



# ANNUAL REPORT

2020-21



**ODISHA**  
INDIA'S BEST KEPT SECRET.

Department of Tourism, Government of Odisha





**ODISHA**  
INDIA'S BEST KEPT SECRET.

## ODISHA TOURIST MAP







### LEGEND

- Monuments
- Buddhist Circuit
- Temples
- Waterfalls
- Waterfront/Lakes
- Sea Beaches
- Scenic Spots
- Village/Tribal Market
- Dam
- Wildlife
- District Name
- District Headquarter
- Important Location
- Biju Patnaik International Airport (B.I.A.)
- Railway
- National Highway
- State Highway
- Other District Road
- National Park
- Sanctuary
- Forest
- River

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\*Map not to scale





Chitrakonda Reservoir, Malkangiri

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Joranda Waterfall, Mayurbhanj





# 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 of not less than 24 hours and not more than one consecutive year for leisure, business and other purposes’.

Tourism requires necessary infrastructure and services for 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 and hospitality sector which binds together a lot of other employment generating sectors through backward and forward linkages.

Over the past decades, tourism 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 and automobiles. The contribution of tourism to economic wellbeing depends on the revenues it generates and contributes to the livelihood and employment of local communities.

Tourism is a highly labour-intensive sector. According to the estimation of World Tourism and Travel Council (WTTTC), tourism creates 89 jobs as against 45 jobs in primary and 13 jobs in secondary sectors for every million rupees of investment. The ratio of indirect jobs to direct jobs in the tourism sector is approximately 3:1. However, it is difficult to quantify the exact number of jobs created in the 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 favourite tourist destinations of India.

Tourism sector has been accorded priority status by the State Government. The Department of Tourism is taking structured and far-reaching interventions for the development and promotion of tourism sector in the State. During the year 2020-21, the number of tourist footfalls in Odisha was recorded at 23,77,175.

The COVID-19 pandemic, which hit the world in January 2020, has impacted the tourism sector at the global, regional and local levels. Due to travel restrictions imposed on international and domestic travel, a significant drop of (around 99%) in tourist arrivals has been registered in the international sector. Similarly in Odisha, tourist arrivals have dropped to an unprecedented 84.29% in comparison to previous year figures.

## ORGANISATIONAL DETAILS

Though started as a Public Relations activity, it later became part of the 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 13 November 1973. The Department, thus created, was subsequently renamed as Tourism, Sports & Culture Department in G.A. Department Resolution No.14386 – Gen, dated 10 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 2 January 1991. Subsequently, a new Department of Tourism & Culture was created as per G.A. Department Resolution No.29049 – Gen, dated 30 December 1995. Now, vide Notification No. GAD- SER2- RB-0001-2018-6330/GEN dated 6 March 2018, Tourism & Culture Department has been separated and functioning as an independent Department.





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. While 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. Similarly, 3 Tourist offices are outside the State, each headed by an Assistant Director, 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 Odisha at Howrah (WB), Vizianagaram (AP), Raipur (Chhattisgarh) and Navi Mumbai (Maharashtra) 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 Department of Tourism, constituted under Tourism Department Resolution No.3221/TSM, dated 27 February 1979 and it was incorporated under the Indian Companies Act, 1956 on 3 September 1979.

## **STATE INSTITUTE OF HOTEL MANAGEMENT (SIHM)**

With an objective to spread and impart quality tourism education in Odisha, in 2004-05, the State Government 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 was upgraded to State Institute of Hotel Management (SIHM), Balangir on 18 October 2010 and affiliated to NCHMCT (National Council for Hotel Management & Catering Technology), Noida, U.P-201301. SIHM offers a Bachelor's in Science in Hospitality & Hotel Administration, a 3 year degree programme which was started on 1 May 2019 and is recognized by NCHMT, Government of India.





Dhableswar, Cuttack





# Objectives

The main objectives of Department of Tourism are 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, Tourism Department has adopted a multi-pronged strategy to promote tourism aggressively in the source markets.

## DOMESTIC & FOREIGN TOURIST VISITATION TO ODISHA

Year	Domestic		Total	% growth	Foreign	% growth	Grand Total	% growth
	From Odisha	Outside Odisha						
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	90,20,922	60,14,671	1,50,35,593	(-)3.06	1,00,567	(-)11.57	1,51,36,160	(-)3.12
2020-21	14,25,770	9,50,753	23,76,523	(-)84.19	652	(-)99.35	23,77,175	(-)84.29

(DoT, Statistics Cell)





# 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, formulates plans, policies and programmes for tourism development. The private sector plays a more proactive role where it invests money and gets profit with an ultimate outcome through generation of indirect employment.

Department of Tourism has adopted a multi-pronged strategy for 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. DoT 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 balanced development of tourism infrastructure, an Odisha Tourism Policy was 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' 2021, 358 places have been identified in the State as Tourist Centers.

The infrastructure of tourism development falls into two categories, basic and touristic. While road, electricity, water, external and internal transport, postal and telecommunication, 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 1 September 1980 to operate on commercial basis. The Department, however, continues to create and operate new tourist facilities for the benefits of tourists.

