



नवसर्जनम्-शुचिता-समावेशात्  
**IIM**  
SAMBALPUR

भारतीय प्रबंध संस्थान सम्बलपुर

Indian Institute of Management Sambalpur



International Management  
Perspective Conference

# International Management Perspective Conference

## IIM Sambalpur



## ABOUT ODISHA



Odisha, a land where time whispers tales of ancient empires and vibrant cultures unfolds in every corner. Immerse yourself in the spiritual aura of Puri's Jagannath Temple, a marvel of الهندسة (hindiusa, architecture), or marvel at the intricate carvings of Konark Sun Temple, a UNESCO World Heritage Site. Explore the tribal heartland of Koraput and Malkangiri, where indigenous communities like the Dongria Kondh and Soura tribes preserve their rich heritage through vibrant dance forms and exquisite Pattachitra paintings.

Nature lovers, rejoice! Hike the verdant hills of Similipal National Park, a haven for tigers and elephants, or cruise the serene waters of Chilika Lake, Asia's largest brackish water lagoon, teeming with avian wonders. History buffs can delve into the glorious past at the Kalinga War sites in Dhauli or the ancient caves of Udayagiri and Khandagiri in Bhubaneswar.

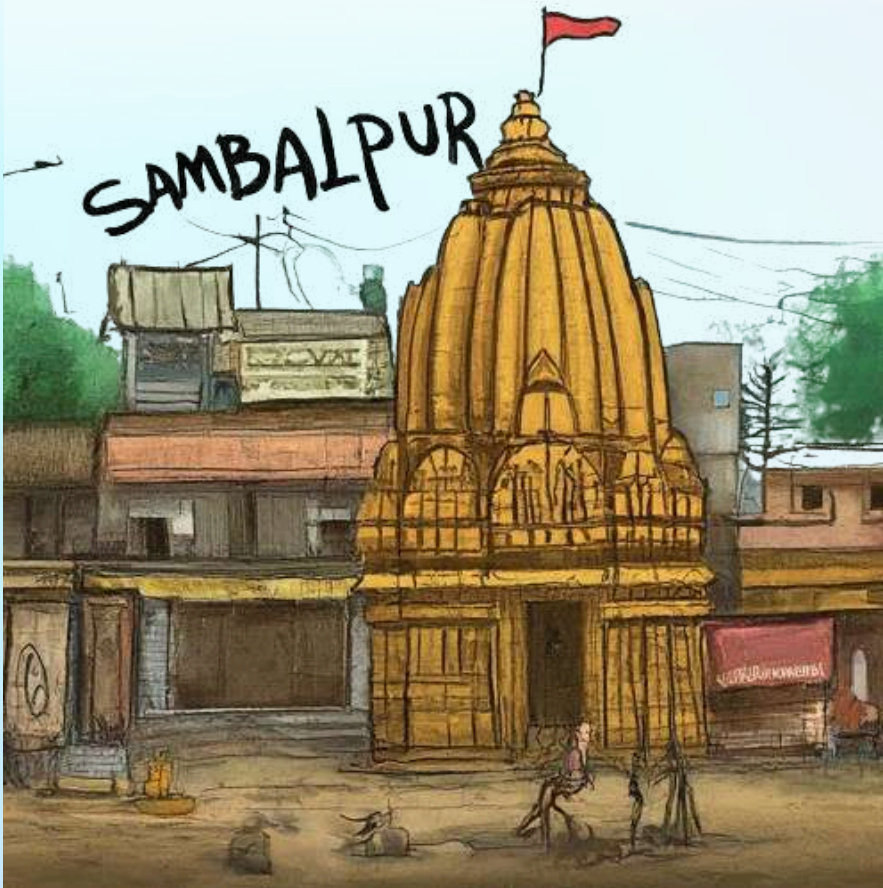
For a taste of Odisha, savor the unique culinary delights like the fiery Dalma, the Chaul Bara from Sambalpur, and succulent Machha Besar (fish curry) along with mouth-watering sweetmeats like Rasabali, Chenna Poda or even Chena jhilli, all made from fresh cheese and cow's milk. Shop for exquisite Ikat silk sarees in Bargarh, Dhokra metalwork or the appliqué artistry of Pipili. Odisha promises an unforgettable experience, where every district unveils a hidden treasure, waiting to be discovered.



