



ODISHA
TOURISM

India's Best Kept Secret!



PERFORMANCE BUDGET 2017-18





Kalijai Temple, Chilika



Gopalpur Sea Beach

Performance Budget
Tourism Department
2017-18



Department of Tourism, Government of Odisha
Paryatan Bhawan, Lewis Road, Bhubaneswar - 751014, Odisha



Jagannath Temple, Puri

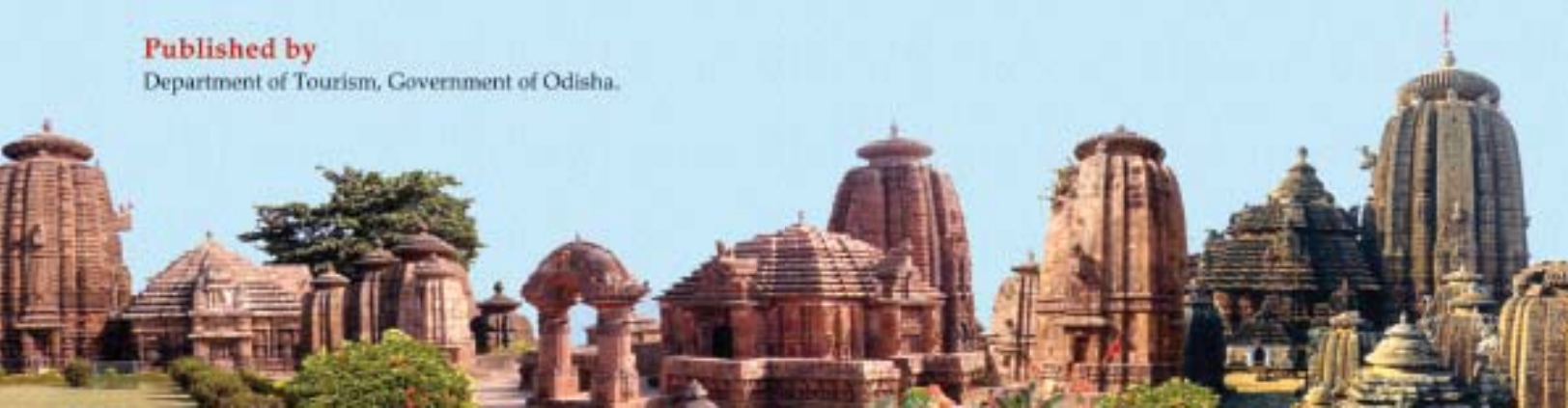
Performance Budget 2017-18

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Bhitarkanika National Park

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Luxury Nature-Camps that offers absolute comfort amid Beaches, Rivers, Lakes, Lagoon, Hill-stations and Forests teeming with Elephants, Bisons, Chittals, Tigers, Leopards, Sambars, Dolphins, Turtles, Red-Crabs, Muggers and more than 500 species of Birds.

Boating | Birding | Trekking | Cycling | Folk Dance-Music
Star Gazing | Great choices of Cuisine





Mangalajodi, Chilika

PERFORMANCE BUDGET TOURISM DEPARTMENT 2017-18

1. INTRODUCTION

Functioning as Public Relation Activity and later as a part of the former Home (PR) Department since 1960, Tourism became an independent function of the Government with the creation of Tourism and Cultural Affairs Department in the former P&S Department Resolution No.17313-Gen., dated the 13th November, 1973. The Department so created was renamed as Tourism, Sports & Culture Department in G.A. Department Resolution No.14386-Gen. dated the 10th June, 1980. In course of further reorganization, a separate Department was created for Tourism in G.A. Department Resolution No.270-Gen. dated the 2nd January 1991. Again, a new Department of Tourism & Culture was created in 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 functioning as an independent Department.

2. ADMINISTRATIVE SET UP

2.1 Like many other Departments of Government, the Department of Tourism has a composite office.

2.2 There are 35 Tourist Offices, 30 inside the State namely Puri, Khurda, Nayagarh, Cuttack, Jajpur, Jagatsinghpur, Kendrapada, Balasore, Bhadrak, Mayurbhanj (Baripada), Keonjhar, Sundargarh (Rourkela), Sambalpur, Bargarh, Jharsuguda, Deogarh, Dhenkanal, Angul, Balangir, Subarnapur (Sonepur), Kalahandi (Bhawanipatna), Nuapada, Koraput, Rayagada, Malkanagiri, Nawarangapur, Kandhamal (Phulbani), Boudh, Ganjam (Berhampur), Gajapati (Paralakhemundi), 2 destination Tourist Offices in Bhubaneswar and Konark each headed by a Tourist Officer and 3 Tourist Offices outside the State in New Delhi, Kolkata, and Chennai, each headed by an Asst. Director.

2.3 There are 7 Tourist Information Counters - 3 inside the State, at Bhubaneswar Air-port and Railway Stations at Bhubaneswar & Puri. 4 outside the State located at Howrah (WB), Vizianagaram (AP), Raipur (Chhattisgarh) and Navi Mumbai (Maharashtra) for assisting tourists.

2.4 There are 61 Tourist Bungalows: **23 Panthasala** at Lalitgiri, Dhableswar, Kapilash, Taratarini, Patharajpur, Ghatagaon, Gupteswar, Kantilo, Sarankul, Bangriposhi, Nrusinghnath, Dhamnagar, Chhapchikana, Mahavinayak, Biraja (Jajpur town), Kendrapara, Kenduli, Khiching, Bisamkatak, Binika, Khandadhar & Ranipur-Jharia, Bhattarika ; **15 Way Side Amenities (WAC)** at Charichhack, Talchua, Banarpal, Sohela, Bhadrak, Girisola, Gorakanathpitha, Gokarnika, JK Road, Ramachandi (Kendrapara), Dangamal, Rameswar, Sunabeda, Odogaon and Chandikhola; **8 Tourist Reception Centre (TRC)** at Udayagiri, Ratnagiri, Koraput, Paralakhemundi, Patharajpur, Kendrapara, Dhenkanal, Baripada; **9 Tourist Complex (TC)** at Deulajhari, Langudi, Sonepur, Harishankar (2 Units), Thuamul-Rampur, Belghar, Daringibadi & Atri; **6 Others** –Aranya Niwas (Lulung), Eco-Camp (Ramchandi), Mahodadhi Nivas (Puri), DTC (Phulbani), PCC (Sonepur) & Open Air Auditorium (Konark).

