

ANNUAL REPORT

2021-22



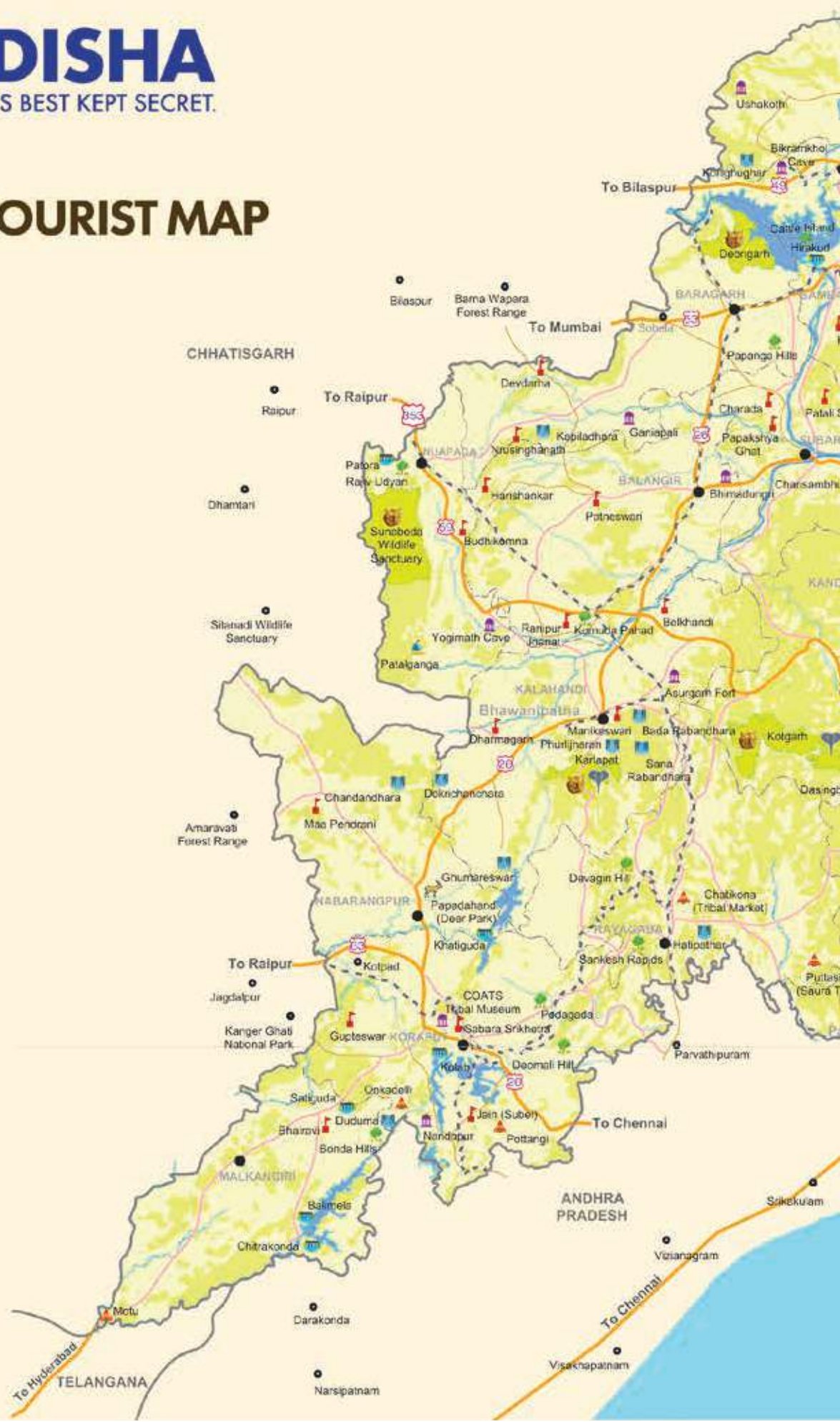
ODISHA
INDIA'S BEST KEPT SECRET.

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
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- River

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ODISHA
INDIA'S BEST KEPT SECRET.

Eco Retreat ODISHA



Konark | Bhitarkanika | Satkosia | Hirakud | Daringbadi

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Introduction

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

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

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

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

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





Odisha, India's best kept secret has tremendous potential in tourism sector, because of its golden history, strategic geographical location, diverse topography 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 make Odisha one of the favorite tourist destinations of India.

Tourism sector has been accorded important status in Odisha and Government of Odisha through Department of Tourism is taking steps for development and promotion of tourism in the state. During the year 2021-22, the number of tourist footfalls in Odisha was recorded at 39,01,923.

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 64.14% in comparison to previous year figures.

Organisational Details

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



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

Besides, there are 7 Tourist Information Counters- 3 inside the state at Bhubaneswar Airport, Bhubaneswar Railway Station and Puri Railway Station and other 4 outside the state at Howrah (WB), Vizianagaram (AP), 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 the Department of Tourism, constituted under Tourism Department Resolution No.3221/TSM, dated the 27th February, 1979 and it was incorporated under the Indian Companies Act, 1956 on the 3rd September, 1979.

