



## EDITORIAL



**Dr. Sujit Kumar Pruseth\***

The Institute of Social and Cultural Studies (ISCS) that through its six months old Chapter on Purvodaya tries to address the happenings and planning of development based goals of Eastern India. Accomplishes in its objectives through connecting communities, hosting events and in parallel publishing the Bi-monthly bulletin. That updates institute's regional and global readers about the blueprints of eastern India developments in a broader way.

The May-June edition is a notable one as it binds topics that are different from one another but are pivotal to ensure the progress of eastern India. The foremost article relays ideas and dimensions to improve Indo-Bangladesh land boundary to short gap trade and connectivity related issues to harness economic growth of eastern belt and ultimately foster the imperatives of Purvodaya Policy.

As the importance of the tourism sector for India's economy is evident from the fact that it directly contributed an estimated 2.7 per cent to GDP and 6.7 per cent to the employment of the country in 2019-20. And if the indirect shares of related services were to be included in these estimates, the corresponding shares would go up to 5.2 per cent and 15.3 per cent, respectively. The Government of India has also placed enhanced priorities on the tourism and tourism related service sectors in recent times keeping in mind the criticality of the sector. Therefore other chain of articles narrates about the evolving tourism industry, importance of coastal tourism with regards to Eastern India.

The edition also compiles salient features of the discussion hosted by the organization to explore the various options aligning with the market players in regenerating the economy through the coastal tourism in Eastern India altogether. And summarize the keyhole directives of Hon'ble Minister of Education, Skill Development and Entrepreneurship- Sri Dharmendra Pradhan surrounding the Purvodaya Policy by Govt of India exclusively. During the 121st Annual General Meeting of Bharat Chambers of Commerce, Kolkata.

*\*Editor, Purvodaya*

## CONNECTIVITY AND FUTURE PROSPECTS OF BORDER SECURITY



Dreamstime



**Pinak Ranjan Chakravarty\***

For security and border management, reliance on modern digital technologies is essential but there remains the issue of resources. For example, if you want to reduce the distance between the BOPs to say one kilometer, you require more resources more people and more infrastructure.

If we look at it from the macro point of view, it is very difficult and probably impossible to control this porous border. One reason is that there are powerful mafias on both sides who will resist with all their might and they have their links within each system on both sides. They make so much of money and provide their patrons with funds which are quite humongous that there is a constraint on policy and implementation to crack down on smuggling. It is a simple fact of economics that smuggling happens because of demand and supply.

So, border management has to be dealt with in a multifaceted way. People will interact across the border, because it is an artificial border and people living along the border have traded as a civilizational reality. Hence, the whole attempt has to shift from interdiction and denial to policies that formalize informal trade,

particularly non-lethal trading. For some of these activities formal channels are there but are highly bureaucratized and ordinary people on both sides of the border are unable to navigate these bureaucratic channels. Arrangements for proper trading methods are difficult because of political reasons.

There are functioning Border Haats (Markets). Steps to start such Border Haats help the people in the border areas. There are various issues involved in it, including the fact that people are trading in Chinese goods there. It was not meant to do that. Issues are not static and once you solve one, new problems do arise.

Bangladesh is an important neighbor and we have to deal with Bangladesh in a geo-strategic macro manner because Bangladesh is geopolitically significant for providing connectivity to North-East Indian states. Bangladesh is now keen to join the trilateral highway to Myanmar. The objective is to integrate Bangladesh and India across the spectrum of connectivity.

Railway connectivity has taken the lead. We have already got connectivity via the ports. Railway connectivity, for example between

Agartala and Akhaura, will certainly create another seamless connectivity between Agartala and Kolkata. But these are long-term projects and physical connectivity do take time to build and manage. Bangladesh is now on board, in the sense that it does want to join the India-Myanmar-Thailand trilateral highway project. Bangladesh also wants to Look East in its own way, because of economic benefits. But it also means managing the security situation along the borders with Myanmar.

There are impediments. The BBIN Motor Vehicles Agreement has put on hold by Bhutan, but the other three countries - Bangladesh Nepal India - can go ahead and boost seamless connectivity.

In terms of security, it is essential to push connectivity into the remotest areas. All this is very grand and good in terms of policies. But the delivery on the ground is important.

Border management is of course a difficult job, because migration, though not as much as before; and we know the problems they create and how politics gets into it in terms of accommodating these 'migrants.' This is not about 'migrants' who are forced to leave their country and have entered



Dreamstime

ours. This is about ‘migrants’ who come in on their own volition. It is essential that the distinction is understood.

There is also need for much greater use of technology in terms of handling goods - GPS tagging and chip embedding into goods and use of GPS-tagged containers. Several Indian states bordering Bangladesh have to be brought into the policy planning process

Another important part of the overall policy structure is how to manage border killings which often create hue and cry in Bangladesh. It is a motivated media activity. Nobody wants to kill anybody unnecessarily. On the border it happens because some people attack or get into conflict with the BSF. But the media outcry that happens in Bangladesh has a background, because that media is fueled by the vested interests and the mafia who conduct and derive benefits greatly from this cross-border smuggling. This has to be kept in mind and it is having to be understood that we should not get upset by the huge outcry in Bangladesh. The outcry is done deliberately and is designed

and fuelled to bring pressure on the Bangladesh government and in turn on the Indian government, so that BSF is put under constraints and smuggling can go on without impediments.

BSF has been very careful and has been instructed to use minimum force, but we cannot exclude using force totally, because force is the only deterrent for smugglers and illegal migrants. There cannot be any compromise with illegal trade of narcotics, fake Indian currency that damage our national security.

One should not be so worried about a few eggs coming in or a few goats going here and there as these are not a concern for National Security. They are illegal activities because they are going on through illegal channels. This dimension has to be kept in mind in the broader context of the relationship across the border.

The other thing that is taking shape is the SEZ (special economic zones). There are two special economic zones and if manufacturing takes off in these two zones, it would help in curbing smuggling because many of these products can be actually manufactured here.



Benapole – Petrapole Border

*\*Former Secretary, Ministry of External Affairs, Government of India;  
Former High Commissioner of India to Bangladesh*

## TOURISM & LIVELIHOOD: BENGAL PERSPECTIVE



Dreamstime

*Summer landscape of beautiful tropical Mandarmani sea beach, Midnapore, West Bengal*



**Raj Basu\***

To achieve conservation of nature and of natural resources, it is important to connect it to livelihood. In rural tourism, conservation is an essential tool. In village areas one should look into the backyard diversity and our traditional way of conservation. With a change of lifestyle, there is increase in consumerism and this cannot be stopped as a whole. But it is possible to get back the pride of the local communities in their traditional lifestyle which was more connected to their backyard diversity in terms of food, clothing and shelter. Local communities are now moving into the mode of exploitation of nature. We have to revive and maintain pride in their rural traditions which are related to biodiversity and this is where tourism can play a major role. This has to be reflected in the policy of the government. If this is not reflected in the state policy, then tourism will always be around developing infrastructure like airports, roads, star-hotels and larger vehicles. Tourism will never be connected to more than 75 percent of the population who live in the rural areas. We have lost a lot of traditional livelihoods like handicrafts and handlooms - which can be brought back through encouraging rural tourism.

We need to look into rural-area-tourism and think not only about accommodation and food but also about small rural enterprises, handicrafts, handlooms and also the bio-organic agro-products that actually support bio-conservation.

The need is to lobby for making a policy for tourism which is more pro-conservation for our natural resources. There is little purpose shouting about what has gone wrong in the process. The purpose is to try and create a policy where further damage does not happen in the area of conservation.