# ABOUT SAMBALPUR

Title - Unveiling the Enigmatic Sambalpur: Where History Whispers on the Banks of the Mahanadi

In the twilight realm where Odisha unfurls westward, lies Sambalpur, a land where myth and reality dance under an exotic sun. Legends murmur of a queen named Samalai, an ethereal being whose presence imbued the land with its very name. Here, amidst the emerald embrace of rolling hills and the life-giving caress of the Mahanadi River, history unfolds like a gilded tapestry.



Echoes of emperors long past linger in the air - whispers of the mighty Samudragupta's conquests and the valiant reign of the Chauhan dynasty. Even the shadow of the British Raj falls upon these ancient grounds, a testament to the enduring spirit of the unconquered Kandha and Binjhal warriors.

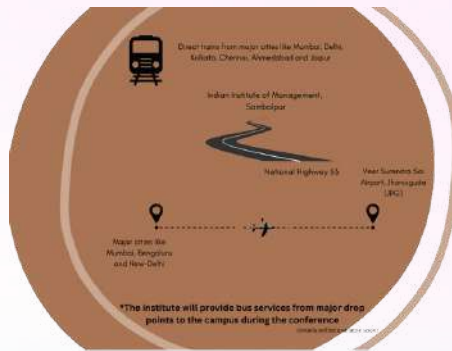
But Sambalpur transcends the boundaries of time. It is a jewel-box overflowing with otherworldly beauty. The architectural marvel of Hirakud Dam stands sentinel, a testament to

human innovation, while the Leaning Temple of Huma, tilted in a gesture of eternal devotion, speaks of a faith that defies explanation. Deep within emerald sanctuaries like Badrama and Debrigadh, nature pulsates with vibrant life, a symphony of whispering leaves and exotic creatures unseen elsewhere. The cascading melody of Gudguda waterfall washes away the cares of the world, and the hallowed halls of Ghanteswari Temple resonate with an otherworldly serenity.







From Dal-khai to Rangabati, the Sambalpuri dhol has been the heartbeat of the entire state and now the country as well. Not just music, but the iconic Chaul-Bara and Sarsatia tantalize the taste buds of everyone who walks into Sambalpur. Sambalpur, a vibrant melody woven with threads of tradition, beckons the curious soul. Prepare to embark on a mystical odyssey, dear reader. We journey to Sambalpur, a land where history whispers secrets on the banks of the Mahanadi, where nature unveils its most exquisite treasures, and the very essence of resilience continues to enthrall.




## POSSIBLE ROUTES TO REACH SAMBALPUR

To reach Sambalpur, you can use various modes of transportation such as train, bus, and flight.

 **By Train :** Sambalpur has its own railway station named Sambalpur Junction (SBP), along with three other Railway stations namely Sambalpur Road (Fatak), Hiraikud and Sambalpur City in Sambalpur. There are direct Train Connections to all metros and prominent cities across India. which is well connected to major cities across India. You can take a direct train from cities like Mumbai, Delhi, Bangalore, Chennai, Howrah, Ahmedabad, Surat, and Jaipur to Sambalpur Junction

 **By Bus:** Sambalpur is connected with a robust network of National Highways, making it easily accessible by road. The major road connecting Sambalpur is the National Highway 53 (NH53). You can drive via NH48 and NH53, with possible stops at Pune, Raipur, Agra, Lucknow, Ranchi, and Nagpur

 **By Flight:** The nearest airport to Sambalpur is Veer Surendra Sai Airport, Jharsuguda (JRG), located almost 80 kms away from the campus that connects the western part of the state with major metropolitans like Bangalore, Kolkata, New Delhi and Mumbai on a regular basis. The new closest airport is Veerbhadra Airport (RPR) in Raipur, Chhattisgarh, which is approximately 262 kilometers away. Another nearby option is the Biju Patnaik International Airport (BBI) in Bhubaneswar, around 326 kilometers away. You can fly to Raipur or Bhubaneswar and then take a train or bus to Sambalpur.

