



Newsletter 7  
Jan-Mar 2022



# AGRONICA

A Newsletter from Centre for Agri-Management  
Department of Business Administration, Utkal University



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**EDITORIAL**

# AgroTourism

Agro tourism is growing fast as a part of the tourism industry. It involves any agricultural operation or activity that brings visitors to a farm or ranch. Currently, it is trending worldwide. This makes the urban people, who have lost contact with agriculture for long, to get out of their daily routine and go back to their rural roots. Tourism in agriculture involves both social and economic activities. Agriculture has become a business and poor farmers are unable to afford it. There is also steady decrease in fertility of soil that results in low yield. In off-season farmers grow flowers and off-season vegetables which would provide a good market for tourists. They can also earn better which would come as a survival support. Stated more technically, Agri-tourism can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors into a farm, for the purposes of entertaining and/or educating the visitors. By diversifying farm operations, they are able to ensure a more stable income by combining agriculture and tourism. In simple nutshell we can state Agri-tourism as the crossroads of tourism and agriculture. This is because Agri-tourism activities can occur during times of the year that crops may not be in season, and by providing a completely separate stream of income. Stated more technically, Agri-tourism can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, and other agricultural business for the purposes of entertaining and/or educating the visitors. As an aspect of education, it involves interaction with individuals

Some studies have found that Agri-tourism operations often benefit their surrounding communities by drawing tourists to the area. The economic boost by the increase in traffic can be beneficial to rural areas in need of diversified streams of income.

Like Maharashtra and Kerala are exploring the field of agri-tourism and reaping the benefits. In Maharashtra, agri-tourism is promoted by the Agri Tourism Development Corporation. Kuttanad, Wayanad, Palakkad and Idukki are some of the important agro-tourism sites in Kerala. The 'Green Farm' project launched by the Government of Kerala is aimed at promoting agro-tourism in that state. Apart from Kerala and Maharashtra, Nagaland and Sikkim have also emerged successful in this sector. There are numerous types of agri-tourism in India compatible to place and opportunities. A few are listed below:

- Grain tourism
- Aqua tourism
- Vegetable tourism
- Fruit tourism
- Livestock tourism
- Dairy tourism etc.



The tourism department of Govt of Odisha and many hotels are now promoting Agro-tourism and visitors are taken to these places for night stay and often for picnics. Urbanization is correlated with agro-tourism. An urban person tends to move to agriculture fields to enjoy natural scenery as a diversion. Thus, the agro-industry has a promising future and it will form the significant part of the industrial sector.

**Prof Benudhar Bhuyan**

*Advisor, Centre for Agri-Management  
Utkal University*

# STATE BOTANICAL GARDEN



## A Tourist Paradise

The State Botanical Garden spreading over an area of 75 hectares and is situated in the sylvan settings of the moist deciduous forest of the sprawling green Nandankanan Sanctuary hemmed between two wetlands. It was established in 1963 under the state Horticulture Department. One would be impressed by the nature's symphony and the exquisite touch of the wilderness here. This is one of the pioneering plant conservation and nature education centre of the State. The Botanical Garden is situated inside Nandankanan wildlife sanctuary. Kiakani lake with an area of about 25 hectare and is located inside the Garden. The Garden covers 26 different satellite gardens spreading over undulating landscapes mixed with natural vegetation and meadows. Due to a number of facilities as below, a large number of tourists visit the place for enjoying the natural garden as well as conducting picnics.

### Glass House

A spacious glass house of 2013 sq ft. has been developed for housing succulent plants. A variety of bonsai adds beauty to the Glass House. One can enjoy blooming ornamental plants from the period from November to March.

### Dry Garden

A garden of xerophytic plants has been developed over an area of 0.65 Acre in front of Glass House. The entire garden has been designed with loose stone work to give it exclusive look of dry zone which attracts the visitors.

### Children's Park

A niche for the kids has been created within the natural setting by providing swings, merry-go-round, sliding chute etc. The gallery located nearby filled with ornamental plants enhances beauty of the Park.

### Artificial Zoo

Models of different animals are used to explain the ecological niche with an objective to generate awareness among the children.



### Cacti House

A 1080 sq ft. Poly house contains important species of cacti and succulent plants. A rich collection of more than 1200 cacti are available in the Cacti House.

### Green House

A state of art green house of 5200 sq ft. houses the cultivars of 60 species of indoor plants like *Aglaonema*, *Philodendron*, *Calathea*, *Cordyline*, *Diffenbachia*, *Spathophyllum*, *Peperomia*, *Monstera*, *Hemigraphis* etc.

### Buddha Park

The park has been developed over an area of 12000 sq ft located by the scenic beauty of Kanjia Lake. It features a beautiful Buddha Statue as its centre piece. Rain shelter, sit outs and ornamental flower beds are other attractions.

### Butterfly Park

Butterfly Park, an interesting option among visitors has been developed over an area of 36590 sq.ft. The garden has an unique landscape with 6400 butterfly dependant plants. The garden has one cascading waterfall with 170 sq ft. flowing water channel, fountains and artistic bridges. One can sight more than 58 species of butterfly here. The visitor will get the fragrance of beautiful flowers and feel the beauty of flying jewels of nature. There is a butterfly interpretation centre is there to provide latest information on various aspects of butterfly.

### **Rosarium**

It is one of the richest collections of 1200 Rose plants belonging to 55 varieties grown over an area of 1.5 Acres of land. The garden is liked by the visitors most and has maximum foot flow during the winter.

