

**Government of India
Ministry of MSME**

**Brief Industrial Profile of NAYAGARH District
2019-20**



सत्यमेव जयते

Carried out by

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(Ministry of MSME, Govt. of India,)

(As per guidelines of O/O DC (MSME), New Delhi)

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FOREWORD

Every year Micro, Small & Medium Enterprises Development Institute, Cuttack under the Ministry of Micro, Small & Medium Enterprises, Government of India has been undertaking the Industrial Potentiality Survey for the districts in the state of Odisha and brings out the Survey Report as per the guidelines issued by the office of Development Commissioner (MSME), Ministry of MSME, Government of India, New Delhi. Under its Annual Action Plan 2019-20, all the districts of Odisha have been taken up for the survey. This Industrial Potentiality Survey Report of **Nayagarh** district covers various parameters like socio-economic indicators, present industrial structure of the district, and availability of industrial clusters, problems and prospects in the district for industrial development with special emphasis on scope for setting up of potential MSMEs.

The report provides useful information and a detailed idea of the industrial potentialities of the district. I hope this Industrial Potentiality Survey Report would be an effective tool to the existing and prospective entrepreneurs, financial institutions and promotional agencies while planning for development of MSME sector in the district.

I like to place on record my appreciation for Dr. Shibananda Nayak, AD(EI) of this Institute for his concerted efforts to prepare this report under the guidance of Dr. Pragyasmita Sahoo, DD(EI) for the benefit of entrepreneurs and professionals in the state.



Cuttack,
Dated -17th Feb, 2020

(Dr. S. K. Sahoo)
Director Incharge

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NAYAGARH

1. General Characteristics of the District:

Birth history of Nayagarh in the thirteenth century is an important chapter in the political history of Odisha. Suryamani of Baghela dynasty came to Puri on a pilgrimage from "Rewa" of Madhya Pradesh and established his kingdom at Nayagarh. When British captured Odisha, Binayak Singh was the King of Nayagarh and the great Jadumani was his poet. Nayagarh district owes its name to its Hqr. Town Nayagarh. It was created in two phases. Firstly the ex-states of Nayagarh, Khandapara, Ranapur and Dasapalla were merged with the State of Orissa on 1.1.1948 enhancing the jurisdiction of Puri district by forming a separate sub-division with Hqrs. at Nayagarh. Secondly in the year 1993 the Government of Orissa divided the erstwhile Puri district into three districts, namely, Puri, Khordha and Nayagarh. The present Nayagarh district was a part of un-divided Puri district consisting of one sub-division i.e. Nayagarh sub-division.

1.1 Location & Geographical Area:

The Nayagarh District is located towards the west of Puri district surrounded by Cuttack district in the North, Kandhamal district in the West, Ganjam district in the South and Khurda district in the East. The District of Nayagarh lies between 19° 54' to 20° 32' North latitude and 84° 29' to 85° 27' East longitude. This district is in the higher altitude than the sea level. The total geographical area of the district is 3890 sq. mtrs. as per land record.

1.2 Topography:

The district has a rectangular shape stretching from north-west to south-east direction. This district is situated in the hilly ranges in the West and its North Eastern parts has formed a small well cultivated fertile valleys intersected by small streams. River Mahanadi flows through the district and other small rivers like Kusumi, Brutanga, Malaguni, Kuanria, Dahuka and Buddhabuddhiani also flows through the district. These rivers make the district a fertile area.

1.3 Availability of Minerals:

Though this district has been endowed with large forest area, no minerals in large quantity which can be explored in commercial purpose found in the district.

1.4 Forest:

The land area under forest is 2,08,000 hectre in the district. The various minor forest produce of the district are - Babool seed, Sikakai, Talamakhan, Polas, Chakunda, gill, Nageswear seed, Mahua, sesum, Siali, Mango Kernel, Karanja, Bena Chera, Neem seed and many others. Also teak, sal and other major trees are found in the forest of Nayagarh district.

