



BALI JATRA

Cuttack Utsav 2024

CONDUCTED BY

District Council of Culture, Cuttack

IN ASSOCIATION WITH

District Administration, Cuttack | Cuttack Municipal Corporation

Cuttack Development Authority | Commissionerate Police, Cuttack



A Rich History



Cuttack is the former capital of Odisha, known for its 1000-year history and exquisite silver filigree work. The name "Cuttack" refers to the ancient Barabati Fort.

Balijatra is the most popular festival of Cuttack, commemorating Odisha's rich maritime history, where traders (Sadhabas) sailed to South Asian islands, including Bali. This open-air trade fair, one of the largest in Asia, is recognized as a State-Level Cultural Festival by the Government of Odisha.

Balijatra 2024 will take place on the scenic banks of the Mahanadi River, Cuttack.



A *Melting* Pot of *Cultures*

In 2023, Baliyatra saw over 50 lakhs footfalls, with prominent corporates and institutions participating. This year, it is expected to attract over 75 lakhs footfalls, promising to be even BIGGER and BETTER.

Baliyatra brings together people of all ages and communities, offering a unique blend of cultural celebrations, local food, and a vast marketplace for merchandise of all kinds. It provides a platform for traders and corporates to showcase their brands, making it one of the largest trade fairs in Asia.



Explore **Art & Culture**

Art and culture are the vibrant threads that weave the fabric of human history, transcending time, geography, and language. They offer a window into the soul of a civilization, reflecting its values, beliefs, and experiences. From the intricate dance forms of India to the surreal brushstrokes of Van Gogh, art captures the essence of creativity, while culture shapes the identity of a people.



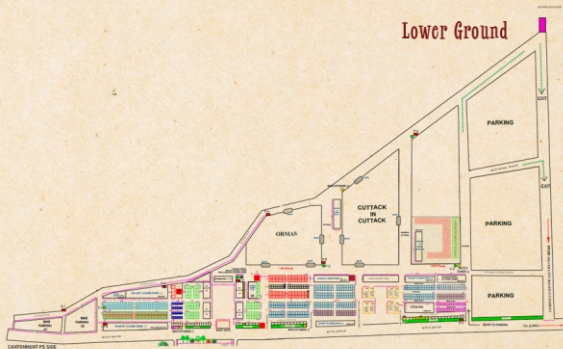
Location

The event will be held at the

Upper and Lower Baliyatra Grounds, Located on the bank of **Mahanadi River** near **Gadgadiah Ghat, Cuttack**.

Allocation of Ground

The grounds are allocated near **Gadgadiah Ghata** along the banks of the **Mahanadi River**.



Organizational Responsibility

Baliyatra 2024 is organized by the District Council of Culture, led by its Chairman, the District Magistrate and Collector of Cuttack. The event is held in association with several organizations mentioned in the coffee table book, including CMC, CDA, and the UPD Cuttack.

BALIJATRA COMMITTEE		
1	Collector & District Magistrate, Cuttack	Chairman
2	Commissioner, CMC, Cuttack	Member, Convener
3	Representative of Deputy Commissioner of Police, Cuttack	Member
4	Addl. District Magistrate(Rev),Cuttack	Member
5	Addl. District Magistrate(Gen),Cuttack	Member
6	Addl. District Magistrate(Dev),Cuttack	Member
7	CDO-cum-EO, Zilla, Parishad, Cuttack	Member
8	Joint Commissioner, Sanitation,CMC,Cuttack	Member
9	Regional Transport Officer,Cuttack	Member
10	Tahasildar Sadar, Cuttack	Member
11	ACP, Traffic, Cuttack	Member
12	Joint CEO, ORMAS, Cuttack.	Member
13	District Culture Officer, Cuttack	Member

Organizational Responsibility

Besides different sub committees are hereby formed to take up different activities in a befitting manner as follows.

1. COMMITTEE FOR ALLOTMENT OF EXHIBITION AREA
2. CULTURE COMMITTEE
3. EVENT MANAGEMENT & TENDER COMMITTEE
4. SOUVENIR & INVITATION COMMITTEE
5. EDITORIAL BOARD FOR SOUVENIR
6. FINANCE COMMITTEE
7. MEDIA COORDINATION COMMITTEE
8. GUEST CONTACT, RECEPTION & HOSPITALITY COMMITTEE
9. TRANSPORTATION TEAM
10. PATHA UTTSAV COMMITTEE
11. FOOD COMMITTEE
12. TROUPES ACCOMODATION & BOARDING COMMITTEE
13. SPONSORSHIP COMMITTEE
14. PARKING COMMITTEE

Income

- Stall Registration fees.
- Sponsorship from Govt sectors
- Patrons
- Corporate sponsorship
- Parking