Further to reach IIM Sambalpur campus, you can follow these directions. The Indian Institute of Management Sambalpur is located approximately 5 km from Hiraikud Railway Station, 27 km from the District Headquarters Sambalpur, and 55 km from Jharsuguda Airport. To reach the IIM Sambalpur campus, you can take a train or bus to Sambalpur and then hire a taxi or take a local bus from the railway station or bus stand to the campus. Alternatively, you can also book a cab or drive directly to the campus if you are coming by your own vehicle.



# PLACES TO VISIT IN SAMBALPUR



## Samaleswari Temple



Steeped in history and legend, Sambalpur's Samaleswari Temple is a pilgrimage destination that transcends time. Built in the 16th century by King Balaram Dev, the first Chouhan ruler, the temple stands as a testament to the region's longstanding devotion to the Goddess Samaleswari. However, Sambalpur's spiritual significance predates the Chouchans. Revered as a Shaktipitha – a sacred pilgrimage site – in the Odia Mahabharata, the temple's origins whisper of an ancient past.

The temple's architecture is a captivating blend of Chouhan style and hints reminiscent of Khajuraho's temples. Its most striking feature is the majestic tapering tower, a beacon that draws devotees from far and wide. Beyond its architectural beauty, Samaleswari Temple plays a pivotal role in the socio-cultural fabric of Western Odisha. Throughout the year, vibrant festivals like Dhabalabesa, Nuakhai, and Pua Juntia pulsate with life, bringing the community together.

For an even more immersive experience, don't miss the captivating Light & Sound Show held every evening at the temple complex. Witness history come alive as the temple's magnificent story unfolds.

# PLACES TO VISIT IN SAMBALPUR



## **Budharaja Hill**

Dominating the heart of Sambalpur, Budharaja Hill beckons with panoramic vistas and a rich historical tapestry. A winding road snakes its way up the verdant slopes, culminating at the summit where the illustrious 18th-century Budharaja Temple stands sentinel. A proud national flag flutters atop the hill, a vibrant beacon visible from every corner of the town. Adding to the allure, a watchtower is currently under construction, promising breathtaking observation points. Imagine enjoying a refreshing beverage or a local snack from planned kiosks while basking in the panoramic beauty of Sambalpur sprawling beneath you. Budharaja Hill is not just a historical landmark, but a soon-to-be haven for capturing unforgettable memories and soaking in the essence of the city.

## **Wild Animal Conservation Centre**

Nestled amidst the verdant embrace of another hillock named Brooks Hill, and just a stone's throw from the sparkling Motijharan, lies a haven for wildlife enthusiasts - the Wild Animal Conservation Centre. Here, nature reigns supreme. The center has been meticulously crafted to preserve the natural habitat of a diverse array of flora and fauna, offering visitors a glimpse into the vibrant tapestry of Sambalpur's indigenous wildlife. Except for Mondays, this sanctuary throws open its gates to all, inviting you on a captivating journey into the heart of the wild.



# PLACES TO VISIT IN SAMBALPUR



## Regional Art Gallery



For the art aficionado, Sambalpur offers a treasure trove at the Regional Art Gallery, established by the Odisha Lalit Kala Academy. Nestled amidst the verdant expanse of Gouri Shankar Sahani Park, just off the bustling M.G. Marg (Ring Road), the gallery showcases a captivating collection of local art. Immerse yourself in the vibrant world of Sambalpuri textiles and other artistic expressions that celebrate the region's rich cultural heritage.

Step outside the gallery and delve into the vibrant tapestry of Sambalpur Market. Here, the very essence of Odisha's handloom tradition thrives. Rows upon rows of shops, both government-run and private, overflow with exquisite Sambalpuri Ikat textiles. From sarees in dazzling colors to intricately woven homeware, this market is a paradise for those seeking unique and authentic souvenirs.

