



Government of Odisha



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

# ANNUAL REPORT 2023-24



Department of Tourism, Government of Odisha



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# 1. 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 fuel 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 State's economy (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 labour-intensive sector. According to an estimate, for every 1 million rupees investment in Tourism Sector, 89 jobs are created 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 bountiful 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, biodiverse 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 favourite 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 2023-24 (up to March), the number of tourist footfalls in Odisha was recorded at 1,00,14,175.



## 2. 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 was separated and now both departments function independently.

The Department of Tourism has a Composite office. Directorate of Tourism is a part of this Composite office with 32 Tourism Development Offices located in different parts of the State and outside. 30 Tourism Development 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 New Delhi and Konark, each headed by a Tourist Officer and Tourism Development Officer.

Besides, there are 2 Tourist Information Counters inside the State at the Biju Patnaik International Airport, Bhubaneswar.

### **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 was upgraded to State Institute of Hotel Management (SIHM), Balangir on 18<sup>th</sup> October 2010, 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 1<sup>st</sup> May 2019 and is recognized by NCHMT, Govt. of India.



### 3. 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 destinations 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.

### 4. Sector Development Strategy

It is a well-accepted fact that the tourism sector is basically government sector led and private sector driven industry where government acts as a catalyst and facilitator, formulates plans, policies and programmes for tourism development. The private sector plays a more proactive role where 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 campaigns 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 balance development of tourism, infrastructure creation and to provide thrust to Tourism sector, a 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 2024, 358 places have been identified in the State as Tourist Centres. 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 1<sup>st</sup> September 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 produced 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.



## 5. Highlights of the Activities

### Branding, Promotion and Publicity

Tourism branding, promotion, and publicity stand as pivotal functions within the realm of the Department, propelling the tourism industry of Odisha to greater heights. With an emphasis on comprehensive outreach, the Department orchestrates 360-degree communication strategies employing a myriad of platforms including Print, TV, Out-of-Home (OOH), social media, and Roadshows. These multifaceted approaches ensure a holistic promotion that resonates with diverse audiences, both locally and globally. Moreover, the Department extends its hospitality through strategic initiatives such as Familiarization (FAM) trips tailored for Tour Operators and Travel Agents.

### 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
- 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
- Lokpriya Gopinath Bordoloi International Airport, Guwahati
- Jaipur International Airport
- Veer Surendra Sai Airport, Jharsuguda
- Visakhapatnam Airport
- Dabolim Airport, Goa

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

- Delhi
- Mumbai
- Bengaluru
- Nagpur
- Bhubaneswar



Railway Station branding has been done in Raygada, Gunpur, Jeypore, Koraput, Damanjodi, Bhubaneswar, Puri, Berhampur and Balasore. Bus branding has been done in Mumbai BEST Bus, Chennai Metro Branding and Mumbai Metro Station branding. Further, various cab wrapping activities were carried out in Raipur, Vizag, Jamshedpur, Indore, Bhopal, Hyderabad, Jaipur, Ahmedabad, Ranchi and Srinagar.



As bus queue shelter branding is one of the quickest ways to promote and plays a significant part in advertising, Odisha Tourism branded the seating areas and back-lit signage boards at Bhubaneswar, Delhi, Kolkata, Bengaluru & Pune.

To promote Odisha across airlines, seatback device branding was done behind the seats of passengers in Vistara, SpiceJet & Air India.

## 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, Hyderabad, Lucknow, Ahmedabad, Pune 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, Vizag and Bhubaneswar
- 104 FM Radio Choklate across Odisha
- 92.7 FM Big FM in Mumbai, Kolkata, Bangalore, Chandigarh and Ranchi
- 104 FM Fever in Delhi, Mumbai, Kolkata, Chennai, Hyderabad and Bangalore



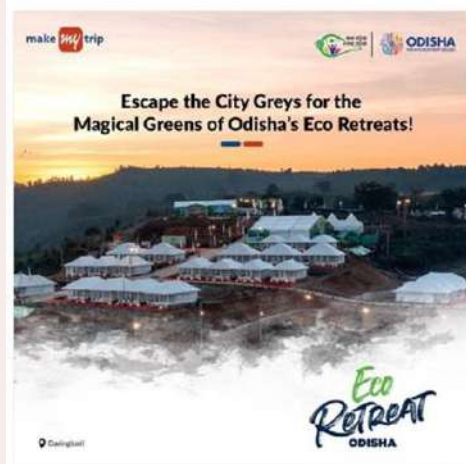
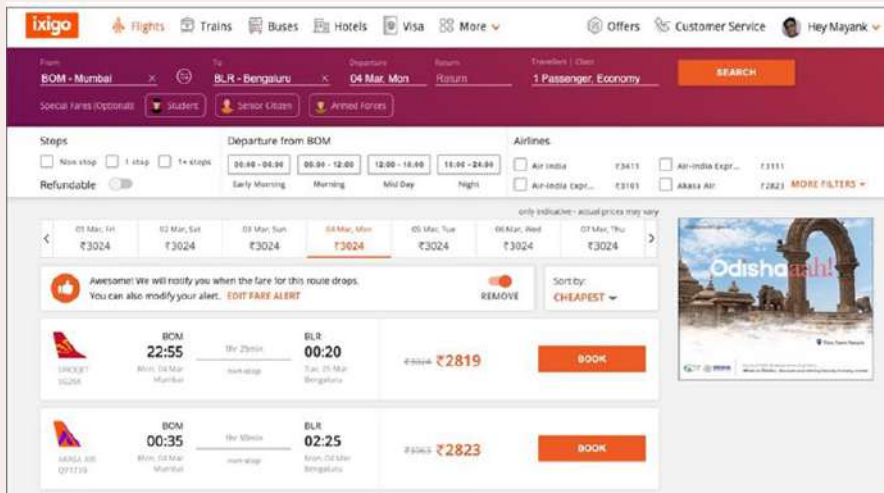
## Print Media

Advertisement is one of the powerful channels of communication to create public awareness. The Department of Tourism has brought out new campaigns in collaboration with various print media houses to promote Eco Retreat and other niche products of Odisha.



## Digital Media

Odisha Tourism actively marketed various tourist destinations across digital channels to connect with its target audience. This involved placing digital advertisements in prominent English and regional news media platforms across India, including Hindustan Times, Zee News (Hindi & English), Daily Hunt, Times Now & TOI,



Telegraph, ABP News, Amar Ujala, Indian Express, New Indian Express, News 18 and Jagran. In addition to it, special promotions were carried out on platforms like IRCTC, Make My Trip, IXIGO, Ease My Trip and Paytm to advertise Odisha Tourism products.

### National & Regional TV Channels

TVCs were played during primetime shows in 12 regional Odia channels including Kanak News, Doordarshan, Prameya News 7, Kalinga TV, News 18 Odia, Nandighosha TV, Argus News, Naxatra News, MBC TV, Colors Odia, Zee Sarthak and Siddharth TV. Similarly, TVCs were played in 18 national channels such as ABP News, News 18 India, Aaj Tak, India TV, Zee News, Times Now Navbharat, Republic TV Bharat, NDTV India, History TV-18, TV 9 Bharatbarsh, Discovery TV, National Geographic, Times Now, NDTV 24x7, India Today, WION, Republic TV and CNN News 18.