1.5 Administrative set up:

Nayagarh city is the Divisional headquarter of Nayagarh District. For administrative purpose the district has been divided into 1 Sub Division, 8 Tehsils (Nayagarh, Daspalla, Ranpur, Khandapara, Gania, Bhapur, Nuagaon, Odagaon), 8 CD Blocks and 02 N.A.Cs (Nayagarh, Khandapara). There are 177 Gram Panchayats, 1541 Inhabited Villages and 151 uninhabited villages. Also 04 Nos. of Assembly Constituencies falls in the district namely, Nayagarh, Daspalla, Khandapara & Ranpur.

01. Sub Division-01
02. Tehsils-08
03. CD Blocks-08
04. Gram Panchayats-194
05. No. of NACs-05
06. Census Villages-1692(Both Inhabited & Uninhabited)
07. No. of Police Station including Mahila P.S-14

2. District at a glance:

Sl. No.	Particular	Year	Unit	Statistics
1.	Geographical features			
(A)	Geographical Data	2018-19		
	i) Latitude		Degree	19 ⁰ 54' to 20 ⁰ 32' North
	ii) Longitude		Degree	84 ⁰ 29' to 85 ⁰ 27' East
	iii) Geographical Area		Sq. Kms	3890
(B)	Administrative Units			
	i) Sub divisions		No.	01
	ii) Tehsils		No.	08
	iii) Sub-Tehsils		No.	-
	iv) Patwar Circle		No.	-
	v) Panchayat Samitis(CD Blocks)		No.	08
	vi) No. of Municipalities & Corporation		No.	-
	vii)No. of NACs		No.	05
	viii) Gram Panchayats		No.	194
	ix) Census villages(Both Inhabited & Uninhabited)		No.	1692
	x) Assembly Area		No.	04
2.	Population(2011 Census)			
(A)	Sex-wise			
	i) Male	2011	'000	503
	ii) Female	2011	'000	460
(B)	Rural Population	2011	'000	883

3.	Agriculture			
	Land utilization			
	i) Total Area	2018-19	'000 hectre	389
	ii) Forest cover		'000 hectre	208
	iii) Non Agriculture Land		'000 hectre	25
	iv) Barren & Uncultivable land		'000 hectre	6
	v) Net Area sown		'000 hectre	123
4.	Forest			
	(i) Forest	2018-19	'000 hectre	208
5.	Livestock & Poultry (2012 Livestock Census)			
A	Cattle			
	i) Cows (Indigenous & Cross Bred)	2012	No	229524
	ii) Buffaloes	2012	No	19838
B	Other livestock			
	i) Goats	2012	No	91777
	ii) Pigs	2012	No	19
	iii) Dogs & Bitches	2012	No	-
	iv) Poultry	2012	No	129640
6.	Railways			
	i) Length of rail line		Km	-
7.	Communication	2018-19		
	(a) National Highway		Km	98.93
	(b) Express highway		Km	-
	(c) State Highway		Km	114.76
	(d) Major District Road		Km	69.84
	(e) Other District Road		Km	567.51
	(f) Rural road		Km	721.41
	(g) Inter-village Road		Km	2596.92
	(h) Intra-village Road		Km	1784.83
	(i) Forest Road		Km	370.11
	(j) Post Offices		No.	204
	(k) Villages Electrified		No.	1541
8.	Public Health			
	(a) Allopathic Hospital	2018-19	No	01
	(b) Beds in Allopathic hospitals		No	650
	(c) Ayurvedic Hospital		No	15
	(d) Homeopathic hospitals		No	20
	(e) Unani hospitals		No	-
	(f) Community health centers		No	12
	(g) Primary health centers		No	37
	(h) Dispensaries		No	-
	(i) Sub Health Centers		No	-
	(j) Private hospitals		No	-
	(k) Mobile Health Unit		No	01
9.	Banking commercial			
	(a) Urban Bank Branches		No	-
	(b) Rural Bank Branches	2018-19	No	86
	(c) Semi-Urban bank Branches		No	40

10.	Education	2018-19		
	(a) Primary school		No	748
	(b) Middle schools(Upper Primary)		No	458
	(c) Secondary Schools		No	243
	(d) Degree Colleges		No	52
	(e) Technical University		No	-

Source: District at a Glance 2020, Directorate of Economics and Statistics, Govt. of Odisha.