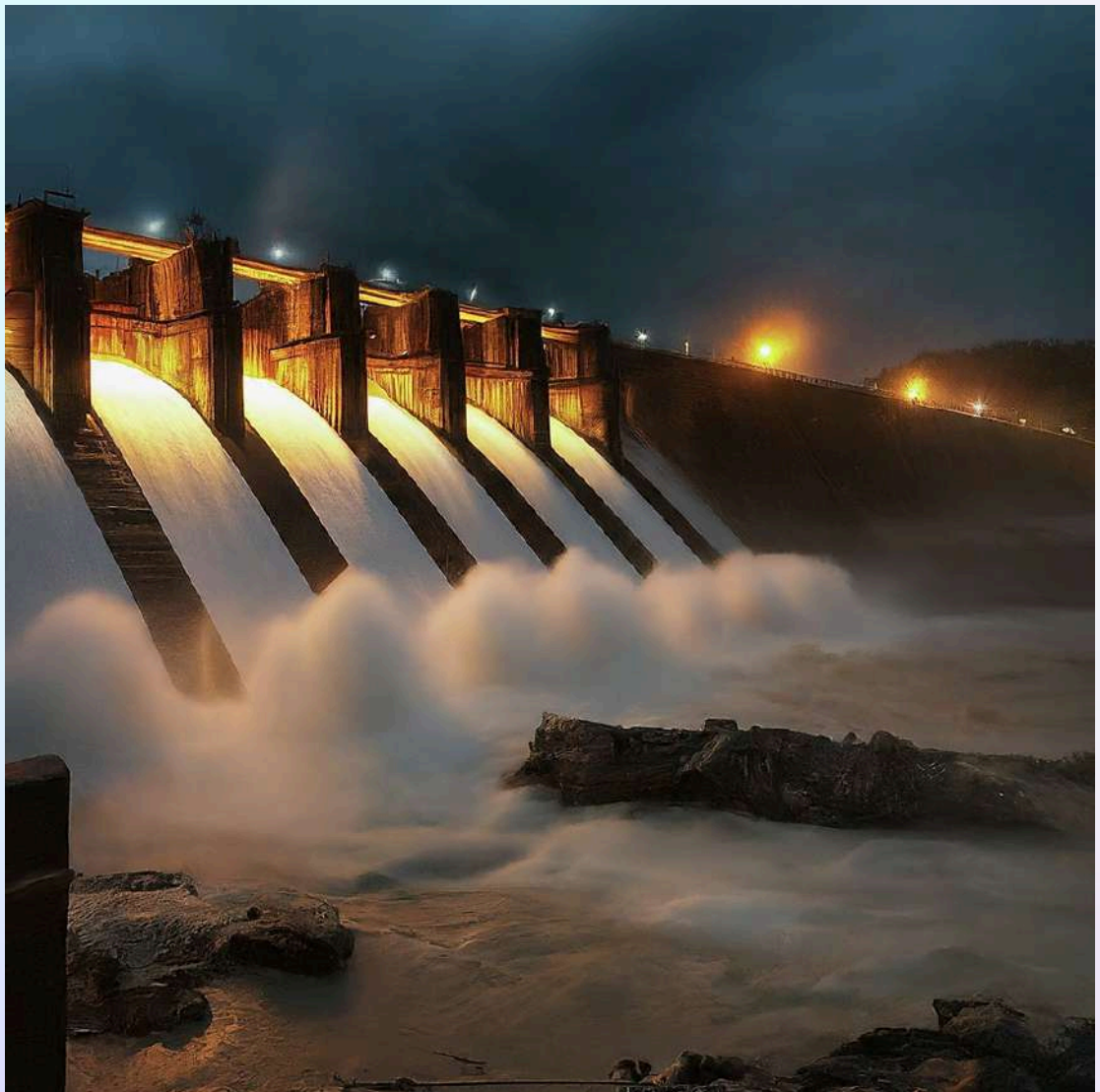


# PLACES TO VISIT IN SAMBALPUR



## Hirakud Dam

“Ah, Sambalpur! The land of vibrant culture and, of course, me - the mighty Hirakud Dam. You might call me an engineering marvel, the longest earthen dam in the world, but I see myself as a majestic creation.”



# PLACES TO VISIT IN SAMBALPUR



“Just look at this view! The Mahanadi, once a wild and unpredictable river, now tamed into a serene lake. Its surface shimmers like a giant sheet of polished silver, reflecting the cotton candy hues of sunrise or the fiery oranges of sunset. On clear days, the distant hills paint a dreamy backdrop, their peaks cradled by the clouds. But I'm more than just a pretty face. I'm the lifeblood of this region. The water I hold back irrigates fertile fields, bringing forth life-giving crops. My hydroelectric power stations hum with activity, illuminating homes and industries. I'm the reason there's a constant hum of prosperity in Sambalpur.

