



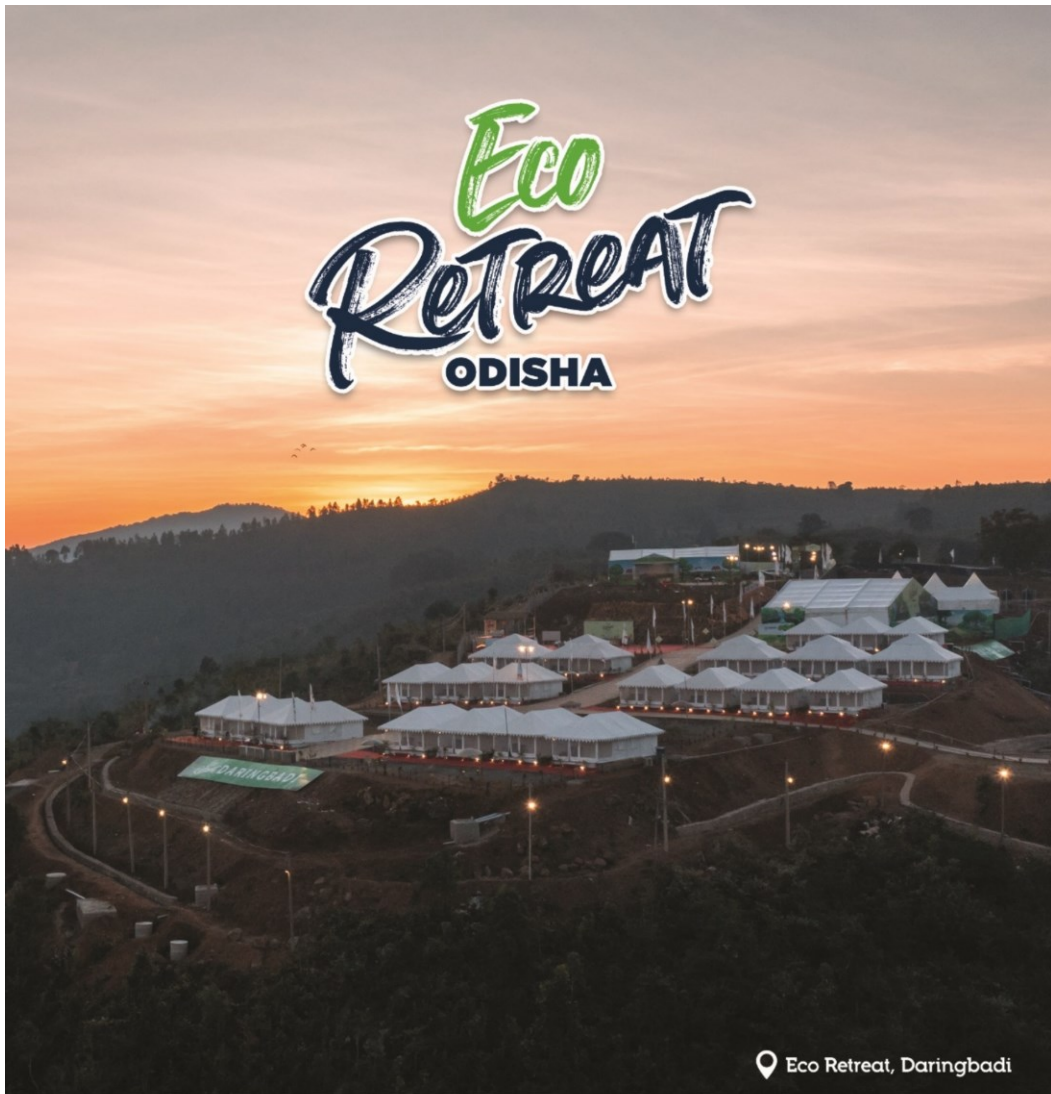
Government of Odisha



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

# ANNUAL REPORT 2022-23

Department of Tourism, Government of Odisha



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## Introduction

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization (WTO) 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. Tourism in Odisha is one of the main contributors to the economy of Odisha (13% of GDP of Odisha). The Government of Odisha has undertaken many reforms in all sectors of its economy for Ease of Doing Business in the State. It has implemented the award-winning Single Window System (Go SWIFT) that facilitates appraisal of investment proposals without any physical interface. These important steps have boosted the economy of the State and placed tourism at the forefront as a major factor in accelerating the progress of the State.

Tourism is a highly labor-intensive sector. According to an estimate, for every 01 million rupees investment in 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 often called 'trickle-down effect' of tourism.

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, biodiversity rich 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 'focus sector' status in Odisha and Govt. of Odisha through Department of Tourism is taking steps for development and promotion of tourism in the state. During the year 2022-23 (up to November), the number of tourist footfalls in Odisha was recorded at 52,44,814.



The COVID-19 pandemic, which hit the world in Jan. 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.

## Organizational 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 of 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 of 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 of January 1991. Subsequently, a new Department of Tourism & Culture was created as per G.A. Department Resolution No.29049 – Gen, dated the 30<sup>th</sup> 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.

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, Sonepur, 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 07 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 27<sup>th</sup> February 1979 and it was incorporated under the Indian Companies Act, 1956 on the 03<sup>rd</sup> September, 1979.

