:

| Sl. No. | Originating Station | Beneficiary Districts | Destinations covered | Journey Period | No. of Pilgrims Visited |
|---------|---------------------|--|-----------------------------|---------------------------|-------------------------|
| 1 | Balasore | Balasore, Keonjhar, Bhadrak, Mayurbhanj, Jajpur | Haridwar-Rishikesh | 13th-18th December'2019 | 1006 |
| 2. | Berhampur | Ganjam, Gajapati, Boudh, Kandhamala, Malkanagiri, Nabarangpur, Rayagada, Koraput | Rameswaram-Madurai-Tirupati | 28th Feb – 5th March 2020 | 985 |
| Total | | | | | 1991 |





Tourism Projects

With a view to create adequate tourist infrastructure and facilities within the State; Odisha Tourism has undertaken to execute a lot of tourism projects in different locations through the support of Govt. of India funds and State budget.

List of major/ significant projects in last 5 years

- Development of Ekamra Kshetra under Destination Scheme
- Construction of modern WAC at Rairakhol (Sambalpur), Kalamati (Deogarh), Kureimal (Jharsuguda), Jharbeda (Sundargarh), Girisola (Ganjam) & TRC Building at Jharsuguda
- Development around Baraha Temple, Jajpur
- Establishment of Gandhi Peace Centre at Khandagiri in partnership with Birla Management Centre services Ltd

List of Ongoing Projects sanctioned during 12th plan (year wise)

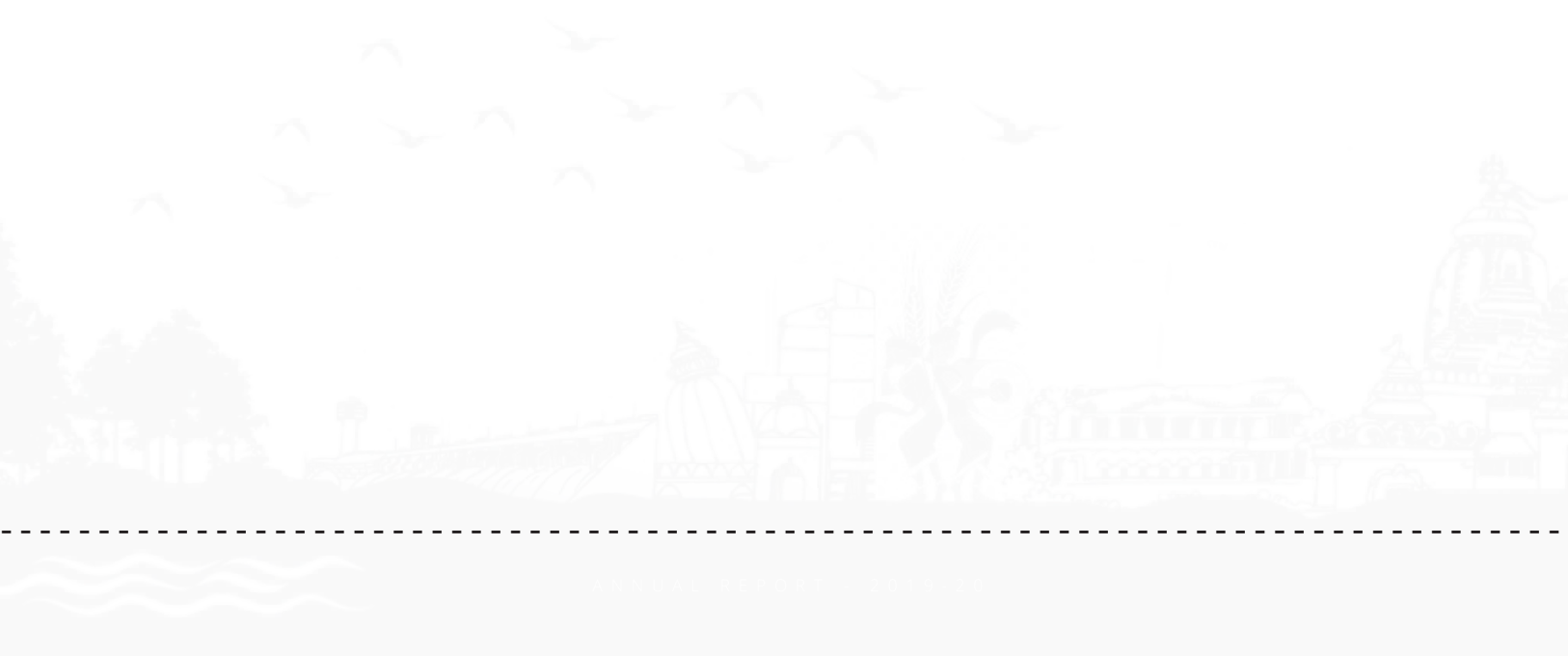
Central Projects

2014-15

Development of Shree Jagannath Dham, Prachi River Front, Ramachandi Temple, Gundicha Temple and Maa Mangala Temple under Pilgrimage Rejuvenation and Spiritual Augmentation Drive (PRASAD) Scheme.