2.5 The organisation chart of the Department of Tourism as on 31st March, 2018 is available in **Annexure-I**

2.6 A Public Sector undertaking namely, Odisha Tourism Development Corporation (OTDC) Ltd. is functioning under the administrative control of the Department of Tourism since 1979-80. Constituted in Tourism Department Resolution No.3221/TSM dated the 27th February, 1979, it was registered as a Company under the Indian Companies Act, 1956 on the 3rd July, 1979. The OTDC operates 20 Tourist Bungalows known as Panthanivas at Puri, Bhubaneswar, Barkul, Rambha, Gopalpur, Taptapani, Cuttack, Chandipur, Rourkela, Sambalpur, Paradeep, Balasore, Keonjhar, Chandaneswar-Talsari, Panchalingeswar, Dhauli, Panthika Khandagiri, Aranya Nivas Chandabali, Yatriniwas Konark and Yatriniwas Satapada. Besides these, Transport units at Bhubaneswar, Puri, Cuttack, Gopalpur, Sambalpur and Chandipur, and Boating Units at Barkul, Satapada, Rambha and Chandabali and a Restaurant at Nandankanan are also run by the OTDC.

3. OBJECTIVES

3.1 The main objectives of the Tourism Department are

- (i) To increase tourist traffic to the state and enhance their duration of stay in Odisha.
- (ii) To ensure creation of adequate Tourism Infrastructure.
- (iii) To develop, promote and market Odisha as a Tourist Destination.
- (iv) To position Odisha as preferred destination within & outside Odisha.

4. HIGHLIGHTS OF ACTIVITIES

4.1 Tourism Publications and Publicity:

The Department has published a new Tourist Map of Odisha. A new booklet titled “Odisha-The perfect holiday destination” and “Odisha—The Image of India” have been printed. Attractive souvenirs and T-Shirts on 22nd Asian Athletic Championship have been prepared. A new Coffee Table book titled “Odisha’s Ecotourism Treasure” has been brought out.

4.2 Advertisements (Print Media):

Advertisement is one of the powerful channels of communication to create public awareness. The Department of Tourism has brought out 8 new creative on different themes for advertisement. Attractive and innovative advertisements were released in the year 2017-18 for promoting Odisha as a Tourist Destination in the following magazines.

I. Category: -In-flight

IndiGo Hello 6E Catalogue, Airports India and Air Vistara

II. Category: -International

Travel+Leisure (South East Asia), Expressions (Thai & Eng), Conde Nast Traveller India, NG Traveller (UK), Indes (French), India & You (English), Destino La India (Spanish) & Indien fur Sie (German)

III. Category: -Travel

Discover India, Today's Travellers, Outlook Traveller, Lonely Planet India, National Geographic Magazine, Travel+ Leisure (India & South Asia), Trav Talk, The Taj and Trendy Travel Trade with Food & Shop (T3FS)

IV. Category: -Tabloids

TTJ (Travel Trade Journal)

V. Category: -General

Exotica, Outlook, Outbound International, The Week and Reader Digest

VI. Category: -Entertainment & Life Style

Grihalakshmi, Stardust (English & Hindi), Savvy, Society, Society Interiors and Health & Nutrition, Filmfare, Better Photography

VII. Category: -Regional

Chitralkha (Gujurati & Marathi)

4.3 Advertisements (Electronic Media): For promotion of the Odisha Tourism, the following TV Channels have been used for electronic media campaign.

INTERNATIONAL CAMPAIGN

Sl. No.	Name of the Network	Name of the Channel
1.	Discovery Communication	1. Discovery & TLC
2.	Turner	1. CNN International
3.	Travel XP	1. Travel XP HD 2. Travel XP HD Europe 3. Travel XP 4K North America 5. Travel XP 4K Europe
4.	NGC(Fox)	National Geographic
5.	Euro News	Euro News(World Wide Network)

NATIONAL CAMPAIGN

1.	Discovery Communication	1. Discovery 2. TLC 3. Animal Planet
2.	India Today Group	1. Aajtak 2. Tez 3. Dilli Aajtak 4. India Today TV-English
3.	ABP News Network	1. ABP News 2. ABP Majha 3. ABP Anand 4. ABP Asmita
4.	Travel XP	1. Travel XP HD 2. Travel XP HD Tamil
5.	NDTV	1. NDTV Good Times 2. NDTV India 3. NDTV 24 X7 4. NDTV Prime
6.	Star India Pvt. Ltd.	1. Star Plus 2. Star Gold 3. NGC 4. Fox Life 5. Star Movies
7.	Times Network	1. Times Now 2. ET Now 3. Movies Now 4. Zoom
8.	Zee Media Network	1. Zee TV 2. Zee Cinema 3. & Picture
9.	AETN TV Network	1. History TV18-SD, History TV18 HD & FYI TV18
10.	Sony Entertainment Television	1. Sony Ent. TV 2. Sony Pal
11.	ITV Network	INDIA NEWS
12.	Graphisads Pvt. Ltd.	Sadhna National
13.	Viacom18	Colours SD, Comedy Central SD, VH1 SD, MTV SD, MTV Beat SD

REGIONAL CAMPAIGN

Sl. No.	Name of the Network	Name of the Channel
1.	OTV	OTV News
2.	Eastern Media	Kanak TV
3.	Zee Kalinga	Zee Kalinga TV- Odia
4.	ETV-Odia	ETV-Odia
5.	F7 Broadcast Pvt. Ltd.	News World Odisha
6.	Summa Real Media	News7-Odia

4.4 OUTDOOR BRANDING**(a) Airport Branding at Mumbai, Delhi, Kolkata & Bhubaneswar**

With a view to promote Odisha Tourism in the Western, Northern & Eastern part of India, Mumbai, Delhi, Kolkata & Bhubaneswar Airport Branding has been started.