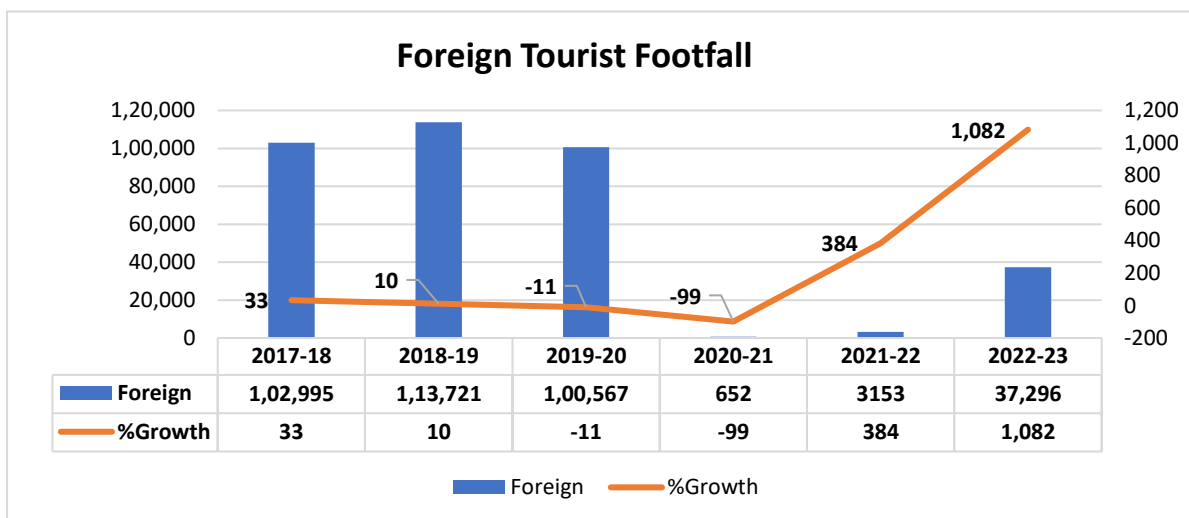
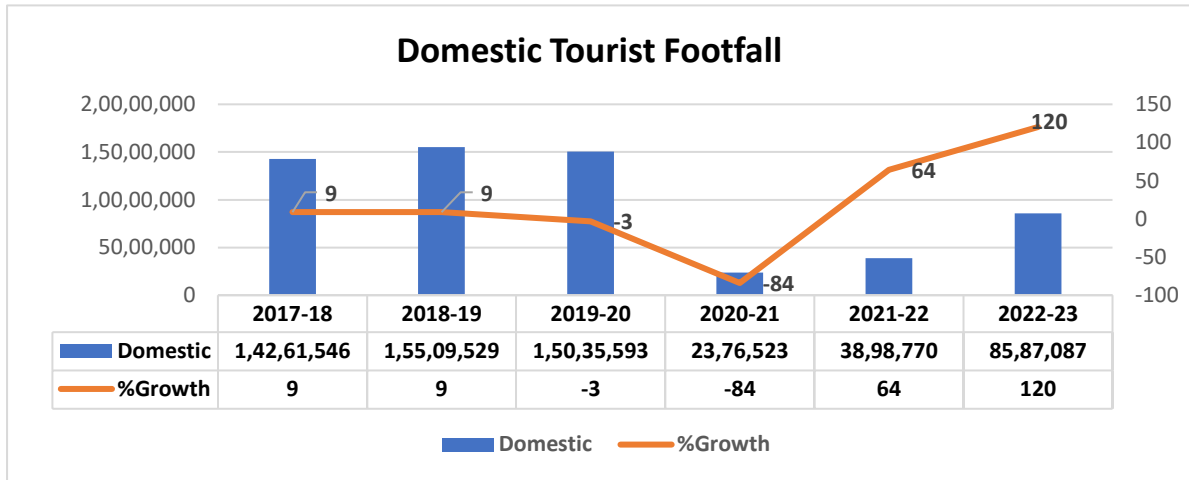


### STATE INSTITUTE OF HOTEL MANAGEMENT (SIHM)

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 18<sup>th</sup> October 2010 and the Institute is affiliated to NCHMCT (National Council for Hotel Management & Catering Technology), Noida, U.P-201301. SIHM offers Bachelor’s in Science in Hospitality & Hotel Administration, a 3-year degree programme which was started on 01<sup>st</sup> May 2019 and is recognized by NCHMT, Govt. of India.

## 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 tourism destination among domestic & international tourist markets. To achieve the above objectives, Department of Tourism has adopted a multi-pronged strategy to promote tourism aggressively in the source markets.



## 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 developed tourism ventures.

Department of Tourism, Govt. of Odisha has adopted a multi-pronged strategy for the sector promotion and development of tourism by creating requisite infrastructure and facilities within the State and organizes effective publicity and promotional campaign within and outside the State. Department of Tourism, Govt. of Odisha 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 creation and provide thrust to Tourism sector, New Odisha Tourism Policy was launched in December 2022. The policy aims to create an ecosystem which will attract more investments 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, civic infrastructure and tourist infrastructure. While road, electricity, water, external and internal transport, postal and tele-communication, medical care, etc. constitute civic infra; accommodation, restaurant, public convenience, organized & guided tours, recreation and guide services, etc. constitute tourist infra. Availability of civic 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 for the benefit 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 organized by various stakeholders that lead to the promotion of tourism in state. 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

Odisha is today successfully branded as India's Best Kept Secret, thanks to strategic planning and promotion of Odisha's many tourism destinations and products which was earlier lesser known. From advertising in multiple media platforms to organising events and FAM tours, Department of Tourism takes measures to promote Odisha as one of India's most favoured all-season destinations offering unique experiences across the spectrum.

### Advertisement (Print Media)

Advertisement is one of the powerful channels of communication to create public awareness. The Department of Tourism has brought out 10 new creatives on new "Odishaah!" campaign on multiple themes for advertisement and 25 new creatives on Eco Retreat. Attractive and innovative advertisements released in the year 2022-23 for promoting Odisha as a tourist destination in the following magazines- The Week, Travel + Leisure, Outlook Traveller, Condast, My City Links, India Today, Exotic Eden Guidebook, India The Journey Guidebook, India Today Supplement – Explore Odisha, etc.



### Outdoor Branding (OOH)

With a view to promote Odisha in the domestic market, Odisha Tourism undertook Out of Home (OOH) branding and promotions at the following airports:

- Indira Gandhi International Airport, New Delhi
- Chhatrapati Shivaji International Airport, Mumbai
- Chennai International Airport, Chennai





- Netaji Subhash Chandra Bose International Airport, Kolkata
- Kempegowda International Airport, Bengaluru
- Birsa Munda Airport, Ranchi
- Pune International Airport, Pune
- Swami Vivekananda Airport, Raipur
- Biju Patnaik International Airport, Bhubaneswar

Other than Airports, OOH branding has been done in the following cities:

- Mumbai
- Delhi
- Bengaluru
- Kolkata
- Pune
- Chennai

Railway Station branding has been done in Bhubaneswar, Puri, Berhampur and Rourkela along with train wrapping for better outreach. Bus branding has been done in Mumbai Best Bus and on OSTRTC buses running in Odisha. Further, Odisha Tourism kiosks were opened in Bhubaneswar Railway station, Biju Patnaik International Airport, and DCP Office in Bhubaneswar.