2016-17

Development of Gopalpur-Tampara-Barkul-Satapada Coastal Circuit under Swadesh Darshan Scheme.



State Projects

2017-18

1. Development of Satyabhamapur (Birth place of Utkal Gourav Madhusudan Das)
2. Development of Magura Pond at Choudwar in Cuttack District
3. Development of Barehi at Ganjam
4. Development of Prempahad at Raygada
5. Development of Water based recreation in the State

2018-19

1. Light & Sound show at Samaleswari Temple, Sambalpur.
2. Development of Eco-Cottages at Dangmal.
3. Improvement of water quality to Bindusagar Pond with water source as Daya River.
4. Illumination along main road from Palasuni to Utara NH Bypass road, Bhubaneswar.
5. Construction of decorative compound wall on outer premises & others stone flooring at Maa Tara Tarini Temple in Ganjam District.
6. Development of Tourism related activities at Duduma under Lamtaput Block in Koraput District.

2019-20

1. Infrastructure Development of Tara Tarini Pitha in Ganjam District.
2. Integrated Tourism Master Plan of Rambha cluster and Satapada - Sipakuda cluster at Chilika Lake.
3. Development of Maa Biraja Khestra, Jajpur.
4. Holistic Development in the vicinity of Dhauli Stupa.
5. Integrated Development of Ekamra Khetra.
6. Installation of Vending Zone for transitional/ rehabilitation of beach vendors at Digabareni Beach, Puri.
7. Floating Jetties and Fibre Boats for Eco Tourism Nature camps.
8. Development of House Boats related infrastructure in Chilika, Satakosia, Bhitarkanika and it's peripheries for the promotion of Water based recreational facilities.



OTHER NEW INITIATIVES

Public Private Partnership (PPP)

- Eco-Tourism of Anugul District (One Tourism Unit) has been leased out on PPP mode in 2019-20.
- Water based recreation have been commenced at Barkul, Tampara and Gopalpur.

Infrastructural Development

- Development for basic infrastructure at 358 tourist destinations (71 Destination in first phase)
- Revised Master planning and Development of Shamuka Beach Project
- Integrated Tourism Master Plan of Buddhist Circuits.

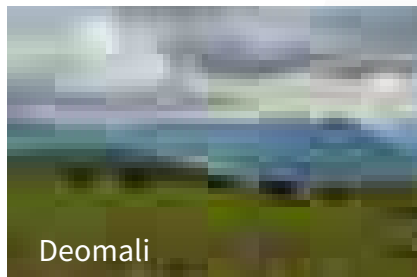
Department has planned for development of Tourism Infrastructure for the following priority Tourist Circuits.

List of 9 (Nine) Priority Circuits

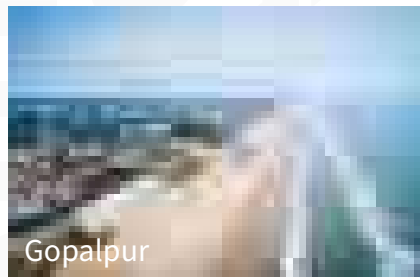
| SL. No. | Tourist Circuit | District |
|---------|--|------------|
| 1. | Konark-Puri | Puri |
| 2. | Jajpur (Ratnagiri, Langudi, Lalitgiri) | Jajpur |
| 3. | Hirakud-Debrigarh | Sambalpur |
| 4. | Gopalpur-Tampara-Satapada | Ganjam |
| 5. | Deomali-Gupteswar-Sunabeda | Koraput |
| 6. | Talsari-Chandipur | Balasore |
| 7. | Bhitarkanika | Kendrapara |
| 8. | Chandaka | Khordha |
| 9. | Satkosia | Boudh |

List of 13 Priority Destinations

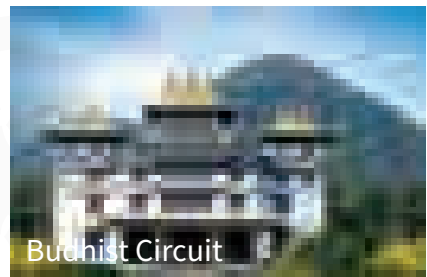
1. Deomali 2. Gopalpur 3. Buddhist Circuit (Dhauri, Langudi, Udaygiri, Ratnagiri, Lalitgiri, Jirang) 4. Tampara 5. Daringbadi 6. Puri-Konark 7. Chandaka 8. Satapada 9. Chilika Lake 10. Satkosia 11. Bhitarkanika 12. Similipal 13. Talsari-Chandipur



