



ASPIRING ODISHA

Where Innovation Meets Opportunity

DATE

on 12th, 13th and 14th December 2024

VENUE

Narmada garden, Baripada,
Mayurbhanj, Odisha



Explore Opportunities: Odisha's Vision for a Brighter Tomorrow!

The exhibition is strategically organized to bolster the government's efforts in cultivating an industry-friendly environment across Odisha. By serving as a comprehensive platform for showcasing cutting-edge technologies, fostering dialogue among key industry stakeholders, and highlighting successful case studies, the event aims to underline the state's commitment to economic advancement and sustainable development. This initiative not only promotes investment and innovation but also aims to streamline processes, address industry challenges, and create a supportive ecosystem that encourages business growth and regional prosperity. Ultimately, the exhibition represents Odisha's dedication to make successful drive towards Viksit Bharat.



Mayurbhanj: A Blend of Tradition, Agriculture, and Emerging Industries

Mayurbhanj, located in northern Odisha, is a district rich in cultural heritage, natural resources, and diverse tribal communities, including the Santhal, Ho, and Munda tribes, who play a vital role in preserving traditional customs. Agriculture is the backbone of the economy, with paddy, maize, and pulses as key crops, while local industries focus on Sabai grass handicrafts and small-scale manufacturing. The district is also witnessing growth in the education sector, with institutions like North Orissa University contributing to higher learning. In terms of health, government schemes like Pradhan Mantri Jan Aarogya Yojana and Aayushman Bharat which aim to improve healthcare access, especially in remote areas. Defence dynamics in the region are primarily focused on internal security, with police and paramilitary forces maintaining law and order, particularly in sensitive tribal areas. Simlipal National Park, a biosphere reserve, enhances the district's tourism potential. The overall development of Mayurbhanj is shaped by its agricultural economy, tribal culture, small industries, and ongoing efforts in education and healthcare improvement.

Advantages of Aspiring Odisha

- Showcases tribal heritage and craftsmanship.
- Attracts investors for economic growth.
- Promotes eco-tourism with natural resources.
- Highlights education and skill development.
- Encourages farming innovation.
- Builds networks for industry growth.
- Supports MSME development and local entrepreneurship.
- Drives industrial growth in the region.
- Creates new employment opportunities across sectors.
- Facilitates infrastructure development in remote areas.
- Boosts cultural exchange and global recognition.
- Promotes sustainable practices for long-term resource management.
- Increases access to markets for local products.
- Improves health and sanitation through development projects.

Visitors' Profile

- Local residents and tribal communities
- Investors and entrepreneurs
- Tourism professionals and travel agents
- Education and skill development organizations
- Agriculture experts and farmers
- Industry professionals and business leaders
- Government officials and policymakers
- Environmentalists and conservationists
- Media representatives and influencers
- Non-governmental organizations (NGOs) and development agencies





PRAYASS EVENTS AND EXHIBITIONS



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***“Odisha: A Hub of Development and
Technological Excellence”***