## Radio

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

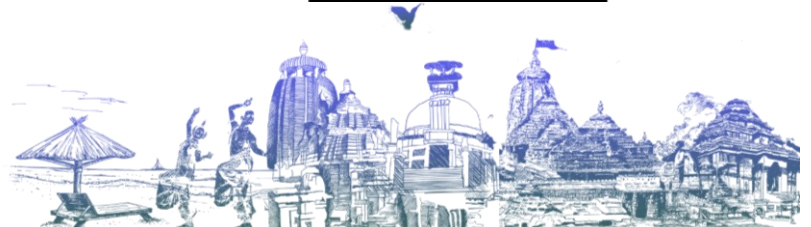
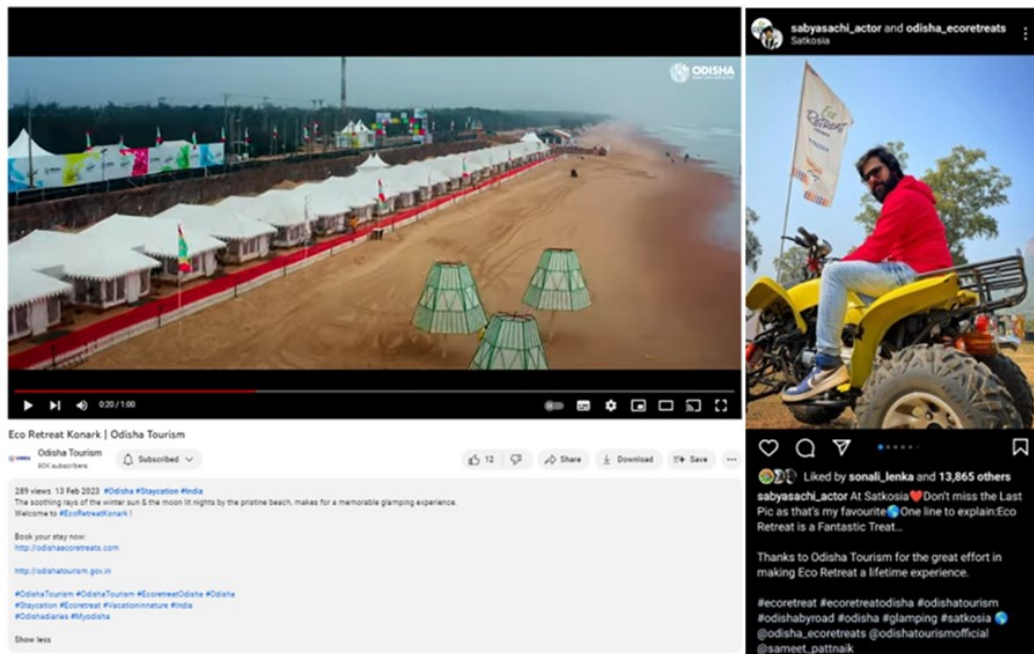
- 91.1 FM Radio City in Delhi, Mumbai, Bengaluru, Chennai and Vizag
- 93.5 Red FM in Hyderabad, Kolkata, Vizag, Mumbai, Delhi, Chennai, Bhubaneswar, Bangalore and Vizag
- 98.3 FM Radio Mirchi in Hyderabad, Raipur, Kolkata, Mumbai, Delhi, Bangalore, Chennai and Vizag
- 104 FM Radio Choklate across Odisha
- 92.7 FM Big FM in Mumbai, Kolkata, Bangalore and Ranchi
- 104 FM Fever in Delhi, Mumbai, Kolkata and Bangalore

## Digital Media

Concerted efforts were made by Odisha Tourism to reach target audience digitally. Digital ads were run on leading English news and regional news media portals of India as per Comscore ratings, such as Hindustan Times, Zee News, Times Now, Anandabazaar Patrika, News18, Jagran, ABP, AajTak, TV9 and Indian Express.

## Special Media Campaigns:

- Owing to the growing social media influence, Odisha Tourism engaged Influencers such as RJs, Actors, Actresses, celebrities, etc., to promote tourist destinations of Odisha on their social media platforms and websites through influencer campaign.
- Branding and Promotion of Odisha Tourism in leading multiplex of the country such as PVR and INOX was also done.

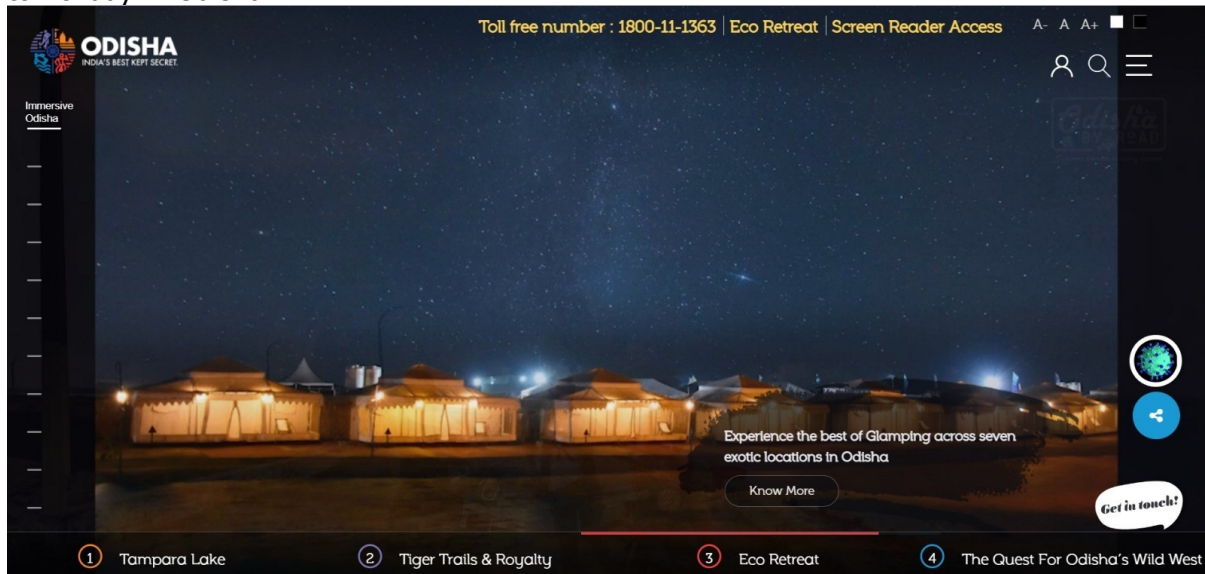


### Audio Visual

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. Further, 7 new Eco Retreat TVCs of 30 sec. as well as 60 sec. has been produced. 350 photos were also produced via this project.

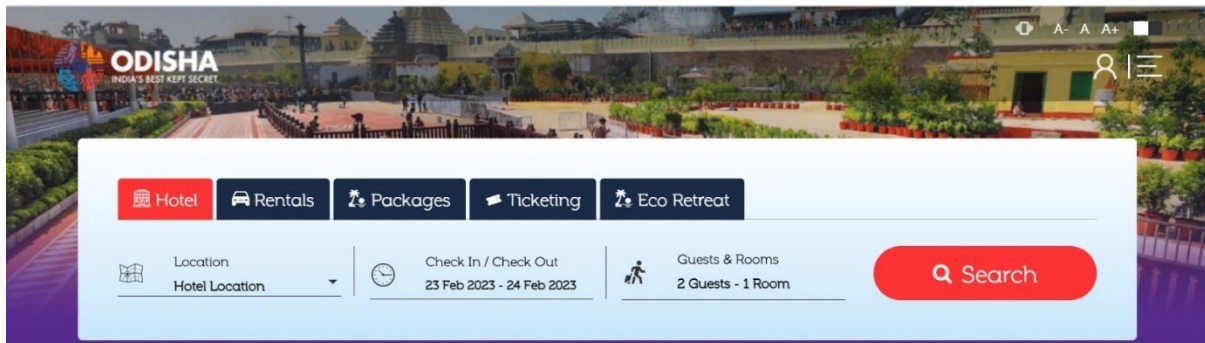
### Odisha Tourism Portal

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.



### Book Odisha Portal

Further to enable online booking of accommodation and hospitality units, and ticketing of events/heritage walks/ tour packages etc. hosted by Department of Tourism and OTDC, a booking engine [www.bookodisha.com](http://www.bookodisha.com) and its mobile app was developed and launched.