Tourism marketing and publicity is one of the major functions of the Department. DoT organizes fairs, festivals and special events directly and supports some tourism festivals organised by various stakeholders that leads to promotion of tourism. Attractive advertisements both in print and electronic media, 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 a 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)**

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





# 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 Unravelled” to inform diverse stakeholders within and outside the State of its various efforts towards developing and positioning Odisha as one of India’s most favoured all-season destination offering unique best-in-class experiences to tourists and travellers across the spectrum.

## Advertisement (Print Media)

Advertisement is one of the powerful channels of communication to create public awareness. Department of Tourism has brought out 16 new creatives on new “Odishaah!” campaign on multiple themes for advertisement. Attractive and innovative advertisements released in the year 2020-21 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)



***Travel***

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



***International***

Conde Nast Traveller India



***Regional***

Chitrakala ( Gujarati & Marathi), My City links

## Advertisement (Electronic Media)

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

### NATIONAL CAMPAIGN

1.	Discovery Communication	Discovery TLC Animal Planet
2	NGC Network India Pvt Ltd and Fox Network	NGC Nat Geo Wild
3	Celebrities Management Private Limited	Travel XP
4	EPIC Network	EPIC
5	ETV Network	ETV (Telugu)
6	Star Network	Star World
7	Sun TV Network	Sun TV
8	Network 18 NBC Universal	CNBC TV18 (Morning) CNBC Awaaz (Morning)
9	Turner International	CNN (India only)
10	ABP News Network	ABP Majha (Marathi)
11	Times Network	Times Now
		Times Now HD
		ET Now & Mirror Now (4 Channels)
12	Zee Media Network	Zee 24 Kalak (Gujurati)
		Zee Cinema
		& Picture
13	AETN TV Network	History TV18

### REGIONAL CAMPAIGN

1.	MBC Network	MBC TV
2.	Eastern Media Group	Kanak TV
3.	Kalinga TV Network	Kalinga TV
4.	Zee Media Network	Zee Odisha
5.	News 18 Network	News18 Odia
6.	Prameya News Network	Prameya News7
7	Naxatra News	Naxatra News
8	Nandighosa TV	Nandighosa TV



## Outdoor Branding Branding at Important Airports

With a view to promote Odisha Tourism in the national market in general, particularly metro cities, 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.

Other than Airport Branding, LED Screen is displayed at Connaught place, New Delhi

### VISUALS OF OOH CAMPAIGNS IN VARIOUS AIRPORTS



## Audio Visual

To creatively market 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 principle Social Media channel for AV marketing.



## ZOOM

ZOOM Studio of the Times of India Group completed the outdoor shooting for 10-episode fiction series for promotion of Odisha Tourism. It is based on a story of reunion of a family wherein they appear in different prominent tourist destinations reflecting the rich cultural heritage and tourism potential of Odisha.







## Tourism Events & Trade Fairs participated & organized

In order to market the State's tourism products and packages, DoT explores various opportunities in the tourism & hospitality sector across identified source markets along with different stakeholders. DoT provides a platform where stakeholders of the State participate as co-exhibitor and promote the state. During last year, Odisha Tourism along with key tourism trade stakeholders from the State organized or participated in the following events.

### Participation in SATTE, 2021

Odisha Tourism participated in SATTE 2021 held from 24 – 26 March 2021 at International Expo Centre, Greater Noida. DoT booked space of 120 sq. mtrs in the exhibition which was attended by Five (05) Stakeholders from Odisha. It is noteworthy that Odisha Tourism stall received many queries on Eco Retreat which is an indication of the popularity this DoT signature project has already achieved. A Certificate of Appreciation has been received from SATTE organisers as a token of participation.

### Road Shows at National Level (Virtual / Physical Mode)

Post-Covid-19, Department of Tourism in association with Federation of Indian Chamber of Commerce and Industry (FICCI) organised 4 Domestic Road Shows in virtual mode and one in physical mode in the following cities. The digital platform, created by FICCI for the specific purpose, was utilized for virtual roadshows.

SL.No.	Name of the Road Show	Date	In Virtual mode / Physical mode
1	Vishakhapatnam	21 October 2020	Virtual mode
2	Raipur, Bilaspur, Durg and Bhilai	29 October 2020	Virtual mode
3	Ranchi, Jamshedpur, Durg and Bhilai	10 November 2020	Virtual mode
4	Kolkata	19 November 2020	Virtual mode
5	Jaipur	03 February 2021	Physical mode

## State Level Events

### **World Tourism Day-2020**

World Tourism Day 2020 was celebrated by Department of Tourism on 27 September 2020 at Bhubaneswar. The theme of this year World Tourism Day was “TOURISM AND RURAL DEVELOPMENT”. On this occasion a super bike rally consisting of 80 superbikes from 9 superbiker groups was flagged off from Info-city Square by Hon’ble Minister, Tourism and OLLC. The rally covered 25 KM to culminate at Dhauli Shanti Stupa.

*On this occasion, Hon’ble CM announced opening of Tourism in the State post COVID and welcomed tourists to visit Odisha*

### **Konark Festival-2020**

The annual mega cultural extravaganza, the Konark Festival was held from 1st – 5th December on the backdrop of the magnificent Sun Temple at Konark. Eminent dancers of international repute of all classical forms participate in this five day programme. Following all COVID-19 protocols and guidelines, 3105 nos. of visitors witnessed the festival.