West Bengal as a tourism product has the most tangible advantage. There is so much of natural diversities from Sandakphu to Sunderbans. We have to create rural tourism around these places highlighting the landscape and along with that highlighting the diversity of culture through our folk music, folk rituals, folk food and folk architecture. All these should be reflected through this rural tourism.

If the policy has to be implemented it has to be institutionalized and institutions have to be built where training of the tourism stakeholders have to take place. This has not happened. There are hotel management institutes which were relevant in the 1980s but of no real relevance now. We do not have a proper sustainable tourism training institution in our state which is the need of the hour. For a responsible tourism mission for the state, with the help of NGOs, other stakeholders

and policy makers, it will be possible to actually create such institutions across the districts of West Bengal.

West Bengal can play a major linkage in international diplomacy because of the kinds of borders that the state share specifically with not just land connectivity but also cultural connectivity – with Nepal, Bhutan

and Bangladesh, also though disjoint but with Tibet. How best can this be used for connectivity tourism depends not only on state level policy but also on national level policy. We have to adapt West Bengal and create tourism circuits within the state and then connect this to the north eastern states and adjoining countries.

Kolkata is the cultural and the economic capital of the State. Siliguri should be considered as the tourism capital and the nature conservation capital of the state.

Where West Bengal has land link border, it is important to implement easier facility for visa. A policy in Bhutan talks about low volume and high value tourism. They get tourists at 200 to 250 \$ a night whereas West Bengal get tourists at not even 5\$ a night. To get tourists we need to make visa policy easier across borders, specifically for land linked areas - international tourists should be able to get all these facilities at the border itself while they are travelling. If European Union can have a common visa why cannot we as a country also think about it when we talk about South and South-East Asia! Unfortunately we have been left out of the Mekong Circuit which includes Mekong and Irrawaddy but not the Brahmaputra; we have also been left out of the Silk Route Circuit.

In North Bengal out of 8 Districts, presently tourism is there in 5 districts (Darjeeling, Kalimpong, Jalpaiguri, Alipurduar and Cooch Behar). There is so much of heritage in the other 3 districts but they have been left out from the circle. An integrated approach will be helpful. It is not only about the single agenda of tourism but it is a platform that allows the other developmental aspects to be included.

In North Bengal in all the 8 districts there are opportunities for service industries and for development of education facilities. Adjacent countries and states can actually access the development of infrastructure not only for basic education but particularly for tertiary education

and special education courses. Special education courses could deal with nature conservation, the rivers and the Himalayas.

Creation of good medical infrastructure can attract patients from many countries and many states which are connected to North Bengal. Even for people living in Guwahati, Patna and around these areas it is much easier to reach North Bengal than Kolkata. Improvement of medical care facilities in the districts of North Bengal will boost medical tourism even in those areas and not necessarily for Kolkata alone.

North Bengal is rich in rural agro-produce including horticulture and floriculture and these have potential for exporting. The present rules are difficult. Better export rules for this region are needed. For example, if a mango from North Bengal has to go to Bangladesh it has to travel all the way to Kolkata to get it tested over there and by the time it is tested and exported, the shelf life of the mango is gone. A special policy for export of agro-produce should be looked into to avail the opportunities for better trade and economic development.



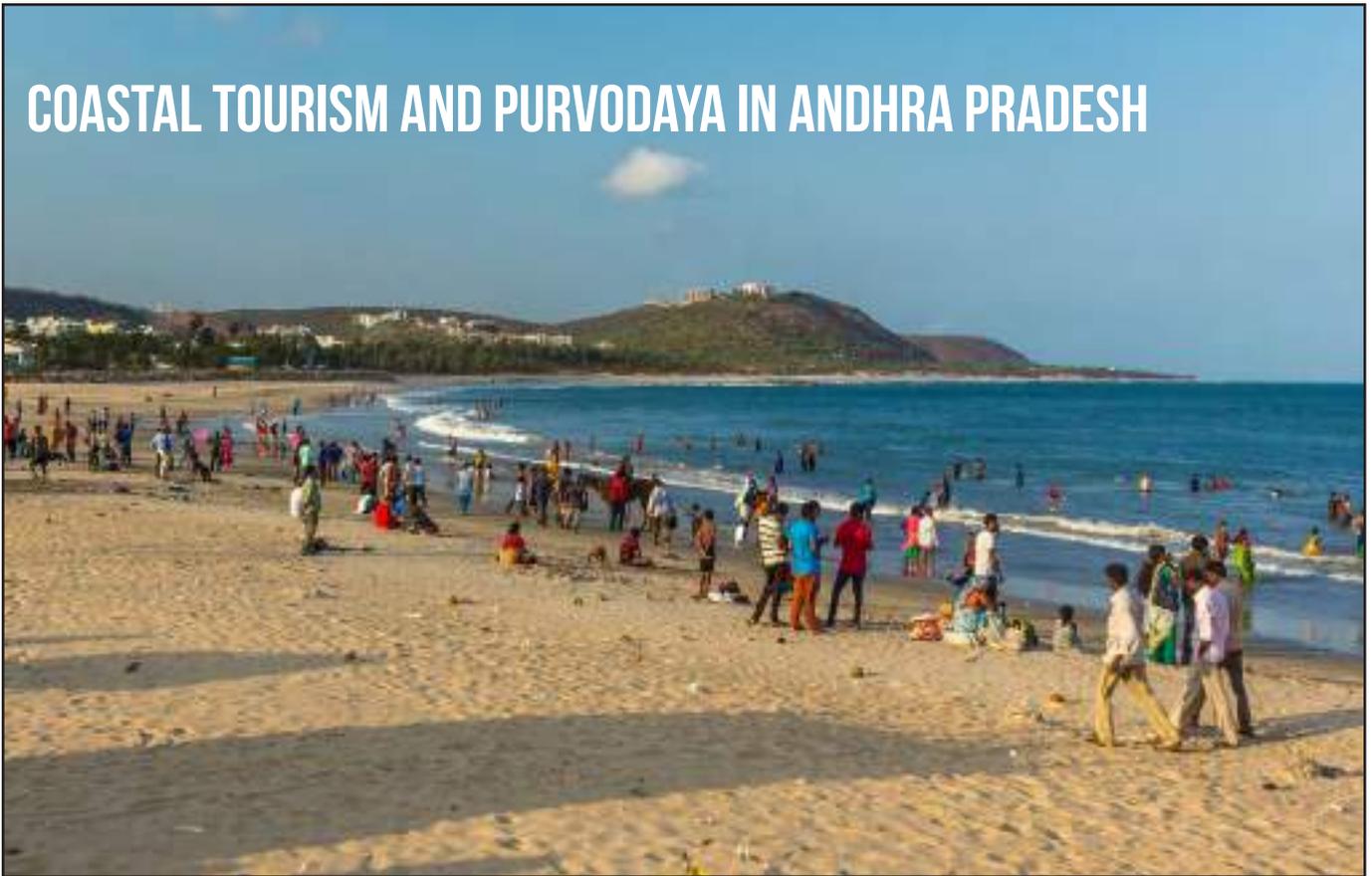
Dreamstime

*Jhalong Camp area, Suntalekhola Samsing, Kalimpong, West Bengal, India located near Neora Valley National Park popular for tourist for nature walk, trekking, weekend activity and wilderness resorts*