STATE INSTITUTE OF HOTEL MANAGEMENT (SIHM)

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



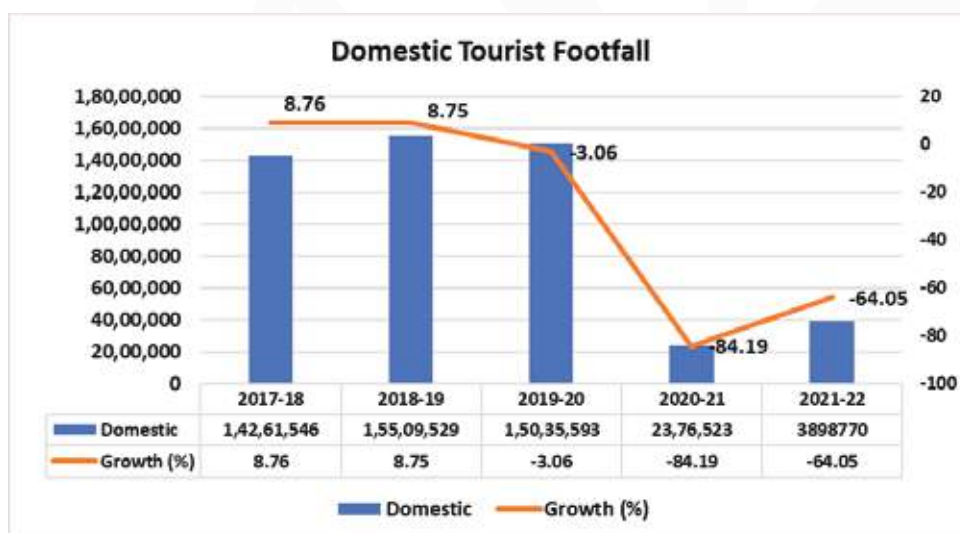
Sun Temple, Konark



Objectives

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

DOMESTIC & FOREIGN TOURISTS VISIT TO ODISHA



Sector Development Strategy

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

The Department of Tourism has adopted a multi-pronged strategy for the sector promotion and development of tourism by creating required infrastructure and facilities within the State and organizes effective publicity and promotional campaign within and outside the State. The Department of Tourism is the nodal agency to formulate plan & policies for the development and promotion of tourism. In the process, the Department consults and collaborates with other stakeholders in the sector, including various line departments and trade representatives for balanced development of tourism. To promote balance development of tourism infrastructure creation and give direction, Odisha Tourism Policy was formulated 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 2022, 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 tele-communication, medical care, etc. constitute basic facilities; accommodation, restaurant, public convenience, organized & guided tours, recreation and guide services, etc. constitute tourist facilities. Availability of basic facilities is a prerequisite for creation of tourist facilities.



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

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

LOCAL TOURISM PROMOTION COUNCIL (LTPC)

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



Highlights of Activities

Branding, Publication and Publicity

Tourism marketing and publicity is one of the major functions of the Department. 360-degree communication strategies using Print, TV, OOH, Social Media and Roadshows are organized for holistic promotion. In addition, various theme-based documentary films on tourism are prepared and broadcasted. Under Hospitality schemes, FAM trips to visit Odisha are organized for Tour Operators & Travel Agents. Tourism stakeholders of the state are also supported financially to promote the state in various markets.

Advertisement (Print Media)

Advertisement is one of the powerful channels of communication to create public awareness. The Department of Tourism has brought out 16 new creatives on new “Odishaah!” campaign on multiple themes for advertisement. Attractive and innovative advertisements released in the year 2021-22 for promoting Odisha as a tourist destination in the following magazines.



In-Flight

Air Vistara



Travel

Outlook Traveller, Travel+ Leisure (India & South Asia), NG Traveller, Hotelier India, The Week



International

Conde Nast Traveller India



Regional




Chitrlekha (Gujarati & Marathi), My City links, Coffee bytes, Prachurya

Odisha **aah!**

Duduma Waterfall

**From leisurely exploration of nature to adrenaline inducing adventure
When in Odisha, discover secrets at every corner**



 [odishatourismofficial](#)  [odishatourismofficial](#)  [odisha_tourism](#)

Outdoor Branding (OOH)

With a view to promote Odisha in the domestic market owing to the international travel restrictions, Odisha Tourism undertook Out of Home (OOH) at the following airports and airlines.

- Indira Gandhi International Airport, New Delhi
- Chhatrapati Shivaji International Airport, Mumbai
- Netaji Subhash Chandra Bose International Airport, Kolkata
- Rajiv Gandhi International Airport, Hyderabad
- Kempegowda International Airport, Bengaluru
- Goa International Airport, Goa
- Sardar Vallabhbhai Patel International Airport, Ahmedabad
- Swami Vivekananda International Airport, Raipur
- Biju Patnaik International Airport, Bhubaneswar

Other than Airport branding, inflight branding has been done in seatback devices in the following airlines:

- Air Asia
- Vistara
- SpiceJet

Exterior cab branding has been done on Airport taxi/ Uber cabs in 8 focus cities of Vizag, Vijaywada, Raipur, Jamshedpur, Hyderabad, Kolkata, Pune and Bhubaneswar.



Radio

Odisha Tourism ran radio campaign ads in target source markets of Odisha in the following FM channels:

- 91.1 FM Radio City in Delhi, Mumbai, Bengaluru and Chennai
- 93.5 Red FM in Hyderabad, Kolkata, Vizag, Mumbai.
- 98.3 FM Radio Mirchi in Hyderabad, Raipur, Kolkata, Mumbai, Delhi
- 104 FM Radio Choklate across Odisha

Digital Media

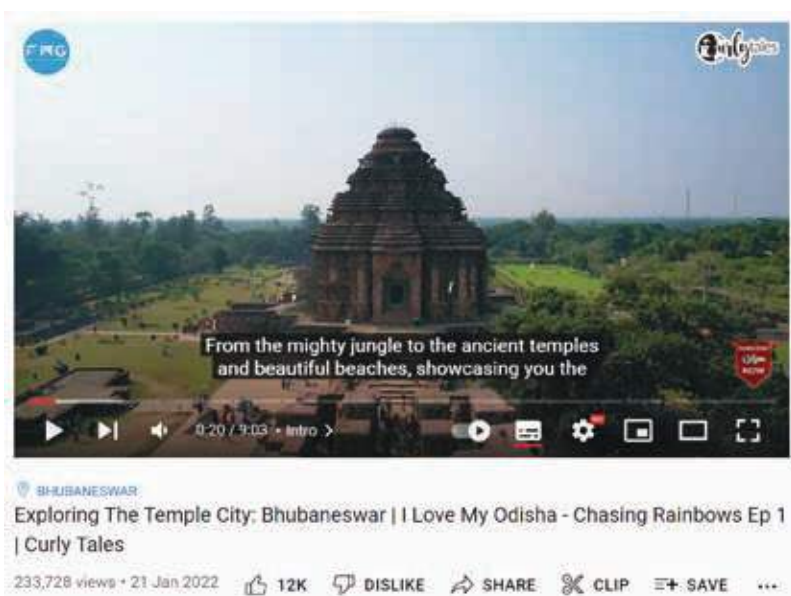
Concerted efforts was made by Odisha Tourism to reach target audience digitally through advertising campaigns on Google and Twitter. Digital ads were also run on top news media portals of News18.com along with its affiliate vernacular sites and ABP.