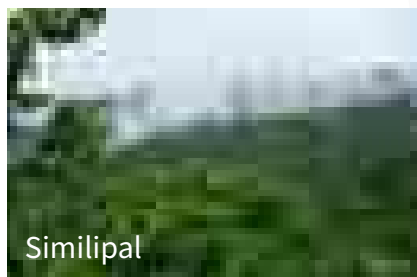
Deomali



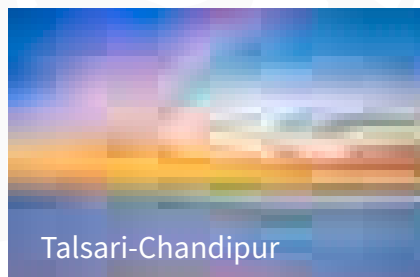
Gopalpur



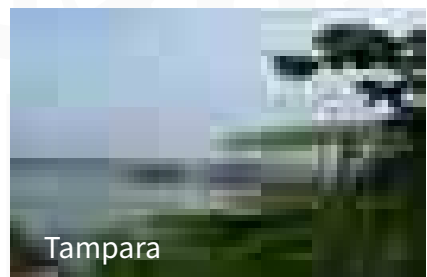
Buddhist Circuit



Similipal



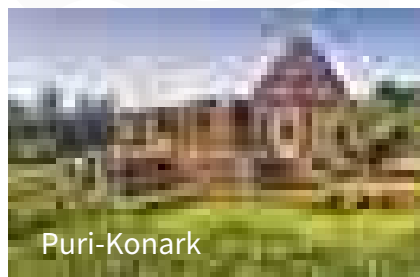
Talsari-Chandipur



Tampara



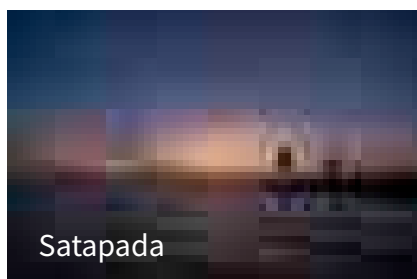
Daringbadi



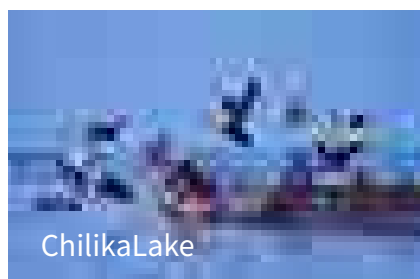
Puri-Konark



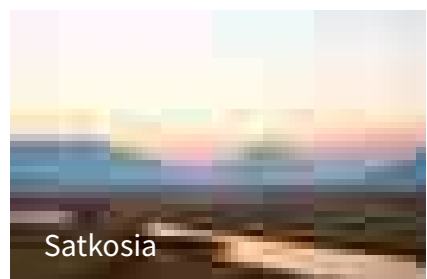
Chandaka



Satapada



Chilika Lake



Satkosia

Other Activities

Odisha Tourism Website

Key on the agenda of the Department of Tourism is the revamping of the website www.odishatourism.gov.in as one-stop solution for tourists, visitors be it planning the itineraries, choosing travel packages, deciding on logistics, do's and don'ts and getting information about nearby destinations. It will give an immersive experience to tourists, including finding a local specialist travel agent, locating experiences on the map, travel advisory and booking eco-tours under the traveler's essentials section. It has well-bucketed information and proper navigation, giving user's confidence while searching for information about Odisha Tourism. The digital transformation will not end here. In coming future, we want to make it as one of the best travel websites with crowd sourced information about travel agents, deals, packages, virtual tours and custom itinerary planner.