---

*\*Convenor, Association for Conservation and Tourism (ACT)*

## COASTAL TOURISM AND PURVODAYA IN ANDHRA PRADESH



Dreamstime

*Seascape view with group of people, horse riding, mountain background, Rishikonda beach, Visakhapatnam*



**Dr. Arun Dash\***

The tourism sector accounts for 7% of world exports and contributes around 10% to the world Gross Domestic Product (GDP), United Nations World Tourism Organization (UNWTO, 2018). Globally, this sector has been recognized as a chief engine of economic growth and has lots of potential for employment generation, and foreign exchange earnings. According to UNWTO, 2016, tourism sector is one of the 10 major generators of employment globally. So far as world exports category is concerned, tourism ranks third position after fuel and chemicals and ahead of automotive products and food (UNWTO and WTO). According to World Travel and Tourism Council, (WTTC), the tourism sector contribution to India's GDP is 6.8% in 2019 and generated 3.98 crore jobs which account for 8% of the Indian workforce. In addition to this, tourism adds to over \$30 billion to foreign exchange reserves per annum, which is equivalent to 5.6% of India's total exports. Hence, it may be said that the tourism sector has lots of potentials to promote economic growth across the globe and India is not an exception.

By realizing the potential of the tourism sector, the Ministry of Tourism, Government of India came up with various promotional policies to boost tourism sector. For instance, National action plan

was introduced in 1992 followed by National strategy for promotion of tourism in 1996, Incredible India in 2002, Atithi Devo Bhava in 2009, multi-touch online visa facility in 2014, and Swadesh Darshan and PRASAD scheme in 2014-15. As a result of these, country was able to attract 1.68 million of foreign tourist arrivals in 1991 which has further increased to 10.93 million in 2019. However, the number of foreign tourist arrivals has come down to 2.74 million in 2020 due to Covid 19 which made our life standstill. Similarly, India's foreign exchange earnings have improved from 1861 million US\$ to 30058 million US\$ during 1991 to 2019. However, foreign exchange earnings came down to 6958 million US\$ in 2020 because of COVID 19.

In order to give a further boost to the tourism sector, the Government of India has launched the Purvodaya scheme in 2020. The honorable education minister Sri Dharmendra Pradhan highlighted the importance of Purvodaya scheme which has to drive national growth. According to him India can't become Aatmanirbhar without eastern India becoming self-reliant. Similarly, our honorable prime minister Shri Narendra Modi highlighted the importance of eastern India. According to him there is a need for development of eastern regions of India and these regions have the untapped potential to fuel the next wave of country's growth.

The objectives of Purvodaya schemes are mainly twofold. First, it emphasizes the socio-economic growth of the entire eastern regions of India and the northern part of Andhra Pradesh. The states which received the attention under the Purvodaya schemes are Odisha, Jharkhand, Chhattisgarh, West Bengal, and Andhra Pradesh. These states together hold 80% of India's iron ore and 100% of cooking coal and a significant portion of chromite, bauxite, and dolomites reserves. Second, an attempt is made for the reduction of regional disparity between eastern states of India. Despite being well

endowed with natural resources, eastern India surprisingly continues to be one of the poorest regions of the country. Hence, efforts are made to resolve the issues related to poverty, inequality, and regional imbalances. Purvodaya scheme has been launched in order to ensure a balanced regional development, the improvements in infrastructure, and tourism-related activities will certainly pave the way for speedy economic development.

Coastal tourism is one of the main sources of revenue for many countries and regions and Andhra Pradesh is a land of plentiful tourism potential. Having the second-longest coastline of 974 kilometers in the country, it has a rich spiritual and cultural heritage, ancient and historical religious places, national parks, caves, bird sanctuaries, serene valleys and hills, forts, airports, seaports etc.. Andhra Pradesh attracted 52.5 million domestic tourist arrivals during 2001 which further increased to 237.1 million in 2019. The state occupies fourth position across all the states and union territories of India to attract domestic tourist visits in 2020. It is behind Tamil Nadu, Uttar Pradesh, and Karnataka to attract domestic tourists and its share of domestic tourist arrivals in India is 11.6%. Despite of its huge potential, unfortunately Andhra Pradesh has not achieved so far to attract a greater number of overseas tourist arrivals. The number of foreign tourist arrivals in Andhra Pradesh was 0.07 million in 2001 which has increased to 0.28 million in 2019. The percentage share of Andhra Pradesh in attracting the number of foreign tourist visits in India is 0.89% in 2019. During 2004-05 the revenue receipts of Andhra Pradesh from the tourism sector was 36.7 million and increased to the peak of 219.8 million in 2007-08. However, such revenue receipts have come down to 0.09 million during 2019-20 (RBI). Though Andhra Pradesh has received "Best State for Comprehensive Tourism Development" award but still the exact tourism potential of the state is yet to be discovered. Hence, there is a need for policy intervention.

Though the ministry of tourism has taken

multiple steps to enhance the growth of tourism sector, but the true potential of this sector has not yet achieved. Andhra Pradesh is blessed with onetiger, one elephant, one biosphere reserve, onenational park and thirteenwildlife sanctuaries.Hence, there is a need for the development of eco-tourism which is environmentally friendly.To position Andhra Pradesh as a favorable tourism destination for domestic and foreign tourist visits there is a need for the development of high-quality luxury resorts at well-known tourist destinations in the state.There is a need for facilitating the ease of doing business to attract more investment. Thelarge-scale investment on infrastructureis required which can be achieved through public private partnership. The state should focus onthe development of unique products to attract a greater number of foreign tourist arrivals. Andhra Pradesh government, need to encourage hygiene, cleanliness, sustainable environmental practices etc. for the promotion of tourism.The Government need to cheer up private player participation in development of prominent beaches across the state.In every year Tirupati attracts 36 million domestic tourists which is known as the most visited place in the state. There are more than 40 Buddhist monuments in Andhra Pradesh. Hence, there is a need for the development of tourism

infrastructure in the religious places.Government needs to identify the tourist destinations where basic amenities such as drinking water facility, wash room, changing rooms and cafeteria are absent and make the provision for amenity blocks in thetourist destinations. The share of religious tourism trips in India is 2.32% of GDP and consensus believes that once the religious tourism will be strengthened, it will accelerate economic growth and development of the state.

Skilled and experienced workforce are essential for sustainable growth of the tourist sector. National Skill Development Corporation (NSDC), is predicted that by 2022 Andhra Pradesh tourism sector will have an additional requirement of over 1 million skilled workforces. Hence, there is a need for the government to enhance the skills of the people who are directly dealing with the tourist. Digital marketing through internet, radio, TV, Facebook, LinkedIn, twitter need to be encouraged. Tourism product need to be available through multiple channels such as OMNI channels. There is a need for the government to review the tourism policy after the policy implementation stage.If the policy is not successful, then what went wrong as a result policy paralysis occurred need to be evaluated carefully. Finally, there is a need for proper coordination between the policy makers and the people to make the tourism policy very effective.