2.1 Existing Status of Industrial Areas in the Nayagarh District:

Sl. No.	Name of Ind. Area/ Estate	Total Land	Allotted	Allotable litigation free land	Land rate/ Acre/ Rs in lakh	Total Shed	Sheds allotted /used otherwise	No. of Units in Production
01	NAYAGARH	5.990	5.220	0.260	10.00	8	8	9
Total		5.990	5.220	0.260	10.00	8	8	9

Source: IDCO, Bhubaneswar and DIC, Nayagarh.

3. INDUSTRIAL SCENERIO OF NAYAGARH DISTRICT:

3.1 Industry at a Glance:

Sl. No.	Head	Unit	Particulars
1	REGISTERED SMALL SCALE INDUSTRIES	No.	743
2	TOTAL INDUSTRIAL UNIT(GIP)	No.	5370
3	REGISTERED MEDIUM & LARGE UNIT	No.	01
4	TOTAL EMPLOYMENT IN REGD. SMALL SCALE INDUSTRIES	No.	4839
5	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	No.	134
6	NO. OF INDUSTRIAL AREA	No.	01
7	INVESTMENT IN P&M OF SMALL SCALE IND.	In Lakhs	5912.47
8	INVESTMENT IN P&M OF MEDIUM & LARGE SCALE INDUSTRIES	In Lakhs	972.00

3.2 YEAR WISE TREND OF UNITS REGISTERED (Gone Into Production):

MSMEs gone into production in Nayagarh during 1999-2000 to 2018-19				
Sl. No.	Year	Nos.	Investment in Lakhs	Employment
1	1999-2000	56	77.46	305
2	2000-01	67	68.71	215
3	2001-02	84	120.97	312
4	2002-03	77	335.53	401
5	2003-04	86	333.39	424
6	2004-05	85	327.18	368
7	2005-06	91	347.7	618
8	2006-07	93	390.58	485
9	2007-08	91	353.28	383
10	2008-09	92	571.57	384
11	2009-10	90	569.57	376
12	2010-11	93	732.7	565
13	2011-12	100	730.08	616
14	2012-13	110	556.98	473
15	2013-14	126	797.97	565
16	2014-15	342	2211.81	883
17	2015-16	864	5171.6	3055
18	2016-17	1241	6734.93	3870
19	2017-18	867	3502.01	2597
20	2018-19	715	3715.03	2207
	Total	5370	27649.05	19102

Source: Directorate of Industries, Odisha

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT:

Category of Product wise No. of MSME set up with Investment & Employment in the NAYAGRAH district by end of March 2016

Sl. No.	Category Name	No. of SSI unit set up	Investment (Rs. in lakh)	Employment
1	FOOD AND ALLIED	252	2899.06	1498
2	CHEMICAL & ALLIED	34	111.75	224
3	ELECTRICAL & ELECTRONICS	9	28.11	38
4	ENGINEERING & METAL BASED	225	943.73	1100
5	FOREST & WOOD BASED	68	264.94	487
6	GLASS & CERAMICS	50	304.67	502
7	LIVESTOCK & LEATHER	6	8.41	20
8	PAPER & PAPER PRODUCT	26	98.38	99
9	RUBBER & PLASTICS	14	40.36	52
10	TEXTILES	92	309.07	680
11	MISC. MANUFACTURING	56	292.37	236
12	REPAIRING & SERVICING	851	3224.63	2437
	Total	1683	8525.48	7373

Source: Directorate of Industries, Odisha

3.4 Large Scale Industries / Public Sector undertakings:

Name of the Unit	Name of the produce
M/s Nayagarh Sugar Complex Ltd. Panipoila	Sugar

3.5 Major Exportable Item: Sugar

3.6 Growth Trend:

The only large scale unit in the district is not growing as expected because of some managerial problem. The unit's operation is also now becoming seasonal.

3.7 Vendorisation/Ancillarisation of the Industry:

The only Large scale Industry existing in the District is Nayagarh Sugar Complex Ltd at Panipoila, Dist-Nayagarh. It started functioning on 28.11.2004. HDPP bags for packing of sugar & Engineering Workshop can be set up for providing Ancillarisation purpose to the large unit. Also units can be set up like spirit & gudakhu out of molasses, sugar candy as downstream industries.