Odisha Tourism presence in Social Media Platforms

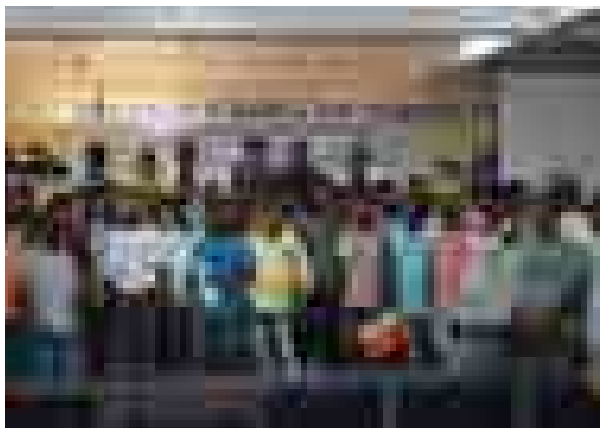
Odisha Tourism is highly active in social media like Facebook, Twitter, Instagram, Youtube, LinkedIn, etc with up-to-date information on activities, schemes, tourism destinations, etc.

Odisha



Training & Capacity Building

Orientation Training Programme for Taxi Drivers



81 Taxi Drivers have undertaken orientation training programme for improvement needed on etiquette and manners, create awareness about the city and importance of the Tourism and to develop the skill to take care of different types of Tourists. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted to conduct the said training programme.

Foreign Language Training Programme

90 persons of Travel, Tourism and Hospitality trade professionals will be trained on Tourism orientation and Foreign language in German, Russian and Chinese to handle the influx of foreign visitors to Odisha. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted to conduct the said training programme .

Training programme for Tour Guides



180 persons will be trained as Tour Guides to handle the foreign and domestic tourists visiting different attractions by providing valuable information on the tourists products of the State and socio-cultural life of the community. Out of which 60 youths have been trained as tour guides. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted to conduct the said training programme.

Eco-Guide Training Programme for Community Members managing Nature Tourism / Eco-Tourism destinations in Odisha

180 persons belonging to community members managing Nature Tourism/ Eco-Tourism will be trained as Eco-Guide to enhance the knowledge and expertise for providing hospitality services and handling the tourists visiting eco-tourism attractions of Odisha. Out of which 142

youths (Darangibadi=35, Khandadhar=33, Debrigarh=36, Barehipani=38) have been trained as Eco - Guide. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted to conduct the said training programme.

Orientation training programme for Tourist Police Personnel



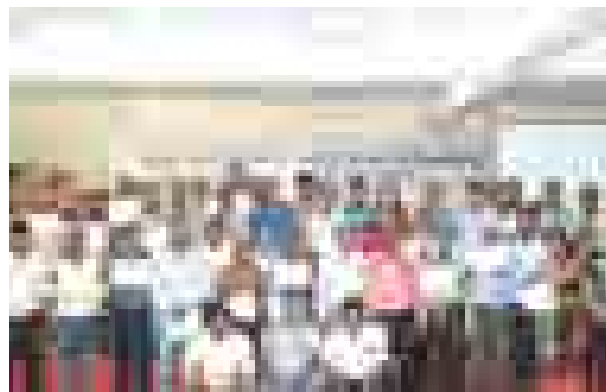
To strengthen Odisha's image as amongst the safest destinations for tourists in India, the Department has taken steps towards upgrading Tourist Police infrastructure, access and responsiveness through rebranding, information dissemination, staff training and sensitisation. 72 Tourist Police Personnel have undertaken orientation training programme by Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar for operationalisation of Tourist Police Cell at 8 designated sites in Odisha i.e. Puri Sea Beach, Satapada, Chandrabhaga, Nandankanan, Dhauli, Shree Lingaraj Temple, Gopalpur & Chandipur.

Eco-Tourist Guide Training Programme



Under Odisha State Youth Policy, 2013, 34 persons have been trained as Eco-Tourist Guide for escorting & guiding to the tourists. It is also facilitating gainful employment to the unemployed local youths. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted to conduct the said training programme.

Refresher Course for existing trained State Level Guide



46 existing trained State Level Guides were imparted refresher course who were due for renewal of the Guide License.



Safety and Security of Tourists & Beach Cleaning

Safe, secure & hassle free movement of tourists within Odisha is the top most priority of the Department of Tourism. Puri being the hub of tourist movement, the State Govt. has taken the following measures.

1. 100 Life Guards have been deployed along the Sea Beach, Puri by the Home Dept. The Life Guards are controlled by SP, Puri and monitored by Odisha Fire Service Dept. to prevent drowning death and to protect lives of tourists at Sea Beach, Puri from Digabarini to Swargadwara(Chaitanya Chowk). Expenditure towards deployment of Life Guards is being borne by Home Dept.
2. 10 Life Guards Associations of Puri Sea Beach front comprising 266 private Life Guards of Nolia community have been deployed in Sea Beach, Puri to safeguard tourists. They have been imparted rescue and life saving training and hospitality training by Tourism Dept through Indian Red Cross Society.
3. For better identification of these Life Guards, Tourism Department has provided them with uniforms in adherence to the international code i.e. yellow and red color T-shirts.
4. Tourism Dept. frequently organises awareness campaigns on the beaches for safe sea bath to check drowning deaths and encourage clean beaches.
5. 33(Thirty Three) Beach Instructions issued by Department of Tourism, District Administration, Puri and Beach Development Committee, Puri in English and Odia language have been installed along Sea Beach front in Puri at different locations for tourist awareness. Tourists are advised to take the help of Life Guards during sea bath and not to venture into the sea while intoxicated.