Special Media Campaigns:

- Owing to the growing social media influence, Odisha Tourism engaged Curly Tales for promoting Odisha on their social media platforms and websites through influencer campaign using a travel vlogger. Influencer campaigns
- Special feature on Odisha was published in the leading annual travel guide book – India The Journey.

Audio Visual

To creatively market the diverse tourism circuits and experiences that Odisha offers, the Department produced a new 'Odisha by Road' TVC that showcased various tourist destinations, culture, Odia lifestyle and accommodation units connected via Odisha's excellent road network. 100 photos were also produced via this project





Odisha Tourism Portal

Odisha Tourism portal 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.

Tourism Events & Trade Fairs participated & organized by Odisha Tourism

In order to market the State's tourism products and packages, DoT explores various opportunities in the tourism & hospitality sector across identified source markets alongwith 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.

Road Shows/Conferences

Department of Tourism in association with Federation of Indian Chambers of Commerce and Industry (FICCI) organised four Domestic Road Shows in the following cities. The digital platform created by FICCI for the specific purpose was utilized for virtual road shows. Apart from Road Shows, virtual conferences were organised and DoT participated in other National e-conclave .

SL. No.	Name of the Event	Date	In Virtual mode / Physical mode
1	FICCI Round Table Conference	12 th June 2021	Virtual
2	FICCI e-conclave	5 th -6 th August 2021	Virtual
3	FICCI World Tourism Day 2021	27 th September 2021	Virtual
4	Vishakhapatnam Road Show	6 th December 2021	Physical
5	Raipur Road Show	9 th December 2021	Physical
6	Hyderabad Road Show	14 th December 2021	Physical
7	Bengaluru Road Show	21 st December 2021	Physical

Trade Fairs/ Events

Inside the country

Sl	Name of the event	Date
1	Safari India by PATWA	28 th March 2022
2	OTM Mumbai	14 th -16 th March 2022
3	India Travel Mart, Goa	25 th -27 th February 2022
4	Bengal Travel Mart, Siliguri	5 th -7 th March 2022
5	Travel & Tourism Fair, Chennai	31 st March-2 nd April 2022
6	Wings India Expo'2022, Hyderabad	24 th -27 th March 2022

Outside the country

Sl	Name of the event	Date
1	Dubai Expo.	4 th -7 th January 2022 (Virtual)
2	Dubai Expo.	21 st -28 th March 2022 (Physical)



State Level Events

World Tourism Day-2021

World Tourism Day 2021 was celebrated by Department of Tourism on 27th September 2021 by virtual mode in association with FICCI. The theme of this year World Tourism Day was “TOURISM FOR INCLUSIVE GROWTH”.

Konark Festival-2021

The annual mega cultural extravaganza ‘Konark Festival’ was scheduled to be held from 1st – 5th December on the backdrop of the magnificent Sun Temple at Konark, however due to Cyclonic Storm ‘Jawad’ reaching the coasts of Odisha, the festivities was cut short to 2 days of celebration. Eminent dancers of international repute of all classical forms participated in this programme.

International Sand Art Festival-2021

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. But due to the coming of cyclonic storm “Jawad” the International Sand Art Festival-2021 was called off from 3rd December’2021.

Rajarani Music Festival-2022

Odisha Tourism in association with Odisha Sangeet Natak Akademi organised the Rajarani Music Festival-2022 from 14th-16th November ‘2021 in the premises of Rajarani Temple complex in Bhubaneswar. But due to heavy rainfall the Rajarani Music Festival - 2022 was cancelled.

Dhuli-Kalinga Mahotsav-2022

Dhuli-Kalinga Mahotsav jointly organised by Department of Tourism, Government of Odisha and Orissa Dance Academy was held from 22nd-24th March’2022 on the foothills of Dhuli. The objective of this festival 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- 2022

Vrindaban Mahotsav-2022, 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 19th March 2022. This was the third edition of the event. The Mahotsav is organised every year on the eve of Holi- the festival of colours. The concert was telecast live on DD Bharati and social media handles of Odisha Tourism.

Tourist Officers Conference

The Tourism Department in association with IITTM, Bhubaneswar organized a workshop on “Rethinking Tourism for the Officers of Odisha Tourism” at Eco-Retreat, Konark on 21st February’2022.

Awards & Accolades

- **OTM Mumbai** – Most innovative product award at OTM Mumbai held from 14th -16th March’2022
- **Safari India** – Safari India South Asia TV Award-2022 under the category –Odisha Best Destination for Pilgrimage
- **TIF Chennai** – Most Promising New Destination Award



Dhauli-Kalinga Mahotsav



KONARK FESTIVAL



INTERNATIONAL SANDARTFESTIVAL



Vrindaban Mahotsav



Training & Capacity Building

Foreign Language Training Programme

240 persons including Travel, Tourism and Hospitality trade professionals were to be trained on Tourism orientation and Foreign languages like German, Russian, Chinese, Thai and French to handle the influx of foreign visitors to Odisha. Out of the total professionals, 60 persons were trained in German and French language. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the training programme.

Hospitality Management Training

30 participants including Managers of OTDC and Eco-Camps have undertaken Hospitality Management Training which was held at Eco-Retreat, Satkosia. IHM, Bhubaneswar was entrusted with conducting the training programme.