### **International Sand Art Festival-2020**

Coinciding with the internationally famous Konark Festival, the International Sand Art Festival is organized from 1st to 5th December on the sandy beach of Chandrabhaga (3 kms from Konark). The objective of the festival is to showcase the sand art done in different themes and attract tourists from within and outside the country.

### **3rd National Chilika Bird Festival-2021**

The 3rd National Chilika Bird Festival was organised jointly by Dept of Tourism, Govt of Odisha in association with Chilika Development Authority and Dept of Forest and Environment from 8th – 10th January 2021. The inauguration and the technical session was held on 8th January 2021 at Convention Centre at Lok Seva Bhawan and the participants visited the site on the next day. The three-day festival includes photo exhibitions, seminars and visit to Nalabana, Mangalajodi, Satkosia and Deras.

### **Mukteswar Dance Festival-2021**

Odisha Tourism in association with Odisha Sangeet Natak Akademi organised the Mukteswar Dance Festival-2021 from 14th – 16th January’2021 in the premises of the 10th century AD built Mukteswar Temple in Bhubaneswar. Odissi in all forms like Solo, duet and group performances was presented in all the days.

### **Rajarani Music Festival-2021**

Odisha Tourism in association with Odisha Sangeet Natak Akademi organised the Rajarani Music Festival-2021 from 18th – 20th January’2021 in the premises of Rajarani Temple complex in Bhubaneswar.



### **Dhuli-Kalinga Mahotsav-2021**

Dhuli-Kalinga Mahotsav jointly organised by Department of Tourism, Government of Odisha and Orissa Dance Academy was held from 6th – 8th February'2021 on the foothills of Dhuli. The objective is to preserve, promote and popularize the heritage at the national and international level. The festival is an annual event held on the historically significant Dhuli hills on the bank of River Daya near Bhubaneswar.

### **Vrindaban Mahotsav- 2021**

Vrindaban Mahotsav-2021, the flagship Indian classical music concert was organised by Department of Tourism in association with Vrindaban Gurukul Trust, Bhubaneswar founded by Padma Bhushan Hariprasad Chaurasia at Utkal Mandap on 28 March 2021. This was the second edition of the event.

The Mahotsav is organised every year on the eve of Holi- the festival of colours. The concert, which was organised in strict adherence to Covid-19 protocols, was telecasted live on DD Bharati and social media handles of Odisha Tourism.

## **Tourist Officers Conference**

The Tourism Department in association with IITM, Bhubaneswar had organized the Tourist Officer's Conference at Eco-Retreat, Konark on 2nd and 3rd March 2021. On the first day, all the Officers witnessed the Light & Sound Show at Konark and on the 2nd day were engaged in expert presentation and deliberation on key emergent issues of tourism sector.



## Hosting the 6th India Responsible Tourism Awards at Konark

Odisha Tourism hosted the 6th Outlook India Responsible Tourism Summit Awards 2021 at Konark during 23 - 24 February 2021. The theme of the summit this year was sustainability focusing specifically on waste, water and carbon. Odisha Tourism won the silver award under the category Best Future Forward State 2021.



