



MAHODADHI
NATIONAL CHAMPIONSHIP 2024
• SAVE PADDLE SURF •

MAHODADHI DIVAS

CELEBRATE THE OCEAN PROTECT ITS LIFE





About MAHODADHI DIVAS

MAHODADHI DIVAS is an annual celebration dedicated to raising awareness about marine conservation and the preservation of our oceans. Organized by The Bell Org, this event brings together communities, artists, environmentalists, sports lovers and ocean lovers from across the country to celebrate the beauty of the sea and to take action in protecting it.

This year, we proudly present the fourth edition of MAHODADHI DIVAS at the iconic Puri Beach, with the theme "Protect Our Marine Life." Through a series of engaging activities, cultural performances, and educational programs, we aim to inspire a collective commitment to safeguarding our oceans for future generations.

Vision and Objectives

The vision of MAHODADHI DIVAS is to foster a deep and enduring connection between people and the ocean, inspiring collective action to protect and preserve marine life for future generations. By bringing together diverse communities, artists, environmentalists, and stakeholders, the event aims to create a platform where awareness, education, and celebration converge, promoting a sustainable relationship with our oceans and highlighting the cultural heritage that is intrinsically linked to the sea.

Key Objectives:

- 1. Raise Awareness:** Educate the public about the critical importance of marine conservation and the urgent need to protect our oceans from pollution and climate change.
- 2. Celebrate Cultural Heritage:** Highlight the rich cultural traditions of coastal communities, particularly those of Odisha, and their historical connection to the sea through art, music, dance, and sports.
- 3. Promote Life-Saving and Beach Sports:** Raise the profile of lifesaving sports and beach sports, providing opportunities for local and fishermen communities to participate and gain recognition on international platforms like the World Games, Commonwealth Games, and Olympics.
- 4. Recognize and Honor:** Acknowledge the efforts of individuals and organizations making significant contributions to marine conservation through the MAHODADHI Award, which will be presented during the event.
- 5. Foster Community Involvement:** Bring together diverse groups from across India and beyond, fostering a sense of community and shared responsibility for the health of our oceans.

OUR TEAM



CHIEF PATRON

Dr. Tapan Kumar Chand

Ex CMD & Chairman of NALCO
and an eminent industry professional



PATRON

Adv. Kulamani Biswal

Former Director (Finance), NTPC
Ltd. New Delhi



PATRON

Dr. J.K. Mohanty

Member & Hony. Secretary, Hotel
Association of India
Managing Director, Swosti Premium
Limited



PATRON

Mr. Tarini Prasad Mohanty

Chairman & Managing Director,
Hotel Fortune Park Sishmo



CHAIRMAN

Adv. Sidhartha Roy

Chairman, The Bell



AMBASSADOR

Mr. R Pradeep Naidu

Director Planning Development & Finance
IKCA, New Delhi
Chairman, Life Saving Sports Committee
RLSS (India) & President, RLSS Karnataka
Association



CHIEF ADVISOR

Mr. George Makasare

Vice President Operations,
Rashtriya Life Saving Society (India)
& Committee Member of Guideline
Development Group for WHO Intr.



FINANCE ADVISOR

Dr. Sunil Kumar Dara

President, Rashtriya Life Saving
Society (Odisha)



CHIEF REFEREE

Mr. L Jayantakumar Singh

Chief Coach Faculty
Kayaking & Canoeing SAI



LEGAL ADVISOR

Dr. Bikash Das

President, CLAP Legal Service Institute.
Managing Partner, Das Legal System.



MEDIA ADVISER

Bijoy Ketan Mishra

Editor, The Political and
Business Daily



SPORTS ADVISOR

Mr. Koustav Bakshi

GM Ops of RLSS (India) & Coach for
Team India for the Lifesaving Sports



VICE CHAIRMAN

Sukanta Panda

Vic Chairman, The Bell



GENERAL SECRETARY

Mr. Rajkishore Patra

Secretary, The Bell



ORGANISING SECRETARY

Mr. Harry Rao

Secretary, Puri Beach Lifeguard
Mahasangha, & Puri Beach Sports Club



VICE CHAIRMAN

Mrs. Ruchi Mitra Jagadev

Vice Chairman, MAHODADHI DIVAS
Reception committee,



FINANCE SECRETARY

Mrs. Banita Dikshit

Finance Secretary, The Bell



CULTURAL SECRETARY

Ms. Itishree Rath

Mrs. India Classic Queen 2024 |
Entrepreneur | Event & Wedding Planner
| Youth Fashion Icon 2024 | Influencer



EVENT SECRETARY

Mr. Jitendranath Curtis

Managing director of BUNA VISION



Reflecting on the Journey: Last 3 Years of MAHODADHI DIVAS

Over the past three years, MAHODADHI DIVAS has grown from a small gathering of ocean enthusiasts to a significant movement advocating for marine conservation.