(b) Metro Train Branding

To create massive awareness campaigns for the passengers commuting in Metro trains, Metro train branding has been started at Mumbai Metro.

4.5 Website: The Odisha Tourism Website (www.odishatourism.gov.in) contains tourism information and highlights the various tourism products of the State. The website has recently been upgraded.

4.6 Toll free Number: Toll-free phone, bearing number 1800 208 1414 is available for information and assistance for the tourists.

4.7 Audio Visual: 2 (Two) nos. of short films titled "Paradise Unexplored" & "Waterfalls of Odisha" and a DVD titled "Go India Odisha" on Odisha Tourism have been produced.

4.8 TOURISM EVENTS & TRADE FAIRS PARTICIPATED & ORGANIZED BY ODISHA TOURISM**4.8.1 NATIONAL LEVEL EVENTS****i. Organisation of IATO Convention**

Odisha Tourism in association with IATO, the apex body of Travel Trade in the country organised the 33rd Annual Convention of Indian Association of Tour Operators (IATO) from 7th -10th September, 2017 at Bhubaneswar. More than 1000 Tour Operators, Travel Agents, Opinion Makers etc. participated in the Convention. Three Post-event FAM trips were organised by the Deptt. The programme was inaugurated by the Hon'ble Chief Minister, Odisha attended by Union Minister of Tourism, Secretary, Tourism GoI & other dignitaries.

ii. Kalinga International Buddhist Conclave

The 4th Kalinga International Buddhist Conclave (KIBC) was held at Udayagiri & Bhubaneswar from 10th to 12th April 2017 attended by Scholars & Researchers and Tour Operators from within and outside the country.

iii. Organisation of Odisha Travel Bazaar (OTB) at Bhubaneswar

At the behest of Odisha Tourism, a MoU was signed with FICCI for organisation of the Odisha Travel Bazaar at Bhubaneswar on the lines of Great Indian Travel Bazaar (GITB), Jaipur. The first ever Travel Bazaar was held from 15th – 17th October 2017 attended by 45 Foreign Tour Operators, Inbound Tour Operators, Domestic Tour Operators, Bloggers, etc. The event is followed by 3 post event Familiarisation Tours to different destinations of Odisha. The MoU has been signed with FICCI for a period of three years. The second edition of the OTB will be held from 5th – 7th October 2018.

iv. International Tripitaka Buddhist Chanting Programme

An International Tripitaka Buddhist Chanting Programme was organised by Odisha Tourism at the Buddhist sites of Ratnagiri-Lalitgiri and Udayagiri from 19th – 21st December 2017. 120 nos. of monks from different countries like Singapore, Malaysia, Thailand, China, Taiwan and USA participated in this 3 days event.

v. Organisation of National Birds Festival at Chilika

Odisha is a naturalist's paradise. With a view to promote its natural resources and specifically Chilika, the largest brackish water lake in Asia, the first ever National Birds Festival at Chilika was organised on 27th & 28th January 2018 at Mangalajodi. The event was jointly organised by Odisha Tourism, Forest & Environment Department and Chilika Development Authority.

vi. Participated in Travel & Tourism Fairs

Sl. No.	Name of the Event	Date
1.	TTF Ahmedabad	1 st -3 rd September 2017
2.	FHRAI Convention, Bengaluru	14 th -16 th September 2017
3.	IITF New Delhi	14 th -27 th November 2017
4.	OTM Mumbai	18 th -20 th January 2018
5.	SATTE New Delhi	31 st January- 2 nd February 2018
6.	GITB Jaipur	21 st -23 rd April 2018

vii. Organisation of Domestic Road Shows

1.	Road Show at Ahmedabad	19 th January 2018
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4.8.2. STATE LEVEL EVENTS

i. Organisation of Khandagiri & Udayagiri Festival

With a view to give a boost to the tourism potentials of the state capital in and around Khandagiri-Udayagiri Hills, a festival of culture and cuisine titled 'Khandagiri & Udayagiri Mahotsav' was organised for the first time in the foothills of the twin hills from 25th – 28th January 2018. The Mahotsav was organised by Odisha Tourism in association with BMC, BDA and HRAO.

ii. Other Events

Sl. No.	Name of the Event	Date	Venue
1.	World Tourism Day	27 th September 2017	All Over The State
2.	Bali Yatra Festival	4 th - 11 th November 2017	Cuttack
3.	Konark Festival	1 st - 5 th December 2017	Open Air Auditorium, Konark
4.	International Sand Art Festival	1 st - 5 th December 2017	Chandrabhaga Beach, Konark
5.	Toshali National Crafts Mela	15 th -27 th December 2017	Janata Maidan, Bhubaneswar
6.	Mukteswar Dance Festival	14 th – 16 th January 2018	Mukteswar Temple Complex, Bhubaneswar
7.	Rajarani Musical Festival	18 th – 20 th January 2018	Rajarani Temple Complex, Bhubaneswar
8.	Adivasi Mela	26 th January – 9 th February 2018	IDCO Exhibition Ground, Bhubaneswar
9.	Dhauri-Kalinga Mahotsav	9 th -11 th February, 2018	Foot Hills of Dhauri
10.	MSME Trade Fair	5 th -10 th March 2018	IDCO Exhibition Ground, Bhubaneswar