3.8. Medium Scale Enterprises

3.8.1 List of the units in NAYAGARH & Near By Area:

The following medium Scale Enterprise has been set up in the district.

Udyog Aadhar No	Owner Name	Enterprise Name	Commence Date	Address
OD24C0001372	SUNIL PRADHAN	SOMA FOODS ORGANAZATION	2/5/2019	MANIKARNIKASAH KHANDAPADA PLOTNO-3315
OD24C0001371	SUNIL PRADHAN	SOMA FOODS ORGANAZATION	2/5/2019	MANIKARNIKASAH KHANDAPADA PLOTNO-1533
OD24C0001333	SREEJI S NAIR	SREERAGAM EXPORTS PRIVATE LIMITED	25/03/2019	No. 4, SAI ANANDAM, PATIA, BHUBANESWAAR
OD24C0001183	SUNIL KUMAR PATRA	SARDAR INDUSTRIES	1/12/2017	AT-JAGADEBPATANA PO-SAATAPATANA, DASPALLA

3.9.1 Service Enterprises:

01. Automobile garage.
02. Computer Training Institute
03. DTP Centre & Internet Café
04. Mobile Repairing Centre
05. Small Hotels & Restaurants.
06. Repairing & Servicing of Electrical Appliances.

3.9.2 Potentials areas for service industry:

The district of Nayagarh is industrially very less developed district.

The potential for service industry in the district is immense as the district has been bestowed with many beautiful scenic spots. Many people visit through out the year scenic spots of the district like Kuanria, Kuturi, Tarabalo & Ranpur. Places like Sarankul, Kantilo, Odagaon and many other attracts a large number of pilgrims to the district. Service units like Small Hotels & Restaurants have very good scope to come up in the district. The State Highway No. 1 has been converted to National Highway and the work has been undergoing in a very fastest speed, once completed it will give a boost to industrial development in the district as communication to the State Capital and nearby areas will be more easier & faster.

3.10 Potential for new MSMEs

01. Rice Mill
02. Dal Mill
03. Ayurvedic Medicine Pharmacy
04. Leaf Cup & Plates
05. Small Hotels & Restaurants
06. Mustard Oil
07. Bee Keeping
08. Broom binding
09. Bamboo/ Wood Craft.
10. Paper Mill
11. Cement concrete products.
12. Aluminum utensils.
13. Washing Soap/ Detergent Powder
14. Power loom
15. Readymade garments.
16. Brass & Bell Metal Utensil/ Decorative products.
17. Spices Manufacturing.
18. Sugar Candy.
19. Leather Products Manufacturing.
20. Packaged Drinking Water
21. Bakery Items.

4. Existing Clusters of Micro & Small Enterprise:

Details of potential and existing clusters in the district of Nayagarh

Sl. No.	Name of the Cluster	Location	District	No. of MSMEs in Cluster(Approx.)	Any intervention undertaken in the cluster	Cluster is suitable for which Scheme
01.	Rice Mill Cluster	Odagaon, Nayagarh	Nayagarh	22	N.A	MSE-CDP
02.	Silver Jewellery Cluster	Itamati, Nayagarh	Nayagarh	300	N.A	SFURTI
03.	Bamboo Craft	Rohibanka, Odagaon	Nayagarh	500	Cluster approved under SFURTI by MoMSME	SFURTI

04.	Bamboo Craft	Chhamundia, Gania	Nayagarh	250	Nil	SFURTI
05.	Brass & Bell Metal	Kantilo	Nayagarh	800	N.A	SFURTI
06.	Brass & Bell Metal	Khalisahi, Khandapada	Nayagarh	200	N.A	SFURTI
07.	Food Processing Cluster of SHGs,	Nayagarh	Nayagarh	400	N.A(Mission Shakti, Govt, of Odisha is supporting them for capacity building)	SFURTI
08.	Leather Products,	Daspalla	Nayagarh	100	N.A	SFURTI
09.	Wood Carving,	Khandapada	Nayagarh	200	N.A	SFURTI
10.	Clay Kandhei & Artistic Paintings,	Hariharapur and adjoining	Nayagarh	150	N.A	SFURTI
11.	Handloom Cluster	Ranapur	Nayagarh	54	N.A	Director, H&T
12.	Handloom Cluster	Bhapur	Nayagarh	72	N.A	SADHAC
13.	Handloom Cluster	Laumunda	Nayagarh	38	N.A	Min. of Handloom, GOI
14.	Bee wax Honey Processing	Nayagarh	Nayagarh	550	Approved by M/o MSME	SFURTI through IED