Workshop on “Rethinking Tourism” for the Officers of Odisha Tourism

50 Officers of Odisha Tourism participated in the workshop on “Rethinking Tourism “ held at Eco-Retreat, Konark. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the training programme.

Residential Training Programme for Particularly Vulnerable Tribal Youths on Ethnic & Eco-Tourism Facilitation

60 unemployed Particularly Vulnerable Tribal Youths of Koraput and Rayagada districts will undertake Residential Training Programme on Ethnic & Eco-tourism facilitation. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar is entrusted with conducting the training programme.

Life Saving Skill Training Programme

300 registered Lifeguards of Puri Beach have undertaken Life-saving Skill Training Programme held at Puri. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the 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 Lifeguard Associations of Puri sea beach front comprising 311 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 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), Dhuli Police



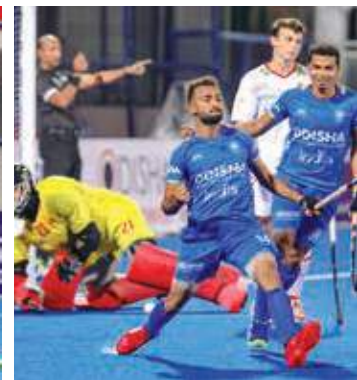
Station (Dhauli), Shree Lingaraj Police Station (Shree Lingaraj Temple) in UPD,Bhubaneswar, Gopalpur Police Station (Gopalpur) in Berhampur Police District, Chandipur Police Station (Chandipur) in Balasore Police District vide letter no.17521(M)/ D & A dtd.29.05.2015. 72 posts have been created in different 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 were covered with Insurance of Rs.1.00 lakh each with New India Assurance 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 Watch Towers has been installed
 - One Jet Ski is operated by Department of Fire Service, Odisha
 - Beach instruction signages have been installed





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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, 2021-22 are listed below:

Sl	Name of the Festival	Venue
1	10 th Gurushree Samman	Bhubaneswar
2	4 th Barnali (Dance & Music)	Bhubaneswar
3	Literature Festival for Children-2021	Virtual Mode
4	20 th Anjali International Children & Youth Festival-2021	Bhubaneswar
5	CYCLOTHON on the eve of National Sports Day	Balasore
6	FREEDOM FEST 2021 Season 4	Bhubaneswar
7	27 th Guru Kelucharan Mohapatra Award Festival-2021	Bhubaneswar
8	Narayani Namastute Excellence Award -2021.	West Bengal, Delhi & Bangladesh
9	1 st Jayadev Sahitya Utsav-2021	Saradeipur, Khordha
10	12 th Special edition souvenir "EMCIAN"	Balasore
11	Indian National Regularity Run Championship -1 st Round East Zone	Bhubaneswar-Cuttack
12	National Press Day	Bhubaneswar
13	25 th Gunjan Dance & Music Festival-2021	Cuttack
14	9 th Satakosia Mahotsav'2021	Angul
15	9 th Annual function of Guru Gopal Panda Odissi Festival	Bhubaneswar
16	125 th Year Birth Centenary Of Subas Ch. Bose	Balasore
17	Geetanjali Excellence Award-2021	Bhubaneswar
18	Republic Day Camp at New Delhi for Line Area Competition	New Delhi
19	8 th Kalinga Literary Festival & 6 th Kalinga Art Festival-2021	Bhubaneswar
20	7 th Chilika Schelduck Folk Carnival-2021	Barkul
21	Gyanashree Pratibha Samman-2021	Balasore
22	Samarpan-2022	Bhubaneswar

23	17 th Sangam Festival-2021	Bhubaneswar
24	Ei Aamari Gaon	Bhubaneswar
25	Simulia Mahotsav	Simulia
26	Khaira Mahotsav	Khaira
27	Pratyavartan-2021	Bhubaneswar
28	Saptasajya Festival	Dhenkanal
29	Utkal Folk Dance Festival	Bhubaneswar
30	45 th Spring Festival	Rourkela
31	Kamala Desara Rajkumar	Bhubaneswar
32	16 th BGC Corporate Golf Tournament	Bhubaneswar
33	16 th Guru Pranam Utsav.	Bhubaneswar
34	Puri Dham Heritage Walk/Ride.	Puri
35	State Business Leadership Award	Bhubaneswar
36	28 th Guru Pankaj Utsav & Mahari Award	Bhubaneswar
37	106 th Birth Anniversary of Bhumi Putra Biju Patnaik	New Delhi
38	Celebration of International Women's Day	Balasore
39	Participation of Team Odisha in All India Civil Service Football Tournament	New Delhi
40	"Parichaya-The National Tribal Festival"	Cuttack
41	Odissi Sangeet Mahotsav	Bhubaneswar
42	Guru Debaprasad Award Festival	Bhubaneswar
43	Guru Smarane	Cuttack
44	Guru Kripa Utsav	Bhubaneswar



Tourism Projects

With a view to create adequate tourist infrastructure and facilities within the State, Odisha Tourism is executing a number of tourism projects in different locations through the support of Govt. of India funds and State Budget.

List of major / significant projects in last 5 years

- Development of Ekamra Kshetra under Destination scheme
- Construction of modern WAC at Rairakhol (Sambalpur), Kalamati (Deogarh), Kureimal (Jharsuguda), Jharbeda (Sundergarh), Girisola (Ganjam) & TRC building at Jharsuguda
- Development around Baraha Temple, Jajpur
- Establishment of Gandhi Peace Centre at Khandagiri in partnership with Birla Management center Services Ltd.
- Development of infrastructure for making Blue Flag Beach as 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
- Eco-Retreats at 5 prominent locations in Odisha

Central Projects

2014-15

Development of Shree Jagannath Dham, Prachi river front, Ramachandi Temple, Gundicha Temple and Maa Mnagala Temple under Pilgrimage Rejuvenation and Spiritual Augmentation drive (PRASAD) scheme.