4.8.3 International Events

Sl. No.	Name of the Event	Date
1.	World Travel Mart (WTM), London	6 th -8 th November 2017
2.	ITB, Berlin (Germany)	7 th -11 th March 2018

4.8.4 Other Highlights

i. Holiday IQ Best Heritage Destination Award for Konark

Odisha Tourism has bagged the 'Holiday IQ Best Heritage Destination Award for Konark' in a glittering ceremony held at Taj Mahal Hotel (Mansingh Road), New Delhi on 11th of May 2017 conferred by 'Holiday IQ', India's largest travel community & travel content website portal.

ii. Award to Odisha Tourism (Gopalpur-on-Sea) in Beaches and Coastal category

Basing on India Today Group nation-wide online and readership survey, **Gopalpur-on-Sea in Odisha** has been adjudged as the first Runners up in **Beach and Coastal** category. The award ceremony was taken place on Thursday, 20th April 2017 at 6.30 PM at Hotel Lalit, New Delhi.

iii. MoU with Aditya Birla Management Corporation Pvt. Ltd. (ABMCPL)

Odisha Tourism has signed a MoU with Aditya Birla Management Corporation Pvt. Ltd. (ABMCPL) on 24.05.2017 for operation and management of Interpretation Centre at Khandagiri-Udayagiri. The project is going to be operationalized on the theme of Eternal Gandhi Interactive Museum on the theme of Truth & Non-Violence (Ahimsa) of Mahatma Gandhi including Jainism. The project involves installation of a life size statue of Mahatma Gandhi with interactive multimedia show relating to the teaching of Mahatma Gandhi and depiction of the tenets of Jainism. The centre will be called **Eternal Gandhi Peace Centre – A Joint Initiative of Government of Odisha & Aditya Birla Group.**

iv. MoU signed with Forest & Environment Department for promotion of Eco-tourism

The Tourism Department has signed a MoU with Forest & Environment Department for development of eco-tourism in the state. As per the MoU, the Forest Department will create infrastructure within the eco-sensitive zones and marketing and publicity will be undertaken by Tourism Department.

v. Odisha Water Sports Guidelines-2018

With a view to tap the vast water resources in shapes of lakes, lagoons, water bodies, rivers, coastal belts etc. for use of the tourists, a new Water Sports Guidelines has come into force w.e.f 01.07.2017. Further in supersession of the "Odisha Water Sports Guidelines 2017" a new "Odisha Water Sports Guidelines 2018" has been formulated vide Tourism Department Notification no.4059/TSM dt.11.04.2018 to regulate and foster water sports activities in the state of Odisha.

vi. Operation of direct Air Asia International flight connection between Bhubaneswar, Odisha and Kuala Lumpur, Malaysia

A Memorandum of Agreement (MoA) was signed on 17th Feb 2017 between Govt. of Odisha and M/s Air Asia Berhad for operation of direct international air connection between Kuala Lumpur, Malaysia and Odisha.

At the initiative of Odisha Tourism the inaugural flight of Air Asia has connected Kuala Lumpur, Malaysia with Bhubaneswar, Odisha on 26th April 2017. This was a historic occasion and proud moment for Odisha as this route opened a new floodgate to entire East, South and South East Asian countries.

The CEO of Air Asia Aireen Omar, Senior Director of Malaysia Tourism Board, High Commissioner of Malaysia at Delhi along with 11 member media team visited Odisha on the inaugural flight.

vii. Air India started operation between Bhubaneswar and Bangkok, Thailand.

At the persistent initiative of the State Government in Tourism Department, the first ever International connectivity started to Bangkok from Bhubaneswar on 10th December 2017 carrying 20 tourists and returned to Bangkok with 38 tourists.

viii. Participation in Asian Athletic Championship

Odisha Tourism participated in the 22nd Asian Athletic Championship held in the month of July 2017. Odisha Tourism organised special sightseeing FAM tours for all athletics, executive members etc. for 10 days taking them to different destinations of Odisha.

4.9 Odisha Tourism Portal

The Odisha Tourism official website "www.odishatourism.gov.in" contains exhaustive information about the State. To facilitate the tourist to plan their visit to Odisha with online booking of hotels & tour packages, another website "www.panthanivas.com" has been launched.

4.10 Guide Training Programme

To create adequate trained manpower to take guiding as a profession in the State, Odisha Tourism has imparted training to 1154 youths till 2017-18.

4.11 Eco-Tourist Guide/ State Level Guide Training Programme

Under the Scheme of Capacity Building Training Programme for local youths under Odisha State Youth Policy-2013, 77 local youths in Eco-Tourism areas have been trained as Eco-Guides & 121 youths have been trained as State Level Guides for escorting & guiding to the tourists. It is also facilitating gainful employment to the unemployed local youths. The IITTM, Bhubaneswar has been assigned for such training programmes.

4.12 Hospitality Related Training Programme

Under Skill Development Training programme of Odisha Skill Development Authority (OSDA), Govt. of Odisha, 920 nos. of youths have been trained in hospitality related trades like F & B Service, Food Production, Bakery & Patisserie & Housekeeping Utility. State Institute of Hotel Management (SIHM), Balangir has been assigned for such training programme.

Under the CBSP Scheme, Hunar se Rozgar Tak (HSRT) training programme launched by Ministry of Tourism, Govt. of India, New Delhi, 900 persons in the field of hospitality related trades like Multi Cuisine Cook, Food & Beverage Service-Steward, Room Attendant and Craft Baker are under training during 2017-18. 11 nos. Tourism Institutions have been empanelled and entrusted for such training programme.

4.13 Tourism & Travel Trade related Training Programme

Under Skill Development Training programme of Odisha Skill Development Authority (OSDA), Govt. of Odisha, 200 nos. of youths have been trained in Tourism & Travel Trades like Ticket Reservation Assistant, Tour Assistant and Tourism & Travel Executive. IITTM, Bhubaneswar has been assigned for such training programme.