## Odisha Tourism presence on Social Media Platforms

Odisha Tourism is highly active on social media like Facebook, Twitter, Instagram, YouTube, etc. with up-to-date information on activities, schemes, tourism destinations, etc. on a regular basis. Annual calendar events hosted by the Department are also telecast live on the official social media handles.



## Tourism Events & Trade Fairs participated & organized by Odisha Tourism

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. Department of Tourism provides a platform where stakeholders of the State participate as co-exhibitors and promote the state. During 2022-23, Odisha Tourism along with key tourism stakeholders from the State participated in the following events

### Trade Fairs/ Events

#### Inside country

Sl	Name of the event	Date
1	TTF, Ahmedabad	6 <sup>th</sup> to 8 <sup>th</sup> Sept, 2022
2	BITM ,Delhi	10 <sup>th</sup> to 11 <sup>th</sup> Sept, 2022
3	EEMA Annual Convention, Jaipur	5 <sup>th</sup> to 7 <sup>th</sup> Aug, 2022
4	VIRASAT( Conference cum Workshop), New Delhi	14 <sup>th</sup> Nov, 2022
5	IATO ,Convention, Lucknow	16 <sup>th</sup> to 19 <sup>th</sup> Dec, 2022
6	Hotelier India Award, New Delhi	19 <sup>th</sup> Dec, 2022



7	OTM ,Mumbai	2 <sup>nd</sup> to 4 <sup>th</sup> Feb, 2023
8	TTF, Bengaluru	17 <sup>th</sup> to 19 <sup>th</sup> Feb, 2023
9	TTF ,Chennai	24 <sup>th</sup> to 26 <sup>th</sup> Feb, 2023
10	SATTE , New Delhi	9 <sup>th</sup> to 11 <sup>th</sup> Feb, 2023
11	Surajkund Mela, Faridabad	3 <sup>rd</sup> to 19 <sup>th</sup> Feb, 2023

### Outside country

Sl	Name of the event	Date
1	WTM London	7 <sup>th</sup> to 9 <sup>th</sup> Nov, 2022
2	ITB, Berlin	7 <sup>th</sup> to 9 <sup>th</sup> Mar, 2023



### State Level Events

#### World Tourism Day-2022

World Tourism Day 2022 was celebrated by Department of Tourism on 27th September 2022 in association with OTDC. The theme of this year World Tourism Day was "Rethinking Tourism"



#### Odisha Travel Bazaar-2022

The 4th edition of World Travel Bazaar was organised by DoT in association with FICCI from 28th to 30th October, 2022 at Bhubaneswar. The objective of organising OTB is to promote Odisha as a preferred tourist destination by interacting with potential buyers in B2B platform. More than 25 Foreign Tour Operators, 75 domestic Tour Operators, 20 investors in Tourism infrastructure participated in the event.





### Make in Odisha

The Make In Odisha Conclave'22 is the flagship investor summit of the Government of Odisha. After the resounding success of the event in 2016 and 2018, the state decided to organize the third edition of the marquee event at Bhubaneswar from 30<sup>th</sup> November to 4<sup>th</sup> December 2022.

- Department of Tourism arranged Tourism session – Augmenting Tourism Infrastructure & Unlocking Odisha’s Nature & Wildlife Tourism Potential; In total 14 Panelists with varied tourism experience were invited for Technical Sessions.
- Signing of MoUs of interested entities were undertaken – Cleartrip, The Blue Yonder, IRCTC
- Investment Intent worth more than 7800 Cr. were announced during the MIO Conclave

### Know India Program (KIP)

Know India Programme of the Ministry of External Affairs is a three-week orientation programme for diaspora youth conducted with a view to promote awareness on different facets of life in India and the progress made by the country in various fields e.g. economic, industrial, education, science & technology, communication & information Technology, culture. KIP provides a unique forum for students & young professionals of Indian origin to visit India, share their views, expectations & experiences and to develop closer bonds with the contemporary India.

- Department of Tourism, coordinated with Ministry of External, Govt. of India in successfully organising 65<sup>th</sup> Edition of Know India Program from 9<sup>th</sup> – 16<sup>th</sup> February 2023.
- Total 41 delegates participated in the program.



- Delegates visited places like Dhauli, Nimantran Bhubaneswar, Heritage Village Pipli & Raghurajpur, Jagannath Temple, Blue Flag Beach, Chandrabagha Beach, Eco-Retreat (Konark), IOCL Interpretation Centre, Centurion University, KIITS/ KISS, Kalabhoomi, State Tribal Museum, State Museum, Kalinga Stadium, Ekamra Haat, Infosys/ Software Technological Parks, Barkul (Chilika), Kalijai, Paradip Port, Paradip Phosphate Ltd, Meeting with Director, Tourism (Conference Hall, Panthanivas).

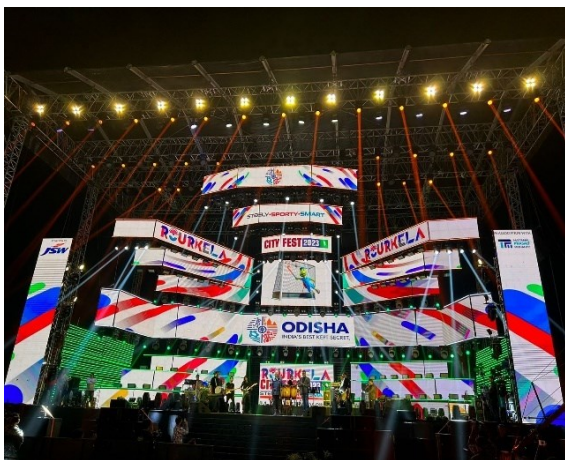


### Konark Festival-2022

The annual mega cultural extravaganza '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 Indian dance forms participated in this programme.

### International Sand Art Festival-2022

Coinciding with the Internationally famous Konark Festival, the International Sand Art Festival was 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 various themes and attract tourists from within and outside the country.



### Rourkela City Festival- 2023

Rourkela City Festival was organized by Department of Tourism at Melan Ground, Sector-13, Rourkela from 14th to 22nd January, 2023 during the FIH Men's Hockey World Cup in January 2023 to spread the Hockey fervor in and around the city of Rourkela. The multicultural and multi-disciplinary festival included zones such as amusement zone, night bazaar, food zone, story-telling, sports zone and concert area for celebrity events.



## Participation in State Level Republic Day Parade -2023

Odisha Tourism had participated in state level Republic Day Parade 2023 at Bhubaneswar by designing and showcasing a tableau promoting the Buddhist Heritage of Odisha such as Dhauli, Jirang Monastery and Diamond Triangle.