### **Medical Garden**

A well renovated medicinal garden spreads over an area of 2.26 Acre which displays of rich collection of 225 species of herbs, shrubs, creeper, climber and trees.

### **Mughal Garden**

The Mughal Garden covering an area of 1.01 ha has a cascade of flowing water and flowering plants both seasonal and perennial on both sides give a look of gardens of Mughal era. The garden is liked mostly by the young people and has maximum foot flow during winter.

### **Heritage Garden**

The Heritage Garden covering an area of 1.2 Acre is situated adjoining to the Evolution garden with natural rock and old Banyan trees. A Tulsi (*Occimum santum*) garden containing six varieties of Tulsi plant with models of monk, live size cow and tribal hut are the attraction of the garden.

### **Palm Garden**

Palm garden is an amazing site to see varieties of common and rare palms. A collection of 29 varieties of beautiful palms have been planted over an area of 15000 sq.ft. One designed water body along with 15000 sq.ft grass carpet has been developed inside the Palm Garden for the public.

### **Bougainvillea Garden**

One Bougainvillea garden has been developed over an area of 21400 sq.ft. More than 1000 Bougainvillea plants of different colours (8 varieties) have been displayed in the garden. A series of creepers raised on the back of the garden adds beauty to the park.

### **Carnivorous plant garden**

The garden covering an area of 800 sq ft is intended to exhibit carnivorous plants. Nandankanan is first of its kind to display carnivorous Plants. The garden has been developed initially to accommodate 4 species of carnivorous plants with provision of naturalistic landscape.

### **Orchid House**

The largest Orchid House of the State spreads over an area of 5000 sq.ft. and displays more than 1000 orchids of 57 varieties belonging to 37 species. One can enjoy the orchid in bloom round the year displaying various colour of nature.

### **Japanese Garden**

A state of art Japanese Garden in Tsukyama-niwa style with flowing streams and other typical features is a star attraction. It covers an area of 0.50 acre.

### **Evolution Garden**

The Evolution Garden covering an area of 0.77 ha gives complete information about the evolution system of plant kingdom. The one way path takes a visitor from lower plant groups like Algae, fungi, Bryophyta, Pteridophyta to evolution of large plant groups like Gymnosperm and Angiosperms. The concept of such garden is very informative for the students and researchers

### **Arboretum**

The Arboretum spread over an area of 4 ha has been established with collection of more than 234 species (from 49 families) found in the Eastern Zone forests. A minimum of 10 nos. of each species has been planted with signage displayed. A network of path has been made through the plantation which will be an ideal walk way for botanization for the trainees and students.

### **Landscape Garden**

It is a model landscaping having different elements like lawn, trees and shrubs spread over an area of 1.6 Acre. 1000 trees of different species have been planted to maintain the rhythm.

### **Hibiscus Garden**

A garden has been developed over an area of 11000 sq. ft, located in between glass house and Palm garden. More than 130 nos of plants of 27 varieties have been planted in the garden.

### **Hydrophytes Garden**

Hydrophytes garden is an amazing site to see varieties of common and rare hydrophytes. A collection of 23 varieties have been planted over an area of 0.1 Acre.

Due to above reasons visitors from inside and outside the state visit Nandan Kanan throughout the year. As per record given below about 14 lakhs 62 thousands and 135 visitors have visited during the period of 5 years, i.e 2017-2020, averaging 2 lakh, 92 thousands and 427 visitors per year with total revenue of Rs 288 lakhs and 60 thousands during the period with annual revenue of Rs 57 lakhs and, 72 thousands only. Due to Covid 19 number of visitors along with revenue has gone down. The number of visitors has gone down by about 36 percent and revenue by 54 percent.

Year	No. of visitors	Total Revenue collected (Rs. In lakh)
2016-2017	200007	54.28
2017-2018	192590	71.73
2018-2019	186494	72.26
2019-2020	154824	61.22
2020-2021	72820	29.11

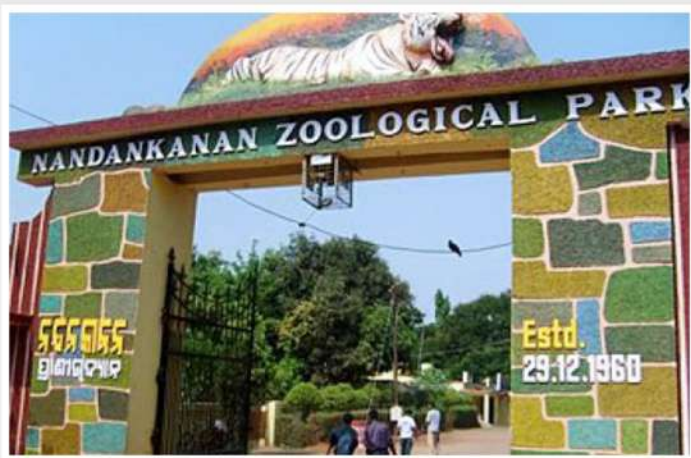
**Milan Kumar Panda**

*Education Officer*

*Nandankanan Zoological Park*

*Bhubaneswar*

Some Photos of Nandan Kanan



**Dr. Ashutosh Debata**  
*Former Principal*  
*Stewart Science College,*  
*Cuttack*



# Silviculture In Daringbadi Of Kandhamal District A Place Of Agrotourism

The Daringbadi hill station of Kandhamal district covering about 77% of land under forest is known as Kashmir of Odisha. During the winter season normally mercury falls below zero point and snow fall occurs at some places. Being located at a height of 3000 feet above sea level, it becomes a famous tourist place in Odisha. Visitors from different areas within the Odisha and from outside the states flows to this area for diversion and to enjoy nature. The major attractions for visitors are the famous Laxmi Narayan temple, known as wooden Konark, the great Ludu water fall, suitable for lover's point, Emu park, spice garden, coffee garden, butterfly park and several hill points for newly married couple. The name of Daringbadi is derived from the name of Daring Saheb who was ruling this area during the British administration. Badi means village and Daring is the hill, combination of both is known as Daringbadi.