4.14 Safety and Security of Tourists & Beach Cleaning

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

- a. 100 nos. of 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 Fire Services to prevent drowning death and to protect lives of tourists at Sea Beach, Puri.
- b. 10 nos. of Life Guards Associations of Puri Sea Beach front having 266 nos. of private Life Guards of Nolia community people have been deployed in Sea Beach, Puri to look after the safe guard of the tourists. They have been imparted rescue and life savings training and hospitality training by Tourism Dept.
- c. For better identification of these Life Guards, Tourism Department has given a dress of international code i.e. yellow and red color T-shirts.

- d. Most of the time, Tourism Dept. is organizing awareness campaign on the beach for safe sea bath to check the drowning deaths and beach cleaning.
- e. 22 nos. of Signages in three languages like Odia, Hindi & English have been installed at Sea Beach, Puri for awareness of safe sea bath of tourists. The tourists are advised to take the help of Life Guards during sea bath and not to venture the sea with intoxication etc.
- f. Tourist Police patrolling have been introduced in Puri-Konark and Puri-Satapada route. 4 nos. of Tourist Police patrolling vehicles have been engaged for the purpose.
- g. Home Dept. have created 8 Tourist Police Cells at eight nos. of Police Stations in the state like at Sea Beach Police Station, Brahmagiri Police Station (at Satapada), Konark Police Station (at Chandrabhaga) in Puri Police District, Nandankanan Police Station, Dhauli Police Station, Shree Lingaraj Police Station in UPD, Bhubaneswar, Gopalpur Police Station in Berhampur Police District, Chandipur Police Station in Balasore Police District.
Tourist Police Cell at Sea Beach Police Station, Puri is functioning since Nabakalebara-2015 and Tourist Police Cell at Dhauli Police Station is also functioning since 2016 to redress the grievances of tourists.
- h. 49 Nos. of Life Guards (Nolias) of Gopalpur Sea Beach have been covered with Insurance of Rs.1.00 lakh each with United Insurance Co. Ltd.
- i. In view of visit of tourists to PVTGs areas, an advisory for visit of international tourists to PVTGs has been implemented.
- j. Tourist Emergency Fund of Rs.1.00 Crore has been created to provide financial assistance to the tourists during disaster situations.
- k. Beach Cleaning: Rs. 1.00 Crore has been spent for cleaning of Sea Beach at Puri.

4.15 Approval of Tourism Related Projects

Approval of Tourism related project is a regular activity of Tourism Department. The project fulfilling certain criteria and standards are given approval by Special Single Window Clearance Committee (SSWCC) and Special Single Window Clearance Authority (SSWCA).

5 (Five) nos. of Tourism Related Project proposals have been approved by SSWCC and SSWCA. In total, 39 (thirty nine) nos. of Tourism Related Project proposals have been approved by said committee.

4.16 Recognition of Excursion Agencies

One existing Travel Agent has been renewed as "Excursion Agent" during the year 2017-18. In total, 108 nos. of Travel Agents have been recognized as "Excursion Agent".

Renewal of Recognized Travel Agent:

M/S Travel Link Pvt. Ltd.
1st Floor, Metro House
Vani Vihar Square, Saheed Nagar
Bhubaneswar-751007
Approved Vide G.O. No.3623/TSM, dated 21.03.2018

4.17 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. Pilgrimage is considered as a spiritual and divine experience and also a deed of reward. Tradition of Tirtha Yatra or pilgrimage has always played an important role in holding the diversities of Indian culture 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 dream of having one Tirtha Darshan (Pilgrimage) and fulfills their spiritual aspirations, with the support of the State. This scheme offered to people of all regions/faith. The scheme has benefitted senior citizens over 60-75 years of age to undertake pilgrimage at Government assistance.

Accordingly, State Govt. in Tourism Department had launched a new scheme, namely, "Baristha Nagarika Tirtha Yatra Yojana" vide Tourism Dept. Resolution No. 2583/TSM, dt. 01/02/2016, in collaboration with IRCTC.

To start with, three pilgrim trains originated from Berhampur (RDC-Southern Division), Bhubaneswar (RDC-Central Division) and Sambalpur (RDC-Northern Division) under Full Tariff Rate (FTR) basis. During the current financial year 2017-18, an amount of Rs. 6.5 crores was provided in the plan budget for operation of the 3 pilgrim trains.

All the three trips have been successfully completed as detailed below:

Sl. No.	RDC Zones	Originating Stations	Destinations	Period	No. of Pilgrims
1	Central Division	Bhubaneswar	Ajmer-Pushkar	23 rd -30 th November, 2017	1024
2	Southern Division	Berhampur	Tirupati-Vellore	4 th -9 th January, 2018	978
3	Northern Division	Sambalpur	Shiridi-Nashik-Traimbakeswar	16 th -22 nd April, 2018	998
Total					3000

5. SPONSORSHIP AND FINANCIAL ASSISTANCE

The Cultural festivals supported & sponsored by Odisha Tourism during the year, 2017-18 were Chandipur Beach Festival, Talsari Beach Festival, Gopalpur Beach Festival, Parab Festival, Dhanu Yatra Festival, Chilika Mahotsav, Guru Kelucharan Mohapatra Award Festival, Gunjan Dance Academy, Anjali Children's Festival at Bhubaneswar, JDCA Film Festival at Bhubaneswar, Bhajana Samaroha on the occasion of Siva Ratri at Lingaraj Temple, Bhubaneswar, Adivasi Mela at Bhubaneswar, Chausathi Yogini Mahotsav at Hirapur, Paika Akhada at Khordha, Maa Budhi Santani Thakurani Festival, Makar Mahotsav, Public Arts In Gopalpur (PAGO), Chilika Sheldluck Folk Art Carnival, Gonasika Kendujhar Mahotsav, Lok Mahotsav-Sambalpur, Satkosia Mahotsav, Boita Bandana Utsav, Ghumura Mahotsav, Panchaka & Badaosha Festival, Konark Pustak Mela, Baliapal Beach Festival, Prafulla Kar Foundation (Kamala Desa Rajkumar), Barabati Nrutyosaba, Spring Festival, All India Classical Dance Festival, Guru Pankaj Utsav. Besides, the Department also supported Bhubaneswar Music Circle etc.

