

PATTACHITRA



The pattachitra paintings are made over a piece of cloth known as *Patta* or a dried palm leaf, which is first painted with a mixture of chalk and gum made from Guar or tamarind seeds. Over the prepared surface, colourful and intricate pictures of various Gods, Goddesses, and mythological scenes with ornamentation of flowers, trees and animals are then painted. The paintings on Tussar saris, especially the Sambalpuri Saree depicting Mathura Vijay, Raslila and Ayodhya Vijay owe their origin to 'Raghurajpur Pattachitra paintings'.

Intricate Artwork: The paintings are known for their highly detailed and elaborate patterns, often showcasing scenes from epics like the *Mahabharata* and *Ramayana*.

Mythological Themes: Most Pattachitra art pieces depict mythological stories, particularly those related to Lord Jagannath and the temples of Odisha, making them a spiritual symbol.

Handcrafted Excellence: Each piece is handcrafted by skilled artisans, with techniques passed down through generations, ensuring the authenticity and craftsmanship.

Natural Colors: The colors used in Pattachitra are sourced from natural elements like stones, plants, and earth pigments, giving the paintings a traditional and eco-friendly appeal. Pattachitras are painted in five natural colours - Hingula, Haritala, Kala, Sankha and Geru which are - Vermilion, Green, Black, Pearl White and Brick Orange respectively.

Cultural Heritage: The art form is a significant part of Odisha's cultural heritage, and its promotion as an ODOP product helps in preserving this centuries-old tradition.

Versatile Products: Pattachitra designs are not limited to just paintings on cloth but are also incorporated into various products such as wall hangings, home decor items, scarves, sarees, bags, and more.

Incorporating Pattachitra into everyday products provides a unique way to bring the rich cultural heritage of Puri to modern homes while supporting local artisans and preserving the traditional craft.

MARINE PRODUCTS



Puri, located on the eastern coast of India along the Bay of Bengal, has a thriving fishing industry that plays a significant role in the local economy. The marine products from Puri are known for their quality, taste, and variety, making them an essential part of Odisha's culture and cuisine.

Fresh Seafood: Puri is renowned for its fresh seafood, including fish varieties such as pomfret, prawns, crabs, and mackerel. These are caught directly from the Bay of Bengal and known for their freshness and superior taste.

Dry Fish and Preserved Products: A significant portion of Puri's marine products includes dried fish, which is an age-old preservation method. The dried fish from Puri is popular for its unique flavor and is commonly used in Odia cuisine, especially in curries and side dishes.

Sustainable Fishing Practices: Many of the local fishermen in Puri follow traditional, sustainable fishing methods that help in maintaining the balance of marine ecosystems while ensuring high-quality catches. The focus on sustainability also appeals to eco-conscious consumers.

Seafood Processing: The region also specializes in processing marine products, including packing and preserving fish and seafood for long shelf lives. These products are often exported and sold to various markets, providing a steady income for local communities.

Cultural Significance: Marine products have a deep connection to the everyday life and culinary traditions of Puri and Odisha. Seafood plays a central role in religious rituals, festivals, and local cuisine. For instance, Puri's famous *Machha Tarkari* (fish curry) is a delicacy widely enjoyed by locals and tourists alike.

Export Potential: Due to their high demand and premium quality, marine products from Puri have a strong presence in domestic and international markets. They contribute significantly to the region's economy, especially in the export of processed and dried fish products.

- **Value-Added Products:** In addition to raw seafood, the region also produces value-added products such as fish pickles, canned seafood, and fish-based snacks. These products cater to diverse consumer preferences and add variety to the marine offerings of