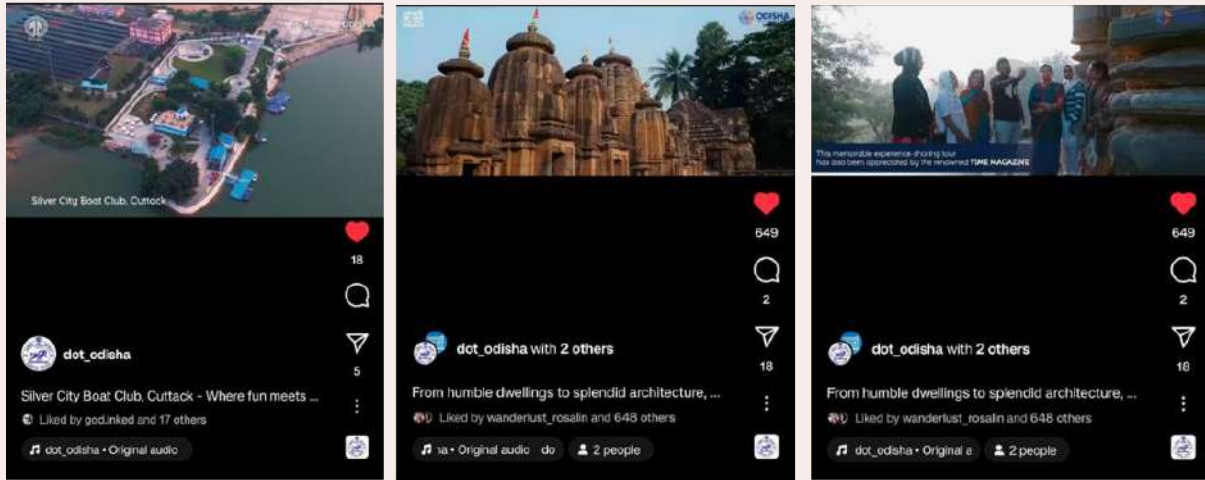
### Special Media Campaigns

Due to the increasing impact of social media, Odisha Tourism enlisted influencers such as food bloggers, lifestyle bloggers and travel bloggers to endorse Odisha's newly inaugurated tourism products like Silvercity Boatclub, Taladanda Canalfront Development and events like OTDC Foundation Day, 4<sup>th</sup> National Chilika Birds Festival and more on their social media accounts.



## Audio Visual

To creatively market the new tourism products and experiences that Odisha offers, the Department produced new promotional videos for the newly inaugurated Silvercity



Boatclub and Taladanda Canal in Cuttack. Along with videos, 100 photos were also produced via this project. Moreover, a one-minute video was produced for the flagship heritage walk tour 'Odisha Walks'.

## Odisha Tourism Portal

Odisha Tourism embarked on a digital journey to celebrate and showcase Odisha's vibrant heritage to the world. Redesigning and redevelopment of webpages was done to showcase the annual festivals of Ratha Yatra, Konark Festival and International Sand Art Festival by incorporating live streaming facilities that offered immersive experiences of these iconic events.



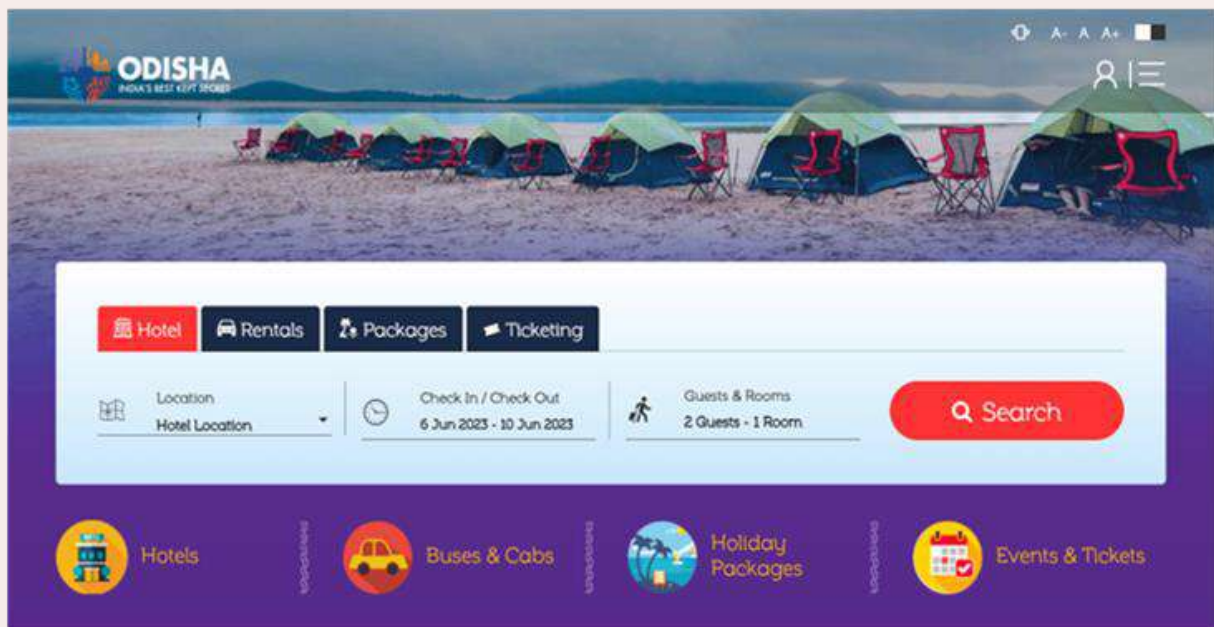
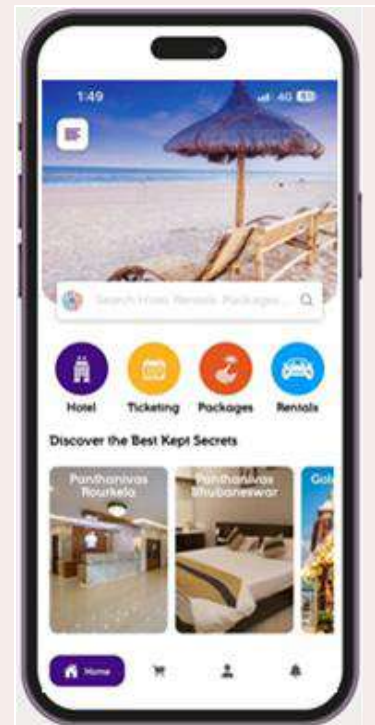
## Book Odisha Portal

Book Odisha portal, with enhanced navigation and enriched content, invited explorers to embark on captivating journeys, fostering a deeper connection with Odisha's destinations and festivals.

The 4th Chilika Bird Festival took flight with the introduction of a user-friendly registration page seamlessly integrated with a secure payment gateway, simplifying the process for participants eager to join this avian extravaganza.

Odisha Walks page unveiled a treasure trove of immersive experiences, offering curated tours through the state's cultural and natural wonders.

Creation of Nandankanan Birds Walk page added an extra mile for the Nature lovers. Through these digital innovations, Book Odisha portal not only facilitated seamless event participation but also helped the citizens to book their favourite staycations in Odisha.




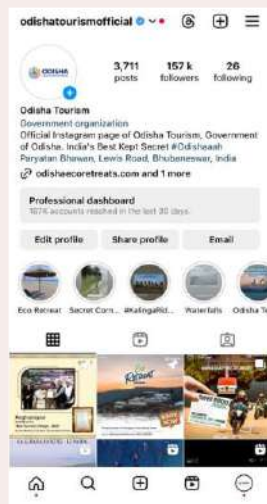
## Odisha Tourism presence on Social Media Platforms

Odisha Tourism maintains a strong presence on various social media platforms such as Facebook, Twitter, Instagram, YouTube, and more, consistently providing current updates on events, new initiatives, tourist destinations, and more. Annual calendar events like Konark Festival, International Sand Art Festival are live streamed on the official social media handles. A special collaboration was done with X (formerly twitter) to promote Eco Retreats of Odisha, temple & heritage monuments, waterfalls, water sports and more.

Further, new social media handle ‘Birds of Chilika’ was created on Instagram, Facebook and Twitter for promotion of Chilika Bird Sanctuary and its rich biodiversity to attract bird lovers and wildlife enthusiasts.