6. TOURISM PROJECTS

6.1 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 completed projects sanctioned during 11th Plan

1. Harishankar-Nrusinghanath-Ranipur-Jhari as tourist circuit
2. Development of Kapilash-Joranda-Saptasajya
3. Development of Nandankanan-Khandagiri-Deras-Chandaka as Tourist Destination
4. Development of Mahanadi Central Heritage under Destination Scheme
5. Development of Gurukul at Konark Natya Mandap (Hardware)
6. Development of Mahanadi River Heritage under Tourist Circuit Scheme.
7. Development of Sonepur-Khandapada-Narasinghpur-Cuttack
8. Development of Silk Route Circuit in Ganjam as Tourist Destination
9. Development of Odisha Tourism Information Portal.
10. Development of Barpali (Hardware)

2011-12

1. Development of Pipili under Destination Scheme
2. Development of Gajapati-Rayagada under Circuit Scheme

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

2012-13

No projects have been sanctioned

2013-14

1. Puri-Bhubaneswar-Chilika Mega Circuit phase-II
2. Development of Varahipitha-Dhabaleswar-Matamatha Nau Vihar
3. Multimedia Show at Udayagiri-Khandagiri Caves

2014-15

1. Infrastructure development at Puri, Shree Jagannath Dham-Ramachandi- Prachi river front at Deuli-Dhuli under Mega Circuit.
2. Harisankar-Nrusinghanath-Patora under Circuit Development Scheme
3. Koraput-Deomali- Sunabeda under Circuit Development Scheme

2015-16

No projects have been sanctioned.

2016-17

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

2017-18

1. Development of Satyabhamapur (Birth place of Utkal Gourav Madhusudan Das)
2. Development of Magura Pond at Cuttack
3. Development of Barehi at Ganjam
4. Development of Prempahad at Raigada
5. Development of Water sports facilities in the State
6. Purchase of 2 nos. of Buses

List of completed projects sanctioned during 12th Plan (year wise)**2013-14**

1. Development of Chandrabhaga under Destination Scheme has been completed
2. Development of Ekamra under Destination Scheme has been completed
3. Development of Talsari-Chandipur-Dagara under Beach Circuit Development Scheme has been completed
4. Multimedia Show at Konark Sun Temple, Konark, Puri has been completed
5. Development of Atharanala under Destination Scheme has been completed

2015-16

Multimedia Show at Dhauli has been completed

6.2 PPP & OTHER NEW INITIATIVES

- i) 6 (Six) nos. of Tourism units have been leased out on PPP mode during 2017-18
 1. Panthasala, Khiching
 2. Panthasala, Ranipurjharial
 3. Way Side Amenities Centre (WAC), Chandikhol
 4. Way Side Amenities Centre (WAC), Sunabeda
 5. Way Side Amenities Centre (WAC), Rameswar
 6. Tourist Reception Centre (TRC) Baripada
- ii) The State Govt. has sanctioned funds for installation of Floating Musical Fountain and Video Projection Show in Bindusagar, Bhubaneswar during 2015-16.
- iii) Floating Musical Fountain and Video Projection Show at Narendra Pokhari, Puri has been completed & started operation since 18th May 2017. The Laser Show has already started.
- iv) The State Govt. has sanctioned funds for installation of Light & Sound Show at Samaleswari Temple, Sambalpur.
- v) The State Govt. has sanctioned funds for installation of Floating Musical Fountain at Kusum Tank Jajpur.

7. PLAN OUTLAY & EXPENDITURE

7.1 12TH PLAN OUTLAY AND EXPENDITURE

(Rs. in lakh)

Name of the Scheme 12 th 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

7.2 APPROVED OUTLAY & EXPENDITURE FOR 2017-18 & ANNUAL OUTLAY FOR 2018-19

(Rs. in lakh)

Name of the Scheme (2012-2017)	2017-18		2018-19
	Outlay	Expenditure	Outlay
1	2	3	4
102- Tourist Accommodation	8730.00	8730.00	9600.00
102- Tourist Accommodation (State Matching contribution)	-	-	-
Sub-Total	8730.00	8730.00	9600.00
104-Promotion and Publicity	6282.00 291.00-(S)	6282.00 291.00	7238.04
CSS to development of Tourist infrastructure for destination:	-	-	-
C.P	3000.00	-	3000.00
TOTAL	18303.00	15303.00	19838.04

7.3 PROGRAMME EXPENDITURE BUDGET PROVISION OF TOURISM DEPARTMENT FOR THE YEAR 2018-19

(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)-2017-18. > Rs. 2,91,00,000-(supplementary)	288.04
2	BARISTHA NAGRIKA TIRTHA YATRA YOJANA	32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3117-BARISTHA NAGRIKA TIRTHA YATRA YOJANA-20002-OTHER CHARGES (voted), 2018-19	1100.00
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), 2018-19	8800.00
4	DEVELOPMENT OF BAKULABANA 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	700.00
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 (voted), 2018-19 921-Grant in Aid towards Salary- Rs,1,06,00,000- & 918-Grant in Aid General/Non-Salary- Rs,34,00,000-(voted),	140.00
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), 2018-19	500.00
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), 2018-19	4799.99
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-1470-78681 safety security and sanitation (voted), 2018-19	200.00
10	SAND ART MUSEUM	32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY-78686-SAND ART MUSEUM(voted), 2018-19	200.00
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), 2018-19	10.00
12	INFORMATION TECHNOLOGY AND E-GOVERNANCE	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-103- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -78245- INFORMATION AND TECHENLOGY INFRASTRUCTURE, (voted), 2018-19	100.00
	TOTAL STATE PLAN		16838.04
13	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-103- TOURIST ACCOMMODATION-1468-37078- CONSTRUCTION OF TOURIST ACCOMMODATION (Central Plan) (voted), 2018-19	3000.00
	GRAND TOTAL		19838.04