Daringbadi is surrounded by the dense forests full of pine trees, sandal wood trees, rose trees sal tree piasal tree varieties of fruit tree and natural meadows. The place is famous for timber wood and wild animals. The beautiful valleys and plateaus are specked with coffee garden and black pepper gardens. Kutia Kandhas and Dangri Kandhas are local tribes. Pine species like *Pinus caribea*, *Pinus oocarpa* and *Pinus kesiya* are found in this place to meet the demand for pulp and fuel wood. *Pinus caribea* is a hard pine native to Central America which inhabits tropical and subtropical coniferous forests. *Pinus oocarpa* is a species native to Mexico and Central America which is introduced for commercial production of wood for the paper industry. *Pinus kesiya* otherwise known as khasi pine in India which is about 30 to 35metre tall. The soft and light timber of *Pinus kesiya* can be used for a wide range of applications including boxes, paper pulp and temporary electric poles. It is intensively used for timber, both sourced in natural forests and plantations. The whole Kandhamal district is covered with tropical dry/moist deciduous forests dominated by sal (*Shorea robusta*). The dry deciduous forest of the district exhibits a three tiered profile. The plants of the upper storey with a height ranging from 15 to 25metre are *Anogeissus latifolia*, *Albizia procera*, *bombax ceiba*, *Chloraxylon swietiana*, *Dalbergia latifolia*, *Diospyros melanoxylon*, *Haldinia cordifolia*, *Madhuca indica*, *Syzigium cumini*, *Pterocarpus marsupium*, *Semecarpus anacardium*, *Terminalia alata* and *Terminalia chebula*. The under storey trees (10-15m) include *Acacia catechu*, *Bauhinia variegata*, *Bridelia retusa*, *Casearia graveoleus*, *Cleisanthus collinus* and *Cassia fistula*. The under growth shrub species such as *Clerodendron viscosum*, *Holarrhena pubescens*, *Ixora paretyta* etc.

Minor forest products viz .tamarind, hillbrooms, fibres, oilseeds, kendu leaves, medicinal plants, fruits, roots, gums, tuber, flowers, jhuna etc are plentifully available. Honey bees (*Apis cerenaindica*) rearing by farmers and stakeholders are found in Daringbadi getting income by selling honeys and colonies.

During winter season a large number of visitors flow to this area to enjoy pastoral beauty as well as to do picnics. The College students across the state usually visit during the winter season for picnics. The Snow fall is major attraction of visitors even from outside the state to come to Daringbadi with family and stays days together to enjoy the nature. As per record during months of Jan-March thousands and thousands of visitors flock to this area and create problem of lodging and boarding. The visitors observe organic cultivation of turmeric which is cultivated in this area and about 26 000 MT of turmeric is produced in about 13000 hectares of land. Many visitors are interested to observe method of organic turmeric and zinger cultivation; some others come to take land on lease for turmeric and zinger cultivation for business purpose. Turmeric holds an important place in Indian kitchens because of strong aroma and higher medicinal value. About 26000 metric tons of turmeric in 13000 hectares of land is produced and exported through KASAM, the producer's cooperative society to many foreign countries. It is very popular in foreign countries and ninety five percentage of KASAM's procurement is exported to USA, Europe, Australia, Japan and Korea. KASAM has set up and run processing units of various spices and agricultural products such as turmeric, ginger, pulses, mustard, tamarind, and honey,. This area is called spice bowl of the world and turmeric is the golden spice, *Curcuma Longa L.* has many medicinal value used in anti-inflammatory agent to treat jaundice, bloody urine hemorrhage, tooth ache, chest pain, colic etc. Many visitors are interested to observe method of cultivation, processing and packaging and many business men come to do the business. Round the year visitors used to visit Kandhamal district and particularly Daringbadi area.

**Dr. Debendra Kumar Debata**

Associate Director Of Research, (OUAT)

Regional Research and Technology Transfer Station

G.Udayagiri

# Agro Forestry

## An Essence of

# Agro Tourism



Agro Forestry is the combination of agriculture and forest i.e. land use system where woody perennials ( trees, shrubs, palms, bamboo etc) are deliberately used in the same land. The system enables interaction between ecology and economy and between different components to enhance social, economic and environmental benefits. The visitors take interest to visit such places to see the way of such integration of ecology and economy. They are also interested to observe how crops are combined with trees (Agri Silvicultural) such as alley cropping, and fruit trees, bamboos, and other trees are grown with crops. Besides grazing of domesticated animals on pastures ( Silvo pastoral system) are the common feature in periphery of forests area. Fodder cultivation is also done alongside the forests .The visitors also take keen interest to observe how trees are grown on field bunds of paddy crops such that yield is not affected and as well as the farmers get both fuel wood and crops. Thus Agro-tourism involves economic, social, cultural and environmental aspect involving operation that attracts tourists to an agro farm. The concept encompasses a farm visits, v-pick operation, community supported agriculture practices, crop/vegetable farm, lab to land demonstration etc. Agro-tourism helps to revitalize rural economy, educate public about modern agricultural practices, preserve agricultural heritage, agricultural innovation through living lab, thus transforming to an eco-friendly smart green village with sustainable livelihood. Adoption of green energy , including single plastic use for eco agriculture,



and eco composting ,bee culture, mushroom farming ,medicinal plantation, provide platform for capacity building and incubating rural inhabitants on sustainable livelihood business models.