## Awards & Accolades

- Winner in the Best Wildlife Destinations category for Bhitarkanika National Park at India Today Tourism Summit and Awards New Delhi 2023
- Winner in the Best Iconic Landscapes category for Sun Temple at India Today Tourism Summit and Awards New Delhi 2023
- Winner in the Best Festival Destination category for Rath Yatra, Puri at India Today Tourism Summit and Awards New Delhi 2023
- Best Stand Decoration in TTF India Chennai 2023
- Best Print Promotional Material in TTF India Bengaluru 2023
- Dept. of Tourism & OTDC was felicitated by Hon'ble CM Shri Naveen Patnaik for the contribution in making HWC2023 and the Rourkela City Festival a huge success.
- Odisha Tourism has bagged the Tourism Brand of the year for Sports Tourism at the 30th Edition of SATTE 2023
- Winner of the 'Best Design and Decoration Award' at OTM Mumbai 2023
- Odisha achieves the 6th position in the Best Performing Big States: Tourism Category in the States Survey conducted by India Today. Odisha was placed 8th in the list in 2021 and has now moved up by 2 positions.
- Best Design & Decoration Award at the Travel & Tourism Fair (TTF) Ahmedabad 2022
- Most Promising New Destination award at Travel & Tourism Fair (TTF) Chennai 2022





## Baristha Nagarika Tirtha Yatra Yojana (BNTYY)

Pilgrimage or 'Tirtha Yatra' holds a special significance in Indian culture as well as in other cultures of the world. The tradition of Tirtha Yatra or pilgrimage has always played an important role in holding diverse cultures of India together and intact since ancient times. Keeping this in view, the State Tourism Department offers a great opportunity to the poor and deprived senior citizens of the State for realization of their lifelong spiritual aspirations of undertaking Tirtha Darshan (Pilgrimage). This scheme is offered to people of all religions and faiths. The scheme has benefitted senior citizens over 60-75 years of age to undertake pilgrimage at Government assistance. The Tourism Department had launched the "**Baristha Nagarika Tirtha Yatra Yojana**" vide Tourism Dept. Resolution No.2583/TSM, dt.01/02/2016, in collaboration with IRCTC. The Department has successfully organized 14 trips of journey under this scheme.

During the current financial year, 2022-23, 07 trips of Pilgrimage or 'Tirtha Yatra' Trains were scheduled. These 07 trips were originating from Sambalpur (2 Trips), Bhubaneswar (2 Trips), Balasore, Rayagada and Berhampur. During the current financial year, 2022-23, an amount of Rs. 4.00 crore was provided in the plan budget for operation of pilgrim trains.



**Schedule of BNTYY 2022-23**

Sl. No.	Originating Station	Beneficiary Districts	Destinations covered	Journey Period	No. of pilgrims
1	Sambalpur	Sambalpur, Deogarh, Jharsuguda, Bargarh, Sundargarh, Bolangir, Subarnapur, Kalahandi, Nuapada, Angul	Agra- Mathura - Vrindaban	18 <sup>th</sup> -22 <sup>nd</sup> January'2023	974
2	Bhubaneswar	Khordha, Nayagarh, Cuttack, Jagatsinghpur, Kendrapara, Dhenkanal, Puri	Allahabad (Prayagraj) – Varanasi	27 <sup>th</sup> -31 <sup>st</sup> January'2023	982
3	Balasore	Balasore, Bhadrak, Keonjhar, Mayurbhanj, Jajpur	Haridwar- Rishikesh	20 <sup>th</sup> -25 <sup>th</sup> February'2023	1000
4	Bhubaneswar	Puri, Khordha, Cuttack, Jagatsinghpur, Dhenkanal, Kendrapara	Ajmer-Puskar	4 <sup>th</sup> -9 <sup>th</sup> March'2023	970
5	Sambalpur	Sambalpur, Bargarh, Deogarh, Jharsuguda, Sundargarh, Bolangir, Subarnapur, Angul	Siridi-Nasik- Traimbakeswar	16 <sup>th</sup> -21 <sup>st</sup> March'2023	1000
6	Rayagada	Koraput, Rayagada, Nabarangpur, Malkangiri, Kalahandi, Nuapada	Tirupati- Vellore-Shree Kalahasti	28 <sup>th</sup> March – 02 <sup>nd</sup> April'2023	1000
7	Berhampur	Ganjam, Gajapati, Boudh, Kandhamal, Nayagarh	Rameswaram- Madurai	8 <sup>th</sup> -13 <sup>th</sup> February'2023 (Deferred due to Railway Track Work)	1000



## Training & Capacity Building

### State Level Eco-Tourist Guide

300 persons from Travel, Tourism and Hospitality trade professionals will undertake State Level Eco Tourist Guide Training. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted to conduct the said training programme.

### 10-days Certification Programme for Beach Life Guards

100 members of the Life Guard Association and Professionals of Puri will undertake 10-days Certification Programme at Puri. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted to conduct the said training programme.

### Tourism Orientation Programme for Members of Life Guard Association of Gopalpur on Sea

50 members of the Life Guard Association and Professionals of Gopalpur-on Sea will undertake Tourism Orientation Training Programme at Gopalpur Beach. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted to conduct the said training programme.

### Foreign Language Training Programme

240 persons including Travel, Tourism and Hospitality trade professionals have undertaken on Tourism orientation and foreign languages like German, Russian, Chinese, Thai and French 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

Further, 180 persons of Travel, Tourism and Hospitality trade professionals will undertake training on Tourism orientation and foreign languages. Out of which 120 persons will be trained in German and French Languages and 60 persons will be trained in Italian and Spanish at IITTM Dumduma Campus. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted with conducting the said training programme.

### Management Development Programme on Hospitality and Marketing Skills for Managers of OTDC and Officers of Odisha Tourism.

30 Officers of OTDC and Officers of Odisha Tourism will undertake Management Development Programme on Hospitality and Marketing Skills at IITTM Dumduma Campus. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted with conducting the said training programme.



### **Life Saving Skill Training Programme for Boatmen of Chilika-Satapada and Barkul**

210 Boatmen will undertake Tourism orientation and Life-saving Technique Skills Training Programme of Chilika, Satapada and Barkul area. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted with conducting the said training programme.

### **Management Development Programme for the Officers of Odisha Tourism.**

50 Officers of Odisha Tourism will undertake training on Management Development Programme. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar has been entrusted with conducting the said training programme.

### **Workshop on "Green Investment in Tourism" for the Officers of Odisha Tourism**

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

### **Workshop for Call Centre Executives of Hockey World Cup-2023**

30 State Level Tourist Guides participated in workshop for Call Centre Executives to handle the queries raised by tourists in Bhubaneswar during Hockey World Cup-2023. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the said 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 have undertaken Residential Training Programme on Ethnic & Eco-tourism facilitation. 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 top-most priority of the Department of Tourism. Puri being the hub of tourist movement, the State Government has taken the following measures.