Life thrives around me. Birds of all colours - some local residents, others migratory visitors - flit across the sky, their calls a symphony against the gentle lapping of water. In the evenings, the dam transforms into a social hub. Families stroll along the promenade, laughter echoing in the air. Children chase pigeons, their joyous shrieks a delightful melody.

I've seen generations come and go. I've witnessed the transformation of Sambalpur, a small town blossoming into a vibrant city. Yet, my purpose remains the same - to serve, to protect, to inspire. Come closer, feel the cool breeze caress your face, the earthy scent of the dam filling your senses. Let the serenity of this place wash over you. I, the Hirakud Dam, welcome you to the heart of Sambalpur” says the longest earthen dam and the largest artificial water body in Asia, measuring over 746 sq. kms.

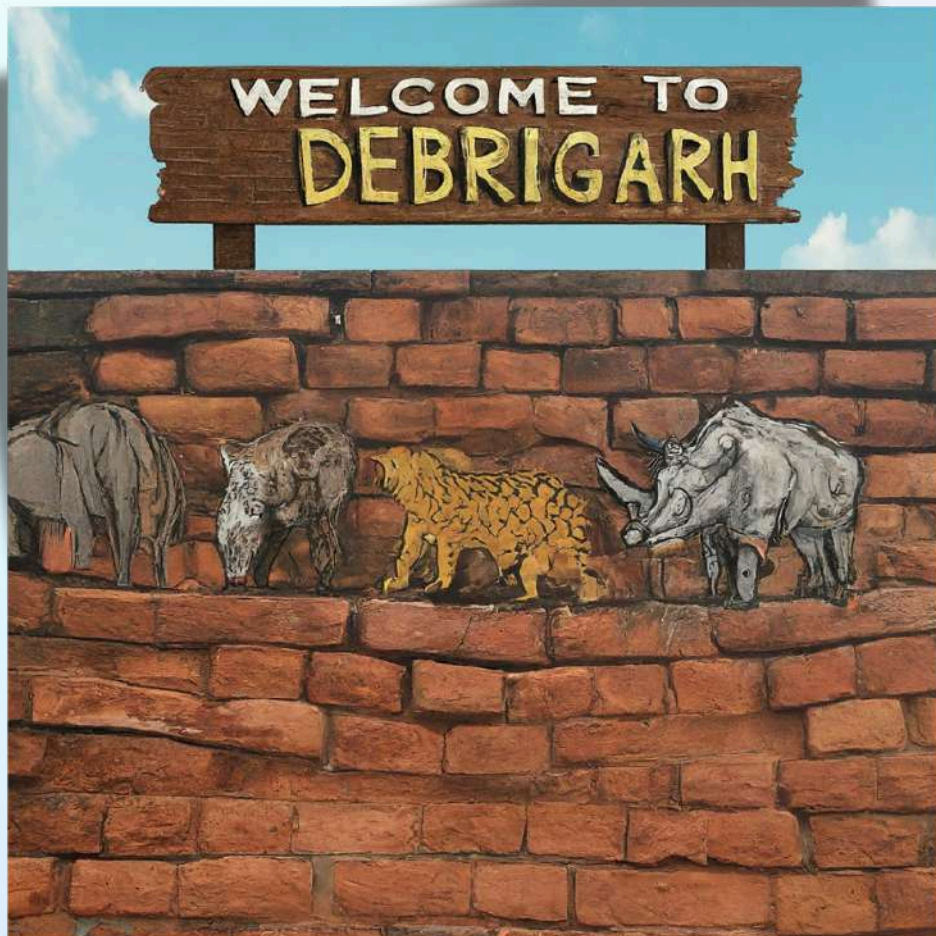
Nestled just 16 kilometers from Sambalpur, Hirakud Dam beckons with not just its grandeur, but a treasure trove of experiences. Explore the mighty dam itself, or take a scenic drive along the left or right dyke. Ascend Gandhi Minar or Jawahar Minar for breathtaking panoramas of the reservoir. Down below, Jawahar Udyan offers a tranquil escape, while the ropeway whisks you between the gardens and Gandhi Minar. And for the adventurous, a boating complex awaits near Zero Point, promising an unforgettable exploration of Hirakud's aquatic beauty.