To keep pace with increased population, there is necessity to become self sufficient in food grains production which needs to be self reliant through adopting high yielding varieties. Contrary to this, in modern agricultural practices there is evidence of a lot of ecological degradation by erosion of top soil, increasing salinization, loss of soil fertility due to use of excessive chemical fertilizer, deposition of non-biodegradable agro waste which is neither ecologically sustainable nor helpful in productivity.

In view of upkeeping a long term ecological security there is need to establish the forestry sector in an innovative way through infusion of research. There is a need for ameliorating the condition of rural population through diversification of biomass production at village level on sustainable basis to, provide food, fuel, fodder fertilizer, fiber, medicare, aquaculture, animal husbandry and small scale village industry. Traditionally land is used for agriculture, forestry and animal husbandry, i.e. three basic needs at the subsistence level of farming.

Agro-forestry system may be relatively less productive but ecologically more compatible and sustainable.

Agro forestry is an invaluable asset of polycultural planting sequential or successively can meet diverse food and non food needs.

Agroforestry system with their element of inter cropping is an essential ecological model and has an element of sustainability. They help in recycling of organic residues, biological nitrogen fixation through leguminous plants, to increase fertility.

There is evidence of tailoring of cultivars to a particular habitat and climatic conditions. Agroforestry leads in the direction of its being more ecologically consideration and sustainable by making a holistic agro-forestry animal husbandry.

So Agro-forestry is an economic, ecologic and evolutionary necessity for developing the situation at at the subsistence level.

**Dr. Ashutosh Debata**  
*Former Principal*  
*Stewart Science College,*  
*Cuttack*



# DERAS FARM

## Centre of Excellence

**A serene & mesmerizing PLACE FOR AGRO TOURISTS**

The center of excellence on Horticulture at the Deras farm near Bhubaneswar was established in 2014 with the trust on protected cultivation under ISRAEL technology. A part of 40 acres of this farm has been earmarked for development of the center of excellence. The farm is a demonstration -cum training center on hi-tech production of vegetables, semi perennial fruits, and flowers with micro irrigation, mulching and fertigation under protected structures. The training is imparted on modern technologies of horticulture i.e. protected cultivation of vegetables, flowers, fruits, green house nursery equipped with boom irrigation, to farmers, entrepreneurs, students and extension agents. Besides high quality vegetables and papaya seedlings are produced in semi automatic green house nursery.

Regularly, visitors consisting of farmers, students input dealers, and external agencies etc. from in and outside the state visit the center thought the year to observe the Israel technology and protected cultivation. The farm has a well furnished guest house surrounded by farm fish pond, well laid out lawn and flower gardens with boarding and lodging facilities for visitors those who are interested to spend the nights. More over the students, employees, and urban families from Cuttack, Bhubaneswar, Puri, and others from neighboring places visit the farm to observe the modern Israel technology, to do boating in farm pond and to enjoy picnics. During festive occasions, new years day and winter season there is heavy flow of visitors to the farm from different places for dual purpose i.e for recreation, as well as to visit the center for excellence .As per record about one thousand visitors in each month and 3-4 thousands during months of October-March visit the center. Trainings on various technologies are being conducted

throughout the year. It is residential and about 50-70 persons attend the training in a session. So far about 3000 people have been trained. The center is known for production of vegetable seedlings, Papaya & pineapple seedling. Besides vegetable and fruits, mango grafts, VNR Bihi variety of Guava are being produced. The products are being sold in sale center. The total profit of the farm till now stands at Rs 2 crores, 57 lakhs and 98 thousands and 4 hundreds seventy four only. The farm reemerged after the severe damage of its structures by severe cyclone FANI in 2019-20.

The sell center of the farm usually sells various types of vegetables and fruits of the agronomy farm throughout the year. Both the neighboring consumers and consumers and vegetable retailers and dealers from Bhubaneswar, Cuttack, Jatani and Khurda come to the Center to purchase the farm products. The products generally sold are, brinjal, cucumber cabbages, cauliflowers, ladies fingers, pumpkin, banana capsicum, tomato, potato etc and among fruits are different varieties of mango, Papaya, table banana, etc.

The center is a attractive location for visitors for its development of orchards containing mango, cashew nut, sapota, coconut and guava. All these fruits are cultivated under polyhouseshed and, vermin-composting pit and the center is an ideal location for Agro tourists.