- 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 death by drowning and protect lives of tourists at Sea Beaches in Puri. Expenditure towards deployment of lifeguards is being borne by the Home Department.
- Lifeguard Associations of Puri sea beach front comprising 300 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 the Tourism Department.
- 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.
- Tourism Department frequently organises awareness campaigns on the beaches for safe sea bath to limit deaths by drowning and encourage beach cleanliness.
- Beach Instructions in Odia and English languages have been installed at prominent places along the sea beach front in Puri for awareness of Tourists / Visitors visiting the beach. Tourists are advised to take the help of lifeguards during sea bath and not venture into the sea while intoxicated.
- 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.
- 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.
- In view of international tourists' visit to Particularly Vulnerable Tribal Groups (PVTG) areas, an advisory for visit of international tourists to PVTG areas has been issued and implemented.
- A Tourist Emergency Fund of Rs.1.00 Crore has been created to provide financial assistance to tourists during disaster situations.



- 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 beaches.
- Watch Tower has been installed at Paradeep sea beach for safety of Tourists.
- District Administration, Puri deployed lifeguards at Chandrabhaga sea beach on special occasions like Konark Festival, Maghamela for the safeguard of tourists / visitors
- Beach Instruction Signages have been installed at Chandrabhaga and Pir Jahania sea beaches.
- The following measures have been initiated at Blue Flag Golden Beach, Puri for safety / quick recovery of the tourists / visitors.
  - Deployment of Lifeguards.
  - Identification and allocation of safety bathing zone.
  - 04 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, 2022-23 are listed below:

Sl	Name of the Festival	Venue
1	Sanskar O Parampara	Bhubaneswar
2	Jasuapur Mahotsav	Jasuapur
3	Odia Nababarsa	Balasore
4	SPORT IT	Bhubaneswar
5	Cultural Mahotsav of Lord Sri Sri Lingaraj on the eve of Ashokastami Car festival	Bhubaneswar
6	Odissi & Laghu Sageet Samaroha	Bhubaneswar
7	Padmashree Guru Maguni Das Memorial Gotipua Dance Festival	Raghurajpur
8	National Drama Festival	Rourkela
9	Gurupoojan Utsav & Classical dance Festival	Bhubaneswar
10	Jharial Festival	Jharial
11	Birth Anniversary of Utkal Gourav Madhusudan Das	Satyabhamapur
12	Indian's First IWEC Women's Business Mela	Bhubaneswar
13	VANOTSAVA	Bhubaneswar
14	Folk Fair	Puri
15	ODIA ASMITA	Bhubaneswar
16	Kapilamuni Mahotsav	Bhadrak
17	Kanchan Corporate Award	Bhubaneswar
18	The Lord Jagannath Festival	5 towns of Odisha
19	State Level Raja Mahotsav	Bhubaneswar
20	National Tribal Festival	Cuttack
21	Raja Mahotsav	Dhuli, Bhubaneswar
22	Balasore Pallishree Mela	Balasore
23	Shiva Vibaha and Seetal Sasthi Festival of Lord Lingaraj	Bhubaneswar
24	Ahe Nilashaila	Bhubaneswar
25	Ever Green Song	Bhubaneswar
26	Sikander Alam Jayanti	Bhubaneswar
27	Ankur Children Literature Festival	Bhubaneswar
28	Namami Suromani	Bhubaneswar
29	FREEDOM FEST	Bhubaneswar
30	Guru Kelucharan Mohapatra Award Festival	Bhubaneswar
31	Golden Jubilee Celebration and summit on "Odisha Tourism, Way Forward"	Bhubaneswar
32	Sangam Festival	Bhubaneswar
33	BARNALI	Bhubaneswar
34	Jayadev Sahitya Utsav	Dhuli, Bhubaneswar
35	Nuakhai Bhetghat	Bhubaneswar
36	Guru Dakhina Utsav	Bhubaneswar
37	Birth Anniversary of Akshay Mohanty	Bhubaneswar



38	Odishi Raaga Mahotsav	Bhubaneswar
39	Baliyatra Festival	Cuttack
40	Anjali International Children & Youth Festival	Bhubaneswar
41	Gunjan Dance & Music Festival	Cuttack
42	National Press Day	Bhubaneswar
43	Guru Debaprasad Award Festival	Bhubaneswar
44	Odisha Nirman Conclave	Bhubaneswar
45	Geetanjali Excellence Award	Bhubaneswar
46	National Theatre Festival	Bhawanipatna, Kalahandi
47	Satyabadi Music & Dance Festival	Sakhigopal
48	Chilika Shelduck Folk Carnival	Barkul, Chilika
49	Satkosia Mahotsav	Angul
50	National Festival Satasahi Katak Nrutyotsav	Cuttack
51	National Festival of Mayurbhanj Chhau( Naatkee)	Bhubaneswar
52	PRATYAVARTAN (JHOOMAR)	Cuttack
53	Baragarh Dhanuyatra Mahotysava.	Bargarh
54	Golden Beach Festival, Chandipur-on-Sea	Chandipur
55	Remuna Mahotsav	Remuna
56	All India Classical Dance Festival & Guru Naman Dance & Music Festival	Bhubaneswar

## Tourism Projects

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

### List of major/ significant projects in last 5 years

- Light & Sound Show at Samaleswari Temple, Sambalpur.
- 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.
- Floating Musical Fountain in Kusuma Tank, Jajpur.
- Establishment of Special Odia Cuisine Restaurant (NIMANTRAN) at Puri, Bhubaneswar and Sambalpur.
- Development of Eco-Tourism in the State.
- Eco-Retreats at 7 prominent locations in Odisha.
- Development of Silver City Boat Club at Cuttack.
- Development of Taladanda Canalfront.





- Roadmap for development of Tourism Sector in Odisha – Strategic Document.
- Roadmap for development of Eco-Tourism Sector in Odisha – Strategic Document.
- Development of interpretation centre at Barabati fort and Gadakhai.
- Development of Aranya Niwas at Dangmal, Bhitarkanika.

## Central Projects

### 2014-15

Development of Shree Jagannath Dham, Prachi Riverfront, Ramachandi Temple, Gundicha Temple and Maa Mangala 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

### 2022-23

1. Integrated Development of Harishankar Temple in Balangir District.
2. Integrated Development of Nrusinghnath Temple in Bargarh District.
3. Construction of Eco-cottages at Baliput, Satakosia in Cuttack District.
4. Construction of promenade and embankment at Ramachandi in Puri District.
5. Renovation and Development of Panthanivas, Rourkela in Sundargarh District.
6. Integrated Development of Bhitarkanika National Park in Kendrapara District.
7. Master Plan for Destination Development of Bakulbana, Satyabadi in Puri District (Phase-1).
8. Development of Mega Tourist Destination Dhableswar Pitha in Cuttack District.
9. Development of Chandrabhaga beachfront development.
10. Development of Talsari promenade.

## 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. Total 69 destinations out of 358 identified tourist destinations were shortlisted for development. Out of which, 49 projects were identified in Phase-1 & 2 and further 20 projects were identified in Phase-3.