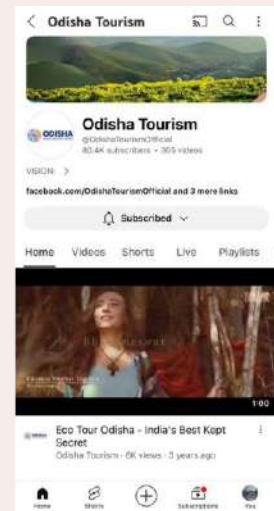
 1200k Followers



 157k Followers



 80.4k Subscribers



 274k Followers



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

To promote 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 2023-24, Odisha Tourism along with key tourism stakeholders from the State participated in the following events:

### Trade Fairs/ Events



### Inside country

SI	Name of the event	Date
1	G20 Tourism Expo	23 <sup>rd</sup> – 25 <sup>th</sup> April, 2023
2	Great Indian Travel Bazaar, Jaipur	23 <sup>rd</sup> – 25 <sup>th</sup> April, 2023
3	TTF Kolkata	14 <sup>th</sup> – 16 <sup>th</sup> July, 2023
4	EEMAGINE	18 <sup>th</sup> – 20 <sup>th</sup> August, 2023
5	TTF Ahmedabad	23 <sup>rd</sup> – 25 <sup>th</sup> August, 2023
6	IATO Annual Convention	29 <sup>th</sup> September – 2 <sup>nd</sup> October, 2023
7	Green Tourism Conclave	19 <sup>th</sup> October, 2023
8	International Millets Convention	9 <sup>th</sup> – 10 <sup>th</sup> November, 2023
9	India International Trade Fair	14 <sup>th</sup> – 27 <sup>th</sup> November 2023



SI	Name of the event	Date
10	IITM Pune	24 <sup>th</sup> – 26 <sup>th</sup> November 2023
11	IITM Hyderabad	1 <sup>st</sup> – 3 <sup>rd</sup> December, 2023
12	Wings India 2024	18 <sup>th</sup> – 21 <sup>st</sup> January, 2024
13	OTM Mumbai	8 <sup>th</sup> – 10 <sup>th</sup> February, 2024
14	TTF Bengaluru	16 <sup>th</sup> – 18 <sup>th</sup> February, 2024
15	SATTE Travel Expo	22 <sup>nd</sup> – 24 <sup>th</sup> February, 2024
16	TTF Chennai	15 <sup>th</sup> – 17 <sup>th</sup> March, 2024

## State Level Events

### World Tourism Day-2023

Every year, World Tourism Day is celebrated by the Department of Tourism with a horde of activities like Superbike Rally, Food Festival, Blood Donation Camp and other cultural activities. World Tourism Day 2023 was celebrated on 27<sup>th</sup> September 2023 in association with OTDC. The theme of this year World Tourism Day was “Tourism and Green Investments”.



### Odisha Travel Bazaar 2024



The 5<sup>th</sup> edition of Odisha Travel Bazaar was organised by DoT in association with FICCI from 7<sup>th</sup> – 9<sup>th</sup> February 2024 for the very first time at Eco Retreat Konark.





The objective of Odisha Travel Bazaar is to promote Odisha as a leading tourism destination to both domestic and foreign tour operators and bring together all the Destination Management Companies (DMCs) under one platform to let them explore the various tourism offerings of Odisha. More than 55 Foreign Tour Operators, 70 domestic Tour Operators and 55+ sellers from Odisha participated in the event.

### Konark Festival-2023

Every year, a classical dance extravaganza known as the 'Konark Festival' takes place from December 1st to 5<sup>th</sup>. Against the stunning backdrop of the Sun Temple in Konark, renowned dancers from across India, specializing in various classical Indian dance forms, participated in this prestigious event.



### International Sand Art Festival-2023

Simultaneously during these five days, the pristine Chandrabhaga Beach witnessed thematic sand arts by 114 renowned sand artists from across the globe. The International Sand Art festival aimed to exhibit sand art creations across various themes, drawing tourists from both domestic and international destinations.



## National Chilika Bird Festival

National Chilika Bird Festival was organized by DoT in association with Department of Forest, Environment and Climate Change and Chilika Development Authority from 27<sup>th</sup> to 29<sup>th</sup> January 2024. The three-day programme witnessed participation of 52 selected birders from across India.

During the event, participants and delegates undertook birding tours to Mangalajodi – Nalabana, which are designated IBAs inside Chilika Lake, for exploring the avian wonders of Odisha.



## Tourist Officers Conference

Every year, Tourist Officers' Conference is conducted by the Department of Tourism to sensitize the tourist officers of the State regarding various aspects of tourism. This year the theme was "Tourism and Peace" which was held at Eco Retreat Konark for the first time on 27<sup>th</sup> February 2024. Technical sessions were conducted on various topics such as Tourism Diplomacy: Towards Global Peace, Contemporary global tourism scenario by UNWTO and WTTC and future prospects of Odisha Tourism.



## Participation in State Level Republic Day Parade -2024

Odisha Tourism participated in state level Republic Day Parade at Bhubaneswar on 26<sup>th</sup> January 2024. A tableau was designed as a tribute to progress marked by Direct Flight Connectivity, vibrant Boatclubs, serene Eco Retreats, and the noble Barisha Nagarika Tirtha Yatra Yojana.



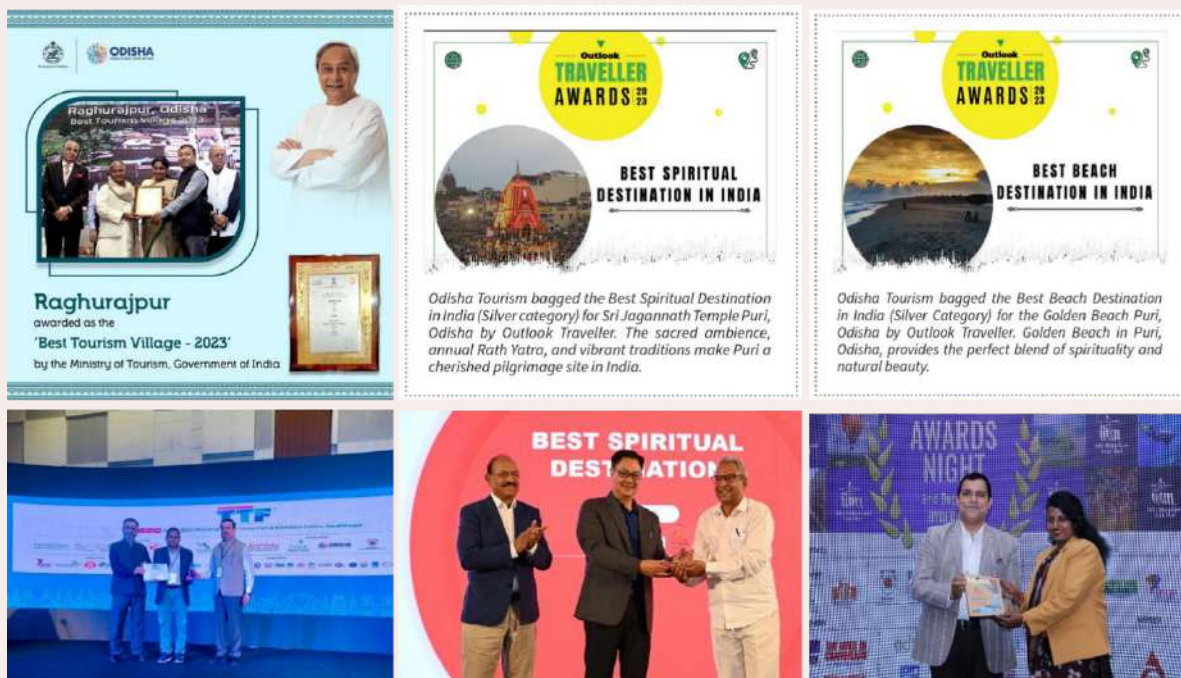
## International Roadshows

Leveraging the direct flight connectivity with major cities like Dubai, Singapore and Thailand, Odisha Tourism conducted international tourism promotional campaign with a Roadshow in Singapore on 5<sup>th</sup> June 2023, in Thailand on 26<sup>th</sup> July 2023 and in Hanoi on 28<sup>th</sup> July 2023. Strategic meeting with key tourism industry stakeholders of Singapore were also held. In addition to it, Odia diaspora connect was held in Dubai on 16<sup>th</sup> May 2023 and in Singapore on 5<sup>th</sup> June 2023 to mark operation of direct flight services.