**Chita Ranjan Sahoo**  
*Asst Director, Horticulture*  
*Deras Farm*  
*Bhubaneswar*



# Medicinal Garden

## The Green Tourism

Recently more and more people are turning their face to Ayurvedic medicines from allopathic due to severe adverse side effect of Allopathic medicines. The people in rural areas even now a days are taking different type of plants, roots leaves like tulsi, allovera, turmeric, jinjar, black pepper, triphala bera etc. to cure different type of diseases. The tribals in forest area in absence of medical facilities depend upon different type of plants, leaves and roots. Even, it is observed that snake and dog bites are cured by specific plants, leaves and other forest products. The demand for Patanjali, Baidyanath, Dabur, Tatva of Sri Sri and such other ayurvedic medicines is growing rapidly and they are running parallel to allopathic medicines. Medicinal gardens have been developed at various places with collection of different forest plants and roots related to different diseases from with financial support of Govt. The urban, modernised people have developed curiosity to visit medicinal gardens to see such medicinal plants and also move around in the garden for hours to inhale the air for health reasons.

In an ancient times, herbs were used to heal diseases in Rome, Egypt, Iran, Africa, and America, also traditional medical systems such as Unani, Ayurveda, and Chinese Medicine, were being used. In India's AYUSH systems, about 8,000 herbal treatments have been codified. According to the World Health Organization (WHO), more or less 21,000 plant species have the potential to be utilised as medical plants and 80 percent of people across the globe use herbal medicines for some component of their primary health care.

Recently prospect of developing a tourism indigenous medicinal product destination for health care is emerging. Travels and tourism have been identified as one of the world's most significant economic sectors, with garden visits identified as an important element (niche) of the tourist business. For tourist purposes, any types of green spaces, such as historic, botanical, or private gardens, and parks, as well as activities such as garden and flower festivals and exhibitions, may be utilized. This form of tourism is becoming more popular as travellers seek fresh and unique experiences. The Medicinal gardens known as Herbal garden are part of the Government's efforts to protect and preserve the medicinal plants from depletion and extinction. The Medicinal gardens aim at keeping the country's traditional systems of medicines alive. The medicinal gardens are built with an aim to conserve medicinally and culturally significant flora. It can be further used for research purposes. Medicinal and aromatic plants can be an integral part of an agro-economic centre. The freshness, aroma and goodness of these medicinal plants can excite the domestic as well as the international visitors.

The important features of these plants are that they can transmit close to nature's feeling to the visitors. Herbal tea prepared out from freshly cut lemon grass can be given as a welcome tea to the tourists. The essential oils used for the aromatherapy can be extracted from these plants. This aromatherapy attracts lots of tourists in states like Goa and Pondicherry. Provisions should be there to explain the features, significance and medicinal uses of these plants to the visitors. Along with this we can conserve indigenous knowledge and the biodiversity of these plants in those medicinal gardens. All plants have some medicinal quality and in India many plants are related to mythological aspects such as the use of Sanjeevani butte in case of Ramayana.



The Government is taking a lot of initiatives to boost the tourism sector to the visitors and investors towards the medicinal plant based Ayurvedic pharmaceutical industries. Some new tourist attractions include first moss garden has been opened in Nainital, GSI lists 12 geo-tourism sites in North-east. The highest herbal park in India has been inaugurated in Uttarakhand. Regional Plant Resource Centre and Nandankanan Botanical Garden located at Odisha also harbours medicinal garden which attracts lots of tourists. In India we have a tradition to connect herbal into health and flavour, primarily known as Ethno botany, where there are established interactions amongst plants and humans. We have lot of opportunities, just we need to tap the resources and channelize it in right direction.

**Dr.Kunjabihari Satapathy,**

*M.Phil, PhD, D.Sc*

*Emeritus Prof Botany*

*School of Applied sciences.*

*Centurian University of Technology & Management*

# CHILIKA

## A PLACE FOR AQUA TOURISM

Chilika the largest shallow brackish water lake of India is situated in the midst of three Districts of Puri in the East, Khordha in the North and Ganjam in the South. It is also the largest brackish water lagoon in the country and the second largest in the world. The people of Odisha feel proud of this Lake. The culture of the lake is historically connected with that of the Lord Jagannath.

Since time immemorial it has become a place of tourism and large number of tourists in and outside the state used to visit the lake. Also a number of tourist spots are located in and around the lake itself i.e. Kalijai Temple, Bhagabati Temple, Narayani Temple, Langaleswar temple, Allahnath Temple, Ugratara Temple and Dahikhia Temple. The well known famous Tourist Bungalow of the Department of Tourism, Govt of Odisha called BARAKUL is located on bank of the lake to provide lodging and boarding facilities to the distinguished and foreign visitors, government officials and to others. The tourists normally throng to the lake between months of Nov-March of the year. The Picnic parties are commonly held by the college and school students, members of youth clubs and N.G.O at Kallijai temple, in the midst of lake during this time. Picnics are not so much enjoyable as going to temple Kallijai on the lake itself for picnic. The Kallijai temple is named after the legend daughter in law Kallijai, whose boat sank in the stormy lake while going to her law's house with father. The visitors used to go to the temple in powered boats through the deep water passing through waves and strong winds blowing from the sea which is an unique experience and most enjoyable for the visitors. The small children enjoy by playing their fingers across the water on both sides of moving boat. It takes about two hours in boat to reach Kallijai at a distance of 12 km from the Guest house Barakul. The visitors also enjoy visiting different temples around Chilika Lake mentioned above. Besides most of

the visitors visit Satapada in Brahangiri block on sea by powered lunch and about 20 km from Satapada they spend the nights with family inside sea in tourist cottages. This is the most attractive place for tourists. The tourists enjoy the lifestyle of Dolphins coming from deep sea at Satapada. The Visitors also do not miss to enjoy seeing large number of birds coming to the lake area called Naalbana long distance places in Asian countries during the winter seasons. The Chilika has become the bird century and has become a habitant of one of the biggest breeding place of flamingos in the world that is also called Nalabana Bird century.