6. Patrolling Tourist Police have been introduced in Puri-Konark and Puri-Satapada routes. Four Tourist Police patrolling vehicles have been engaged for this purpose. Expenditure towards engagement of police patrolling vehicles is borne by Tourism Department.
7. Home Dept. has created Tourist Police Cells at eight Police Stations in the state viz. Sea Beach Police Station(Puri), Brahmagiri Police Station (Satapada), Konark Police Station (Chandrabhaga) in Puri Police District, Nandankanan Police Station (Nandankanan), Dhauli Police Station (Dhauri), Shree Lingaraj Police Station (Shree Lingaraj Temple) in UPD, Bhubaneswar, Gopalpur Police Station(Gopalpur) in Berhampur Police District, Chandipur Police Station (Chandipur) in Balasore Police District vide letter no.17521(M)/D&A dtd. 29.05.2015. 72 posts have been created in different categories like SA-8, ASI-8, Havildar-8 and Constable-48. All Tourist Police Cells have been operationalised.
8. 50 Life Guards (Nolias) of Gopalpur Sea Beach have been covered with Insurance of Rs.1.00 lakh each with United Insurance Co. Ltd.
9. In view of tourists visit to Particularly Vulnerable Tribal Groups (PVTG) areas, an advisory for visit of international tourists to PVTG areas has been issued and implemented.
10. A Tourist Emergency Fund of Rs.1.00 Crore has been created to provide financial assistance to tourists during disaster situations.
11. 04 All Terrain Vehicles (ATV) has been provided for police patrolling on Sea Beach, Puri in order to look after the safety and security of the tourists visiting the sea beach.



Approvals granted by the Department of Tourism

Approval of Tourism Related Projects

Approval of Tourism related project is a key responsibility of the Tourism Department. Projects fulfilling certain criteria and standards are granted approval by the Special Single Window Clearance Committee (SSWCC) and State Level Single Window Clearance Authority (SLSWCA).

13 (Thirteen) Tourism related Project proposals were approved by SSWCC and 5 tourism related project proposals were approved by SLSWCA. In total, 69 Tourism related Project proposals have been approved by the said committees.

Plan Outlay

Tourism is a highly capital intensive industry. To augment infrastructure and services and market them, government budgets often do not wherewithal. The private sector has a great role to play in augmenting government efforts, especially in creating the tourist facilities. The Department of Tourism has to ensure required infrastructure for luring more investment by the private sector. Similarly, the Department of Tourism has to take the lead in organizing events & activities and undertake aggressive marketing and publicity campaign in association with the travel trade and the hospitality industry.



Plan and Programme

During 2020-21, an outlay of Rs. 38512.99 lakhs was provisioned. While implementing the proposed plan and programme during 2019-20, emphasis was given on the following thrust areas:

1. Completion of ongoing projects
2. Projecting Odisha in the domestic as well as in the overseas market as a favoured tourist destination through appropriate publicity and marketing including launching of special campaigns.
3. Creating appropriate environment for attracting private sector investment in a big way by suitable policy initiatives and a synergy of activities at the government level.
4. Restructuring the Department to increase functional efficiency, social responsibility & financial accountability by restructuring the Tourism Department to make it more vibrant and dynamic.

12th Plan outlay and expenditure

(Rs. in lakh)