## Awards & Accolades

- 'Best Spiritual Destination Award' for Puri at the India Today Tourism Survey and Awards 2024
- Raghurajpur stands out as the 'Best Tourism Village 2023,' adjudged by the Ministry of Tourism, Government of India.
- 'Innovative Tourism Experience' Award at IITM, Hyderabad
- 'BEST DECORATED STALL' Award at IITM, Pune
- Best Spiritual Destination in India (Silver category) for Sri Jagannath Temple Puri, Odisha by Outlook Traveler
- Best Beach Destination in India (Silver Category) for the Golden Beach Puri, Odisha by Outlook Traveller
- Sonapur Beach in Ganjam received the prestigious #BlueFlag certification from Foundation for Environmental Education
- 'BEST DECORATION AWARD' at TTF Kolkata
- 'BEST DESIGN & DECORATION AWARD' at TTF Ahmedabad
- 'Best Stall Design' Award at OTM Mumbai
- 'Best Booth Design Award' at Great Indian Travel Bazaar '23
- 'BEST DECORATION AWARD' Award at TTF Bengaluru
- 'BEST DESIGN & DECORATION AWARD' at TTF Chennai
- SKOCH ORDER OF MERIT 2023 for Baristha Nagarika Tirtha Yatra Yojana



## 6. Baristha Nagarika Tirtha Yatra Yojana

This is the 5<sup>th</sup> year of Baristha Nagarika Tirtha Yatra Yojana from its inception in the year 2016-17. The scheme was launched by State Government to enable the poor and deprived Senior Citizens of the State for realization of their lifelong dream of having one Tirtha Yatra (Pilgrimage) to fulfilment of their spiritual aspirations with the support of the State Government.

An online Travel Scheme Management System – [yatra.odisha.gov.in](http://yatra.odisha.gov.in) was also launched, through which citizens can register, verify their eligibility and apply for travel schemes. Further, this online application empowers the Department of Tourism to efficiently review and approve applications, leading to a more streamlined and responsive process, all the while keeping the applicants informed about their application status through real-time notifications. Besides, this portal harnesses the power of data analytics to provide insights into scheme utilization patterns to assist the Department in making informed decisions and better serve the citizens.



Month and Year with duration	No. of senior citizen travelled including Escort Officer	Name of the districts from which the senior citizens selected	Pilgrim places visited by them
<b>2023-24</b>			
31 <sup>st</sup> October to 5 <sup>th</sup> November 2023	1026	<b>Ganjam (Berhampur)</b> , Gajapati, Kandhamal, Boudh and Nayagarh	Kanyakumari- Trivendrum
23 <sup>rd</sup> November to 28 <sup>th</sup> November 2023	1000	<b>Khordha (Bhubaneswar)</b> , Cuttack, Puri, Kendrapara, Jagatsinghpur and Dhenkanal	Haridwar – Rishikesh
6 <sup>th</sup> December to 11 <sup>th</sup> December 2023	998	Angul, <b>Sambalpur</b> , Jharsuguda, Deogarh, Bargarh, Sundergarh, Balangir & Subernapur	Kolkata - Kamakhya
19 <sup>th</sup> December to 24 <sup>th</sup> December 2023	963	Koraput, <b>Rayagada</b> , Nabarangapur, Malkangiri, Kalahandi and Nuapada	Shridi – Nasik
5 <sup>th</sup> January to 10 <sup>th</sup> January 2024	999	<b>Balasore</b> , Bhadrak, Jajpur, Mayurbhanj and Keonjhar	Ujjain – Omkareswar
17 <sup>th</sup> January to 22 <sup>nd</sup> January 2024	986	<b>Ganjam (Berhampur)</b> , Gajapati, Kandhamal, Boudh and Nayagarh	Varanasi - Prayagraj
28 <sup>th</sup> January to 2 <sup>nd</sup> February 2024	994	Koraput, <b>Rayagada</b> , Nabarangapur, Malkangiri, Kalahandi and Nuapada	Gaya – Varanasi
8 <sup>th</sup> February to 13 <sup>th</sup> February 2024	1003	<b>Khordha (Bhubaneswar)</b> , Cuttack, Puri, Kendrapara, Jagatsinghpur and Dhenkanal	Tirupati – Vellore
19 <sup>th</sup> February to 24 <sup>th</sup> February 2024	982	Angul, <b>Sambalpur</b> , Jharsuguda, Deogarh, Bargarh, Sundergarh, Balangir & Subernapur	Ajmer – Pushkar
2 <sup>nd</sup> March to 7 <sup>th</sup> March 2024	1000	<b>Balasore</b> , Bhadrak, Jajpur, Mayurbhanj and Keonjhar	Agra – Mathura
<b>TOTAL</b>	<b>9951</b>		



## 7. Training & Capacity Building

### State Level Eco-Tourist Guide

300 persons from Travel, Tourism and Hospitality trade professionals have undertaken State Level Eco Tourist Guide Training. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting 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 have undertaken Tourism Orientation Training Programme at Gopalpur Beach. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the said training programme.

### Foreign Language Training Programme

150 persons from Travel, Tourism, and Hospitality trade professionals, have undergone training on tourism orientation and foreign languages. Among them, 60 persons in German Language, 60 persons in French Language, and 30 persons in Spanish Language have been trained. The Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the said training program.

### 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 have undertaken Management Development Programme on Hospitality and Marketing Skills at IITTM Dumduma Campus. Indian Institute of Tourism & Travel Management (IITTM), Bhubaneswar was entrusted with conducting the said training programme.



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

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

### **Workshop on “Tourism & Peace” for the Officers of Odisha Tourism**

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



### **One day training Programme of MSG for Operation & Management of “Food Court” at Taladanda Canal Front Development Project, Cuttack**

15 participants from SHGs of Cuttack have undertaken the One day training Programme for Operation & Management of “Food Court” at Taladanda Canal Front Development Project, Cuttack for smooth management of stalls. Institute of Hotel Management Catering Technology and Applied Nutrition (IHM), Bhubaneswar was entrusted with conducting the said training programme.