The tourists observe a large varieties of fish in Chilka Lake and there is a commercial relationship between the Fish and Fishermen. The prawn and crabs are the favourites of tourists. The visitors do not miss delicious sea foods in the tourist restaurants.

The tourists across the country and outside will continue to flow till existence of Chilika Lake to see varieties of birds, and to enjoy picnics, at Kallijai and at the same time will serve as a source of revenue to the state and enrich the livelihood of the dependant fishermen.

**Sri Pravat Kumar Das**

*Chief General Manager  
Fishfed, Govt of Odisha*

**Sri Umesh Ku. Mohanty**

*Addl Dir Fishery and  
Managing Director  
Dept of Fisheries, Govt of Oisha*





# Aqua-Tourism In Odisha

Modern aquaculture besides enhancing fish production is now looking for value addition through diversification through various ways. By this means the entrepreneurs are exploring new markets for fish to increase income. In aquaculture some new innovations in technology, besides new business models and way of marketing are remarkable. The aqua tourism is the latest business model to attract customers to fish markets. Recently, many entrepreneurs in Odisha have taken initiatives to establish aqua-tourism firms which combine the aquaculture production with tourism services in an integrated manner. Some of the lucrative services in aqua-tourisms are lodging and boarding facilities for visitors, outdoor recreation like boating, fishing, angling, tracking, etc. The water sports activities like swimming, water cycling, jet skiing, diving etc provides unique entertainment for the tourists. Some of the value added services like family party, destination wedding, conferences, etc are also key features of aqua-tourism. The states like Kerala, West Bengal are pioneer in exploiting fish farms for tourism purposes.

In Odisha, one of such aqua-tourism centre has been developed by Mr. Susanta Pradhan in Duba Village of Ganjam district in Belaguntha block. He has established this in a tranquil setting surrounded by a large number of fish ponds, Sal-forest, mango orchards, lemon garden, herbal estates and many more, The Duba Valley Retreat (previously known as Sherton Ecoresort) is a destination by itself for attraction of tourists. The agri-business incubation centre has handhold the enterprise in preparation of business plan and DPR for purpose. Now, tourists from all over India are visiting this firm to enjoy natural environment in the midst of, large number of fish ponds. This site also is connected with large number of tourism destinations in Daringbadi, and Kalinga, of Kandhamal district and Taptapani, and Gopalpur in Ganjam district. Looking at this success, several new entrepreneurs are planning to enter into such venture in various places in the state.



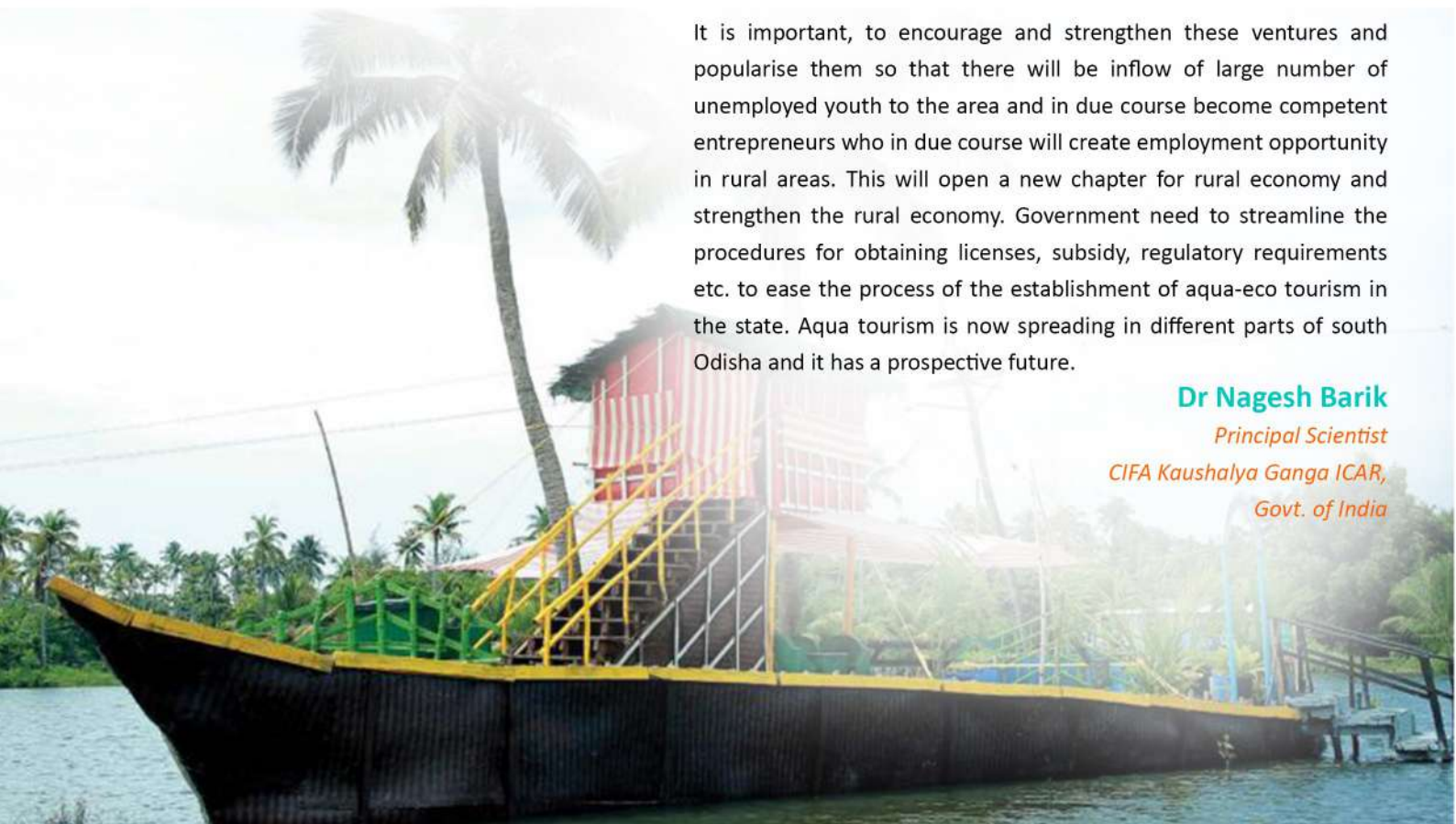
It is important, to encourage and strengthen these ventures and popularise them so that there will be inflow of large number of unemployed youth to the area and in due course become competent entrepreneurs who in due course will create employment opportunity in rural areas. This will open a new chapter for rural economy and strengthen the rural economy. Government need to streamline the procedures for obtaining licenses, subsidy, regulatory requirements etc. to ease the process of the establishment of aqua-eco tourism in the state. Aqua tourism is now spreading in different parts of south Odisha and it has a prospective future.