# PLACES TO VISIT IN SAMBALPUR



## Debrigarh Wildlife Sanctuary

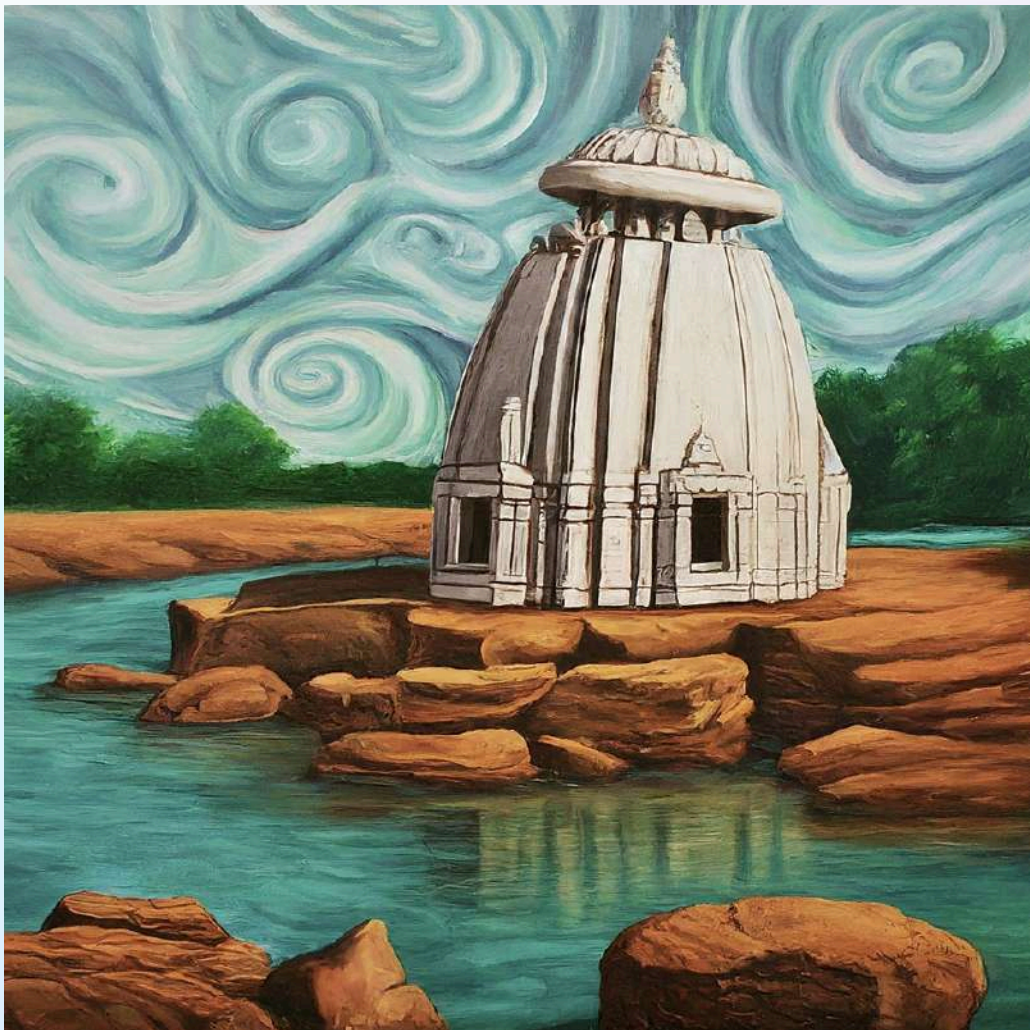


The wonders don't stop there! Just 4 kilometers away in Burla, the APJ Abdul Kalam Planetarium & Science Park offers a fascinating glimpse into space and scientific marvels. And for wildlife enthusiasts, the right dyke conveniently leads to the entry point of the famed Debrigarh Wildlife Sanctuary in Bargarh district. From the dam's majesty to the sanctuary's diverse creatures, Hirakud promises an unforgettable adventure for every kind of traveler.