5. Udyog Aadhaar Regd. Enterprises in Nayagarh District vis-à-vis other Districts of Odisha

Sl No.	District Name	Udyog Aadhaar Regd.	Micro	Small	Medium
1	ANGUL	2126	1581	529	16
2	BALANGIR	1808	1542	255	11
3	BALESHWAR	25577	25052	497	28
4	BARGARH	1340	1069	265	6
5	BHADRAK	4345	4144	199	2
6	BOUDH	2338	2292	44	2
7	CUTTACK	12165	10646	1469	50
8	DEOGARH	137	121	15	1
9	DHENKANAL	1267	1087	174	6
10	GAJAPATI	677	586	90	1
11	GANJAM	8754	7859	874	21
12	JAGATSINGHPUR	1499	892	601	6
13	JAJAPUR	2069	1657	394	18

14	JHARSUGUDA	1075	760	295	20
15	KALAHANDI	937	759	169	9
16	KANDHAMAL	810	731	78	1
17	KENDRAPARA	1171	1001	168	2
18	KENDUJHAR	1025	776	240	9
19	KHORDHA	14851	11344	3360	147
20	KORAPUT	1398	1105	287	6
21	MALKANGIRI	499	478	19	2
22	MAYURBHANJ	1929	1755	172	2
23	NABARANGPUR	510	448	61	1
24	NAYAGARH	1288	1137	147	4
25	NUAPADA	257	220	37	0
26	PURI	7230	6807	415	8
27	RAYAGADA	1605	1337	253	15
28	SAMBALPUR	1948	1488	444	16
29	SONEPUR	856	775	80	1
30	SUNDARGARH	4377	3230	1099	48
	Total :	105,868	92,679	12,730	459

Source: http://udyogaadhaar.gov.in/UA/Reports/DistrictBasedReport_R3.aspx,
Data browsed as on 17th February, 2020.

6. General issues raised by industry association

During the course of meeting the following points were raised by the members of Industry Associations in the district.

01. Credit availability to the entrepreneurs is not smooth and adequate
02. There is no land available for Industrial Development from IDCO in the district.
03. The MSMEs of the district should be helped in Marketing their product.
04. Non availability of Technical Personnel in the district due to non existence of Technical Institutes in the District.
05. Regular Power Cut & Low Voltage.

7. Prospects of training programmes during 2020-21:

S.No.	Name of the programme	No of proposed programme to be conducted
01	EAP	01
02	ESDP	01
03	MDP	01
04	IMC	02

* These Programmes have been proposed & may be conducted subject to availability of sanction.

8. Action plan for MSME Schemes during 2020-21:

S. No.	Name of the Scheme	Proposed activity on the scheme
1.	MSE-CDP	01 nos. of awareness programme will be organised.
2.	Export Awareness Programme	01 nos. of awareness programme will be organised.
3.	PMS	Handholding Support will be provided
4.	International cooperation	Handholding Support will be provided
5.	VDP	10 no.s of units will be motivated under the scheme
6.	CLCS-TU	Handholding Support will be provided
I.	Lean Manufacturing	01 cluster would be identified
II.	Design Clinic	01 seminar would be organized.
III.	IPR	01 seminar would be organized.
IV.	ICT-Digital MSME	05 Units will be motivated for the registration in digital MSME website
V.	ZED	01 seminar would be organized
VI.	Business Incubator scheme	01 seminar would be organized
VII.	CLCS	01 seminar would be organized

9. STEPS TO SET UP MSMEs:

Before going for setting up of any enterprise, the entrepreneur should move in a systematic way in order to get his desired level of output. At various levels, different agencies are functioning to provide different types of assistance to the entrepreneurs for setting up of MSMEs. So, following are the brief description of different agencies for rendering assistance to the entrepreneurs.