2016-17

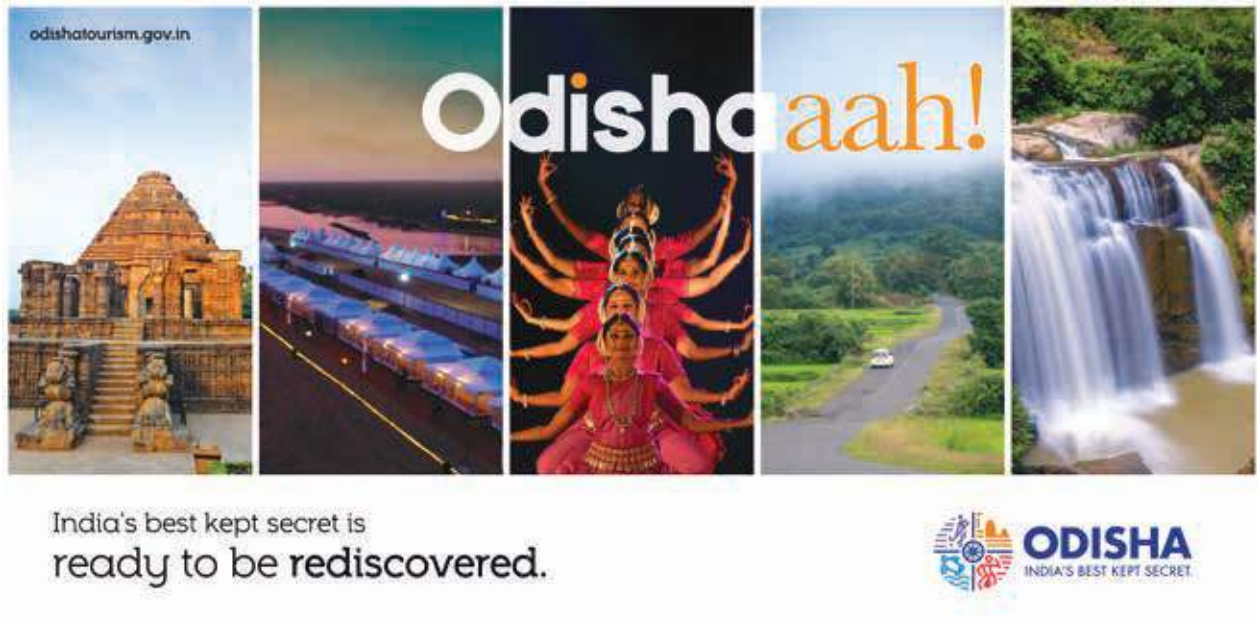
Development of Coastal Circuit- Gopalpur-Tampara-Barkul-Satapada under Swadesh Darshan Scheme.



State Projects

2021-22

1. Development of Taptapani Hot Spring Area in Ganjam District
2. Development of Petapari Rural Tourism Center at Jajpur
3. Development of Rural Tourism Center at Sadehi Pokhari , Jajpur
4. Supply, Fitting, Fixing and Replacement of Existing Sign Board and Installation of Signage, Gantry & Glow Sign Board in Different Tourist Destinations in Odisha
5. Silver city boat club, Cuttack
6. Taladanda Canalfront development, Cuttack
7. Hirakud boat club, Sambalpur
8. Development of Tampara Eco Cottages (Deluxe Type, Premium Type and Villas) at Tampara Lake, Ganjam
9. Ramchandi promenade, Puri



Infrastructure gap assessment and Development of Tourist Destinations

DoT has initiated development of small destinations which are spread across various districts under Infrastructure gap assessment project. 49 destinations out of 358 identified tourist destinations were shortlisted for development initially. Out of 49 destinations, execution has been taken up for 32 destinations.

1. Phase 1- 18 destinations
2. Phase 2- 14 destinations
3. Phase 3- 21 destinations

Masterplans for priority destinations

1. Deomali
2. Gopalpur
3. Buddhist Circuit
4. Hirakud-Debrigarh
5. Daringbadi
6. Puri- Konark
7. Chandaka
8. Tampara
9. Chilika
10. Satkosia
11. Bhitarkanika
12. Simlipal
13. Talsari-Udaypur
14. Dhuli
15. Shikharchandi
16. Raghurajpur
17. Khandagiri-Udaygiri
18. Mahendragiri
19. Nrusinghnath-Harishankar
20. Bakulabana
21. Dhabaleswar



Other New Initiatives

Nimantran

- Promotion of Odia cuisine through a specialized chain of restaurants called NIMANTRAN. These restaurants envisage to provide different flavors of authentic Odia cuisine which are also linked with culture, heritage, and lifestyle of Odisha. OTDC has launched 'NIMANTRAN' at Near Rama Devi College (Bhubaneswar), and two other restaurants at Blue flag beach (Puri), and Rani Bakhri Mahal (Sambalpur).
- Nimantran Bhubaneswar and Nimantran Puri are operational and Nimantran Sambalpur will be operationalized on 2022-23.

Eco-retreat

- Eco Retreat emerged as a successful brand of tourism developed by Department of Tourism. Tourists accepted temporary tented luxury cottages deployed in the midst of nature at various pristine locations.
- Eco-retreat's objectives were successfully achieved during the last 3 years of operations.
- New and unique incredible destinations have been exposed to the tourists by providing temporary but high-quality facilities and services, especially when private sector interest for investments in the state is still uncertain.
- Promotion of ecologically sensitive destinations of the state for tourism purposes by promoting sustainable tourism practices premised on temporary infrastructure, seasonal operations, eco-friendly practices, and local community involvement.
- Successfully elevated the tourism profile of Odisha globally and attracted more private sector investments around the destinations in which eco-retreat was held
- Evolving tourism product and brand with a path-breaking nature and synonymous with high quality and sustainability.
- For the year 2021-22, Eco Retreat at 5 locations viz., Ramchandi (Konark), Satkosia, Hirakud, Daringbadi and Pentha (Bhitarkanika) were successfully organized and run for a period of 3 months
- 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.