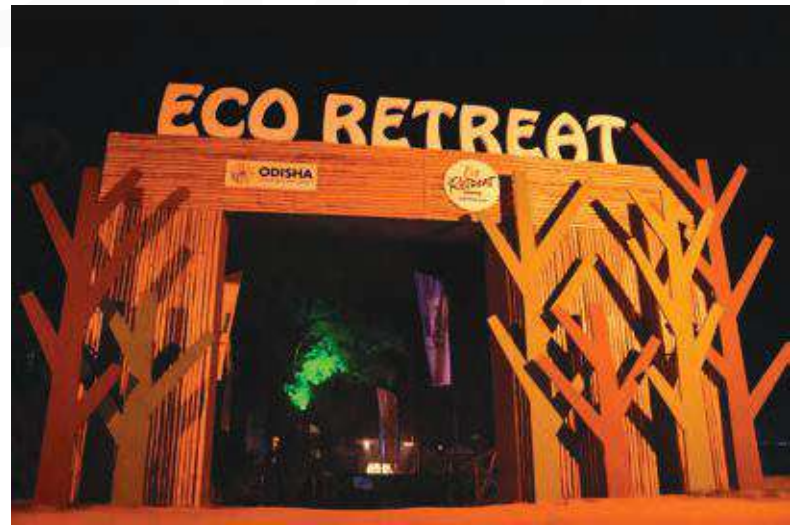








ECO  
RETREAT  
ODISHA





# KONARK FESTIVAL

Open Air Auditorium, Konark





# INTERNATIONAL SAND ART FESTIVAL

CHANDRABHAGA BEACH, KONARK, ODISHA

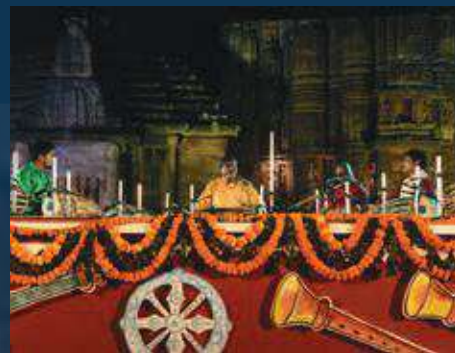




16th  
Dhauli-Kalinga  
Mahotsav







# Rajarani Music Festival

Rajarani Temple Premises





# Mukteswar Dance Festival

# Vrindaban Mahotsav





# Other Key Activities

## Post Pandemic Revival Measures

- **COVID-19 Impact on Tourism Sector assessment Report:** Dept of Tourism has carried out a survey among tourism industry stakeholders and prepared a report on 'Impact of COVID-19 on tourism sector of Odisha'.
- **COVID – 19 Sensitization Workshops:** Department of Tourism in association with IITTM, Bhubaneswar has organised two Sensitization and Awareness Workshops on Facing the New Normal in view of COVID-19 for different tourism & hospitality stakeholders.
- **Standard Operating Procedures (SOPs) and Guidelines for Tourism Sector:** In the wake of COVID-19 pandemic, Department of Tourism has formulated Standard Operating Procedures (SoP's) and Guidelines for stakeholders such as hospitality units, tour operators, transport services, guides and excursion agents.
- **Safe Tourism Campaign:** In order to instill traveler confidence, Odisha Tourism has carried out special media campaign on Odisha Tourism in selected media channels like Doordarshan, BBC, National Geographic, CNN, etc. by highlighting the safe environment prevalent in Odisha.
- **Special events:** During the pandemic period, Odisha Tourism organised special webinars on Odisha's tourism offerings in association with Ministry of Tourism (under Dekho Apna Desh series) and FICCI.

## Partnering with 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 Government 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.



## Eco Retreat, Odisha 2020

Odisha Tourism organized the second edition of its annual glamping product, 'Eco Retreat Odisha' from 9 December 2020 to 28 February 2021 at five tourist destinations of the state. After the huge success of first edition of The Marine Drive Eco Retreat, Konark 2019, Department of Tourism expanded Eco Retreat Odisha to Satkosia (Baliput), Bhitarkanika (Nalitapatia), Daringbadi and Hirakud besides Konark (Ramchandi). The glamp camps attracted travel-bugs from across India, who packed their bags for a much-needed break. The event concluded on 8th March in Konark while the other four locations closed the curtains on 28th February, 2021. Despite the pandemic, the event witnessed an overall occupancy of over 50.31%, Owing to the synergised application of SOPs and technology for added safety of tourists.

## Launching of Odisha By Road Campaign

Department of Tourism in association with the Bikers Club of Bhubaneswar organised a special campaign – Odisha By Road. The objective was to attract more bikers in the niche segment to Odisha as the roads connecting to different off beat destinations are excellent and provide enriching experiences. The Campaign was launched on World Tourism Day which falls on 27 September.

## Day-tour packages

OTDC in coordination with Eco-tour 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 few weeks of launch.





# Bhaskareswar Temple





## Collaboration:

**DoT has entered into collaborative arrangements with Govt. bodies, NGO, etc.**

- **MoU signed with Forest & Environment Department for promotion of Eco-Tourism:** Tourism Department has signed an MoU with Forest & Environment Department on 8th Jan'2021 for development of eco-tourism in the State. As per the MoU, Forest & Environment Department will create infrastructure within the eco-sensitive zones and marketing and publicity will be undertaken by the Tourism Department. Eco-tourism in Odisha is a unique community managed initiatives and has attained global attendance.



- **Technical Collaboration with Kerala Shipping & Inland Navigation Corporation:** The DoT 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, eight major reservoirs and several other pristine water bodies where surveys have ascertained the feasibility of setting up sustainable water sports & recreation and tourism products such as houseboats.



### **Puri Beach becomes one among India's First Blue Flag Certified Beaches**

The Blue Flag Programme promotes sustainable development in freshwater and marine water areas by achieving high standards in four categories, i.e. water quality, environment management, environment education and safety. Over the years, the Blue Flag Certification has become a highly respected and recognized eco-label across the world. The Golden Beach at Puri for a length of 870 meter has been taken-up as the pilot Blue Flag Beach in Odisha by the World Bank funded Integrated Coastal Zone Management Project (ICZMP) of Forest and Environment Department, Government of Odisha. The peripheral activities were taken up by the State Government like approach road, fencing with plantation, parking, sand sculptures, water supply, jogging track, installation of CCTV and public address system through the State Project Management Unit of ICZMP.

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### **Odisha Tourism Portal**

Odisha Tourism portal [www.odishatourism.gov.in](http://www.odishatourism.gov.in) has been created on the Adobe Experience Manager Platform highlighted with user generated content, customized tour packages, online hotel & tour operator registration and one-stop solution for tourists/ visitors. The website includes an array of stylishly arranged modules which help to catapult the visitor's imagination to holiday in Odisha.

### **Odisha Tourism presence on Social Media Platforms**

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



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# TAKE A TOUR OF ODISHA'S DIGITAL JOURNEY



[odishatourism.gov.in](http://odishatourism.gov.in)

- **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**





# Training & Capacity Building

## Foreign Language Training Programme

90 persons including Travel, Tourism and Hospitality trade professionals were trained on Tourism orientation and Foreign languages like German, Russian and Chinese to handle the influx of foreign visitors to Odisha. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the said training programme.