| Name of the Scheme 12th Plan (2012-2017) | 2012-13 | | 2013-14 | | 2014-15 | | 2015-16 | | 2016-17 | |
|---|---------|-------------|---------|-------------|----------|-------------|----------|-------------|----------|-------------|
| | Outlay | Expenditure | Outlay | Expenditure | Outlay | Expenditure | Outlay | Expenditure | Outlay | Expenditure |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 102- Tourist Accommodation | 3085.00 | 3085.00 | 4926.40 | 4876.40 | 9200.03 | 9200.03 | 9000.00 | 9000.00 | 7693.00 | 7693.00 |
| 102- Tourist Accommodation (State Matching contribution) | 1000.00 | 858.41 | 500.00 | 500.00 | -- | -- | -- | -- | -- | -- |
| Total | 4085.00 | 3943.41 | 5426.40 | 5376.40 | 9200.03 | 9200.03 | 9000.00 | 9000.00 | 7693.00 | 7693.00 |
| 104-Promotion and Publicity | 2400.00 | 2400.00 | 3025.00 | 2959.43 | 2725.00 | 2723.20 | 3110.00 | 3110.00 | 4110.00 | 4110.00 |
| CSS to development of Tourist infrastructure for destination: | -- | -- | -- | -- | 3145.92 | 932.44 | 1514.45 | 1176.00 | -- | -- |
| C.P | 100.07 | 100.07 | -- | -- | -- | -- | - | - | 3000.00 | -- |
| Total | 6585.07 | 6443.48 | 8451.40 | 8335.83 | 15070.95 | 12855.67 | 13624.45 | 13286.00 | 14803.00 | 11803.00 |

Approved outlay & expenditure from 2017-18 to annual outlay for 2020-21

(Rs. in lakh)

| Name of the Scheme (2017-2021) | 2017-18 | | 2018-19 | | 2019-20 | | 2020-21 |
|-------------------------------------|-----------------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| | Outlay | Expenditure | Outlay | Expenditure | Outlay | Expenditure | Outlay |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 102- Tourist Accommodation | 8730.00 | 8730.00 | 10450.00 | 10450.00 | 11350.00 | 11350.00 | 27050.00 |
| Sub-Total | 8730.00 | 8730.00 | 10450.00 | 10450.00 | 11350.00 | 11350.00 | 27050.00 |
| 104-Promotion and Publicity | 6282.00 291.00-(S) | 6282.00 291.00 | 7738.04 | 7538.04 | 8060.00 | 7917.77 | 8252.99 |
| C.P (PRASAD) | 3000.00 | -- | 3000.00 | -- | -- | -- | 3210.00 |
| TOTAL | 18303.00 | 15303.00 | 21188.04 | 17988.04 | 19410.00 | 19267.77 | 38512.99 |

Programme expenditure budget provision of Tourism Department for the year 2019-20

(Rs. in lakh)

| Sl. No. | Name of the Scheme / Sub scheme | Head of Account | Budget provision |
|---------|---|--|------------------|
| 1 | INFORMATION, EDUCATION AND COMMUNICATION ACTIVITIES | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-0708- Information, Education and Communication-78159- Information, Education and Communication Activities.(Voted) | 200.00 |
| 2 | BARISTHA NAGARIKA TIRTHA YATRA YOJANA | 32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3117-BARISTA NAGARIKA TIRTHA YATRA YOJANA-20002-OTHER CHARGES (voted). | 600.00 |
| 3 | DEVELOPMENT AND MANAGEMENT OF TOURIST INFRASTRUCTURE | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -37078- CONSTRUCTION OF TOURIST ACCOMMODATION (voted). | 10999.99 |
| 4 | DEVELOPMENT OF BAKULA BANA AT SAKHIGOPAL | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-101- TOURIST CENTRE-1469- TOURIST ACCOMMODATION -37307-DEVELOPMENT OF BAKULABANA SAKHIGOPAL (voted) 2018-19 | 0.01 |
| 5 | GRANTS TO STATE INSTITUTE OF HOTEL MANAGEMENT BOLANGIR | 32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470- TOURIST INFORMATION AND PUBLICITY -41093-GRANT IN AID TO FOOD CRAFT INSTITUTE BOLANGIR 921-Grant in Aid towards Salary- Rs.1,25,00,000/- & 918-Grant in Aid General(Non-Salary)- Rs.25,00,000/-voted). | 200.00 |
| 6 | KALINGA INSTITUTE OF PEACE AND CONFLICT RESOLUTION | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3327-KALINGA INSTITUTE OF PEACE AND CONFLICT RESOLUTION-20002-OTHER CHARGES (voted). | 0.01 |
| 7 | PUBLICITY OF TOURISM | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470- TOURIST INFORMATION AND PUBLICITY -11005-ADVERTISING SALES AND PUBLICITY (voted). | 6899.99 |
| 8 | NEW TOURISM POLICY AND CRITICAL GAP FUNDING(token amount) | Token amount | 0.01 |
| 9 | SAFETY SECURITY AND SANITATION | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-78661 safety security and sanitation (voted). | 100.00 |
| 10 | TOURISM -TRAINING AND CAPACITY BUILDING | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES- STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470- TOURIST INFORMATION AND PUBLICITY -78514-TRAINING PROGRAMME FOR CAPACITY BUILDING (voted). | 10.00 |
| 11 | INFORMATION TECHNOLOGY AND E-GOVERNANCE | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -78245- INFORMATION AND TECHENLOGY INFRASTRUCTURE. (voted). | 350.00 |
| | TOTAL STATE PLAN | | 19410.01 |
| 13 | PILGRIMAGE REJUVENATION AND SPIRITUAL AUGMENTATION DRIVE(PRASAD) | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE- CENTRAL SECTOR SCHEMES-STATE SECTOR -01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468-37078- CONSTRUCTION OF TOURIST ACCOMMODATION (Central Plan) (voted). | 3000.00 |
| | GRAND TOTAL | | 22410.01 |