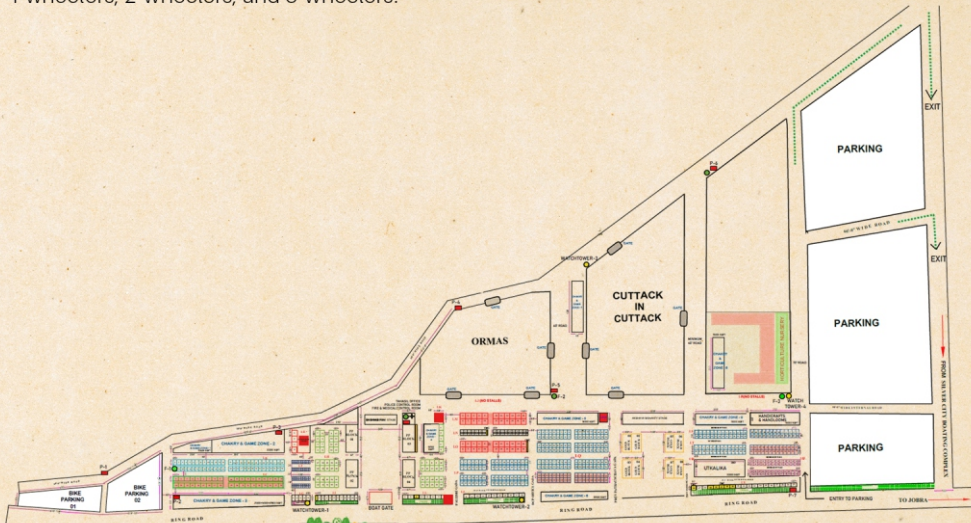


Event Management

An integrated agency has been selected for the event management responsibilities for Baliyatra 2024, which will handle the overall event operations.

Parking

Thirteen designated parking areas have been identified for 4-wheelers, 2-wheelers, and 3-wheelers.



Detailed Parking Area

Sl. No.	Name of the Parking Zone
1	Parking space (A) West side Ring Road to Silver City Boating Complex
2	Parking space (B) West side Ring Road to Silver City Boating Complex
3	Parking space (C) West side Ring Road to Silver City Boating Complex
4	Parking space (D) West side Ring Road to Silver City Boating Complex
5	Kartikeswar Gada East Side
6	Kartikeswar Gada West Side

Sl. No.	Name of the Parking Zone
7	Christian Padia
8	Dayashram Front
9	Gorakabar Padia
10	Hadia padia
11	Bhuasuni Padia
12	Parking space behind Krushak Bazar (Besides Fire Station, CDA)
13	Parking space opposite Bhubanananda Odisha School of Engineering (BOSE), Cuttack

Additional parking areas will be designated to manage vehicle parking efficiently during the event. These zones will help ease congestion and ensure smooth traffic flow, providing convenient access for visitors.

Major **Attractions** of **Baliyatra 2024**

Drone Show: A 300-drone display depicting Baliyatra's history, milestones, and cultural significance with LED visuals and a retro-themed soundtrack.

Laser Show: A cutting-edge laser display over the Mahanadi River blending art and technology for an immersive visual experience.

Musical Fireworks: A 5-minute musical fireworks show with advanced pyro technology, synchronized with music for an emotional and visually stunning display.

National Level Pallishree Mela: From 15th to 22nd November 2024, featuring 500 stalls by rural producers, showcasing and selling products at the Baliyatra grounds.

Cuttack in Cuttack Enclosure: Exhibits focusing on the evolution of Odia cinema and Cuttack's role in shaping it, with interactive displays and installations.

Cultural Programme: Performances by **Sonu Nigam, Suresh Wadekar**, and leading Odia singers, along with traditional dance performances from across India and Odisha.

Baliyatra Jiban Gourab Award will be introduced this year, honoring a person from Cuttack for their significant contribution in any field. Further details will be shared soon.

Agriculture & AH & VS Department : Agriculture & AH & VS exhibitions will also be there

Exhibition Areas:

25 acres at Lower Baliyatra Ground

6 acres at Upper Baliyatra Ground

Stalls for traders, IT sectors, food zones, book fair, and more.

Request for *Government Support*

Sl. No.	Activities	Executing Departments
1	Preparation of Ground & Parking areas & Repairing of roads, Foot path, Medians	Works Dept.
2	Provision of Water, Sanitation & Toilets	H & UD Dept., WATCO, CMC
3	Law & Order, Security & Traffic	Home Dept., Commissionerate of Police, Cuttack
4	Fire safety	Fire Service Directorate
5	Safety in River	ODRAF & NDRF
6	Health, Hygiene, Food Safety	Health Dept., Commissioner Food Safety, CMC
7	Mega Exhibition	Agriculture, AH&VS Department
8	VIP visit, Ambassador visit coordination	Govt. of Odisha

Thank You



Collector & District Magistrate & Chairman
District Council of Culture, Cuttack

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