*Tourists are enjoying the sunset at the Ramakrishna beach of Visakhapatnam, also known as Vizag is a port city of Andhra Pradesh, India*

★ Associate Professor, Economics, ICFAI University, Hyderabad

# ତଟୀୟ ଓଡ଼ିଶାରେ ପର୍ଯ୍ୟଟନ : ଅପାର ସମ୍ଭାବନା ଏବଂ ଭବିଷ୍ୟତ



Dreamstime

*At sunset visitors to the beach enjoy the relative peace and space as dusk approaches, Puri, Odisha*



**Sanjeev Kumar Mohanty\***

**(ସଂଜୀବ କୁମାର ମହାନ୍ତି\*)**

ଆଧ୍ୟାତ୍ମିକ ଚେତନାର ଭୂମି ତଥା ମହାପ୍ରଭୁ ଶ୍ରୀ ଜଗନ୍ନାଥଙ୍କ ଆଶୀର୍ବାଦ ପ୍ରାପ୍ତ ଭୁଇଁ ଓଡ଼ିଶା ଅପାର ପ୍ରାକୃତିକ ସଂପଦୋର ପରିପୂର୍ଣ୍ଣ। ଭାରତବର୍ଷର ପୂର୍ବତଟରେ ଅବସ୍ଥିତ ଓଡ଼ିଶା ଉନ୍ନତ ସଂସ୍କୃତି, ଭବ୍ୟ ସାହିତ୍ୟ, ନୈସର୍ଗିକ ସୌନ୍ଦର୍ଯ୍ୟ, ଅଭୟାରଣ୍ୟ ଇତ୍ୟାଦିର ଗନ୍ତାଘର । ଏଠାରେ ପ୍ରକୃତି ସହ ଦିବ୍ୟ ଚେତନା ଓ ସାଧାରଣ ମଣିଷର ଜୀବନ ଅଙ୍ଗାଙ୍ଗୀଭାବେ ଜଡ଼ିତ । ପୁନଶ୍ଚ ଆଧୁନିକତାର ଆବଶ୍ୟକତା ଅନୁଯାୟୀ ଏଠାରେ ପର୍ଯ୍ୟଟନର ବିକାଶ ମଧ୍ୟ କରାଯାଇଛି । ବିଶ୍ୱପ୍ରସିଦ୍ଧ କୋଣାର୍କ ଠାରୁ ଆରମ୍ଭ କରି ଚିଲିକା ଭଳିଆ ଜଳାଶୟ ଓଡ଼ିଶା ପାଇଁ ପରିଚୟ ସୃଷ୍ଟି କରିଛନ୍ତି । ଓଡ଼ିଶା ଭୁଇଁରେ “ମହାଭାରତ” ମହାକାବ୍ୟର ସଂରଚନା ଠାରୁ ଆରମ୍ଭ କରି ସାଂପ୍ରତିକ ସମୟରେ ଅଲିଭ ରିଡ଼ଲୀ ଭଳି ବିରଳ ପ୍ରଜାତିର କଞ୍ଚପଙ୍କ ଅବସ୍ଥାନ, ଏହା ପାଇଁ ଏକ ଆକର୍ଷଣୀୟ ପ୍ରତିଛବି ସୃଷ୍ଟି କରିଛି ।

ଓଡ଼ିଶା ଭଳି ରାଜ୍ୟ ପାଇଁ ପର୍ଯ୍ୟଟନ ରାଜ୍ୟର ଅର୍ଥନୈତିକ ବିକାଶ ପାଇଁ ଏକ ବିରାଟ ଶକ୍ତି ଭାବେ ରହି ଆସିଛି । ପର୍ଯ୍ୟଟନ, ଏ ଭିତରେ ସବୁଠାରୁ ତୀବ୍ର ଗତିରେ ବଢୁଥିବା ଏକ ଅଂଶୀଦାର ଭାବେ ଭାଗ ହୋଇ ଡି.ଡି.ପି.କୁ ୧୩% ଅଂଶ ପ୍ରଦାନ କରୁଛି । ୨୦୧୬ ମସିହାରେ ପ୍ରକାଶିତ ଓଡ଼ିଶା ସରକାରଙ୍କ ପର୍ଯ୍ୟଟନ ରିପୋର୍ଟ ଅନୁଯାୟୀ ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ର (ଆଭ୍ୟନ୍ତରୀଣ ପର୍ଯ୍ୟଟନ) ରେ ତୃତୀୟ ସ୍ଥାନ ଅଧିକାର କରିଛି । ଏତଦ୍ ବ୍ୟତୀତ, ଉଚ୍ଚମାନର ହସ୍ତଶିଳ୍ପ, କାରୁକାର୍ଯ୍ୟ ସଂପନ୍ନ ହସ୍ତତନ୍ତ, ତଥା ସୁସ୍ଥାଦୁ ବ୍ୟଙ୍ଗନ ପର୍ଯ୍ୟଟନକୁ ଏକ ସଫଳ ଉଦ୍ୟୋଗ ଭାବେ ପରିଗଣିତ କେରଇଛି । ବିଗତ ଦଶନ୍ଧିରେ ଓଡ଼ିଶାରେ ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ରରେ ପ୍ରଭୁତ ବିକାଶ ହୋଇଛି । ଓଡ଼ିଶାର ୩୦ଟି ଜିଲ୍ଲାର ୩୫୭ଟି ପର୍ଯ୍ୟଟନ କେନ୍ଦ୍ର ରହିଛି । ଏହା ଛଡ଼ା ଭିତରକନିକା, ଚନ୍ଦିକା ହାତୀ ଅଭୟାରଣ୍ୟ, ନନ୍ଦକାନନ, ଚିଲିକା ଅଭୟାରଣ୍ୟ ଇତ୍ୟାଦି ପର୍ଯ୍ୟଟକଙ୍କ ପାଇଁ ଅତୀବ

ଆକାଶର କେନ୍ଦ୍ରବିନ୍ଦୁ ପାଲଟିଛନ୍ତି । ଏହି ସବୁ କେନ୍ଦ୍ର, ତଟୀୟ ଓଡ଼ିଶାର ପର୍ଯ୍ୟଟନ କ୍ଷମତା ଏବଂ ସମ୍ଭାବନାକୁ ବେଢ଼ଇ ଦେବାରେ ସହାୟକ ହୋଇଛନ୍ତି ।

ପର୍ଯ୍ୟଟନ ସହ ଅନ୍ୟାନ୍ୟ ଭିତ୍ତିଭୂମିର ଘନିଷ୍ଠ ସଂବନ୍ଧ ରହିଛି । ଓଡ଼ିଶାର ଦେଶର ଅଗ୍ରଣୀ ୫ଟି ରାଜ୍ୟ ମଧ୍ୟରେ ଅନ୍ୟତମ ଯେଉଁଠାରେ ସବୁଠାରୁ ବେଶୀ ଗ୍ରାମାଞ୍ଚଳ-ରାସ୍ତାଘାଟ ତିଆରି ହୋଇଛି । ୨୦୧୨ରେ ରାଜ୍ୟର ରାଜଧାନୀ ଭୁବନେଶ୍ୱର ଅତ୍ୟାଧୁନିକ ସ୍ମାର୍ତ୍ତ ସହରମାନଙ୍କ ମଧ୍ୟରେ ସର୍ବାଗ୍ରେ ରହିଥିଲା । ୨୦୧୮ରେ ମନ୍ଦିର ମାଳିନୀ ଭୁବନେଶ୍ୱର ସାମଗ୍ରୀ ପୃଥିବୀରେ ସର୍ବାକୃଷ୍ଣ ୨୦ଟି ସ୍ମାର୍ତ୍ତସିଟିମାନଙ୍କ ମଧ୍ୟରେ ଏକମାତ୍ର ଭାରତୀୟ ସହର ହେବାର ସମ୍ମାନ ପ୍ରାପ୍ତ ହୋଇଥିଲା ।