**Dr Nagesh Barik**

*Principal Scientist*

*CIFA Kaushalya Ganga ICAR,*

*Govt. of India*



# Case on NUAGAN (Cuttack District), Cynosure Agro Tourist

Tourism helps in escaping one from day to day hum drum busy life to the pastoral life to spend few days in lap of nature with family/friends and to rejuvenate energy to resume day to day work with more efficiency. The diversion from routine work is always necessary to restore productivity in work. During the period of stay, one lost himself being immersed in nature. The tourism also improves economic life of the local people around the area, engaged in travel business, running restaurants and selling indigenous handicraft products to the tourists. Rural antique products such as brass lamps, small paddy bundles for hanging in roof for decoration, earthen pots of different sizes to keep coins. Different sizes and designs of earthen and brass lamps and other rural antique products are sold at unexpected prices to the tourists. Indirectly it helps creating employment opportunity for local unemployed skilled youth and crafts personnel. The more frequent is the visits of large number of tourists to the place more is the scope for economic development of the area.

Such is the place is Nuagan, a village ,of Tangi block belonging to Cuttack district, 20 km from Cuttack and 30 km from Bhubaneswar cities, in the midst of natural sceneries and is endowed with all features to be an ideal place for tourists. It is an attractive place for visitors along with friends and families in off days for relaxation, and picnics.

It is a farm house of an area of 12-15 acres of land owned by a person. This farm house is being renovated step wise since last 35 years now it has taken the final shape and become a full fledged Nature retreat. The entire farm is covered with agricultural operations like crops spread out lawns, farm ponds, horticultural gardens, banana plantations, coconut orchard, pisciculture, dairy units, poultry and dockery units, apiary units, mushroom farms, vermin-compost units, drip irrigation ,vegetable nurseries etc. To beautify the retreat small mountains full of bushes and greeneries has been grown. The farm house has been equipped with cottages for night stay and young couples used to visit and stay for few days as recreation. They enjoy fishing in tanks through fishing rods. The farm house can be a source of recreation and enjoyment for people of all ages. Due to short distance officials and visitors from Bhubaneswar and Cuttack cities used to throng the farm house in weekends and sometimes it is problem for night stay due to limited cottages. For clean environment both sides of the road are full of flowers, shrubs and air purifier plants. The farm affords facilities for indoor games, music, boating, cycling, yoga & walking inside the centre. We need such type of farm houses more so as to boost the Agro tourism in the whole state.