## Training programme for Tour Guides

180 persons have been selected to 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 120 youths have been already trained as Tour Guides and another 60 youths are undergoing training. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar is entrusted with conducting the said training programme.

## Local Level Tourist Facilitator Training programme for Buddhist Circuit in Odisha (Lalitgiri-Ratnagiri-Udayagiri-Langudi).

30 participants will be given training for Local Level Tourist Facilitator for Buddhist Circuit in Odisha (Lalitgiri-Ratnagiri-Udayagiri-Langudi). Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar is entrusted with conducting the said training programme.

## Training initiatives for “ Covid-19 Prevention and Management” for Site Managers and Community Members engaged in Eco-Tourism destinations

424 trainees comprising of Site Managers and Community Members engaged in Eco-Tourism destinations have completed training on Covid-19 Prevention and Management . Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar conducted the training programme.

## Covid-19 Management training for Site Managers and Eco-Tourism Group (ETG) Managers (Hygiene & Sanitation)

A group of 50 eco-tourism staff comprising of Site Managers and Eco-Tourism Group (ETG) Managers will be trained on Covid 19 management. Out of which 10 members have already completed the training. IHM, Bhubaneswar is entrusted with conducting the said training programme.

## Naturalist training to be conducted by Odisha Biodiversity Board

400 Naturalist will be trained by the Odisha Biodiversity Board sponsored by Dept. of Tourism.

## Capacity Building and Management Development Programme for Covid-19 Management

14 OTDC Officers and 66 OTDC Staffs have undertaken Capacity Building and Management Development Programme for Covid-19 Management. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar and IHM, Bhubaneswar has been entrusted with conducting the said training programme.





## Safety and Security of Tourists & Beach Cleaning

**Safe, secure & hassle-free movement of tourists within Odisha is the topmost priority of the Department of Tourism. Puri being the hub of tourist movement, the State Government has taken the following measures.**

1. 100 lifeguards have been deployed along the sea beach in Puri by the Home Department. The lifeguards are controlled by SP, Puri and monitored by Odisha Fire Service Department to prevent drowning death and protect lives of tourists at sea beach from Digabarini to Swargadwara (Chaitanya Chowk). Expenditure towards deployment of lifeguards is being borne by the Home Department
2. 06 (Six) Lifeguard Associations of Puri sea beach front comprising 305 private lifeguards of Nolia community have been deployed at sea beach to safeguard tourists. They have been imparted rescue and lifesaving training and hospitality training by Tourism Department through Indian Red Cross Society.
3. For better identification of these lifeguards, Tourism Department has provided them with uniforms in adherence to the international code i.e. yellow and red color T-shirts.
4. Tourism Department 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 lifeguards during sea bath and not venture into the sea while intoxicated.
6. Four Tourist Police Patrolling vehicles have been engaged in Puri-Konark and Puri-Satapada routes. The expenditure in this regard is borne by Tourism Department.
7. Home Department 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 ( Dhauli), 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 lifeguards (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 in Puri in order to look after the safety and security of the tourists visiting the sea beach.
12. Watch Tower has been installed at Paradeep sea beach for safety of Tourists.
13. District Administration, Puri deployed lifeguards at Chandrabhaga sea beach on special occasions like Konark Festival, Maghamela for the safeguard of tourists / visitors
14. Beach Instruction Signages have been installed at Chandrabhaga and Pir Jahania sea beaches.
15. The following measures have been initiated at Blue Flag Golden Beach, Puri for safety / quick recovery of the tourists / visitors.
  - Deployment of Lifeguards.
  - Earmark of safety bathing zone.
  - 02 (Two) Watch Towers has been installed
  - One Jet Ski is operated by Department of Fire Service, Odisha
  - Beach instruction signages have been installed





# Sponsorship and Financial Assistance

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 year, 2020-21.

Sl.No.	Name of the Festival	Venue
1	26 <sup>th</sup> Guru Kelucharan Mohapatra Award Festival	Bhubaneswar
2	Narayani Namastute	Kolkata
3	19 <sup>th</sup> Anjali International Children & Youth Festival	Bhubaneswar
4	24 <sup>th</sup> Gunjan Dance & Music Festival	Cuttack
5	National Press Day	Bhubaneswar
6	4 <sup>th</sup> Chilika Shelduck Carnival	Barkul
7	8 <sup>th</sup> Satkosia Mahotsav	Angul
8	Saptashajya festival-2020	Dhenkanal
9	7 <sup>th</sup> Utkal Folk Dance Festival	Bhubaneswar
10	14 <sup>th</sup> Guru Deba Prasad Award Festival	Bhubaneswar
11	Global Odia Mahotsav-2020	USA
12	4 <sup>th</sup> All India Classical Dance Festival	Bhubaneswar
13	Cultural program on Republic Day	Bhubaneswar
14	Kabisammilani	Balasore
15	Cultural program on Republic Day	Bhubaneswar
16	Aarya Awards	Bhubaneswar
17	Natak	Bhubaneswar
18	Guru Pranam Utsav	Bhubaneswar
19	23 <sup>rd</sup> Chandipur Beach Festival	Chandipur
20	Odissi Sangeet Mahotsav	Bhubaneswar
21	Guru Dakshina Utsav	Bhubaneswar
22	Guru Pranam Utsav at Rabindra Mandap, Bhubaneswar	Bhubaneswar
23	4 <sup>th</sup> Jasuapur Mahotsav	Jasuapur
24	Konark Music & Dance Festival, Konark	Konark
25	27 <sup>th</sup> Guru Pankaj Utsav & Mahari Award	Bhubaneswar
26	Bhajan Samaroha on Shivratri	Bhubaneswar
27	9 <sup>th</sup> Annual Meet-Connections 2021	New Delhi
28	Annual Function Kamala Desha Rajakumar	Bhubaneswar
29	Sufiana Music Festival	Bhubaneswar
30	16 <sup>th</sup> Odissi Sangeet & Laghu Sangeet Samaroha	Bhubaneswar
31	Cultural event for promoting Odisha Handloom	Bhubaneswar
32	Music Programme "Ei Aamari Gaon"	Bhubaneswar
33	69 <sup>th</sup> Senior National Volley ball Championship	Bhubaneswar
34	Conclave "Odia Asmita"	Bhubaneswar
35	2 <sup>nd</sup> Kanchan Corporate Award	Bhubaneswar
36	Celebration of International Women's Day	Balasore