Boat Clubs

- **Silver City boat club** -Based on the ambitious vision of Hon'ble Chief Minister a rapid development in tourism and hospitality infrastructure in identified areas is being incorporated in water bodies. The Silver City Boat Club is a water sports facility in the Mahanadi that will establish Odisha as a sought-after tourism hub. This revamped boat club is molded by Department of Tourism through Odisha Tourism Development Corporation (OTDC) with further investment to develop a world class marina in river Mahanadi. The present phase of infrastructure development will be further augmented recreational activities and ancillary activity. The activities that will be operationalized in the boat club include water sports, toilets, cafeteria, floating jetty, waterfront promenade, floating restaurant and bar, separate and larger parking area, open air theatre, children play area with equipment, open convention space for community functions and marriage parties, food kiosks, Glass deck with bar shack besides other attractive features.
- **Hirakud boat club** - Hirakud Reservoir having a vast waterfront that's available throughout the year and an island created inside it provides huge prospects. Recently, water sports activity has been launched on the right dyke of Hirakud Dam near Jhankarani temple in Burla. Water sports like Jet Ski, speed boats, water scooter, bumper boat, banana boat, kayak, paddle boat and a day cruise are now available for tourists at the reservoir apart from the newly launched 40-seater floating restaurant. As part of proposed master plan for Hirakud, it has been decided to set up a boat club at the dam for tourists with development of recreational facilities and water-based activities at Hirakud dam with gated vehicle parking area, Vending Zone, common facilities like toilets, restaurant, shacks in island, floating jetty to island and children play area.
- **Cruises and houseboats** - DoT has initiated the process to Refurbish/ Augment, Operate and Maintain Catamarans of Dept. of Tourism for Tourism Purpose at Bhitarkanika in partnership with M/s Heritage River journeys to Refurbish/ Augment, Operate and Maintain Catamarans of Dept. of Tourism for Tourism Purpose at Bhitarkanika.
 - DoT has initiated the process of developing cruise tourism in partnership with private cruise operators at various waterbodies like Hirakud dam, Chilika lake, Bhitarkanika and various channels on River Mahanadi, Brahmani & Baitarini, where DoT is extending support in development of shore infrastructure and promotions.
 - DoT has inaugurated the first houseboat (Garuda) at Chilika Lake through Single window Clearance mechanism.

- DoT has initiated tourism masterplans of Chilika and Hirakud where development of shore infrastructure for cruise operations is one of the major components. In this context, DoT engaged WAPCOS for assessment of technical specifications of cruise vessels which would be apt for Odisha context
- Additionally, 2 40-seater day cruises and 1 floating restaurant have been procured under Central Scheme Swadesh Darshan to be deployed at Chilika lake as a part of cruise tourism development.

Camping

- In line with the Eco Retreat, demand for economical camping and tented accommodation spaces are also growing in other potential sites for temporary accommodation. With a dearth of accommodation and tourism facilities at sites, the need for temporary tented accommodation and camping is being addressed with a proposal for developing Camping and Tented accommodation project as per Odisha Tourism Policy 2016.

Caravan

- The present growing demand in Odisha is for eco, adventure, wildlife, and pilgrimage tourism etc. which involves visiting and staying in remote areas, forests, and riversides. There is shortage of decent and affordable accommodation at remote tourist destinations where a permanent construction may neither be permissible nor feasible. In such a scenario, caravan tourism will effectively meet the growing demand.
- Development and operations model for Caravan Tourism shall be as per MoT policy
 1. Caravan Parks in the public sector, private sector and in PPP mode
 2. Caravans in the public sector, private sector and in PPP mode
- Department is working on the Draft Caravan Tourism Policy for Odisha



Yacht

DoT has initiated the concept of Yacht Tourism as yet another luxury tourism product for Odisha. Yacht industry is generally used for transportation of relatively short distances as compared to cruise ships. Considered as a luxury tourism component. Development of yacht clubs is done at a lake/ riverside/ seaside. Significance –

1. Effective waterways transport system
2. Feeder to larger cruises
3. Less polluting

Odisha's coastline and strong ports positioning would enable strong yacht circuits to be created over a period of time. The yacht tourism can go hand in hand with cruise tourism

Blue Flag Beach

- Odisha's 482 km long coastline is dotted with the most pristine beaches in India. The 870m long Golden Beach at Puri was amongst the first of eight beaches in India to receive the Blue Flag Certification by the Foundation for Environmental Education (FEE), Denmark in October 2020 and was recertified in 2021. The Blue Flag Programme promotes sustainable development in freshwater and marine areas. It challenges local authorities and beach operators to achieve high standards in 33 criteria across four categories of water quality, environmental management, environmental education and safety.
- Facilities at Golden Beach, Puri:
 1. Parking
 2. Pedestrian track
 3. Deck chairs
 4. Beach huts
 5. F&B Zone – including OTDC's White Crab Cafe
 6. Beach showers & changing rooms
 7. Safe swimming zone
 8. Lifeguards
 9. Toilet facilities
 10. State-of-the-art waste management



Beach Shacks

- Beach Shacks with a vibrant ambience and delectable food accompanied by a wide range of beverages with a beach view are being established at various beach stretches across Odisha for promotion of beach tourism.
- Beach shacks are being developed at 5 beaches in Odisha – Pati Sonapur, Talsari, Chandipur, Gopalpur and Paradeep

3 out of 5 locations have received the approval for development of the beach shacks. By the next tourist season, the beach shacks shall become operational. The CRZ clearance application has been submitted to OCZMA for the development of the beach shacks.