# PLACES TO VISIT IN SAMBALPUR



## Huma



Unveiling a marvel of tilted devotion, a mere 26 kilometers from Sambalpur's heart lies the quaint village of Huma. Here, time seems to stand still beneath the watchful gaze of the 17th-century Bimalleswar (Shiva) Temple. This captivating structure isn't just renowned for its spiritual significance, but also for its intriguing tilt, earning it the title of India's Leaning Temple. Adding to the allure of Huma, the nearby Mahanadi River teems with an abundance of Kuda fish, a local delicacy that promises to tantalize your taste buds after a day of exploration.

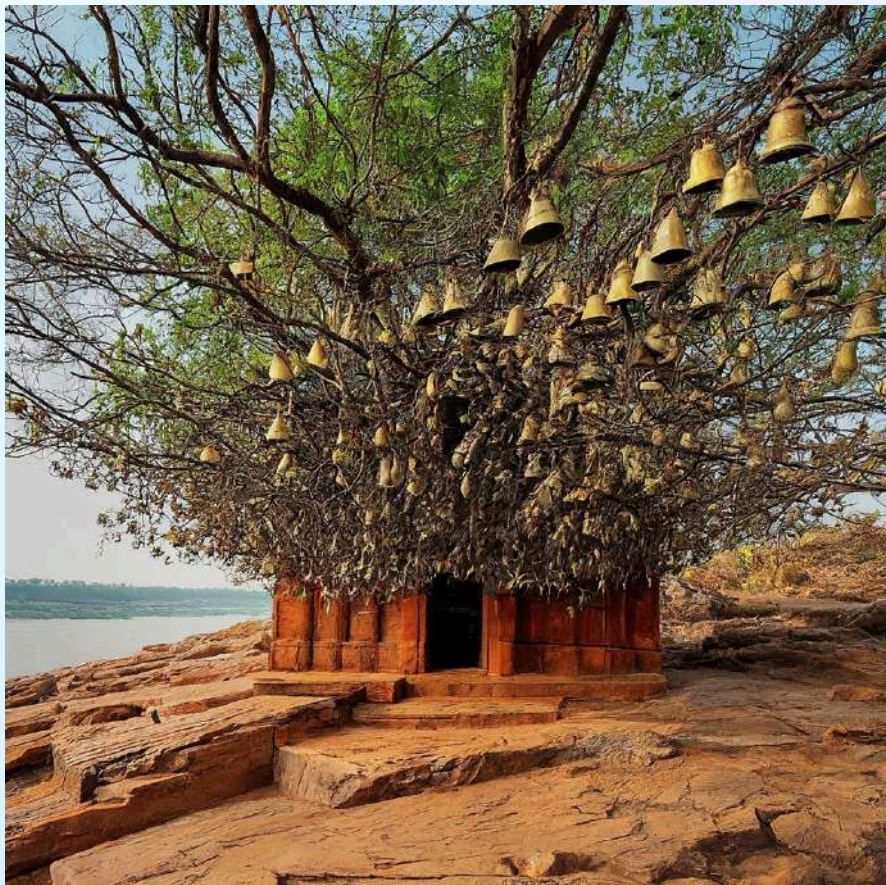


# PLACES TO VISIT IN SAMBALPUR



## Ghanteswari and Chipilima Hydroelectric Project

Eighteen kilometers downstream from Sambalpur, a detour on the Mahanadi River unveils Chipilima. Seek blessings at the Ghanteswari Temple, adorned with countless bells that chime in the breeze. Witness the engineering marvel of the



Chipilima Hydroelectric Plant, nestled amidst scenic hills. The route to Chipilima winds through picturesque foothills, adding to the charm. Unveil the artistic side of Sambalpur at Kardola village, just 2 kilometers from Chipilima. Witness live demonstrations of traditional 'Tanta' weaving, a mesmerizing display of human skill and artistry. From spiritual serenity to technological marvels and artistic mastery, Chipilima offers a captivating blend of experiences.



