

Odisha Virtual Academy Hosts 'Parichaya' Workshop

"Language Growth and Economic Development Go Hand in Hand"

Bhubaneswar, July 9

Odisha needs to take its culture digital and global. That was the big takeaway from renowned linguist Padma Shri Dr. Debi Prasanna Pattanayak. Speaking at the launch of 'Parichaya'—a two-day workshop by the Odisha Virtual Academy (OVA)—he stressed the importance of putting credible data about Odisha's landmarks, icons, events, and traditional food on the global digital map. Dr. Pattanayak also praised the OVA for its genuine efforts to keep the Odia language alive and relevant today.



The workshop went down at the CYSD auditorium, drawing delegates from districts across the state. The attendees brainstormed and discussed the state's famous spots, legendary figures (both past and present), cultural events, festivals, and local culinary heritage.

Dr. Pradeep Kumar Rout, Secretary of the Academy, chaired the opening session and connected the dots between culture and cash flow. He pointed out that promoting Odisha's unique places, institutions, food, and traditional attire strengthens local economies. More importantly, it gives the younger generation a direct stake in the state's economic growth.

The event featured intense discussions across four main sessions. Key resource speakers included Dr. Ajay Kumar Mishra, Dr. Abhiram Biswal, Dr. Shantanu Kumar Rath, Manas Muduli, and Ritu Patnaik.

The wrap-up session featured insights from CYSD founder Jagadananda, OCAC General Manager Sabyasachi Hota, and Odisha Knowledge Corporation MD Dr. Manoranjan Pothal. Delegates were honored with traditional 'Angavastra' stoles for their contribution. Smrutiranjana Mishra, Senior Manager at the Academy, wrapped up with a vote of thanks. The two-day event was supported throughout by key officials and advisors, including Srinibas Mishra, Dr. D.N. Mohanty, Debanand Bhanja, Sachidananda Panda, Suryaranjan Mohanty, and Surya Mishra.

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