Leasing of DoT Properties

- Department of Tourism has initiated the leasing of accommodation/ non accommodation properties in a phased manner.
- Department has completed 2 phases of leasing successfully for 8 properties. In the 3rd phase, 7 properties are being leased out.
- Thereafter, there are 3 more phases in which the properties shall be leased out.



Dive into the wilderness and witness exotic wildlife;
When in Odisha, discover the secrets of nature's bounty.



Odisha Tourism Policy

To promote balance development of tourism infrastructure creation and give direction, a Odisha Tourism Policy has been launched in 2016. The policy aims to create an atmosphere which will attract more investment through liberalized incentives and benefits.

Through this Policy, DoT facilitates-

- Speedy clearance of Tourism Projects through the Single Window Clearance Authority
- Allotment of Land for tourism projects
- Development of long-term infrastructure in tourism sector by encouraging both domestic and foreign private investment in Joint Venture or Public Private Partnership (PPP) mode.

To attract private sector investment, both financial and non-financial incentives are offered for setting up new tourism projects or for expansion of the ones existing. Some of the major financial incentives include :

- Land availability at industrial rates (as per IPR 2015)
- Capital Investment Subsidy @ 20% for eligible projects, with an additional 5% for investments in new tourism projects around Chilika Lake, in Koraput – Bolangir – Kalahandi (KBK), Kandhamal & Gajapati
- Interest subsidy @ 5% per annum subject to maximum of Rs.1 crore for 5 years
- 100% exemption in Stamp Duty on purchase of land
- 100% reimbursement of land conversion charges
- Exemption from electricity duty up to contract demand of 5 MVA for 5 years of consumption
- Reimbursement of 75% (male worker) to 100% (female worker) of employer's ESI/ EPF contribution for 5 yrs
- Training Cost Reimbursement at @ INR 2000/- per employee trained within 3 operating years

Non-financial incentives like assistance in allocation of landbanks, facilitations for fast-track clearance of tourism projects, and other performance-oriented incentives are provided.

The Government will assist in promotion of private tourism projects through road shows and trade fairs, events and activities etc.



Investment facilitation and Promotion through Single Window system – GOSWIFT portal

- 76 Tourism Projects were approved during (2019 – 2022)
- INR 2,735 Crore of Investments approved (Hotels, Convention Centres, Resorts, Amusement Park, Water Park, Cruise, Houseboat, Multiplex etc.)
- More than 3000 nos. of employment (Direct and indirect) created.
- DoT has identified investment ready Tourism land bank around 22 Tourism destinations

Approvals granted by the Department of Tourism

Approval of Tourism Related Projects

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

24 (Twenty-four) Tourism related Project proposals were approved by SSWCC and 11 (eleven) tourism related project proposals were approved by SLSWCA. In total, 143 (one hundred forty-three) Tourism related Project proposals have been approved by the said committees.

Recognition of Excursion Agencies

Four (04) nos. of Travel Agencies / Tour Operators have been recognized as Excursion Agency during the year 2021-22.



Plan Outlay

Tourism is a highly capital-intensive industry. To elevate the tourism destination profile and create experiences at par with global standards to attract tourists to the State, Department of Tourism makes necessary plans and provisions for augmentation of infrastructure and services. The private sector plays a vital role in creation of tourism landmarks and niche products, augmenting the hospitality sector and generating opportunities for augmentation of local livelihood. Therefore, the plan entails creation of basic infrastructure to attract investments, organisation of events and activities to promote Odisha as a sought-after tourism destination and other Department related administrative and functional interventions.

Plan and Programme

During 2022-23, an outlay of Rs. 57403.80 Lakh has been provisioned. While implementing the proposed plan and programme during 2021-22, emphasis was given on the following thrust areas:

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



Tala Patra Chitra (Palm Leaf Engravings)



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

Approved Outlay & Expenditure For 2017-18 to Annual Outlay for 2022-23 (Rs. in lakh)

Name of the Scheme (2017-2022)	2017-18		2018-19		2019-20		2020-21		2021-22		2022-23
	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay
	2	3	4	5	6	7	8	9	10	11	12
1											
102- Tourist Accommodation	8730.00	8730.00	10450.00	10450.00	11350.00	11350.00	24050.00	24050.00	34859.99	34859.98	37500.00
Sub-Total	8730.00	8730.00	10450.00	10450.00	11350.00	11350.00	24050.00	24050.00	34859.99	34859.98	37500.00
104-Promotion and Publicity	6282.00 291.00-(S)	6282.00 291.00	7738.04	7538.04	8060.00	8060.00	11252.99	11252.99	13440.01	13439.98	16045.00
C.P (PRASAD)	3000.00	--	3000.00	--	--	--	3210.00	-	3508.00	--	3858.80
TOTAL	18303.00	15303.00	21188.04	17988.04	19410.00	19267.77	38512.99	35302.99	51808.00	48299.96	57403.80



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

(Rs. in lakh)

Sl	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	34,859.98
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 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). 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.	350
7	KALINGA INSTITUTE OF PEACE AND CONFLICT RESOLUTION	921-Grant in Aid towards Salary- Rs.3,00,00,000/- & 918-Grant in Aid General(Non-Salary)- Rs.50,00,000/-voted).	0.01
		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	
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	6,999.98
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
	TOTAL STATE PLAN		45,000.00
15	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
	GRAND TOTAL		48,508.00

Programme Expenditure Budget Provision of Tourism Department for the Year 2022-23

(Rs. in lakh)

