



PRAVASI ODIA VIKASH SAMITI

Office: 103, 2nd Floor, Surya Mansion, 1, Kaushalya Park, Hauz Khas

NATIONAL SEMINAR ON TOURISM IN ODISHA: OPPERTUNITIES & CHALLANGES

Date / Day: December 21, 2019 Sunday

Place: Hotel The Park, New Delhi

Tentative Agenda

Time	Details programme	Remarks
09:30	Registration & Tea	
10:15 – 11:00	<p>Inaugural Session:</p> <p>Chief Guest: Shri Prahlad Singh Patel Hon'ble Minister of State(IC), Ministry of Tourism, Government of India</p> <p>Guest of Honour:</p> <ol style="list-style-type: none">Shri Jyoti Ranjan Panigrahi Hon'ble Minister of State(IC) for Tourism Government of OdishaSecretary, Ministry of TourismChairman, ITDC <p>Key Note Address from Tourism / Hospitality industry</p>	

11:15 – 12:15	<p>Session – I</p> <p>Status of Tourism in Odisha: Problems and Challenges</p> <ul style="list-style-type: none"> a. Present status of Tourism in Odisha b. Factors affecting tourism in Odisha c. Tourism startups and employment generation in Odisha d. Branding and Promotion in Tourism in Odisha 	<p>Panelists / Moderator:</p> <ul style="list-style-type: none"> a. Shri Sachin Ramchandra Jadhav, IAS, Director, Department of Tourism, Govt of Odisha b. Shri J. K. Mohanty President, Hotel Association of Odisha c. Shri Avinash Mishra, Advisor, NITI Aayog d. Shri Saubhagya Mahapatra, CEO, Mayfair Hotels & Resorts Pvt Ltd e. Shri Harihara Patra, MD, Toshali Resorts
12:15– 12:45	<u>Tea Break</u>	
12:45 – 01:25	<p>Session – II</p> <p>Presentation on Comparative analysis with other state: Best practices followed in India and abroad</p>	KPMG
01:25 – 02:10	<u>Lunch Break</u>	
02:15 – 03:00	<p>Session – III</p> <p>Potential of Tourism Expansion and opportunities in Odisha</p> <ul style="list-style-type: none"> a. Community involvement in tourism development 	<p>Panelists / Moderator:</p> <ul style="list-style-type: none"> a. Tourism Department, Rajasthan / Gujarat b. Ambassadors / Diplomats

	<ul style="list-style-type: none"> b. Best Tourism Practices Followed Worldwide c. Potential Tourist Destinations in Odisha d. Small and Medium size enterprises in tourism and hospitality sector e. Integrated Tourism policy for Odisha 	<ul style="list-style-type: none"> c. OTDC Representative d. Prof.S. K. Lenka, Indian Institute of TourismManagement /IOTA representative e. Additional Secretary, Tourism Department, Govt of Odisha
03:00 – 03:20	<u>Tea Break</u>	
03:20 – 04:10	<p>Session – IV</p> <p>Strategy for making Odisha a Vibrant Tourist Destination:</p> <ul style="list-style-type: none"> a. Promotion of Cultural Tourism b. Promotion of Rural Tourism c. Promotion of Educational Tourism d. Promotion of Health Tourism e. Branding and Promotion in Tourism in Odisha 	<p>Panelists / Moderator:</p> <ul style="list-style-type: none"> a. Dr. Madan Mohan Sethi, IFS, Director, MEA (Moderator) b. Dr. SanjeebPatjoshi, IPS, Joint Secretary, Ministry of Panchayati Raj c. Dr. S. K. Jena, Director, ICSI d. Representative from Tourism Deptt, Govt of Tamil Nadu / Govt of India e. Representative from Tourism Department, Govt of Kerala / Rajasthan or
04:20 – 05:00	<p>Valedictory Session:</p> <p>Shri Dharmendra Pradhan Hon’ble Minister for Petroleum & Natural Gas and Steel</p> <p>Shri Pratap Chandra Sarangi Hon’ble Minister of State for MSME and Animal Husbandry and Fisheries</p> <p>Felicitation to the best Tourism Promoter in Odisha</p>	