1. Phase 1- 30 destinations
2. Phase 2- 19 destinations
3. Phase 3- 20 destinations



## Masterplans for priority destinations



Bhitarkanika



Nrusinghnath –  
Harishankar



Puri-Konark  
(Chandrabhaga)



Udaypur, Talsari



Hirakud



Daringbadi



Deomali



Dhauri



Khandagiri –  
Udaygiri



Bakulabana



Dhabaleswar



Raghurajpur



Mahendragiri



Chilika



Satkosia

## Other New Initiatives

### Nimantran

- OTDC promotes authentic Odia cuisine through a chain of restaurants called 'NIMANTRAN', which provide customers with different flavours of linked to the culture, heritage, and lifestyle of Odisha.
- Nimantran Bhubaneswar and Nimantran Puri are operational and Nimantran Sambalpur will be operationalized during 2023-24.



## Eco-retreat

- Eco Retreat has emerged as a successful brand of tourism developed by Department of Tourism, Government of Odisha. Tourists stay in temporary tented luxury cottages deployed in the midst of nature at various pristine locations.
- Eco-retreat's objectives have been successfully achieved since inception in 2019.
- The key features of the product are:
  - New and unique destinations have been unveiled to the tourists by providing temporary but high-quality facilities and services, especially when private sector interest for investments in those locations are yet to materialize.
  - 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.
  - The project is based on Zero Waste norms and follows environment friendly practices like waste segregation and sorting, onsite composting, recycling waste, food donations of excess food, training/ awareness building of kitchen crew and staff.
  - Successfully elevated the tourism profile of Odisha globally and attracted more private sector investments around eco-retreat destinations.
  - Evolving tourism product and brand with a path-breaking nature and synonymous with high quality and sustainability.
- For the year 2022-23, Eco Retreat at 7 locations viz., Ramchandi (Konark), Satkosia, Hirakud, Daringbadi, Putsil, Sonapur and Pentha (Bhitarkanika) were successfully organized and run for a period of 3 months



## Boat Clubs

### Silver City boat club

Based on the ambitious vision of Hon'ble Chief Minister for rapid development in water and adventure-based tourism offerings, Department of Tourism has redeveloped the Silver City



Boat Club - a water sports and recreation facility on in Cuttack city. This revamped boat club is being operated by Odisha Tourism Development Corporation (OTDC), with further investment envisaged to develop a world class marina at the location. The present phase of infrastructure development will be further augmented with recreational and ancillary activities. The activities that will be operationalized in the boat club include water sports, cafeteria, floating jetty, waterfront promenade, floating restaurants, dedicated 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 and toilets.

### **Hirakud boat club**

Hirakud Reservoir, having a vast waterfront that's available throughout the year, has immense tourism prospects. Water sports activity has been operational 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 engaged M/s Heritage River Journeys to refurbish/ augment, Operate and Maintain Catamarans of Dept. of Tourism, as house boats at Bhitarkanika National Park.

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, through WAPCOS has assessed the technical specifications of cruise vessels which would be suitable for Odisha context.

Additionally, 2nos 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 Tourism**

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 limited availability of accommodation and tourism facilities at some remote tourist 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 2022.

### **Caravan Tourism**

Post the 'Odisha By Road' campaign of DoT during Covid-19, a number of tourists are preferring to explore the State by road. Caravans, as a new tourism product will be shortly



established in Odisha to cater to such demand as well as solve the lack of accommodation properties at remote nature and tourist destinations where a permanent construction may neither be permissible nor feasible. In such scenarios, Caravan tourism will effectively meet the growing demand. The modalities for development of promotion and initialization of Caravan Tourism in the state have been finalised and shall be implemented in 2023-24.

## Yacht Tourism

DoT has initiated the concept of Yacht Tourism as another luxury tourism product for Odisha. Locations suitable for Yacht operations are being identified by the Department and necessary enabling infrastructure including Marinas shall be developed by State Government.

The modalities for development, initialization, and promotion of Yacht Tourism in the state have been finalised and shall be implemented in 2022-23 last quarter.

## 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

## 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, 6 properties are proposed to be leased.
- Thereafter, the remaining properties shall be leased over 3 more phases.

## Odisha Tourism Policy 2022

To promote balance development of tourism infrastructure creation and give direction, a new Odisha Tourism Policy has been launched in 2022. The newly introduced policy replaces Tourism Policy 2016.

Aim of Odisha Tourism Policy 2022 is to:

- To promote Sustainable & Responsible Tourism with a view to create employment opportunities
- To position Odisha as one of the leading Meetings, Incentives, Conferences & Exhibitions (MICE), Wellness, Health, and Sports tourism destinations in India
- Introduce innovative tourism products & offerings to ensure round the year tourism
- Attract private investors to invest in Odisha.



Through this Policy, DoT facilitates-

- Encourage private sector investments and provision of attractive incentives for new investment in tourism sector.
- Creation of land banks by Odisha Industrial Development corporation (IDCO) in areas having Tourism potential
- Human resource development through capacity building programs, sensitization of stake holders etc.
- Strengthening of OTDC to make it more effective tool for development, operation and marketing of tourism products.
- Incentives to new Tourism Units.

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 2022)
- Capital Investment Subsidy @ 30% for eligible projects, with additional incentives for special regions, women entrepreneurs (with minimum equity participation of 51% in the entity) and SC/ST categories.
- 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
- Environmental protection infrastructure subsidy @ 20% of the capital cost of setting up effluent treatment plant or sewerage treatment plant subject to a maximum of Rs.20 lakh

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**

- 15 Tourism Projects were approved during (2022 – 2023)
- INR 909.97 Crore of Investments approved (Hotels, Convention Centres, Resorts, Amusement Park, Water Park, Cruise, Houseboat, Multiplex etc.)
- More than 5000 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).

7 nos. Tourism related Project proposals were approved by SSWCC amounting to 201.56 Cr and 8 nos. Tourism related project proposals were approved by SLSWCA amounting to 708.41 Cr. In total, 150 nos. Tourism related Project proposals have been approved by the said committees.

## Recognition of Excursion Agencies

Twelve nos. of Travel Agencies / Tour Operators have been recognized as Excursion Agency during the year 2022-23.

## 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, organization 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. 574.03 Cr has been provisioned. While implementing the proposed plan and programme during 2022-23, emphasis was given on the following thrust areas:

- Completion of ongoing projects.
- Projecting Odisha in the domestic as well as in the overseas market as a favored tourist destination through appropriate publicity and marketing, including launching of special campaigns.
- 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.
- Restructuring the Tourism Department to make it more vibrant and dynamic, increase functional efficiency, social responsibility & financial accountability.