# 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 Government 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 (Sundergarh), 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.
- Development of infrastructure for getting Blue Flag Beach certification Haripur & Pati-Sonapur in Ganjam district, Niladri, Muhan & Pir Jahania Beach in Puri district.
- Establishment of Special Odia Cuisine Restaurant (NIMANTRAN) at Puri, Bhubaneswar and Sambalpur
- Development of Eco-Tourism in the State
- Development of Beach front & Beautification of seaside at Talsari-Udayapur Beach in Balasore district

## 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 (Birthplace 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. Completion of Eco-Cottages at Dangmal
3. Improvement of water quality of 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 Kshetra, Jajpur
4. Holistic development in the vicinity of Dhauli Stupa.
5. Integrated development of Ekamra Kshetra
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 its peripheries for the promotion of water based recreational facilities.



## 2020-21

1. Development of infrastructure for getting Blue Flag Beach certification Haripur & Pati-Sonapur in Ganjam district, Niladri, Muhan & Pir-Jahania Beach in Puri district.
2. Establishment of Special Odia Cuisine Restaurant (NIMANTRAN) at Puri, Bhubaneswar and Sambalpur
3. Development of Eco-Tourism in the State
4. Development of Beach front promenade at Talsari-Udayapur Beach in Balasore district
5. Development of infrastructure at Udaygiri in Jajpur district
6. Development of infrastructure at Ratnagiri in Jajpur district
7. Development of infrastructure at Langudi in Jajpur district
8. Development of Jirang at Gajapati district
9. Development of Gopalpur beach in Ganjam District
10. Infrastructure development of Balangibandh in Nayagarh district
11. Development of infrastructure at Sanaghagara in Keonjhar district
12. Development of infrastructure at Chandaneswar in Balasore district
13. Development of infrastructure at Chandipur in Balasore district
14. Development of infrastructure at Khandagiri-Udayagiri in Khordha district
15. Development of infrastructure at Dhauligiri in Khordha district
16. Development of infrastructure at Ghatagaon in Kendujhar district
17. Development of infrastructure at Khandadhar in Sundargarh district
18. Development of infrastructure at Dhabaleswar in Cuttack district
19. Development of infrastructure at Lalitgiri in Cuttack district
20. Development of infrastructure at Paradeep in Jagatsinghpur district
21. Development of infrastructure at Khandadhar in Keonjhar district
22. Development of infrastructure at Panchalingeswar in Balasore district
23. Development of Kanta Kabi Laxmikanta Mohapatra memorial park at Bhadrak
24. Development of Sarisua Waterfall at Khaira, Bhadrak
25. Development of Vir Surendra Sai memorial at Sambalpur





## ***Other New initiatives***

### **Public Private Partnership (PPP)**

1. Panthanivas Balasore, Panthanivas Bhadrak, Panthanivas Gopalpur and Panthanivas Taptapani has been leased out on PPP mode in the first phase
2. Yatriniwas Satapada, TRC Jharsuguda, Panthanivas Panchalingeswar, Yatriniwas Konark (Part), Tourist Complex Daringbadi (Part), BN Palace Paralekhamundi and Panthika Dhauli are being leased out in PPP mode in the second phase
3. Water based recreation have commenced at Barkul, Tampara and Gopalpur.
4. Operations of water sports at Silver City Boat Club (Cuttack), Chandrabhaga Beach (konark), Golden Sea Beach (Puri) and Hirakud Reservoir (Sambalpur).

### **Infrastructural Development**

1. Identification of waterbodies for development of jetties for water sports
2. Development of support shore infrastructure for cruise / water sports operations at various locations in Odisha
3. Identification of potential land parcels for development of tourism infrastructure and private investments.
4. Execution of Talasari-Udaypur Beach Project has been initiated.

### **Nimantran**

OTDC is in the process of launching ‘Nimantran’ – a chain of restaurants to popularize odia cuisine in the state. This chain of restaurants will be managed by OTDC through a dedicated wing and a variety of menu of authentic Odia cuisine drawn from various districts of Odisha will be catered in these restaurants. In the initial phase restaurants at Bhubaneswar, Puri and Sambalpur will be launched, and three Food-on-Wheel mobile vans will be deployed in Bhubaneswar and Puri under this initiative.