ଅତ୍ୟନ୍ତ ଖୁସିର କଥା ଯେ, ଓଡ଼ିଶା ଉତ୍ତମ ଆଭ୍ୟନ୍ତରୀଣ ଏବଂ ବୈଦେଶିକ ପର୍ଯ୍ୟଟକ ପାଇଁ ଆକର୍ଷଣର କେନ୍ଦ୍ରବିନ୍ଦୁ ହୋଇଛି । ଓଡ଼ିଶାକୁ 'ଭାରତବନ୍ଧୁ ସର୍ବୋତ୍କୃଷ୍ଟ ରହସ୍ୟ'ଭାବରେ ନାମକରଣ ମଧ୍ୟ ଯଥାର୍ଥ ପ୍ରତିପାଦିତ ହୋଇଛି । ଅର୍ଥନୈତିକ ଦୃଷ୍ଟିରୁ ମଧ୍ୟ ଭାରତରେ ବିଗତ ୧୫ ବର୍ଷ ମଧ୍ୟରେ ଭାରତର ସର୍ବୋତ୍ତମ ତିନୋଟି ନିବେଶ କେନ୍ଦ୍ର ଭାବେ ଉଭା ହେବା ସହ ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ରକୁ ଉନ୍ନତ କରାଇବାରେ ସହାୟକ ହୋଇଛି । ଏଥି ସହ, ପର୍ଯ୍ୟଟନ ରାଜ୍ୟର ଅର୍ଥନୀତିକୁ ସବଳ କରିବା ସହ ରାଜ୍ୟରେ କର୍ମ ନିୟୁତ୍ତିର ସୃଷ୍ଟି କରିଛି ।

ଚିଲିକା ଭଳିଆ ଜଳାଶୟ ଏବଂ ନୈସର୍ଗିକ ପ୍ରାକୃତିକ ପର୍ଯ୍ୟଟନ କେନ୍ଦ୍ର ଯୋଗୁଁ ତଟୀୟ ଓଡ଼ିଶା । ପର୍ଯ୍ୟଟନର ସୁଅବସର ସୃଷ୍ଟି କରିଛି । ରାଜ୍ୟରେ ଗତ ଦଶନ୍ଧିରେ (ପର୍ଯ୍ୟଟକ ଆଗମନ) କ୍ଷେତ୍ରରେ ୯% ବୃଦ୍ଧି ହୋଇଛି । ଏହା ଏକ ସକାରାତ୍ମକ ବିକାଶର ସୂଚକ । ଓଡ଼ିଶାର ୩୭% ଭୌଗଳିକ କ୍ଷେତ୍ର ଜଙ୍ଗଲ ଦ୍ୱାରା ଅଛାଦିତ । ତେଣୁ ଓଡ଼ିଶା ପର୍ଯ୍ୟଟନ ବିଭାଗ ଜଙ୍ଗଲ ବିଭାଗ ସହ ସହଯୋଗ କରି ପର୍ଯ୍ୟଟନକୁ ଆହୁରି ଆକର୍ଷଣୀୟ କରିବା ନିଷ୍ପତ୍ତି ନେଇଛନ୍ତି । ବୈଶ୍ୱିକ ମହାମାରୀ ସତ୍ତ୍ୱେ, ପର୍ଯ୍ୟଟନ ଶିଳ୍ପ ତୀବ୍ରଗତିରେ ଆଗକୁ ବଢ଼ିବା ଶୁଭସୂଚକ ।

ଓଡ଼ିଶାରେ ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ରକୁ ପର୍ଯ୍ୟାଲୋଚନା କଲେ କିଛି ପ୍ରମୁଖ ବିନ୍ଦୁ ଦେଖାଯାଏ । ସେ ସବୁ ହେଲା :

୧) ସାଂସ୍କୃତିକ ଏବଂ ଐତିହ୍ୟ ପର୍ଯ୍ୟଟନ : ଓଡ଼ିଶା ଆବହମାନ କାଳରୁ ସାଂସ୍କୃତି ଓ ଐତିହ୍ୟର ଗନ୍ତାଘର ହୋଇ ରହିଆସିଛି । ପୁରୀ, ଭୁବନେଶ୍ୱର, କୋଣାର୍କ ଶ୍ରୀ ନୃସିଂହନାଥ, ହୀରାପୁର ଓ ରାଣୀପୁର-ଝରିଆଲର ଚୌଷଠୀ ଯୋଗିନୀ ମନ୍ଦିର ପର୍ଯ୍ୟଟନର ପ୍ରମୁଖ ସ୍ଥଳୀ ହୋଇ ରହିଛନ୍ତି । ଏତଦ୍ ବ୍ୟତୀତ, ରଥଯାତ୍ରା, ପୁରୀ ବେଳାଭୂମି ଉତ୍ସବ, ବାଲିଯାତ୍ରା, ମୁକ୍ତେଶ୍ୱର ନୃତ୍ୟ ମହୋତ୍ସବ, ରାଜାରାଣୀ ସଂଗୀତ ମହୋତ୍ସବ, ଧଉଳି-କଳିଙ୍ଗ ମହୋତ୍ସବ ଇତ୍ୟାଦି ଓଡ଼ିଶା ପାଇଁ ପର୍ଯ୍ୟଟନର ଅମାପ ସମ୍ଭାବନା ସୃଷ୍ଟି କରିଛନ୍ତି ।

୨) କଳା ଏବଂ ହସ୍ତଶିଳ୍ପ :

ଉତ୍କଳ କଳାର ବେଶ ହେଉଛି ଓଡ଼ିଶା । ଏହାର ଜନଜୀବନରେ କଳା ଏକ ଅଭିନ୍ନ ଅଙ୍ଗ । ସେଥିପାଇଁ ଓଡ଼ିଶାକୁ ଉତ୍କଳ ମଧ୍ୟ କୁହାଯାଏ । ହସ୍ତତନ୍ତ୍ର ଏବଂ ହସ୍ତଶିଳ୍ପ ଓଡ଼ିଶାର ଉନ୍ନତ କଳାର ଉନ୍ନତ ସ୍ୱାକ୍ଷର । ଏହା ମଧ୍ୟରେ ପର୍ଯ୍ୟଟକଙ୍କ ପାଇଁ ଆକର୍ଷଣ ।

୩) ପ୍ରକୃତି ଏବଂ ବଣ୍ୟପ୍ରାଣୀ : ଓଡ଼ିଶାରେ ବଣ୍ୟପ୍ରାଣୀ ଏବଂ ପ୍ରକୃତିର ସହାବସାନ ପର୍ଯ୍ୟଟନ ପାଇଁ ନୂତନ ପାଇଁ ନୂତନ ଦିଗନ୍ତ । ଏଠାର ବଣ୍ୟପ୍ରାଣୀ ପକ୍ଷୀ ତଥା ପ୍ରକୃତିର ନୈସର୍ଗିକ ଶୋଭା ପର୍ଯ୍ୟଟକଙ୍କୁ ବିମୋହିତ କେର । ଓଡ଼ିଶାର ସ୍ଥିତ ୨ଟି ନେସନାଲ ପାର୍କ ୧୮ଟି ଅଭୟାରଣ୍ୟ ଓଡ଼ିଶାର ଭୌଗୋଳିକ ପରିସୀମାର ୫.୧୧% ଅଂଶ । ଏହା ୭୯୨୦ ବର୍ଗ କି.ମି. ପରିମିତ ଅଂଚଳ ଅଧିକାର କରେ । ତୃତୀୟ ଓଡ଼ିଶାରେ ଥିବା ଝାଉଁଟର ଭାରତରେ ସର୍ବାକୃଷ୍ଣ ।