## 8. 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, controlled by SP, Puri and monitored by Odisha Fire Service Department, are deployed 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 350 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.
- 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 safe bathing zone
  - Installation of 4 Watch Towers
  - Operationalisation of one Jet Ski by Department of Fire Service, Odisha
  - Installation of Beach instruction signages





Talasari Beach, Balasore

## 9. 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, 2023-24 are listed below:

Sl	Name of the Festival	Venue
1	Sponsorship for Golden Jubilee celebration on "Odisha Tourism Way Forward"	IHM, Bhubaneswar
2	National Festival Mayurbhanj Chhau Naatki	Baripada
3	All India Classical Dance Festival & Guru Naam Das	Bhubaneswar
4	Satkosia Mahostav	Angul
5	Guru Pranam Utsav	Bhubaneswar
6	Outreach International Radio Fair	Bhubaneswar
7	Guru Pankaj Utsav & Mahari Award	Bhubaneswar
8	Odissi Laghu Sangeet Samaroh	Bhubaneswar
9	Samarpan	Bhubaneswar
10	Anjali Children & Youth Festival	Bhubaneswar
11	Narayani Namastute	Kolkata
12	Guru Gopal Panda Odissi Festival	Bhubaneswar
13	Pratyavartan	Cuttack
14	Annual Day celebration-cum-National Seminar	Bhubaneswar
15	AARYA Award	Bhubaneswar
16	Chilika Sheldock Festival	Barkul, Chilika
17	Golden Beach Festival, Chandipur	Chandipur
18	Satasahi Katak Nrutya Utsav	Cuttack
19	Celebration of Birth Anniversary of Late Akhaya Mohanty	Bhubaneswar



Sl	Name of the Festival	Venue
20	Shital Sasthi Mahostav	Bhubaneswar
21	Satyabadi music and dance festival	Bakulavan Open air Auditorium, Satyabadi
22	Jasuapur Mahotsav	Jasuapur
23	Dharitri Youth Conclave	Bhubaneswar
24	The Lord Jagannath Festival	Mumbai
25	Cultural Mahotsav-cum-Bhajan Samaroah on the eve of Mahasivaratri.	Bhubaneswar
26	Simulia Mahostav	Simulia
27	Vintage Classic car display/ rally	Bhubaneswar
28	Jati Nandighosa	Bhubaneswar
29	Women Achievers	Bhubaneswar
30	Program of the sports Hub of India	Bhubaneswar
31	Odisha Nirman Conclave	Bhubaneswar
32	Ekamra Utsav	Bhubaneswar
33	Odisha Sports Conclave	Bhubaneswar
34	Ekamra Sports Literature Festival	Bhubaneswar
35	Nuakhai Parab	New Delhi
36	VIRASAT Conference	New Delhi
37	IATO Annual Conference	Aurangabad
38	EEMAGINE	Mumbai



## 10. 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 and Sound Show at Samaleswari Temple, Sambalpur
- Establishment of Gandhi Peace Centre at Khandagiri
- Establishment of Special Odia Cuisine Restaurant 'NIMANTRAN' at Bhubaneswar, Puri and Sambalpur
- Renovation of 20 Way side amenities across Odisha and handing over to Mission Shakti Group for Operations and Management
- Execution of Nrusinghnath-Harishankar Integrated Development
- 'Garuda' Houseboat at Chilika
- 2 nos. 40-seater day cruises at Chilika
- Floating restaurants at Cuttack and Hirakud
- 5th edition of Eco Retreat Odisha at 7 destinations across Odisha
- Development of Silver City Boat Club at Cuttack
- Development of Taladanda Canalfront at Cuttack
- Development of Ramchandi promenade near Ramchandi temple, Konark
- 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 2023-24

- Construction of Eco Cottages at Tampara Lake, Chatrapur
- Development of Deokund, Bhimkund and Khiching at Mayurbhanj District
- Extension of Ramchandi promenade near Lotus resort, Ramchandi, Dist- Puri
- Peripheral Development of Tibetan Monastery, Jeerang
- Development of Sapua Dam, Dadaraghati dam, Dandadhar dam, Anantasayan, Kapilas and Saptasajya at Dhenkanal District
- Development of Vir Surendra Sai Pitha at Sambalpur
- Development of Rameswar- Sureswari-Subarnameru Temple circuit at Subarnapur District
- Development of Bhaskel Dam, Mandadongri, Maa Bidri Temple, Podagada Hill, Chandandhara waterfall and Bhairaghumara waterfall at Nabrangpur
- Renovation of Panthanivas Puri and Bhubaneswar
- Development of Raibania Fort in Balasore District
- Development of Katakabi LaxmiKanta Mohapatra Birthplace and Kantigadia Badapokhiri at Bhadrak District
- Development of tourist infrastructure at Baraha Island and Kalakruti Bhawan, Jajpur
- Development of Hukitola island in Kendrapara District
- Development of Vedvyas Temple at Sundargarh
- Development of Waterfall and Tourism Infrastructure Development near Sitakund, at Malkangiri District
- Development of Jamira Dam and Haldia dam at Mayurbhanj District
- Renovation, restoration and conservation of Raja Bakhri Mahal with adaptive reuse at Sambalpur District
- Development of Ghodahada dam at Ganjam District
- Infrastructure Development of Water Sports Complex at Sonapur, Ganjam District
- Infrastructure Development of Maa Ramchandi Temple & Periphery at Jharsuguda District

### Masterplans for priority destinations

Department of Tourism, in its pursuit to development major tourist destinations in a holistic manner, initiated holistic development of 15 priority destinations viz., Satkosia, Hirakud, Bhitarkanika, Chilika, Chandrabhaga Beach Front, Daringbadi, Talsari, Khandagiri-Udayagiri, Deomali, Nrusinghnath-Harishankar, Dhabaleswar, Mahendragiri, Bakulabana, Dhauli, and Raghurajpur through integrated tourism masterplans to avoid haphazard and unmanageable development of Tourism destinations.





Integrated masterplan for Nrusinghnath Harishankar project has been completed and was inaugurated in February 2024.

7 Integrated Tourism Masterplans of Bhitarkanika, Talsari, Dhabaleswar, Bakulabana, Daringbadi, Deomali and Chandrabhaga have been approved by Govt. and have been initiated.

7 masterplans i.e., Raghurajpur, Khandagiri-Udayagiri, Dhauli, Hirakud, Mahendragiri, Chilika and Satkosia masterplans have been finalized and awaiting Govt. approval.

### Infrastructure gap assessment

DoT had initiated development of small destinations in FY 2021-22, which are spread across various districts under Infrastructure gap assessment project. Total 30 destinations out of 358. Out of which, 18 projects were shortlisted to be developed in Phase-1 & 12 projects were shortlisted to be developed in Phase 2.



### Phase 1- 18 destinations

- 8 destinations have been completed and handed over for Operations and Management
- 7 destinations execution is in progress.
- 3 destinations have been separately taken up as integrated masterplans.

### Phase 2- 12 destinations

- 7 destinations have been completed and handed over for Operations and Management
- 5 destinations execution is in progress.



### Renovation and Operationalization of Way Side Amenity Centers

DoT has initiated renovation of 20 Wayside amenity Centers across Odisha for handing over to Mission Shakti group for operationalization and maintenance.



## Projects Approved addressing proposals received from various districts.

In the FY 2023-24, the Department of Tourism, addressing proposals received from District Administrations, after meticulous site visits and feasibility assessment, has approved 144 number projects in 25 districts.

Sl.	District Name	Number of Approved Projects	Sl.	District Name	Number of Approved Projects
1	Angul	10	13	Kalahandi	4
2	Balangir	5	14	Kandhamal	15
3	Balasore	3	15	Kendrapara	2
4	Bargarh	2	16	Keonjhar	2
5	Bhadrak	4	17	Koraput	7
6	Boudh	6	18	Malkangiri	12
7	Deogarh	7	19	Mayurbhanj	8
8	Dhenkanal	8	20	Nabarangpur	7
9	Gajapati	15	21	Nayagarh	1
10	Ganjam	7	22	Rayagada	5
11	Jagatsinghpur	3	23	Sambalpur	1
12	Jharsuguda	1	24	Subarnapur	8
			25	Sundargarh	1

## Transformation of Hospitality Units – (By OTDC; and by Lessee Private Parties)



Department of Tourism has renovated various accommodation properties through OTDC/ through leasing out of properties. Department has completed 3rd phase of leasing successfully for 2 properties in FY 2023-24. Overall, 31 properties have been leased out till date.





