

FISH PRODUCT



The district has an abundant supply of fish, thanks to its proximity to the Bay of Bengal, and is known for both freshwater and marine fish cultivation. Some fish-related products that could be promoted as ODOP for Khurda are:

Marine Fish (such as Pomfret, Prawn, and Hilsa): The district can focus on the production, processing, and packaging of marine fish. Hilsa (Ilish) is especially popular and has a large consumer market.

Freshwater Fish (such as Rohu, Catla, and Mrigal): Freshwater fish farming is widely practiced in Khurda. Products derived from these fish species, such as fillets and smoked fish, can be promoted as local specialties.

Fish Drying and Preservation: Traditional fish drying (either sun-dried or using modern methods) can be a product to promote, targeting local, regional, and even international markets.

Fish Pickles and Canned Fish: Fish pickles and canned fish products could be developed as value-added products, capitalizing on the demand for ready-to-eat and preserved food items.

Fish-Based Snacks: Fish-based snacks such as fish chips, fish cutlets, or even fish powders can serve as convenient products for consumers, both domestically and for export.

Fish Protein and Fish Oil: Fish oil extraction and fish protein production can be introduced as a value-added industry in Khurda, especially for use in pharmaceuticals, cosmetics, and animal feed.

By focusing on these fish-related products, Khurda District can leverage its natural resources, create employment opportunities, and stimulate the local economy, while promoting Odisha's rich fishing heritage.

HANDICRAFT (STONE CARVING, PATTACHITRA, PALM LEAF ENGRAVING)



Khurda district in Odisha, India, is known for its rich cultural heritage and craftsmanship. The district has a tradition of producing unique handicrafts, such as **Stone Carving**, **Pattachitra painting**, and **Palm Leaf Engraving** is significant. These traditional crafts not only showcase the artistic abilities of local artisans but also reflect the deep cultural roots and history of the region.

STONE CARVING

- Stone carving is a traditional craft that has been practiced in Odisha for centuries. Khurda is home to several temples and historical sites that feature intricate stone carvings, making this craft an important part of the district's heritage.
- The stone carvings often depict gods, goddesses, mythological scenes, and architectural designs, reflecting the rich spiritual and cultural history of Odisha.
- Promoting stone carving as Khurda's ODOP can help preserve and promote the craft to a global audience. It can also create economic opportunities for artisans and small-scale industries that produce carved stones for both religious and decorative purposes.

PATTACHITRA PAINTING

- Pattachitra is a traditional cloth-based painting style that originates from Odisha. It is known for its intricate details, mythological themes, and usage of natural colors.
- The craft involves hand-painted depictions of stories from Hindu mythology, particularly the Jagannath cult. Pattachitra paintings are also renowned for their depiction of the intricate and vibrant forms of Lord Jagannath, Lord Balabhadra, and Devi Subhadra.

- As an ODOP for Khurda, Pattachitra paintings can be marketed not only as decorative pieces but also as expressions of religious and cultural significance, attracting both domestic and international collectors and tourists.

PALM LEAF ENGRAVING

- Palm leaf engraving, also known as "Talapatra Chitra," is an ancient art form that involves etching intricate designs on palm leaves using sharp tools. These engravings often depict religious texts, illustrations of mythological stories, and other cultural symbols.
- This form of engraving is highly detailed and often used for creating manuscripts, which were traditionally used for religious rituals and educational purposes.
- Palm leaf engraving has a niche market among collectors, scholars, and spiritual enthusiasts. Promoting it as Khurda's ODOP can help preserve this ancient art form while providing livelihood opportunities to the artisans involved.

Cultural Preservation: These handicrafts are an integral part of Odisha's cultural heritage. By designating them as the ODOP, Khurda district can help preserve traditional skills that are at risk of fading.

Economic Development: Supporting the local artisans and industries involved in stone carving, Pattachitra painting, and palm leaf engraving can generate employment and boost the local economy.

Tourism Promotion: As Khurda is already a significant destination for cultural tourism, showcasing these crafts as the ODOP can enhance the district's appeal to tourists who are interested in the region's traditional art forms.

Global Recognition: A well-promoted ODOP can increase global awareness of Khurda's unique handicrafts, opening opportunities for international trade and collaboration.