- 2021: The inaugural event saw a modest but passionate crowd, with highlights including traditional dance performances and an art exhibition focused on ocean life.
- 2022: Building on the success of the first year, the second edition featured interactive workshops on beach safety and sustainable practices, attracting a larger and more diverse audience.
- 2023: Last year, MAHODADHI DIVAS expanded its reach with a robust lineup of activities, including beach sports competitions, cultural nights, and the introduction of the MAHODADHI Award, recognizing efforts in marine conservation. The event received extensive media coverage, further amplifying our message of ocean protection.



Photos And News Cuttings From Past Events





ମହୋଦଧି ସମ୍ମାନ ପାଇବେ ଡ. ଆଶୁତୋଷ ମହାଦିଧି

ପୁରୀର ଡ. ଆଶୁତୋଷ ମହାଦିଧିଙ୍କୁ ମହୋଦଧି ସମ୍ମାନ ପ୍ରଦାନ କରାଯାଇଛି। ଏହି ସମ୍ମାନଟି ସମୁଦ୍ର ପରିଚାଳନା ଏବଂ ପରିଚାଳନା ପାଇଁ ତାଙ୍କର ଅବଦାନ ପାଇଁ ପ୍ରଦାନ କରାଯାଇଛି।



ସୌମ୍ୟରଞ୍ଜନଙ୍କୁ 'ମହୋଦଧି ସମ୍ମାନ'

ସୌମ୍ୟରଞ୍ଜନଙ୍କୁ ମହୋଦଧି ସମ୍ମାନ ପ୍ରଦାନ କରାଯାଇଛି। ଏହି ସମ୍ମାନଟି ସମୁଦ୍ର ପରିଚାଳନା ଏବଂ ପରିଚାଳନା ପାଇଁ ତାଙ୍କର ଅବଦାନ ପାଇଁ ପ୍ରଦାନ କରାଯାଇଛି।



ଅଲିଭ୍ ରିଡ୍‌ଲେ ସୁରକ୍ଷା ପାଇଁ ଶପଥ

ଅଲିଭ୍ ରିଡ୍‌ଲେ ସୁରକ୍ଷା ପାଇଁ ଶପଥ ଗ୍ରହଣ କରାଯାଇଛି। ଏହି ଶପଥଟି ସମୁଦ୍ର ପରିଚାଳନା ଏବଂ ପରିଚାଳନା ପାଇଁ ଗ୍ରହଣ କରାଯାଇଛି।

ମହୋଦଧି ଦିବସ ପର ଡା ଆଶୁତୋଷ ମୋହାନ୍ତି କୋ ମହୋଦଧି

ମହୋଦଧି ଦିବସ ପର ଡା ଆଶୁତୋଷ ମୋହାନ୍ତି କୋ ମହୋଦଧି ପ୍ରଦାନ କରାଯାଇଛି। ଏହି ମହୋଦଧିଟି ସମୁଦ୍ର ପରିଚାଳନା ଏବଂ ପରିଚାଳନା ପାଇଁ ପ୍ରଦାନ କରାଯାଇଛି।

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ଆଶୁତୋଷ ମହାଦିଧିଙ୍କୁ 'ମହୋଦଧି ସମ୍ମାନ' ପ୍ରଦାନ କରାଯାଇଛି। ଏହି ସମ୍ମାନଟି ସମୁଦ୍ର ପରିଚାଳନା ଏବଂ ପରିଚାଳନା ପାଇଁ ପ୍ରଦାନ କରାଯାଇଛି।