୪) ତୀଥ-ପର୍ଯ୍ୟଟନ : ଓଡ଼ିଶା ଆଧ୍ୟାତ୍ମିକ ଚେତନାର ଭୂମି ଏବଂ ଏଠାର ଗଚ୍ଛିତ୍ର ଚାରିଧାମ ମଧ୍ୟରୁ ଗୋଟିଏ ଧାମ ଅବସ୍ଥିତ । ଅଗଣିତ ମନ୍ଦିର, ସ୍ତୁପର ସମାହାରରେ ଓଡ଼ିଶା ତୀର୍ଥଯାତ୍ରୀଙ୍କ ପାଇଁ ଆକର୍ଷଣର ମୁଖ୍ୟ କେନ୍ଦ୍ର । ଓଡ଼ିଶାକୁ ଆସୁଥିବା ୭୦% ପର୍ଯ୍ୟଟକ ନିଶ୍ଚିତ ଭାବେ ପୁରୀ, ଭୁବନେଶ୍ୱର ଏବଂ କୋଣାର୍କକୁ ଯାଇଛନ୍ତି । ଓଡ଼ିଶାରେ ଥିବା ବୌଦ୍ଧ ପରିକ୍ରମା" ମଧ୍ୟ ଅନ୍ୟତମ ଆକର୍ଷଣ ।

୫) ପ୍ରକୃତି ସାନିଧ୍ୟ ପର୍ଯ୍ୟଟନ : ପ୍ରକୃତି ସାନିଧ୍ୟ ପର୍ଯ୍ୟଟନ ଓଡ଼ିଶାର ନୂଆ ପରିଚୟ ସୃଷ୍ଟି କରିଛି । ଓଡ଼ିଶାର ବିଭିନ୍ନ ସ୍ଥାନରେ ଥିବା ୬ଟି ପ୍ରକୃତି ସାନିଧ୍ୟ ପର୍ଯ୍ୟଟନ କେନ୍ଦ୍ର ପର୍ଯ୍ୟଟକଙ୍କୁ ବିକଶିତ କରେଇଛି ।

ପର୍ଯ୍ୟଟନକୁ ଆଖି ଆଗରେ ରଖି ସରକାର ଏ ମଧ୍ୟରେ "ବ୍ୟବସାୟ କରିବାର ସୁଗମତା"କୁ ପ୍ରାଧାନ୍ୟ ଦେଇଛନ୍ତି । ୨୦୧୨ରେ ରାଜ୍ୟ ସରକାର ନୂଆ ପର୍ଯ୍ୟଟନ ନୀତିକୁ କାର୍ଯ୍ୟକ୍ଷମ କରେଇଛନ୍ତି । ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ଭାବରେ, ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ରରେ ଘରୋଇ କ୍ଷେତ୍ରରେ ସହଭାଗିତାକୁ ମଧ୍ୟ ପ୍ରୋତ୍ସାହନ ଏବଂ ପ୍ରାଧାନ୍ୟ ଦିଆଯାଇଛି ।

ନୂତନ ପଦକ୍ଷେପ :

୧) ମାଷ୍ଟର ପ୍ଲାନିଙ୍ଗ ଆଧାରରେ ବିକାଶ : ୧୭ଟି ପର୍ଯ୍ୟଟନ କେନ୍ଦ୍ରକୁ ପ୍ରାଧାନ୍ୟ ଦିଆଯାଇଛି ଯେଉଁଥିରେ ବେଳାଭୂମି, ଜୈବ ବିବିଧତା, ଐତିହ୍ୟ କେନ୍ଦ୍ର ଇତ୍ୟାଦି ଅନ୍ତର୍ଭୁକ୍ତ ଏହାଛଡ଼ା ପ୍ରାଧାନ୍ୟ ଦିଆଯାଇଛି ।

୨) ନୂଆ ପର୍ଯ୍ୟଟକ ସୁବିଧା : ଚିଲିକାର ବିଶାଳ ଜଳ ରାଶିରେ କୁଇକ୍ସ : ବେଳାଭୂମିରେ ପର୍ଯ୍ୟଟକ ସୁବିଧା ସହ ଜଳକ୍ରୀଡ଼ାର ପ୍ରୋତ୍ସାହନ ।

୩) ଇକୋରିଟିଡ଼ : ବିଳାସ ସଂପନ୍ନ ଇକୋରିଟିଡ଼ ନୂଆ ପର୍ଯ୍ୟଟନ କ୍ଷେତ୍ର ଭୋଗ ବିକଶିତ ହୋଇଛି ।

୪) ଐତିହ୍ୟ ପର୍ଯ୍ୟଟନ : ଓଡ଼ିଶାରେ ଭଗବାନ ବୁଦ୍ଧ ଦର୍ଶନ ସଂପର୍କିତ କ୍ଷେତ୍ରମାନଙ୍କୁ ନେଇ "ବୁଦ୍ଧିଷ୍ଠ ସରକିଟ"ର କ୍ରିୟାନ୍ୱୟନ ପର୍ଯ୍ୟଟକଙ୍କୁ

ଆକର୍ଷିତ କରୁଛି । ବୁଦ୍ଧଙ୍କ ଦେହାବଶେଷ , ସ୍ତୁପ, ମଠ, ବିହାର ସବୁ ପୂର୍ବ ଭାରତର ଗୌରବ । ଜୀରାଙ୍ଗ ଠାରେ ଥିବା ବୌଦ୍ଧ ମଠ ଓ ବିହାର ଏକ ନୂଆ ଆକର୍ଷଣ କେନ୍ଦ୍ର ।

୪) ବ୍ଲୁ ଫ୍ଲୋର ବେଳାଭୂମି :- ସ୍ୱଚ୍ଛ ଏବଂ ସ୍ୱର୍ଗମ ବେଳାଭୂମି ଓଡ଼ିଶାର ବିଭବ । ପୁରୀର ବେଳାଭୂମି ଓ ସୋନପୁର (ଗଞ୍ଜାମ)ର ବେଳାଭୂମି ବ୍ଲୁ ଫ୍ଲୋର ମାନ୍ୟତା ପ୍ରାପ୍ତ ହୋଇ ପର୍ଯ୍ୟଟନକୁ ବିକଶିତ କରିବାରେ ପ୍ରମୁଖ ଭୂମିକା ନେଇଛନ୍ତି ।

୪) ବଞ୍ଚନକୁ ନେଇ “ନିମନ୍ତ୍ରଣ” : ଓଡ଼ିଶାର ସୁସ୍ୱଦୁ ବ୍ୟଞ୍ଜନକୁ ନେଇ ଭୁବନେଶ୍ୱର ପୁରୀ ଓ ସଂବଲପୁର ଠାରେ “ନିମନ୍ତ୍ରଣ” ନାମରେ ନୂଆ ପର୍ଯ୍ୟଟନ କେନ୍ଦ୍ର ।

ପି.ପି.ପି. ମୋଡ଼େର ବିକାଶ : ପର୍ଯ୍ୟଟକଙ୍କ ରହଣୀ ସୁବିଧା ପାଇଁ ପି.ପି.ପି. ମୋଡ଼େର ପାଞ୍ଚନିବାସର ବିକାଶ କରାଯାଇ ବୋଲଶ୍ୱର, ଭଦ୍ରକ, ଗୋପାଳପୁର, ପାଣିଦଣ୍ଡଠାରେ ନୂଆ ଭିଡିଭୁମି ସୃଷ୍ଟି କରାଯାଇଛି ।