Panthanivas Gopalpur

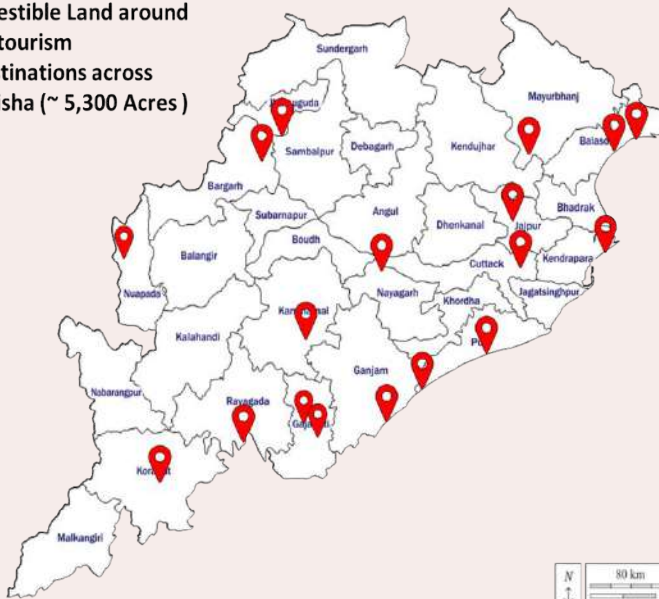


Panthanivas Puri

## Identification of Land Bank for Development of Tourism Infrastructure/ Private investment in Tourism

Acquisition of Investible Tourism Land Parcels across 22 tourism destinations have been identified in collaboration with IDCO in Odisha (~ 5,300 Acres)

Acquisition of Investible Land around 22 tourism destinations across Odisha (~ 5,300 Acres)



Sl	Site Name	Patches	Plots	Area (Ac)
1	Bhitarkanika	9	248	330.8
2	Chandaka	9	42	358.4
3	Chillika	19	156	1076.4
4	Daringbadi	5	25	192.6
5	Deomali	4	7	189.5
6	Dhuli	5	241	45.8
7	Gopalpur	2	20	62.9
8	Gupteswar	2	16	82.7
9	Jirang	7	11	95.2
10	Lalitgiri	2	12	9.8
11	Langudi	1	4	53.1
12	Puri-Konark	5	49	167.1
13	Ratnagiri	1	1	13.1
14	Satapada	5	63	457.1
15	Satkosia	26	224	348.4
16	Similipal	13	123	127.3
17	Talasari-Chandipur	4	71	131.8
18	Tampara	4	129	1104.5
19	Udayagiri	1	2	4.7
20	Sunabeda	6	48	207.3
21	Debrigarh	4	381	163.1
22	Hirakud	3	15	87.5
Total		137	1888	5309.0



## Niche Tourism

### 'Nimantran' chain of restaurants



OTDC promotes authentic Odia cuisine through a chain of restaurants called 'NIMANTRAN', which provides customers with different flavors of linked to the culture, heritage, and lifestyle of Odisha. Nimantran Bhubaneswar, Puri and Sambalpur are now operational and running successfully.

### Boat Clubs

Based on the ambitious vision of Hon'ble Chief Minister for rapid development in water and adventure based tourism offerings, Department of Tourism has developed 2 boat clubs i.e., Silver City Boat Club and The Byanjana Food Court & Watersports Zone Developed at Taladanda Canalfront, which have been inaugurated in Cuttack. The facilities and amenities available in these boat clubs include 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.



### OTDC Café at Inter State Bus Terminal at Baramunda, Bhubaneswar

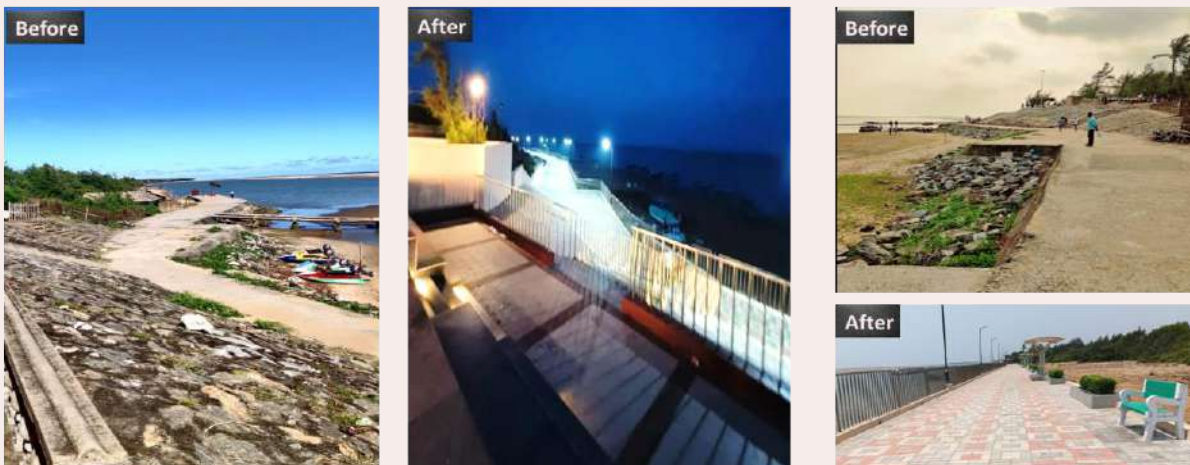
Department of Tourism executed a cafeteria at Inter State Bus Terminal at Baramunda, Bhubaneswar named 'Utkal Aroma' to facilitate the tourists travelling via buses from ISBT.



### Promenades

Department of Tourism developed a beach front promenade at Ramchandi to beautify the destination with premium offerings. The development has been carried across 1.3 km long stretch from Ramchandi temple to boating area near Lotus resort at Ramchandi.

The major components of the development are Coast protection measure to prevent erosion and provide stable sea front with facilities and amenities like Cafeteria, vending kiosks, bio-toilets, landscaping, rain shelters, sitting arrangements, Vehicle parking area, and Signages in Approach Road to Complex among others.



### Cruises/ Houseboats

Department of Tourism has initiated the process to Refurbish/ Augment, Operate and Maintain 4 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.



### Setting up of Beach Shacks at multiple locations across Odisha

Beach Shacks with a vibrant ambience and delectable food accompanied by a wide range of beverages with a beach view are being established at 5 beach stretches across Odisha for promotion of beach tourism.



### Blue Flag Beaches

After Golden Beach at Puri, Sonapur Beach at Ganjam has been developed and has received Blue Flag Certification by the Foundation for Environmental Education (FEE), Denmark on 31 Jan 2024, with facilities like deck chairs, beach huts, F&B zone, Beach showers, changing rooms, toilets, state of the art waste management, parking, pedestrian track, facilities for disabled etc.

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.



### Eco-retreat

Eco Retreat has emerged as a successful brand of tourism developed by Department of Tourism, Government of Odisha, where 7 unique destinations have been unveiled to the tourist by providing temporary but high-quality facilities and services to promote sustainable tourism practices premised on temporary infrastructure, seasonal operations, eco-friendly practices, and local community involvement.

In FY 2023-24, the 5<sup>th</sup> Edition of Eco Retreat at 7 locations viz., Ramchandi (Konark), Satkosia, Hirakud, Daringbadi, Putsil, Sonapur and Pentha (Bhitarkanika) was successfully organized for a period of 3 months.