Welcome to MAHODADHI DIVAS 2024

Date: 10th - 12th Decemer 2024

Location: Puri Beach, Odisha

Theme: Protect Our Marine Life

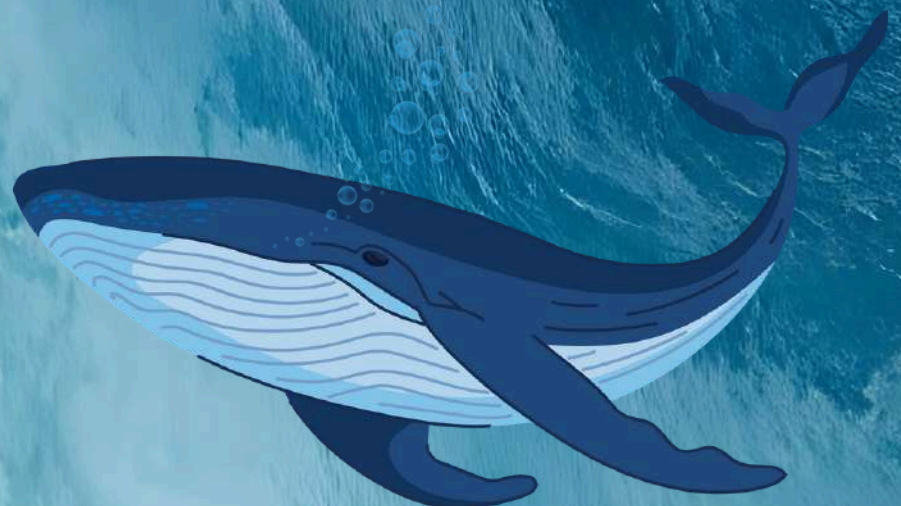


Join us for the fourth edition of MAHODADHI DIVAS, a vibrant three-day festival dedicated to celebrating the beauty and importance of our oceans. This year, we continue our mission to raise awareness about marine conservation while highlighting the rich cultural heritage of Odisha. With a diverse array of activities including cultural performances, art exhibitions, beach sports, educational workshops, and much more, MAHODADHI DIVAS 2024 promises to be an unforgettable experience for all.

Our Associates



LIFE SAVING
INDIA



This Year's Theme: Protect Our Marine Life

The 2024 edition of MAHODADHI DIVAS is dedicated to the theme "Protect Our Marine Life." As our oceans face unprecedented threats from pollution, climate change, and overfishing, it is more crucial than ever to take action. This year, we are focusing on:

- **Raising Awareness:** Educating the public about the importance of marine conservation and the urgent need to protect our oceans.
- **Promoting National Level Life-Saving Sports and Beach Safety:** Encouraging participation in activities such as sea swimming, kayaking, and rescue drills while teaching essential beach safety practices.
- **Celebrating Cultural Heritage:** Showcasing the rich cultural traditions of coastal communities and their deep connection to the ocean.

Event Highlights for MAHODADHI DIVAS 2024

- **Cultural Performances:** Experience the rich traditions of Odisha through dance, music, and theater, celebrating the deep connection between the local culture and the ocean.
- **Art and Sculpture Exhibition:** Explore breathtaking artworks and sculptures inspired by marine life, featuring live sand art demonstrations and interactive installations.
- **National Level Beach Sports:** Participate in thrilling beach sports, including volleyball, football, kayaking, and life-saving sports that promote beach safety and healthy living.
- **Educational Workshops:** Learn from experts in marine conservation through interactive workshops and seminars focused on ocean health, sustainable practices, and beach safety.
- **Food Festival:** Savor a variety of local and international cuisines while supporting sustainable seafood practices at our beachside food festival.
- **MAHODADHI Night:** Enjoy magical evenings with live music, fire dances, and bonfires under the stars, creating a perfect atmosphere for relaxation and connection.
- **MAHODADHI Award:** Celebrate the achievements of environmental safety activists who have made significant contributions to marine conservation during the prestigious MAHODADHI Award ceremony.



INDUSTRIAL INVOLVEMENT IN MAHODADHI DIVAS 2024

Introduction

- **Overview of MAHODADHI DIVAS**

MAHODADHI DIVAS is an event focused on marine life protection and community development. It will take place from December 10 to 12, 2024, at Puri Beach. The theme for this year is "Protect Our Marine Life," highlighting the commitment to environmental sustainability.

- **Importance of Industrial Involvement**

Industries have a crucial role to play in this event. Their involvement can help promote responsible practices and support sustainable development.

- **Corporate Social Responsibility (CSR) Initiatives**

Industries can link their CSR programs with the goals of MAHODADHI DIVAS. By supporting ocean and beach conservation, companies can show their dedication toward the environment and community welfare. Participating in this event allows businesses to make positive contributions while promoting sustainable practices.

- **Tourism and Economic Development**

Puri Beach attracts many tourists in December. Industries that sponsor the event can enhance the tourism experience and help in boosting the local economy. Investment in this event can also support local artisans and small businesses that rely on tourist activities.