## Department has initiated master planning for development of the following Priority destinations

Sl. No.	List of destinations	District
1.	(Bhubaneswar-Konark-Puri) Chandrabhaga beach front project Ramchandi embankment and promenade development Bakulabana	Puri
	Khandagiri-Udaygiri	Khordha
2.	Buddhist Circuit (Ratnagiri-Langudi-Udaygiri)	Jajpur
	Lalitgiri	Cuttack
	Jirang	Gajapati
3.	Hirakud-Debrigarh	Sambalpur
4.	Chilika (Rambha cluster and -Satapada Cluster)	Ganjam
5.	Bhitarkanika	Kendrapara
6.	Satkosia	Cuttack, Nayagarh, Boudh, Angul
7.	Mahendragiri	Gajapati
8.	Nrusinghnath-Harishankar	Bargarh, Balangir





# Approvals granted by the Department of Tourism

## Approval of Tourism Related Projects

Approval of Tourism related project is a key responsibility of 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).

14 (fourteen) Tourism related Project proposals were approved by SSWCC and 5 tourism related project proposals were approved by SLSWCA. In total, 88 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 then market them, government budgets often lack the wherewithal. The private sector has a great role to play in augmenting government efforts, especially in creating the tourist facilities. Department of Tourism must ensure required infrastructure for luring in more investments by the private sector. Similarly, DoT must take the lead in organizing events & activities and undertake aggressive marketing and publicity campaigns in association with the travel trade and the hospitality industry.



## ***Plan and Programme***

For 2021-22, an outlay of Rs. 48508.00 lakhs has been provisioned. While implementing the proposed plan and programme during 2020-21, 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 Tourism Department to make it more vibrant and dynamic.





# 12th Plan outlay and expenditure

(Rs. in lakh)

Name of the Scheme 12 <sup>th</sup> 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	--	--	--	--	--	--
<b>Total</b>	<b>4085.00</b>	<b>3943.41</b>	<b>5426.40</b>	<b>5376.40</b>	<b>9200.03</b>	<b>9200.03</b>	<b>9000.00</b>	<b>9000.00</b>	<b>7693.00</b>	<b>7693.00</b>
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	--
<b>Total</b>	<b>6585.07</b>	<b>6443.48</b>	<b>8451.40</b>	<b>8335.83</b>	<b>15070.95</b>	<b>12855.67</b>	<b>13624.45</b>	<b>13286.00</b>	<b>14803.00</b>	<b>11803.00</b>

## Approved outlay & expenditure for 2017-18 to annual outlay for 2021-22 (Rs. in lakh)

Name of the Scheme (2017-2022)	2017-18		2018-19		2019-20		2020-21		2021-22
	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>
102- Tourist Accommodation	8730.00	8730.00	10450.00	10450.00	11350.00	11350.00	24050.00	24050.00	35660.00
<b>Sub-Total</b>	<b>8730.00</b>	<b>8730.00</b>	<b>10450.00</b>	<b>10450.00</b>	<b>11350.00</b>	<b>11350.00</b>	<b>24050.00</b>	<b>24050.00</b>	<b>35660.00</b>
104-Pro-motion and Publicity	6282.00 291.00-(S)	6282.00 291.00	7738.04	7538.04	8060.00	8060.00	11252.99	11252.99	9340.00
C.P ( PRASAD)	3000.00	--	3000.00	--	--	--	3210.00	-	3508.00
<b>TOTAL</b>	<b>18303.00</b>	<b>15303.00</b>	<b>21188.04</b>	<b>17988.04</b>	<b>19410.00</b>	<b>19267.77</b>	<b>38512.99</b>	<b>35302.99</b>	<b>48508.00</b>



# 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
	<b>TOTAL STATE PLAN</b>		<b>35302.99</b>
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
	<b>GRAND TOTAL</b>		<b>38512.99</b>

# Programme Expenditure Budget Provision of Tourism Department for the year 2021-22

(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)-2021-22	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). 2021-22	400
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). 2021-22	34859.98
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 -3443- SHAMUKA PROJECT-37078-CONSTRUCTION OF TOURIST ACCOMMODATION (voted). 2021-22	0.01
5	Development Of Bakula Bana At Sakhi-gopal	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). 2021-22	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). 2021-22. 921-Grant in Aid towards Salary- Rs.3,00,00,000/- & 918-Grant in Aid General(Non-Salary)- Rs.50,00,000/-voted).	350
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). 2021-22	0.01
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). 2021-22	69,99.98
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).	500
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). 2021-22	800
13	Odisha Home-Stay Establishment Scheme 2020	NEW SCHEME	0.01
14	Scheme For Up-Gradation Of Traditional/ Wooden Tourist-Carrying Boats Used In Various Water Bodies In Odisha	NEW SCHEME	490
	<b>TOTAL STATE PLAN</b>		<b>45000.00</b>
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-102- TOURIST ACCOMMODATION-1468-37078-CONSTRUCTION OF TOURIST ACCOMMODATION (Central Plan) (voted). 2021-22	3508.00
	<b>GRAND TOTAL</b>		<b>48508.00</b>