ପର୍ଯ୍ୟଟନର ଭବିଷ୍ୟତ :

ଓଡ଼ିଶାରେ ବିଶେଷକରି ତଟୀୟ ଓଡ଼ିଶାରେ ପର୍ଯ୍ୟଟନ ଏକ ବରଦାନ ସ୍ୱରୂପ ଭାବ ହୋଇଛି । ଓଡ଼ିଶାରେ ପର୍ଯ୍ୟଟନର ବିକାଶ ହିଁ ଅର୍ଥନୈତିକ ବିକାଶକୁ ଏକ ଦୀର୍ଘ ମିଆଦୀ ରୂପେ ଆଗେଇନେବା । ଏହାର ସୁଫଳ ସ୍ଥାନୀୟ ଅଧିବାସୀଙ୍କୁ ମିଳିବ । ତେଣୁ ତଟୀୟ ପର୍ଯ୍ୟଟନକୁ ପ୍ରାଧାନ୍ୟ ଦେବା ଅତ୍ୟନ୍ତ ଆବଶ୍ୟକ । ଏଥି ସହ, ନୀତିନିର୍ଦ୍ଧାରଣ ଏବଂ ନୀତି ପ୍ରଣୟନ ମଧ୍ୟ ସୁଚିନ୍ତ ଉପରେ ହେବା ଆବଶ୍ୟକ । ଏ ଦିଗରେ “ପୂର୍ବୋଦୟ ମିଶନ୍” ଏକ ବଳିଷ୍ଠ ସ୍ତମ୍ଭ ଭାବରେ ଉଡ଼ା ହୋଇଛି । ସବୁଠାରୁ ଗୁରୁତ୍ୱପୂର୍ଣ୍ଣ ହେଲା, ଏହି ମହତ୍ୱାକାଂକ୍ଷୀ ଯୋଜନାରେ ସ୍ଥାନୀୟ ଅଧିବାସୀଙ୍କ ସକ୍ରିୟ ଅଂଶଗ୍ରହଣକୁ ପ୍ରାଧାନ୍ୟ ଦେବା । ଏହା ସହ, ରାଜ୍ୟରେ ଉତ୍କୃଷ୍ଟ ମାନର ହେଗଟଲ, ରେଷ୍ଟୁରେଣ୍ଟ ବିକାଶ କରିବାକୁ ହେବ । ଅର୍ଥନୈତିକ ନିବେଶର ମଧ୍ୟ ଆବଶ୍ୟକତା ରହିଛି । ଏହାଛଡ଼ା ରାସ୍ତାଘାଟ, ରେଳ ଓ ବାୟୁମାର୍ଗର ସୁଦୃଢ଼ ବିକାଶ ଅତ୍ୟନ୍ତ ଆବଶ୍ୟକ ।



Dreamstime

*Nestling in the heart of coastal Orissa, Chilika is India's biggest inland lake. Spread over 1,100 square kilometers stretching across the length of the three districts of Puri, Khurdha and Ganjam and final*

\* Head FICCI Odisha State Council

Webinar on  
**COASTAL TOURISM AND PURVODAYA**

6th April, 2022



Dreamstime

As the institute’s followers knows that ISCS’s Chapter on Purvodaya- that is creatively designed to focus and feature the growth and development of Eastern India.The Chapter over months through persistent writings and events have addressed connectivity,importance of religious economy etc.Therefore carrying forward the trend of Institute on 6th of April 2022, hosted a Webinar on “Coastal Tourism and Purvodaya” from 5pm onwards.

The webinar started with a brief introduction of the topic by Dr.Sujit Kumar Pruseth,Chapter Co-Ordinator, ISCS, Purvodaya. Who highlighted that government of India has laid a lot of importance to facilitate tourism. Policies and Programmes like Dekho Apna Desh launched in 2020, Swadesh Darshan are structured in such a way that they apart from tourism act as an agent that lays sufficient importance on connectivity, trade, preservation of ecology and building cultural connect.

The Distinguished Chair of the webinar Sri. RajeshPurohit-Former Director,Indian Museum Kolkata. Featured that coastal tourism with regards to Eastern India. As coastal enrouting across Bengal-Orissa and Andhra would play a significant role in connecting South East Asia, development of ports which can facilitate trade, generate employment and prove equality in the

INSTITUTE OF SOCIAL AND CULTURAL STUDIES, INDIA

*Webinar on*  
**COASTAL TOURISM AND PURVODAYA**  
 6th April, 2022  
 5.00 pm(IST)  
 Platform –Googlemeet

---

Chair  
**Sri. Rajesh Purohit**  
*Former Director, Indian Museum, Kolkata*

---

Introductory remarks  
**Dr. Sujit Kumar Pruseth**  
*Editor, Purvodaya*

---

Speakers

<b>Sri. Sanjeev Kumar Mohanty</b> <i>Asst. PCCO, Odisha State Council</i>	<b>Dr. Anus Dash</b> <i>Associate Professor, Economics,        IITM University, Hyderabad</i>	<b>Sri. Soyak Handi</b> <i>Tourist Information Officer,        Ministry of Tourism, GOI</i>
------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------

---

Vote of Thanks  
**Sri. Krishnendu Baksli**  
*Programme Coordinator,  
 ISCS, India*

life of people. Cruise Tours, Blue economy will enable the region to attain economic prospects, hospitality and ultimately fuel the sustainability of the local people.Especially after the pandemic and its aftermath importance should be laid on

tourism on whole and ofcourse to the context of Coastal tourism to determine the growth of east India.

Followed to which the First Distinguish Speaker- Sri. Sanjeev Kumar Mohanty- Head FICCI Odisha State Council.Mentioned that coastal tourism could help the region to gain investments,foreground the art and culture of the region,will help to attain global consumer for local handicraft and crafts.Thus it will be helpful for the self-help groups that has become a source of livelihood or support family income for the women.Secondly he added that coastal tourism would also help the flourishing of Buddhist Tourism and become an important factor towards the representation of cultural linkages amongst India and South East Asia. Thirdly the speaker mentioned that Orissa,Bengal,Andhra Pradesh are the regions of festivals surrounding coasts. In terms of fair,customary practices,epics and believes thus coastal tourism would help India and neighboring to get appraise about deep rooted cultural attributes also ensure equality among people . Lastly the speakers deliberation captured that coastal tourism predominantly could facilitate marine economy, Martime trade and development of ports along with eco-tourism.

The Second Speaker of the event- Dr.Arun Dash, Associate Professor. Economics, ICAFI University, Hyderabad, taking the discourse further tourism sector is one of the largest public sector, boosting connectivity and strengthening economy. The covid-19 situation has weaken the tourist sector,restricting travels. But as we are setting ourselves to normalcy hence the tourism sector should be also given an enormous importance. With ratios and statistics he enumerated the range of tourist visiting coast every year.From Andhra Pradesh perspectives he added that Govt of Andhra are taking vital steps to promote tourism, like involving private sectors through hospitality measures, infrastructural development. Andhra

Pradesh through tourism also commissioning the art and culture of the region, as Andhra is a region of beautiful temples thus renovations and conservation practices are undertaken by the government to facilitate and illumine cultural congregation between the rest of the South,India also neighbouring China and Japan, through Buddhist tourism. The Speaker added in order to transcend the range of coastal tourism the central and state governments should get aligned also include private sectors to initiate multiple other steps with appropriate facilities with skill development and capacity building. Training youths to engage in the tourism sector and also to create coastal tourism a fertile sector for the region and country altogether.