## 11. Odisha Tourism Policy 2022

To promote balance development of tourism through infrastructure creation and its promotion, 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:

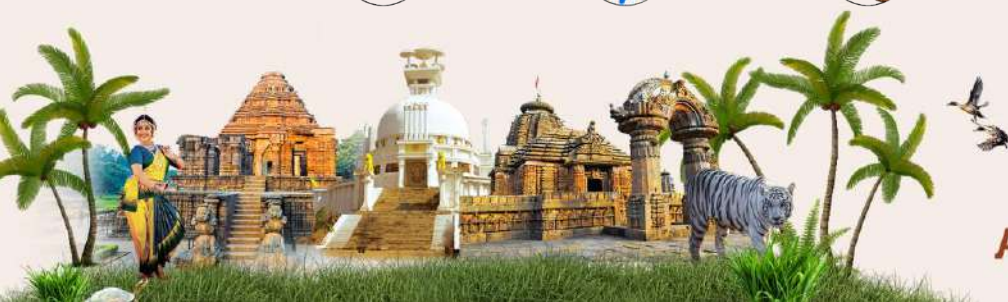
- To promote Sustainable & Responsible Tourism with a view to create employment opportunities.
- To position Odisha as one of the leading Meetings, Incentives, Conferences & Exhibitions (MICE), Wellness, Health, and Sports tourism destinations in India
- Introduce innovative tourism products & offerings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

### Through this Policy, DoT facilitates-

- Private sector investments and provision of attractive incentives for new investment in tourism sector.
- Creation of land bank 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 a 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:

<p>• Land availability at industrial rates (as per IPR 2022)</p> <p><b>Land Allotment</b></p> 	<p>• 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.</p> <p><b>Capital Investment Subsidy</b></p> 	<p>• 5% per annum subject to maximum of Rs.1 crore for 5 years</p> <p><b>Interest subsidy</b></p> 	<p>• 100% exemption in Stamp Duty on purchase of land</p> <p><b>Stamp Duty Exemption</b></p> 	
<p>• 100% reimbursement of land conversion charges</p> <p><b>Reimbursement of land conversion charges</b></p> 	<p>• Exemption from electricity duty up to contract demand of 5 MVA for 5 years of consumption</p> <p><b>Electricity subsidy</b></p> 	<p>• Reimbursement of 75% (male worker) to 100% (female worker) of employer's ES/EPF contribution for 5 yrs</p> <p><b>Employment Subsidy</b></p> 	<p>• INR 2000/- per employee trained within 3 operating years</p> <p><b>Training Cost Reimbursement</b></p> 	<p>• 20% of the capital cost of setting up effluent treatment plant or sewerage treatment plant subject to a maximum of Rs.20 lakh</p> <p><b>Environmental protection infrastructure subsidy</b></p> 



## Investment facilitation and Promotion through Single Window system – GOSWIFT portal



## 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).

11 nos. Tourism related Project proposals were approved by SSWCC amounting to 213.66 Cr and 13 nos. Tourism related project proposals were approved by SLSWCA amounting to 1598.45 Cr. In total, 174 nos. Tourism related Project proposals have been approved by the said committees.

### Recognition of Excursion Agencies

Six (6) nos. of Travel Agencies / Tour Operators have been recognized as Excursion Agency during the year 2023-24.



## 12. Accommodation Facilities

Sl.	Tourism Units operated by OTDC	Rooms/ Beds
1	Panthanivas, Puri	50/108
2	Panthanivas, Bhubaneswar	54/108
3	Yatrinivas, Konark	46/100
4	Panthanivas, Barkul	42/86
5	Panthanivas, Rambha	24/48
6	Panthanivas, Gopalpur	15/30
7	Panthanivas, Cuttack	28/56
8	Panthanivas, Chandipur	41/94
9	Panthanivas, Rourkela	34/68
10	Panthanivas, Sambalpur	33/66
11	Aranyanivas, Chandabali	17/40
12	Panthatasala, Chandaneswar	37/74
13	Panthanivas, Keonjhar	17/34
14	Aranyanivas, Bhitarkanika	12/24

## 13. Plan Outlay

Tourism represents a capital-intensive sector. To enhance the state's tourism appeal and offer experiences on par with global standards to draw visitors, the Department of Tourism devises strategies, and arrangements to improve infrastructure and services. The private sector's involvement is crucial in developing iconic tourism sites and unique offerings, bolstering the hospitality industry, and fostering local economic growth opportunities. Thus, the strategy involves establishing essential infrastructure to attract investments, hosting events and initiatives to showcase Odisha as a premier tourism spot and implementing administrative and operational interventions within the Department.

### Plan and Programme

During 2024-25, an outlay of Rs. 800.00 Cr has been provisioned. While implementing the proposed plan and programme during 2023-24, emphasis was given on the following thrust areas:

- Completion of ongoing projects.
- Promoting Odisha as a top tourist destination nationally and internationally through effective advertising and marketing strategies, including via initiation of special campaigns.
- Fostering an enabling environment to attract significant private sector investments through strategic policy measures and coordinated government efforts.
- Revamping the Tourism Department to enhance its vibrancy and dynamism, improve operational efficiency, uphold social responsibility, and ensure financial transparency.



## Approved Outlay & Expenditure For 2012-13 to Annual Outlay for 2016-17 (INR in Lakh)

Name of the Scheme 12th Plan (2012-2017)	2012-13		2013-14		2014-15		2015-16		2016-17	
	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure
1	2	3	4	5	6	7	8	9	10	11
102- Tourist Accommodation	3085.00	3085.00	4926.40	4876.40	9200.03	9200.03	9000.00	9000.00	7693.00	7693.00
102- Tourist Accommodation (State Matching contribution)	1000.00	858.41	500.00	500.00	--	--	--	--	--	--
<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 &amp; Expenditure For 2017-18 to 2023-24 &amp; Annual Outlay for 2024-25 (INR in Lakh)

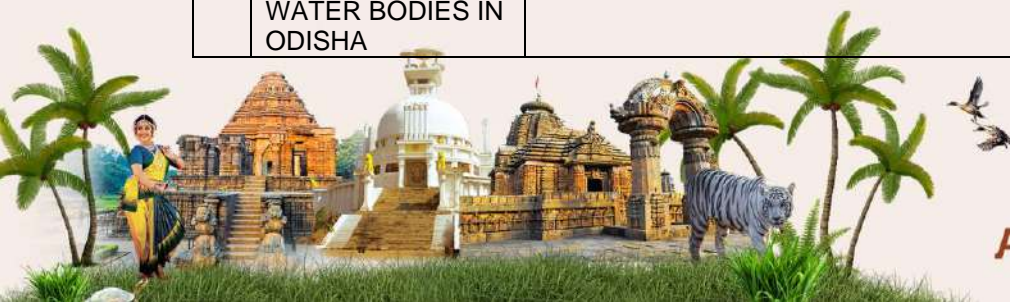
Name of the Scheme (2017-2024)	2017-18		2018-19		2019-20		2020-21		2021-22		2022-23		2023-24	
	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure	Outlay	Expenditure
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
102- Tourist Accommodation	8730	8730	10450	10450	11350	11350	24050	24050	34859.99	34859.98	27545	27545	35016	35015.93
<b>Sub-Total</b>	<b>8730</b>	<b>8730</b>	<b>10450</b>	<b>10450</b>	<b>11350</b>	<b>11350</b>	<b>24050</b>	<b>24050</b>	<b>34859.99</b>	<b>34859.98</b>	<b>27545</b>	<b>27545</b>	<b>35016</b>	<b>35015.93</b>
104-Promotion and Publicity	6282	6282	7738.04	7538.04	8060	8060	11252.99	11252.99	13440.01	13439.98	25999.7	24999.69	36235	36234.9
C.P (PRASAD)	3000	--	3000	--	--	--	3210	-	3508	--	3858.8	---	4000	---
<b>TOTAL</b>	<b>18303</b>	<b>15303</b>	<b>21188.04</b>	<b>17988.04</b>	<b>19410</b>	<b>19267.77</b>	<b>38512.99</b>	<b>35302.99</b>	<b>51808</b>	<b>48299.96</b>	<b>57403.5</b>	<b>52544.66</b>	<b>75251</b>	<b>71250.83</b>