Programme expenditure budget provision of Tourism Department for the year 2020-21

(Rs. in lakh)

| Sl No. | Name of the Scheme./ Sub scheme | Head of Account | Budget provision |
|--------|--|---|------------------|
| 1 | Information, Education And Communication Activities | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-0708-Information, Education and Communication-78159- Information, Education and Communication Activities.(Voted)-2020-21 | 200 |
| 2 | Baristha Nagarika Tirtha Yatra Yojana | 32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3117-BARISTA NAGARIKA TIRTHA YATRA YOJANA-20002-OTHER CHARGES (voted). 2020-21 | 600 |
| 3 | Development And Management Of Tourist Infrastructure | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -37078-CONSTRUCTION OF TOURIST ACCOMMODATION (voted). 2020-21 | 18699.99 |
| 4 | Development of Shamuka Beach project | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -N32-0001-CONSTRUCTION OF TOURIST ACCOMMODATION (voted). 2020-21 | 8000 |
| 5 | Development of Bakula Bana at Sakhigopal | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-101- TOURIST CENTRE-1469- TOURIST ACCOMMODATION -37307-DEVELOPMENT OF BAKULABANA SAKHIGOPAL (voted). 2020-21 | 0.01 |
| 6 | Grants to State Institute of Hotel Management Bolangir. | 32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY -41093-GRANT IN AID TO FOOD CRAFT INSTITUTE BOLANGIR (voted). 2020-21. 921-Grant in Aid towards Salary- Rs.1,25,00,000/- & 918-Grant in Aid General(Non-Salary)- Rs.25,00,000/-voted). | 250 |
| 7 | Kalinga Institute of peace and Conflict Resolution | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3327- KALINGA INSTITUTE OF PEACE AND CONFLICT RESOLUTION -20002-OTHER CHARGES (voted). 2020-21 | 500 |
| 8 | Publicity of Tourism | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY -11005-ADVERTISING SALES AND PUBLICITY (voted). 2020-21 | 6272.99 |
| 9 | New Tourism Policy and Critical Gap Funding | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-78662 NEW TOURISM POLICY AND CRITICAL GAP FUNDING (voted). | 30 |
| 10 | Safety Security and Sanitation | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-78661 safety security and sanitation (voted). 2019-20 | 300 |
| 11 | Tourism -Training and Capacity Building | 32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY -78514-TRAINING PROGRAMME FOR CAPACITY BUILDING (voted). 2019-20 | 100 |
| 12 | Information Technology and E-Governance | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -78245- INFORMATION AND TECHENLOGY INFRASTRUCTURE. (voted). 2020-21 | 350 |
| | TOTAL STATE PLAN | | 35302.99 |
| 12 | PILGRIMAGE REJUVENATION AND SPIRITUAL AUGMENTATION DRIVE(PRASAD)-CENTRAL PLAN | 32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-CENTRAL SECTOR SCHEMES-STATE SECTOR -01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468-37078-CONSTRUCTION OF TOURIST ACCOMMODATION (Central Plan) (voted). 2020-21 | 3210 |
| | GRAND TOTAL | | 38512.99 |



Accommodation Facilities

Tourism Units operated by Deptt.

1. Yatrinivas-cum-Cyclone Shelter Centre, Chandaneswar.

Rooms/Beds

10/17

Tourism Units operated by OTDC

1. Panthanivas, Bhubaneswar
2. Panthanivas, Puri
3. Panthanivas, Cuttack
4. Panthanivas, Barkul
5. Panthanivas, Sambalpur
6. Panthanivas, Rambha
7. Panthanivas, Gopalpur
8. Panthanivas, Taptapani
9. Panthanivas, Chandipur
10. Panthanivas, Rourkela
11. Panthanivas, Balasore
12. Panthika, Dhauli.
13. Yatrinivas, Konark
14. Yatrinivas, Satapada
15. Panthasala, Panchalingeswar
16. Aranya Nivas, Chandbali
17. Panthasala, Chandaneswar
18. Panthanivas, Paradeep.
19. Panthanivas(TRC) Keonjhar
20. Panthika, Khandagiri