8. TOURISTS VISIT

Development of tourism is normally measured in terms of the number of tourist visit. The tourist visit from 2013 to 2017 including visitors from within the State is given below:

8.1 Tourists visit to Odisha

Year	Domestic		Total	Foreign	Grand Total	% Growth
	From Odisha	From outside Odisha				
2013	58,81,714	39,18,421	98,00,135	66,675	98,66,810	8.21
2014	64,74,077	43,16,545	1,07,90,622	71,426	1,08,62,048	10.08
2015	70,71,367	47,14,750	1,17,86,117	66,971	1,18,53,088	9.12
2016	77,05,425	51,37,474	1,28,42,899	76,361	1,29,19,260	9.00
2017	84,06,401	56,04,828	1,40,11,229	1,00,014	1,41,11,243	9.23

8.2 Foreign Tourists Arrival in Odisha vis-à-vis India

Year	No. of Foreign Tourist Arrival to India	No. of Foreign Tourist Arrival to Odisha	Share of Odisha in Indian Tourist Market
2013	69,67,601	66,675	0.96
2014	76,79,099	71,426	0.93
2015	80,27,133	66,971	0.83
2016	88,04,411	76,361	0.87
2017	1,01,77,248	1,00,014	0.98

8.3 Inflow of Money through Tourist Spending (Expenditure)

On the basis of the Tourist Profile Survey conducted in 2013 -14, the estimated inflow of money through tourist spending (expenditure) during 2013 to 2017 is given below.

(Rs. in Crore)

Year	Domestic			Foreign	Total
	Tourists from within Odisha	Tourist From outside Odisha	Total		
2013	6012.94	4005.84	10018.78	305.62	10324.40
2014	6618.51	4412.85	11031.36	327.39	11358.75
2015	7229.13	4819.93	12049.06	306.97	12356.03
2016	7877.33	5252.09	13129.42	350.02	13479.44
2017	8593.95	5729.87	14323.82	458.43	14782.25

9. PERFORMANCE OF TOURISM UNITS OF DEPARTMENT OF TOURISM FOR THE LAST FIVE FINANCIAL YEARS

Sl. No.	Name of the Unit	District	Year	No. of Tourist Stayed		% of Occupancy	Income in Rs.	Exp. in Rs.	Loss/ Profit
				Domestic	Foreign				
1	2	3	4	5	6	7	8	9	10
1.	W A C Girisola	Ganjam	2013-14	-	-	-	-	589499	-589499
			2014-15	-	-	-	-	780331	-780331
			2015-16	-	-	-	-	480256	-480256
			2016-17	-	-	-	-	358770	-358770
			2017-18	-	-	-	-	407668	-407668
2.	Cyclone Shelter- Cum-Yatrinivas, Chandaneswar	Balasore	2013-14	1098	-	29%	308160	1915372	-1607272
			2014-15	1186	-	27%	308750	2344824	-2036074
			2015-16	1741	-	42%	435930	2568750	-2132820
			2016-17	1568	-	39%	450800	2445635	-1994835
			2017-18	1858	-	41%	528200	2578401	-2050201
3.	Panthasala Khiching	Mayurbhanj	2013-14	69	-	3%	15920	580510	-564590
			2014-15	32	-	1%	4800	556644	-551844
			2015-16	16	-	5%	1800	590300	-588500
			2016-17	-	-	-	-	637517	-637517
			2017-18	-	-	-	-	406040	-406040
4.	Panthasala Nrusingnath	Bargarh	2013-14	797	-	15%	38460	1193667	-1155207
			2014-15	797	-	13%	79720	591145	-723166
			2015-16	794	-	14%	73040	29184	+43856
			2016-17	593	-	10%	52580	48756	+3824
			2017-18	485	-	8.35%	46220	-	+46220
5.	Tourist Complex Atri	Khurda	2013-14	9	-	-	2700	477860	-475160
			2014-15	144	-	-	15660	1058567	-1042907
			2015-16	17	-	-	1740	1433772	-1432032
			2016-17	3	-	-	900	1539347	-1538447
			2017-18	3	-	-	900	1865348	-1865348



10. HOTEL AVAILABILITY IN ODISHA

As per the Hotel tariff and the spending capacity of tourists, the existing hotels in Odisha have been broadly divided into three categories.

Category of Hotels	Average Tariff per Room per day
Low Spending Group (L.S.G.)	Up to Rs.900/-
Middle Spending Group (M.S.G.)	Rs.901/- to Rs. 1800/-
High Spending Group (H.S.G.)	Rs.1801/- and above

Hotels constitute a major segment of tourism sector. The following table indicates the hotel position in Odisha during last 5 years.