**Assistant Prof. Aditya Ranjan Samal**

*Centre For Agri-management*

*Utkal University*

# Odisha Tourism



DISCOVER  
ODISHA

Jagannath Temple  
Puri



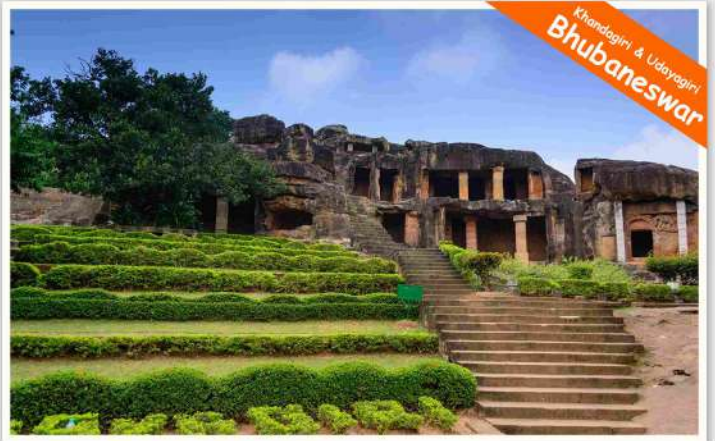
Sun Temple  
Konark



Shanti Stupa  
Dhauligiri



Khandagiri & Udayagiri  
Bhubaneswar



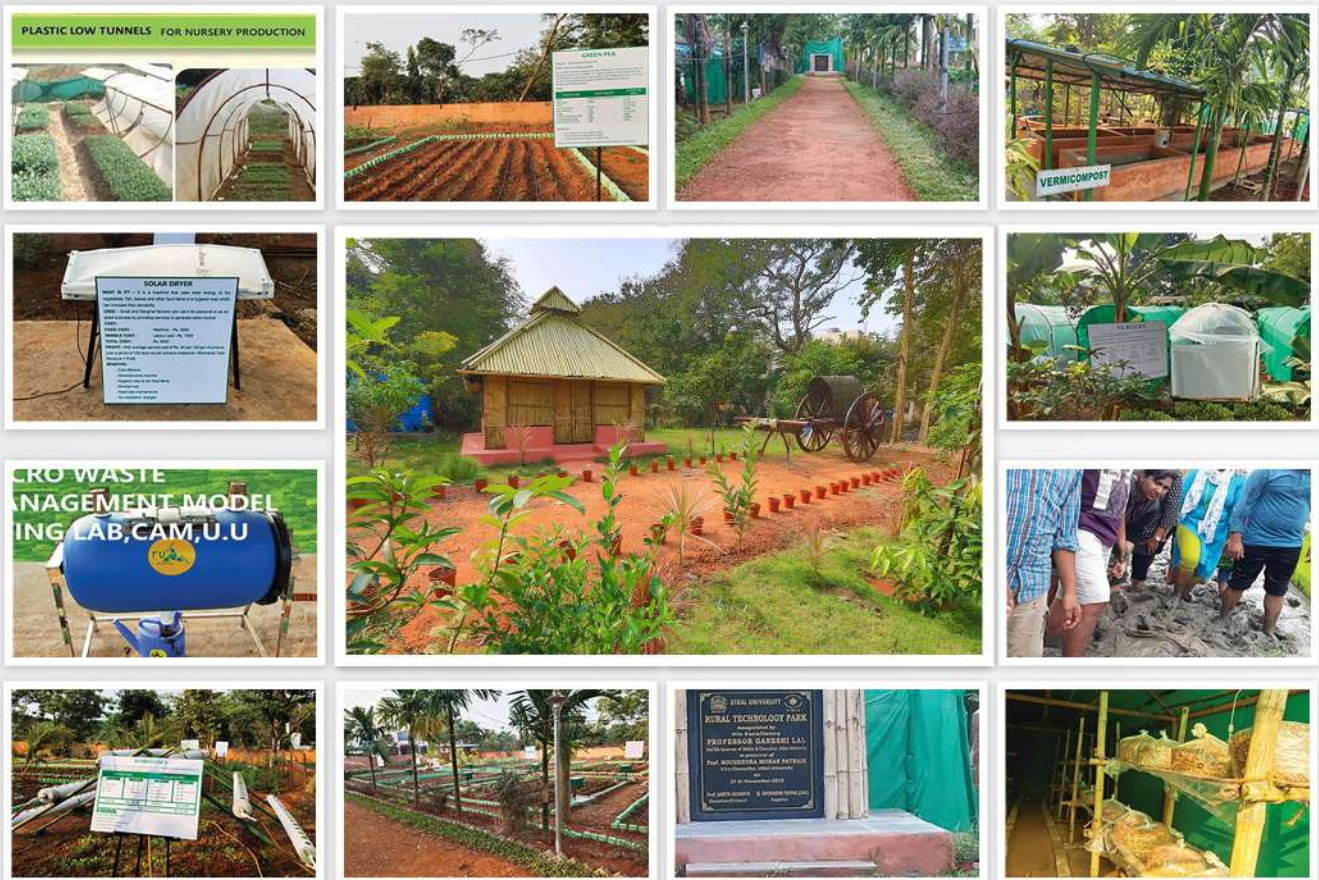
Waterfall  
Koraput



Tikamgada Wildlife  
Sanctuary  
Angul



# LIVING LAB. IN R.T.P, UTKAL UNIVERSITY DEVELOPED BY CENTRE FOR AGRI-MANAGEMENT



## AN ETHICAL INVENTIVENESS OF CENTRE FOR AGRI-MANAGEMENT, UTKAL UNIVERSITY

Centre for Agri-Management (CAM) offers a two-year Post Graduate Program in Agribusiness Management -MBA (Agribusiness) in Utkal University since 2006 with a consistent placement record and academic excellence. The CAM developed a Living Lab (learning & experimental platform) at the Utkal university campus as a live project hub , to guide students, SHG members, farmers and any interested person, to develop sustainable Agro -Enterprises involving Nursery, Mushroom cultivation, Duck-Fish integrated farming, Natural Farming, Vermin Compost, Bio Compost, Bee Keeping, Protective farming, Urban farming etc.

The CAM is planning to develop some campus garden with nutritional value in different Schools with the support of Government, public sectors and private sectors.

Pioneer By  
**Prof. Nishith Parida**  
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**Published By**  
**Centre For Agri-Management**

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Utkal University, Vani Vihar

Bhubaneswar-751004