## Approved Outlay & Expenditure For 2012-13 to Annual Outlay for 2016-17 (in INR 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 2022-23 (in INR 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
1	2	3	4	5	6	7	8	9	10	11	12
102- Tourist Accommodation	8730.00	8730.00	10450.00	10450.00	11350.00	11350.00	24050.00	24050.00	34859.99	34859.98	27545.00
<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>34859.99</b>	<b>34859.98</b>	<b>27545.00</b>
104-Promotion and Publicity	6282.00	6282.00	7738.04	7538.04	8060.00	8060.00	11252.99	11252.99	13440.01	13439.98	<b>25999.70</b>
	291.00-(S)	291.00									
C.P (PRASAD)	3000.00	--	3000.00	--	--	--	3210.00	-	3508.00	--	3858.80
<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>51808.00</b>	<b>48299.96</b>	<b>57403.50</b>



## Programme Expenditure Budget Provision of Tourism Department for the Year 2022-23 (in INR lakh)

SI	Name of the scheme/ Sub scheme	Head of Account	Budget provision in INR Lakhs
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)-2022-23	200.00
2	Baristha Nagarika Tirtha Yatra Yojana	32-3452-tourism-programme expenditure-state sector schemes-state sector-80-general-104-promotion and publicity-3117-Barista Nagarika Tirtha Yatra Yojana-20002-other charges (voted). 2022-23	400.00
3	Development and management of tourist infrastructure	32-5452- capital out lay on tourism-programme expenditure-state sector schemes-state sector-01- tourist infrastructure-102- tourist accommodation-1468- tourist accommodation -37078-construction of tourist accommodation (voted). 2022-23	27544.97
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	400.00



SI	Name of the scheme/ Sub scheme	Head of Account	Budget provision in INR Lakhs
		(voted). 2022-23. 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	19999.69
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	3000.00
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).	500.00
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	300.00
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	200.00
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	0.01



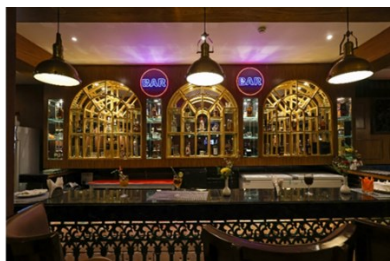
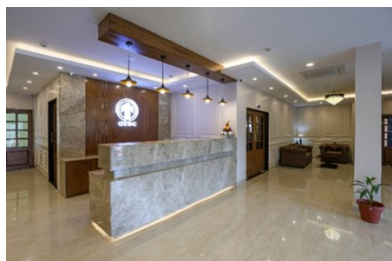
SI	Name of the scheme/ Sub scheme	Head of Account	Budget provision in INR Lakhs
		accommodation-1468- tourist accommodation -78245- information and technology infrastructure. (voted). 2022-23	
14	Odisha home-stay establishment scheme 2020	32-3452- tourism-programme expenditure-state sector schemes-state sector-80-general-104-promotion and publicity-1470-tourist information and publicity-28038-odisha homestay establishment	500.00
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	500.00
	Total State plan		53544.70
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
	<b>Grand total</b>		<b>57403.50</b>

## Accommodation Facilities

Tourism Units operated by Department		Rooms/Beds
1.	Tourist Complex, Atri	06/20
2.	Yatrinivas-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.	Yatrinivas, Konark	46/100
13.	Yatrinivas, Satapada	28/56
14.	Aranya Nivas, Chandbali	17/40
15.	Aranya Nivas, Dangamal	12/24
16.	Panthasala, Chandaneswar	37/74
17.	Panthika, Dhauli	03/06
18.	Panthika, Khandagiri	4 CH





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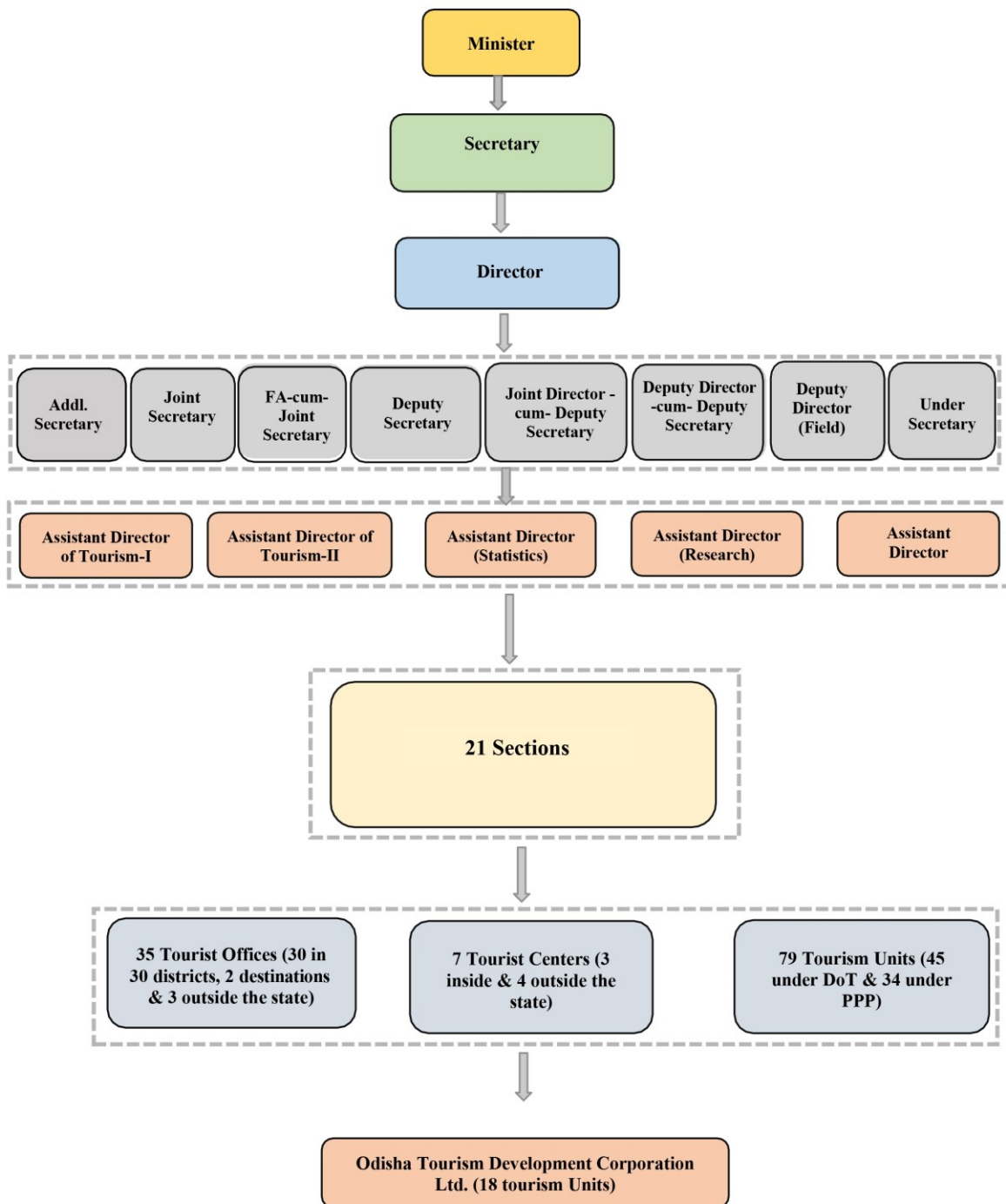


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# Organization structure





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