

## Workshop on “Priority Investment Sites” held

**Bhubaneswar, 3/8 ( Odisha Samachar/Abhisek Mohanty)-:** With the key agenda to showcase the identified shelf of projects under Tourism Master Plan which could be taken forward as private or public private partnership (PPP) based investments and also provide information resources to promote Chilika lake as a responsible tourist destination, a workshop on “**Priority Investment Sites Tourism Master Plan for Chilika Lake & Its Catchment in Odisha, Integrated Coastal Zone Management Project (ICZMP), Odisha**” was organised by Chilika Development Authority, Odisha at Hotel New Marrison here today.

**Odisha  
Samachar**

Inaugurating the workshop, Principal Chief Conservator of Forests (Wild Life) S.S. Srivastava emphasised on the need to boost the overall tourism potential of Chilika lake through the projects.

Chief Executive, Chilika Development Authority, Bhubaneswar Dr. A.K. Patnaik gave the welcome address.

The services of M/s IPE Global Pvt. Ltd. has been commissioned for the ‘Preparation of Tourism Master Plan for the Chilika Lake & It’s Catchment in Odisha under Integrated Coastal Zone Management Project (ICZMP)’. The objective is to promote responsible tourism including ecotourism and community-based tourism; but focusing equally on conservation and wise use of natural resources, and in compliance with environmental/ecological laws and regulations.

This also includes the Preparation of “**Project Profiles for Tourism Investment Opportunities**” for a maximum of ten selected priority sites from the proposed tourism zones in and around Chilika. After series of consultation, site visits and land ownership validation; Team IPE Global has come up with a total of 10 draft project profiles which could be potential priority investment sites.



In a bid to share the outcomes with relevant departments and key stakeholder groups, the workshop was organised.

It was illustrated during the presentations how the entire exercise of identification of priority investment sites was undertaken by the IPE Global team in structured stages of desk work, site visits, secondary data analysis and stakeholder consultations. The consultants earmarked the foundation of the process by an in-depth study of existing data and best practices for similar approaches for identification of early bird projects. Keeping in mind the visitors’ perspective, projects were identified for different thematic tourism clusters and tourist projections using different techniques was conducted. One of the main tasks was conducting a demand gap assessment.

A detail financial feasibility analysis for all the projects to ensure the projects are financially sustainable and provide for profitable returns in the long run also constituted an important segment in the presentation. A significant portion of IPE Global team’s efforts were consumed in dealing with the land availability information with respect to the project profiles. For the same, not only Government land availability for all the identified suitable land parcels were verified through site visit, but also the authenticated copies of certified land records have been collected from revenue inspectors. The authentic findings of available Government land banks is a laudable achievement under the project.

The ten priority sites that have currently been identified under this project includes Hotel Hub at Satapada, Day Cruise from Barkul and Satapada, Eco Village at Breakfast Island, Khallikote Boarding School for Children, Resort

cum Convention Center and Tourist Node at Rambha and Water Based Recreational Activities at Rambha. The presentation by IPE Global included details with respect to Concept, Project Components, Tourist Demand, Site Location and Connectivity, Support Infrastructure, Conceptual Layout, Implementation Plan, Development Norms, Financial Analysis and Sensitivity Analysis for all the identified investment projects.

A key highlight of the presentation was the proposed Iconic Tower by IPE Global at Satpada, which in future is expected to become a key attraction for Chilika Tourism. The iconic structure can become the signature of Chilika Tourism and is proposed to include a lagoon park (Aquarium and Bird Galleries), Food Court and other related amenities. Another interesting priority project is an Eco Village proposed at Breakfast Island.