Sl. No.	Type of assistance	Name, address and website of agencies
1.	Provisional Registration Certificate – Udyog Aadhaar Memorandum(UAM)	<ul style="list-style-type: none"> • Directorate of Industries, Govt. of Odisha, Kila Maidan , Cuttack, www.as.ori.nic.in/diorissa/ • General Manager, DIC, Nayagarh. • MSME Development Institute, Cuttack • www.udyogaadhaar.gov.in/

2.	Identification of project profiles, techno-economic and managerial consultancy services, market survey and economic survey reports	<ul style="list-style-type: none"> • MSME Development Institute, Vikash Sadan, College Square, Cuttack, www.msmedicuttack.gov.in
3.	Land and Industrial shed	<ul style="list-style-type: none"> • MD, IDCO, IPICOL House, Janpath, Bhubaneswar www.idco.in
4.	Financial assistance	<ul style="list-style-type: none"> • MD, OSFC, OMP Square, Cuttack, www.osfcindia.com • MD, IPICOL, Janpath, Bhubaneswar, www.ipicolorissa.com • Director, KVIC, 6, Budha Nagar, Bhubaneswar, www.kvic.org.in • Secretary, KVIB, Near Rupali Square, Bhubaneswar • General Manager, NABARD, Nayapalli, Bhubaneswar, https://www.nabard.org/english/Orissa.aspx • General Manager, SIDBI, OCHC Building, Unit-3, Bhubaneswar, www.sidbi.com • Nationalized Banks
5.	For raw materials under Govt. supply	<ul style="list-style-type: none"> • M.D, OSIC, Khapuria Industrial Estate, Cuttack, www.osicltd.in
6.	Plant and machinery under hire/purchase basis	<ul style="list-style-type: none"> • Regional Manager, NSIC, Abdul Hamid Street, Kolkata • Sr. Branch Manager, NSIC, Link Road, Cuttack, www.nsic.co.in
7.	Power/Electricity	<ul style="list-style-type: none"> • Chairman, GRID Corporation of Odisha, GRIDCO, Saheed Nagar, Bhubaneswar, www.gridco.co.in • Chairman, CESCO, IDCO Tower, Bhubaneswar, www.cescoorissa.com
8.	Technical Know-how	<ul style="list-style-type: none"> • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003, www.msmedicuttack.gov.in
9.	Quality & standard	<ul style="list-style-type: none"> • Bureau of Indian Standards(BIS), Ministry of Civil Supplies, Consumer Affairs & Public Distributors, Govt. of India, 62/63, Ganganagar, Bhubaneswar, www.bis.org.in/dir/bhbo.htm • Director National Productivity Council, Ministry of Industry, Govt. of India, A/7, Surya Nagar, Bhubaneswar, www.npcindia.gov.in/offices • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack-753003

10.	Marketing/Export assistance	<ul style="list-style-type: none"> • Director, MSME Development Institute, Vikash Sadan, College Square, Cuttack -753003 • Export Credit Guarantee Corporation of India Ltd., A-77, Saheed Nagar, Bhubaneswar, www.ecgc.in/portal/servicenetwork/easternpopup.asp • Director, EPM, Ashoka Market, Master Canteen, Bhubaneswar, www.depmodisha.nic.in • Sr.Branch Manager, NSIC, Link Road, Cuttack.
11.	Other Promotional Agencies	<ul style="list-style-type: none"> • MD, APICOL, Near Baramunda Bus Stand, Bhubaneswar, www.apicol.co.in • Director, Horticulture, Udyan Bhavan, Nayapalli, Bhubaneswar, www.orihort.in • Director, Animal Husbandry & Veterinary Services, Mangalabag, Cuttack, www.odishaahvs.com • Director, Handicraft & Cottage Industries, Saheed Nagar, Bhubaneswar, www.dhorissa.ori.nic.in • Director of Textiles, Satya Nagar, Bhubaneswar, www.odisha.gov.in/textiles • Director of Fisheries, Jobra, Cuttack, http://www.odishafisheries.com • Coconut Development Board, Nayapalli, Bhubaneswar, www.coconutboard.nic.in/odishacday.htm • Coir Board, Jagamara, Bhubaneswar, www.coirboard.gov.in • Principal Chief Conservator of Forest, Aranya Bhavan, Chandrasekharpur, Bhubaneswar, www.odishaforest.in