Year	No. of High Spending Group Hotels with Rooms/ Beds	No. of Middle Spending Group Hotels with Rooms/ Beds	No. of Low Spending Group Hotels with Rooms/ Beds	Total No. of Hotels/Rooms/Beds
1	2	3	4	5
2013	306/10381/21303	356/7540/15335	923/15428/29329	1585/33349/65967
2014	334/11303/23344	399/8120/16864	956/15950/30392	1689/35373/70600
2015	375/11903/25062	455/9219/18924	921/15264/29108	1751/36386/73094
2016	433/13625/28406	474/9079/18321	916/14970/28393	1823/37674/75120
2017	315/10822/22553	418/9065/18521	1131/18671/35950	1864/38558/77024



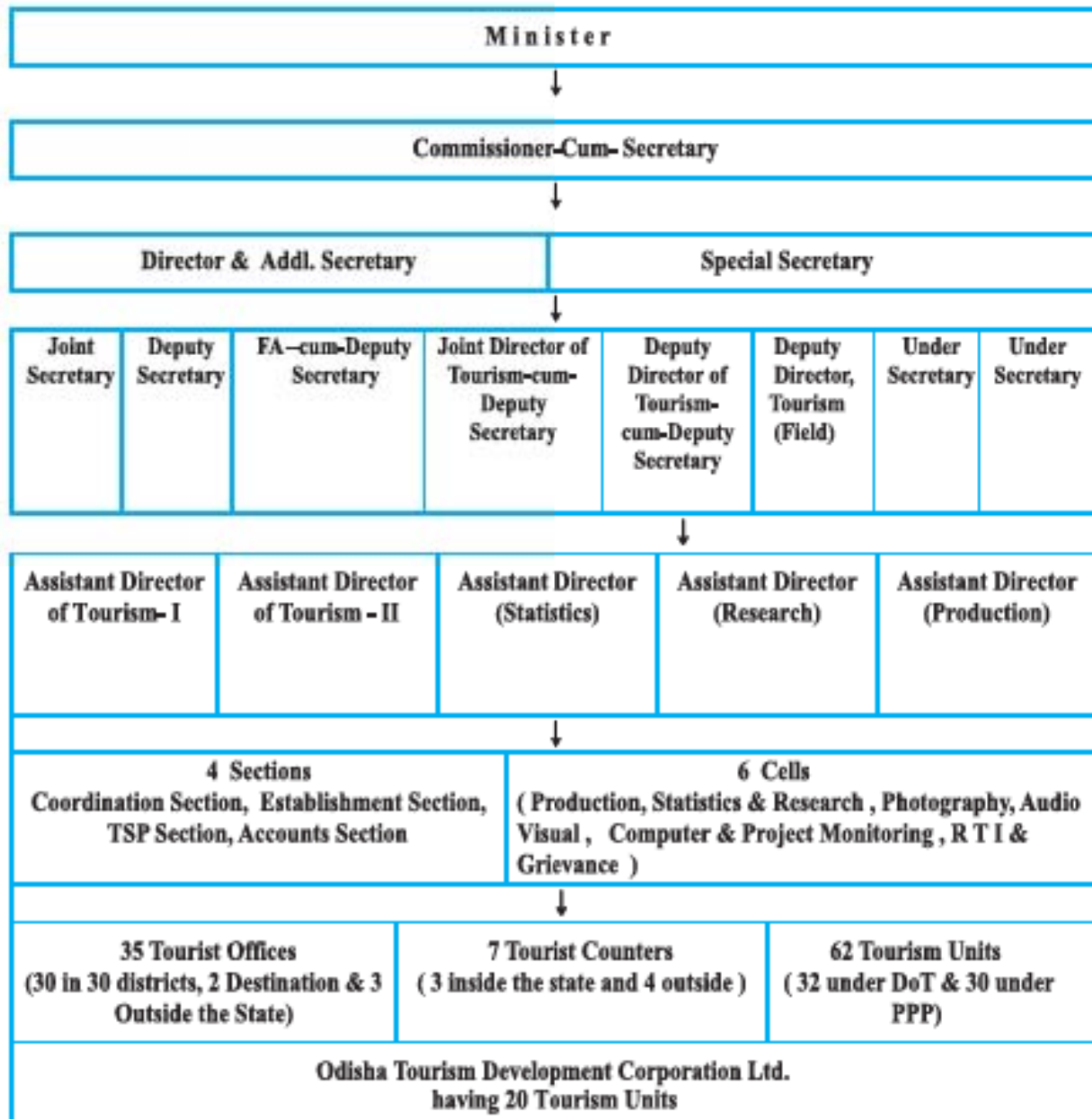
Satakosia George Sanctuary

11. AVERAGE PERCENTAGE OF HOTEL OCCUPANCY

Sl. No.	Name of Place	2013	2014	2015	2016	2017
1	Puri	73	79	83	83	76
2	Bhubaneswar	78	78	74	77	73
3	Konark	40	40	39	41	43
4	Berhampur	58	63	64	69	76
5	Gopalpur	35	42	42	47	44
6	Chilika Area	43	43	43	46	50
7	Cuttack	67	62	62	67	70
8	Balasore	66	78	82	85	81
9	Chandipur	62	72	73	72	69
10	Dhenkanal	42	35	39	37	40
11	Angul	51	35	30	45	31
12	Baripada	58	61	61	62	65
13	Keonjhar	52	54	53	54	59
14	Rourkela	72	60	63	58	62
15	Sambalpur	58	59	59	60	62
16	Jharsuguda	45	43	37	36	38
17	Bolangir	60	58	58	60	58
18	Koraput	60	62	64	60	58
19	Jeypore	65	65	61	61	64
20	Rayagada	60	59	55	57	60
21	Phulbani	46	48	53	49	53
22	Bhawanipatna	51	66	52	60	53
23	Bhadrak	46	45	43	44	46
24	Malkangiri	59	61	60	66	60
25	Nawarangpur	72	87	74	65	57
26	Boudh	79	76	88	90	86
27	Sonepur	50	47	48	49	50
28	Baragarh	49	41	34	34	37
29	Nayagarh	57	60	62	64	67
30	Paradeep	35	31	29	34	31
31	Paralakhemundi	58	60	67	79	82
32	Deogarh	32	30	28	31	38
33	Jajpur Road	52	48	43	57	59
34	Sundargarh	83	70	65	61	67

ANNEXURE-1

12. ORGANISATION CHART





Sand Art Festival, Puri Sea Beach



Udayagiri Cave



ODISHA
TOURISM

India's Best Kept Secret!

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