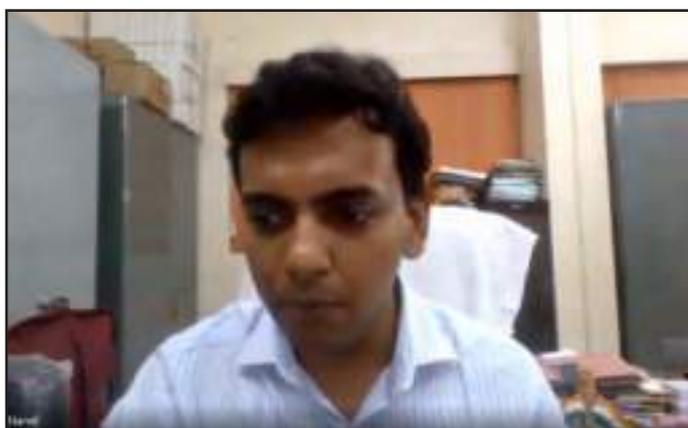
*Sri Rajesh Purohit*

The Third Speaker- Sri Sayak Nandi, Assistant Director, Ministry of Tourism, GOI-Magnifying the possibilities,challenges of Coastal tourism from West Bengal's point of view. He analyzed that Infrastructural development with regards to eastern India coast line have already gained momentum. Also number of other initiatives have underlined towards the development of eastern coast line. If the development gets completed based on timelines as asserted then eastern India and especially eastern coast line will become a tom of foreign tourism.Social media and digital India has also made great heights to facilitate tourism, whether in terms of depicting the importance of region of enabling tourists to become a recipient of hospitality synergies, ensuring safety, hygiene and COVID-19 precautionary

while developing tour itinerary's or selecting their stay. Moreover Govt of India is taking a proactive step and using digital and social media to highlight cultural infrastructure, religious circuit, new developments in foreign forums, as it was been done during recent Dubai Expo 2022. In complement to cruise ride, beach tourism, facilities like water sports, beach festivals, carnivals are also been organized. Initiatives are moulded in view of post COVID era to develop to restore tourism

through betterend infrastructure, tying up with embassies, designing eco-retreats, providing capacity building (through training and courses) to restructure tourism and coastal tourism sector to induce an inclusive growth.

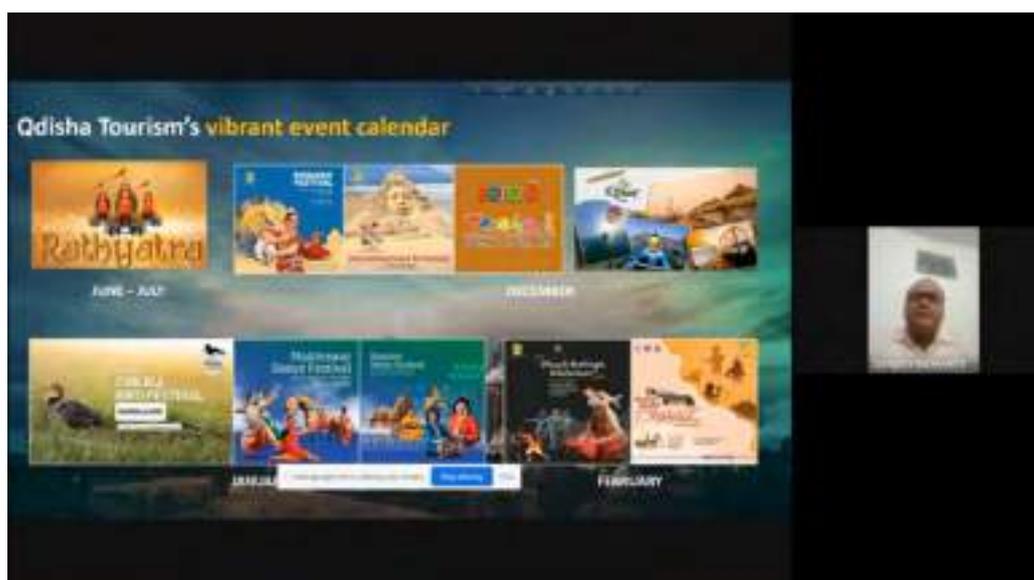
The interesting and optimistic webinar on its rearmost section initiated some discussion between speakers and participants and concluded with a vote of thanks by the member of the Institute.



*Sri Sayak Nandi*



*Dr. Aruna Kumar Dash*





The world has once again become vibrant in every walks of life in the post-pandemic time. Renewed hope and aspiration have started propelling progress all around. India has also bounced back and has become the cynosure of the world. India has created a unique identity for herself in the post-pandemic era. India has created new benchmarks in the areas of inequality, climate change and other global issues affecting the entire humanity. The *Pradhan Mantri Gareeb Kalyan Yojana* has emerged as the symbol of hope and trust for the needy, have-nots and marginalized. Similarly, the *Prime Minister Gati Shakti* has also emerged as the new agent of sustainable economic development through Purvodaya in the eastern parts of India. Around fifty percent of total workforce are originated from the eastern states of India.

It is pertinent to harness the potential of the work force from eastern states of India based on demographic dividend and towards balanced economic growth. Around 53 crore of people in the age group of 3-23 need to be empowered with skill based quality education and entrepreneurship orientation. The Modi government has been stressing on fulfilling our own domestic needs and creating world class human resources. The larger objective is to make India a self-reliant and knowledge based economy.

The entire world has been witnessing the unfolding of Industrial Revolution 4.0 in recent times. We need to prepare ourselves for taking advantage of the opportunities available and withstanding the challenges. The New Education Policy [NEP] is a well thought out policy with a focus on enhancing the skill of youngsters with quality education. Stress has been laid on integrating

quality education with skill development and innovation. In order to promote the creative zeal, rational thinking and innovation among the youngsters in the age group of 3-8, imparting education in mother tongue has been given importance. The New Education Policy [NEP ] prepared under the dynamic and visionary leadership of Prime Minister Modi has made vocational education and skilled based education compulsory beginning with class 6th .

The New Education Policy [NEP] has immense potential in ushering in new era of growth through empowering the youth by enhancing their skill, knowledge etc. New Education Policy [NEP] lays stress on a synergetic relationship between academia, industry, policy makers and the society at large to ensure a rapid and sustainable economic growth. This will ensure

the emergence of India as a powerful knowledge based economy.

*The Purvodaya policy is also an enabler sustainable economic development and passing on the benefits of the progress to all in an equal and equitable manner is the main objective of the Modi Government. Balanced regional development and strategic interventions through innovative policy initiatives constitute the core priority of Purvodaya. The policy will open provisions for the Eastern Indian Trade corridors, boost the defence system, revamp the skill and vocational training facilities to provide room for skilled workers and harp employability provisions. Therefore Purvodaya will certainly script a new chapter of prosperity and growth in the eastern states of India. It will ultimately make India truly self-reliant.*



---

*\* The Content was a part of deliberation by Sri Dharmendra Pradhan, Minister of Education, Skill Development & Entrepreneurship, Government of India at 121st Annual General Meeting of Bharat Chamber of Commerce on 17th April, 2022, Kolkata*

---

Editor in Chief: Arindam Mukherjee; Edited by : Sujit Kumar Pruseth,  
Published by, Director, ISCS,India, 48/2, Dr. Suresh Sarkar Road, Kolkata-700 014  
E-mail : iscskol@gmail.com, Website : www.iscskolkata.com; Pre-Press works : ADSONATA, (M) : 9874522778