Rooms/Beds

54/108

52/114

28/56

35/72

34/68

24/48

22/48

11/28

41/94

32/68

08/16

03/06

46/100

22/44

30/70

16/38

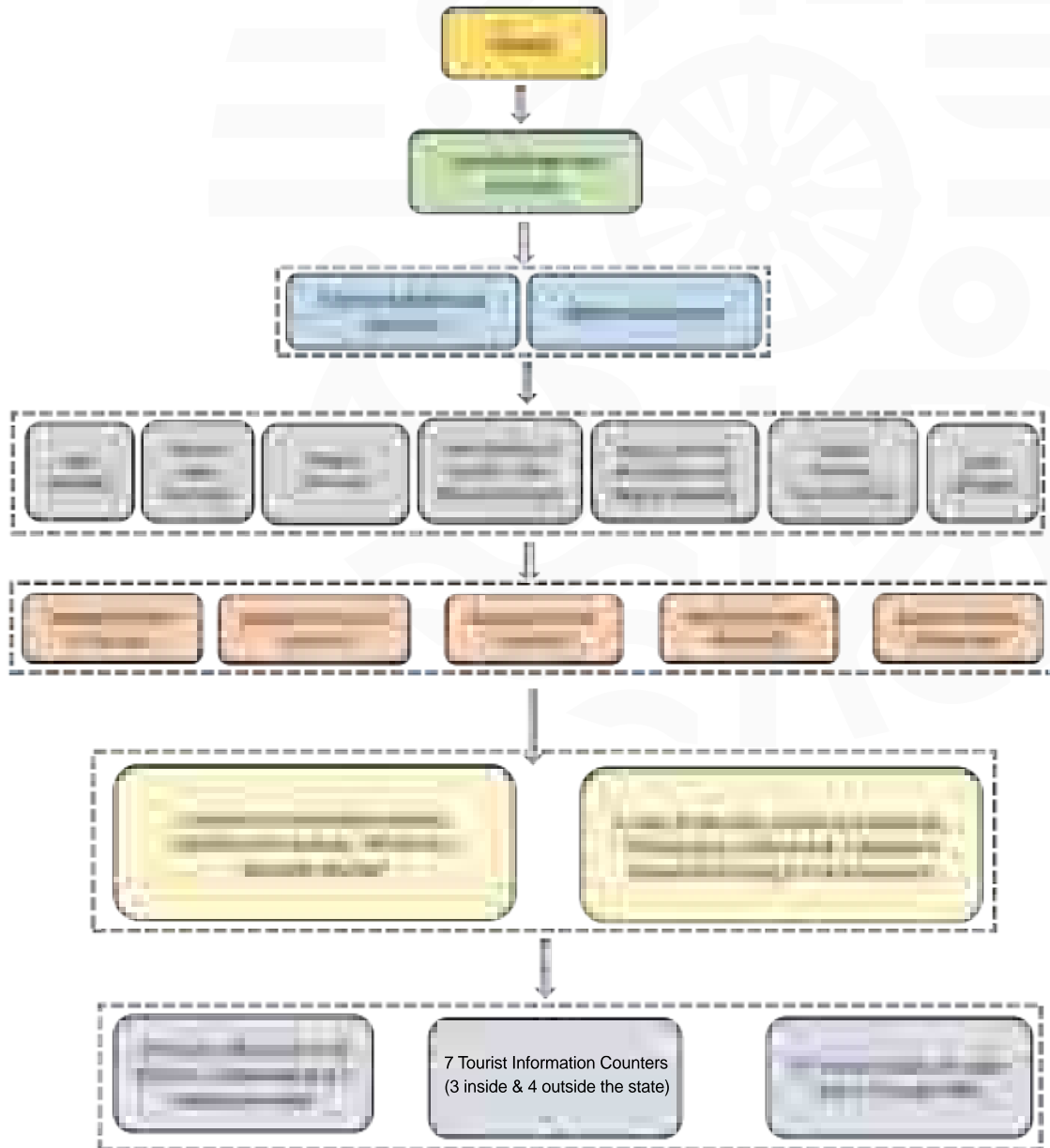
29/58

12/24

14/28

4 Conference Hall

Organizational Structure





ODISHA
INDIA'S BEST KEPT SECRET.

Department of Tourism, Paryatan Bhawan, Lewis Road
Bhubaneswar - 751014, Ph: 0674 - 2432177/ 2431896, Fax: 0674 - 2430887
info@odishatourism.gov.in | www.odishatourism.gov.in



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