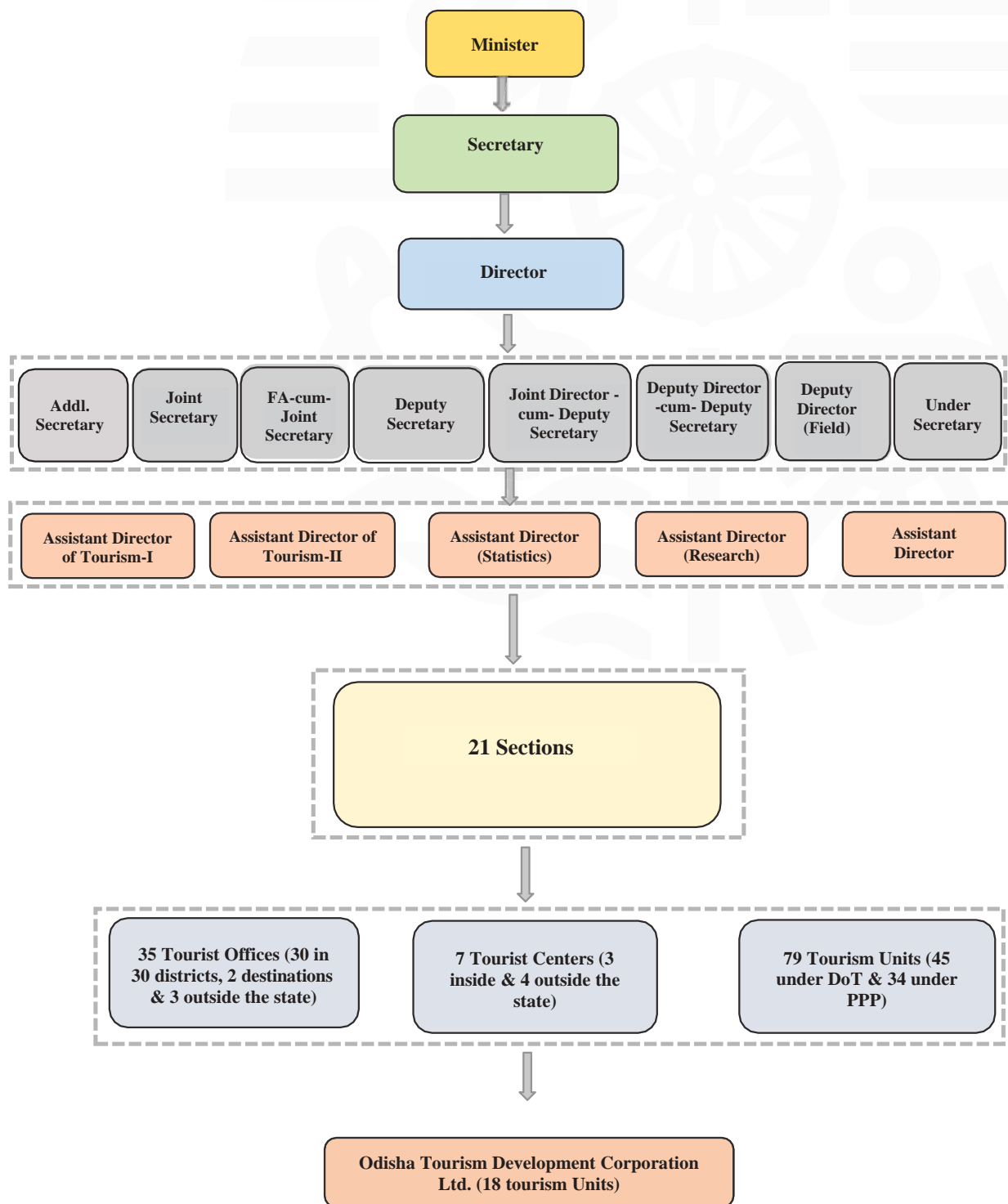
Sl	Name of the Scheme./ Sub scheme	Head of Account	Budget provision
1	INFORMATION ,EDUCATION AND COMMUNICATION ACTIVITIES	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-0708-Information, Education and Communication and Communication -78159- Information, Education and Communication Activities.(Voted)-2022-23	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). 2022-23	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). 2022-23	37,499.97
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). 2022-23	0.01
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). 2022-23	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). 2022-23.	400
		921-Grant in Aid towards Salary- Rs.3,00,00,000/- & 918-Grant in Aid General(Non-Salary)- Rs.50,00,000/-voted).	
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). 2022-23	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). 2022-23	12,544.69
9	UPGRADATION AND RENOVATION OF TOURISM PROPERTY	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY-22079-Up-gradation and Renovation of Tourism property	500
10	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
11	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). 2022-23	300
12	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). 2022-23	200
13	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). 2022-23	0.01
14	Odisha Home-stay Establishment Scheme 2020	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY-28038-ODISHA HOMESTAY ESTABLISHMENT	500
15	Scheme for Up-gradation of traditional/ wooden Tourist-carrying boats used in various water bodies in Odisha	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY-22078-UP-GRADATION OF TRADITIONAL TOURIST BOATS	500
	TOTAL STATE PLAN		53,544.70
16	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). 2022-23	3858.80
	GRAND TOTAL		57403.80

Accommodation Facilities

Tourism Units operated by Department	Rooms/Beds
1. Tourist Complex, Atri	06/20
2. Yatrivas-cum-Cyclone Shelter Centre, Chandaneswar.	13/20
Tourism Units operated by OTDC	Rooms/Beds
1. Panthanivas, Bhubaneswar	54/108
2. Panthanivas, Puri	50/108
3. Panthanivas, Cuttack	28/56
4. Panthanivas, Barkul	42/86
5. Panthanivas, Sambalpur	33/66
6. Panthanivas, Rambha	24/48
7. Panthanivas, Chandipur	41/94
8. Panthanivas, Rourkela	32/68
9. Panthanivas(TRC) Keonjhar	17/34
10. Panthanivas, Gopalpur	15/30
11. Panthanivas, Paradeep	12/24
12. Yatrivas, Konark	46/100
13. Yatrivas, Satapada	28/56
14. Aranya Nivas, Chandbali	17/40
15. Aranya Nivas, Dangamal	12/24
16. Panthasala, Chandaneswar	37/74
17. Panthika, Dhauri	03/06
18. Panthika, Khandagiri	4 CH



Organizational Structure



Dhuli Shanti Stupa



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