- **Branding and Visibility**

Sponsoring MAHODADHI DIVAS 2024 offers industries the chance for extensive visibility. With thousands of attendees, businesses will gain exposure through logo placements, banners, and media coverage. This opportunity positions them as leaders in sustainability.

- **Thought Leadership and Knowledge Sharing**

Industries can participate by hosting sessions and workshops focused on innovative solutions for ocean protection. By sharing their knowledge, businesses can influence positive changes in environmental practices and showcase their expertise.

- **Supporting Lifesaving and Ocean Sports**

The MAHODADHI Championship will feature sports like kayaking and sea swimming. Industries can support these activities, promoting healthy lifestyles and community engagement while showing their commitment to both environmental issues and local development.

- **Collaboration with Government and NGOs**

This event allows industries to work with government agencies and NGOs. Such partnerships can enhance the event's credibility and create opportunities for joint projects that protect marine ecosystems.

- **Showcasing Green Technology and Sustainable Practices**

Industries focused on green technology can use MAHODADHI DIVAS as a platform to present their eco-friendly solutions. This includes showcasing renewable energy systems and sustainable manufacturing methods, demonstrating a commitment to an environmentally friendly future.

- **Long-Term Community Impact**

Industries participating in the event can uplift local communities by creating job opportunities and supporting skill development. Educational programs that focus on sustainability can also empower the community for future generations.

- **Conclusion**

MAHODADHI DIVAS represents an essential opportunity for industries to engage with environmental and community initiatives. Their involvement contributes to a greater cause of protecting marine life and promoting sustainable practices.

- **Join Us in Making a Difference**

We invite industries to take part in MAHODADHI DIVAS 2024. This event is more than just a gathering; it is a chance to positively impact the environment and community. Together, we can protect our oceans and build a sustainable future.



Introduction

The MAHODADHI National Championship 2024 is a flagship event aimed at promoting beach and ocean sports at a national level. Set against the scenic backdrop of Puri Beach, this event will bring together athletes, sports enthusiasts, and communities to celebrate the spirit of coastal life and competitive sports.

Event Objective:

The championship seeks to foster a deep connection between sports, environmental conservation, and community development. The event emphasizes the importance of safeguarding our marine ecosystems while promoting a healthy, active lifestyle through beach and ocean sports.

Key Sports and Activities:

Lifesaving Sports
Kayaking
Sea Swimming Competitions
Beach Volleyball
Other Ocean Sports

These activities not only test physical endurance and skills but also underscore the critical role of ocean safety and conservation, providing a platform to advocate for sustainable coastal living.

Community Development Through Sports

MAHODADHI National Championship aims to actively involve local and coastal communities, particularly fishermen, youth, and underprivileged groups, in the event. Through these sports, communities gain access to new opportunities in training, employment, and international exposure, particularly in the field of lifesaving sports.

Lifesaving skills can significantly benefit coastal communities by empowering them with the tools to protect and preserve both human lives and marine environments. By integrating ocean sports with community engagement, the event hopes to foster inclusive growth, local empowerment, and environmental stewardship.

Vision for the Future

The long-term vision of the MAHODADHI National Championship is to create a sustainable platform for promoting ocean sports in India while nurturing a sense of environmental responsibility. The event serves as a beacon for healthy coastal living, environmental protection, and the development of sports talent from diverse backgrounds.

By nurturing coastal communities and supporting local development through these sports, we aim to make this championship not only a celebration of talent but also a movement for community development and ocean conservation.



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EVENT FESTIVES

Lifesaving Sports



Rescue Board Race



Beach Flags



Surf Ski Race



Sea Swimming Race

Beach Sports



Beach Kabaddi



Beach volleyball



Beach Kushti



Beach Run

Additional Events



Art competition



Marine Life Art Insulations



Marine Life Exhibition



Food Festival

Gala Night Event



Cultural Programme



Live Band Performance



Dance Performance



MAHODADHI Award Presentation

FISHING BOAT RACE





"Join us in protecting the ocean,
preserving our planet, and empowering
communities. Together, we can create a
wave of change that will echo for
generations to come."

9861045448

info@mahodadhdivas.com

www.mahodadhdivas.com

CORPORATE OFFICE

Nirmalaya Apartment, 2nd floor, flat no- A 8,
Ramaballav Road, Near Saint Xavier School
Puri, Odisha 752001

