PRESS RELEASE

Celebration of Odisha Day by the Embassy of India in Guatemala
15 May 2025

The Embassy of India in Guatemala organized a special event to celebrate Odisha Day (Utkal Divas) on 15 May 2025. Although Odisha Day is traditionally observed on 1 April, this year's celebration was rescheduled to 15 May to accommodate the availability of local partners and special guests. The event witnessed an enthusiastic turnout of approximately 200 guests, including high-ranking government officials, prominent business stakeholders, mayors and representatives from various municipalities, members of the Indian community, local Guatemalans, and friends of India.

2. As part of the program, a detailed presentation was made highlighting trade and investment opportunities in Odisha, with special emphasis on the One District One Product (ODOP) initiative. Odisha's unique products, including handloom textiles, handicrafts, and agricultural produce, were showcased for their commercial appeal and cultural richness. A dedicated presentation on Odisha's tourism potential, including its heritage sites, temples, beaches, and tribal culture, was also delivered. Guests were treated to a visual journey through Odisha via slideshows. A specially curated "Odisha Corner" was arranged at the venue, featuring traditional artifacts, crafts, and promotional materials that drew significant interest.

3. Ambassador Dr. Manoj Kumar Mohapatra, in his remarks, underlined Odisha's historical legacy, cultural vibrancy, and economic potential. He noted the state's rising profile as an investment destination, driven by its rich natural resources, skilled labor, and progressive industrial policies. The Ambassador also highlighted Odisha's contribution to India's identity through its classical dance Odissi, vibrant festivals, and traditional crafts.

4. The event held particular significance in Guatemala, where cultural and trade events serve as effective platforms for bilateral engagement. The Embassy noted an encouraging response from Guatemalan businesses, many of whom expressed keen interest in Odisha's export-ready products, including textiles, handicrafts, and agri-based goods. Several municipal officials and business leaders expressed willingness to explore partnerships in areas such as tourism, agro-processing, and cultural exchange.

5. In conclusion, the Odisha Day celebration successfully enhanced awareness of the state's economic and cultural strengths, contributing to India's broader outreach efforts in the region. It reaffirmed the value of such focused state-led promotion events in forging closer ties with Guatemala's public and private sectors, and in projecting the diversity of India's states to international audiences.