Name of the Scheme	2024-25 Outlay
1	2
102- Tourist Accommodation	28528.00
796-TASP	9200.00
789-SCSP	6800.00
Sub- Total	44528.00
104-Promotion and Publicity	30472.00
C.P (PRASAD)	5000.00
<b>TOTAL</b>	<b>80000.00</b>



PROGRAMME EXPENDITURE BUDGET PROVISION OF TOURISM DEPARTMENT  
FOR THE YEAR 2023-24

SI	Name Of The Scheme / Sub Scheme	Head Of Account	Budget Provision
1	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). 2023-24	34615.93
2	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). 2023-24	18861.00
3	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	1900.00
4	BARISTHA NAGARIKA TIRTHA YATRA YOJANA (INTRA STATE PILGRIM)	32-3452-TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-3117-BARISTA NAGARIKA TIRTHA YATRA YOJANA-20053-INTRA STATE PILGRIMAGE (VOTED). 2023-24	3500.00
5	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). 2023-24	2000.00
6	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).	7194.00
7	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). 2023-24	500.00
8	ODISHA HOME-STAY ESTABLISHMENT SCHEME	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	0.01
9	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	0.01



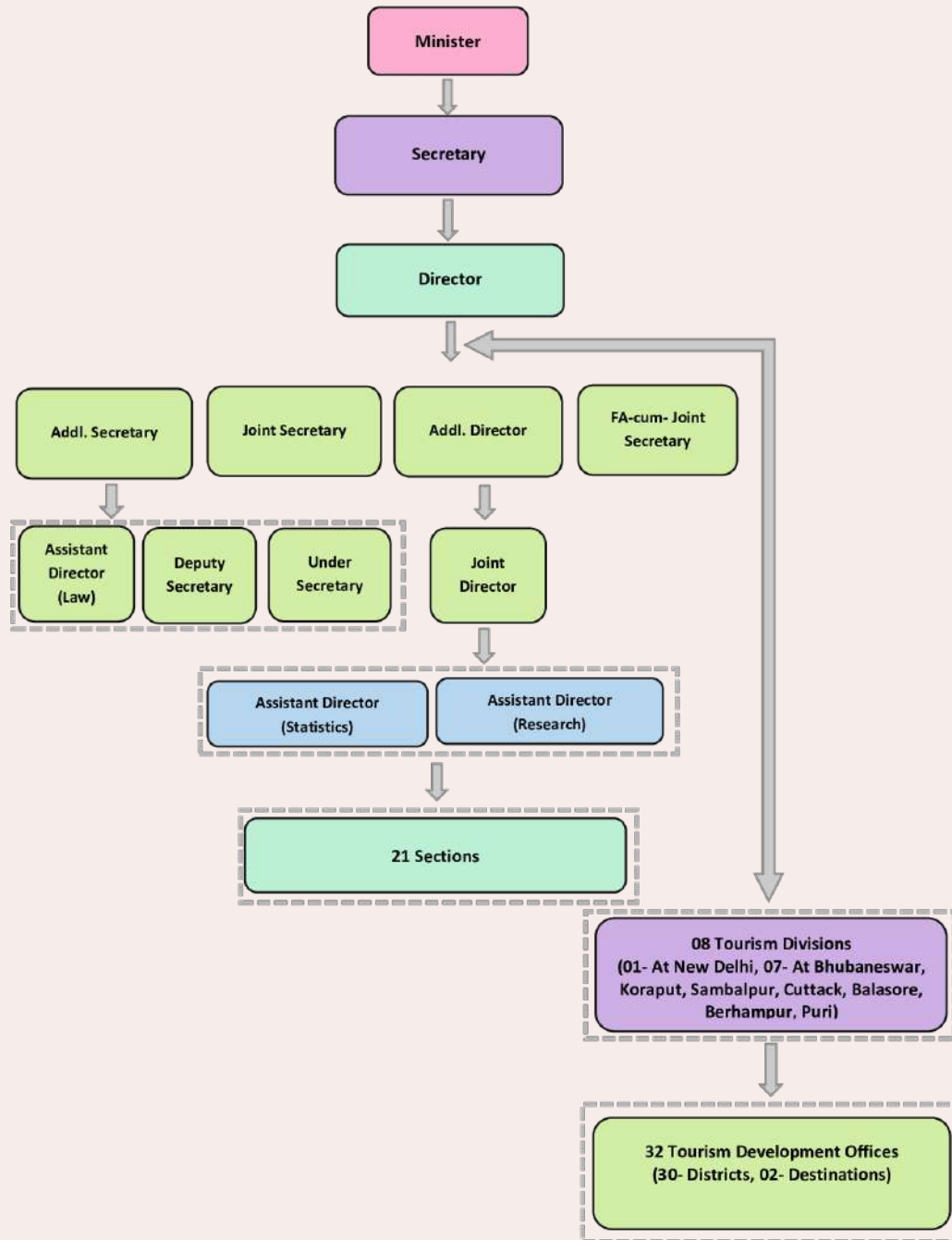
Sl	Name Of The Scheme / Sub Scheme	Head Of Account	Budget Provision
10	INFORMATION TECHNOLOGY AND E-GOVERNANCE	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01- TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION - 78245- INFORMATION AND TECHENLOGY INFRASTRUCTURE. (Voted). 2023-24	400.00
11	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). 2023-24. 921-Grant In Aid Towards Salary- Rs.3,00,00,000/- & 918-Grant In Aid General(Non-Salary)- Rs.50,00,000/-Voted).	400.00
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). 2023-24	200.00
13	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)-2023-24	200.00
14	IMPROVEMENT OF SHRI CHANDRASEKHER JEW TEMPLE KAPILASH DHENKANAL	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION -22081- Improvement Of Shri Chandrasekher Jew Temple Kapilash Dhenkanal (Voted). 2023-24	0.01
15	IMPROVEMENT OF SAPTASAJYA DHENKANAL	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION-22082- Improvement Of Saptasajya Dhenkanal(Voted). 2023-24	0.01
16	IMPROVEMENT OF SAPUA PROJECT	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION-22083- Improvement of Sapua Project (voted). 2023-24	0.01
17	IMPROVEMENTS OF DADARAGHATI PROJECT PARJANG	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION-22084- Improvements of Dadaraghati Project Parjang (voted). 2023-24	0.01



SI	Name Of The Scheme / Sub Scheme	Head Of Account	Budget Provision
18	IMPROVEMENT OF ANANTA SAYAN PARAJANG	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION-22085- Improvement of Ananta Sayan Parajang (voted). 2023-24	0.01
19	IMPROVEMENT TO DANDADHAR PROJECT	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-1468- TOURIST ACCOMMODATION-22086- Improvement of Ananta Sayan Parajang (voted). 2023-24	0.01
20	SIDBI CLUSTER DEVELOPMENT FUND	32-5452- CAPITAL OUT LAY ON TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-01-TOURIST INFRASTRUCTURE-102- TOURIST ACCOMMODATION-3566- SIDBI CLUSTER DEVELOPMENT FUND-(voted). 2023-24	0.01
21	EXPOSURE VISIT TO SINGAPORE & DUBAI (NEW)	32-3452- TOURISM-PROGRAMME EXPENDITURE-STATE SECTOR SCHEMES-STATE SECTOR-80-GENERAL-104-PROMOTION AND PUBLICITY-1470-TOURIST INFORMATION AND PUBLICITY-18103-Exposure visit ( New)	1479.98
	TOTAL STATE PLAN		71251.00
22	<i>PILGRIMAGE REJUVENATION AND SPIRITUAL AUGMENTATION DRIVE(PRASAD)-CENTRAL PLAN</i>	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). 2023-24	4000.00
GRAND TOTAL			75251.00



## 14. Organization structure









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

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



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