# Accommodation Facilities

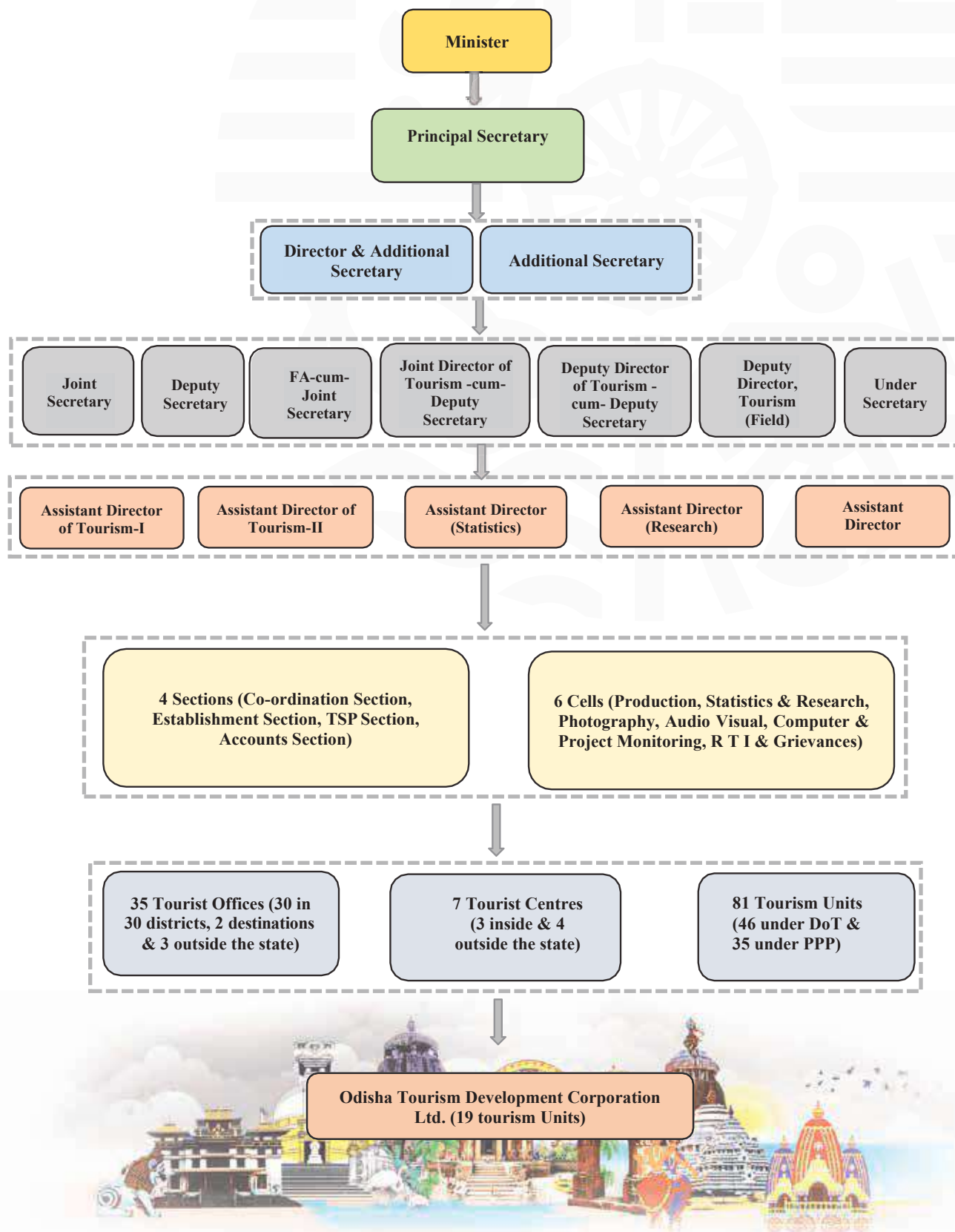
<b>Tourism Units operated by Deptt.</b>	<b>Rooms/Beds</b>
1. Panthasala, Nrusimhanath	05/16
2. Tourist Complex, Atri	06/20
3. Yatrivas-cum-Cyclone Shelter Centre, Chandaneswar.	13/20

<b>Tourism Units operated by OTDC</b>		<b>Rooms/Beds</b>
1	Panthanivas, Bhubaneswar	54/108
2	Panthanivas, Puri	52/114
3	Panthanivas, Cuttack	28/56
4	Panthanivas, Barkul	41/84
5	Panthanivas, Sambalpur	33/66
6	Panthanivas, Rambha	24/48
7	Panthanivas, Chandipur	41/94
8	Panthanivas, Rourkela	32/68
9	Panthika, Dhauli.	03/06
10	Yatrivas, Konark	46/100
11	Yatrivas, Satapada	28/56
12	Panthasala, Panchalingeswar	30/70
13	Aranya Nivas, Chandbali	16/38
14	Panthasala, Chandaneswar	29/58
15	Panthanivas, Paradeep.	12/24
16	Panthanivas(TRC) Keonjhar	14/28
17	Panthika, Khandagiri	4 CH
18	Panthanivas, Baripada	10/20
19	Aranya Nivas, Dangamal	12/24

\* CH - Conferece hall



# Organizational Structure





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 - Mahendragiri



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

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