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IPE Global to prepare responsible tourism master plan for Chilika Lake

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ETW Staff - *Mumbai*

IPE Global has been awarded the work for the preparation of an outline regional responsible tourism master plan for the Chilika Lake and its catchment area under the Integrated Coastal Zone Management Project (ICZMP) of Odhisa. The contract awarded by State Project Management Unit (SPMU) and Chilika Development Authority, will be implemented with an objective to promote responsible tourism in the state.

Integrated Coastal Zone Management Project (ICZMP) is an initiative of State Project Management Unit (SPMU) under the Department of Environment, Government of Odisha funded by the World Bank. The plan would also focus on conservation and optimum utilisation of natural resources in compliance with environmental/ecological laws and regulations. "Chilika Lake is known for its outstanding natural, cultural and historical heritage. Through our efforts of framing a tourism master plan project, we are aiming at giving a big boost to state tourism, employment generation and contribution to an all-encompassing economic growth of the state," said Ashwajit Singh, chairman and MD, IPE Global.

The exercise of framing a tourism master plan for Chilika Lake and its catchment area is being undertaken with the objective of conservation of ecological resources in Chilika Lake and its catchment, promotion of sustainable use of the lake and its resource basin and appropriate economic activities to benefit the local communities.

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