# PLACES TO VISIT IN SAMBALPUR



## Usakothi



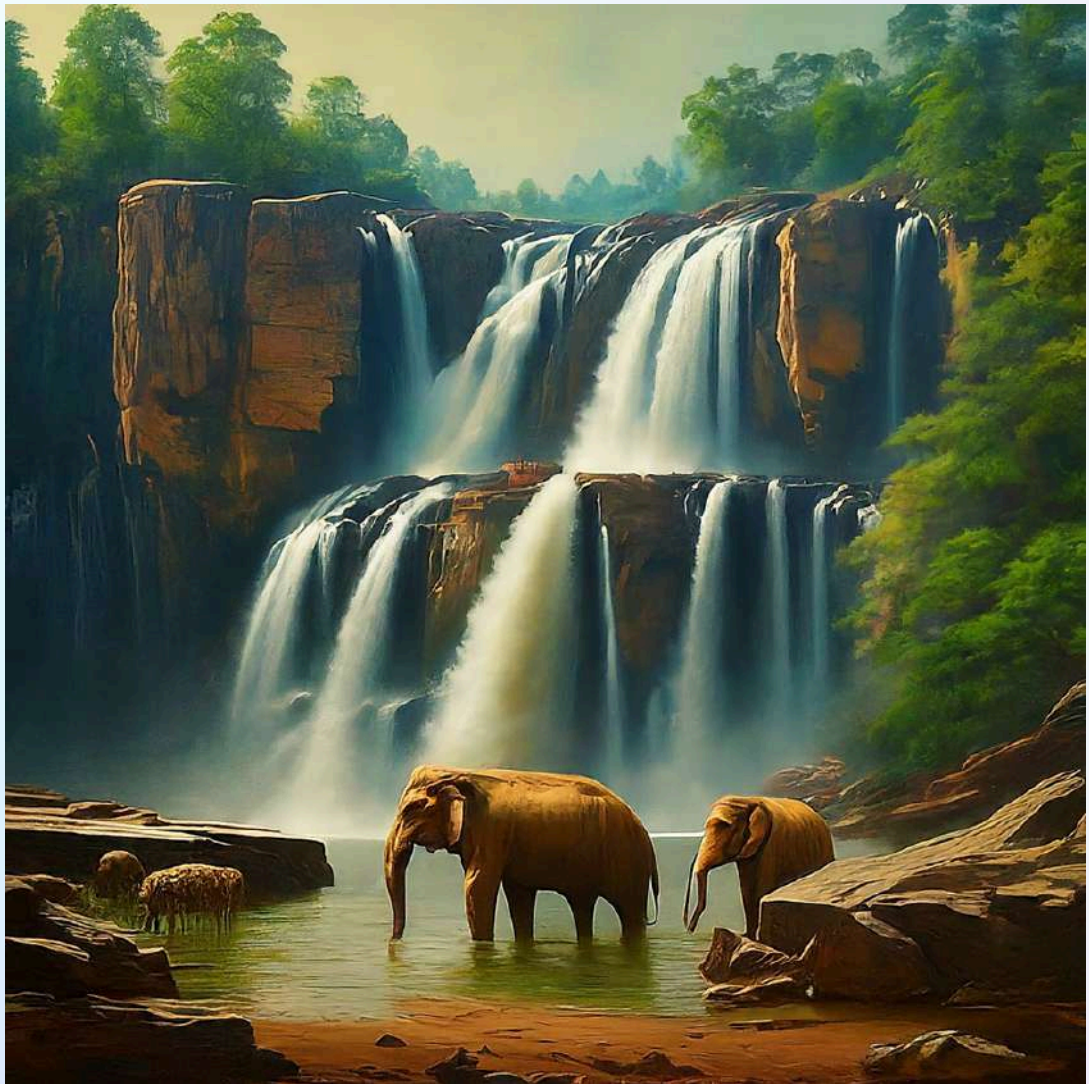
Unveiling the wild side of Sambalpur, the Badrama Wildlife Sanctuary (also known as Usakothi) lies 37 km away on NH No. 53. This haven for wildlife offers a thrilling escape for nature enthusiasts. Watchtowers scattered throughout the sanctuary provide breathtaking jungle vistas and glimpses of roaming animals. Entry to this hidden gem is granted at the village of Badrama, where you can obtain permission from the Forest Range Officer.



# PLACES TO VISIT IN SAMBALPUR



## Gudguda



Escape to a paradise 115 kilometers from Sambalpur's center - the cascading Gudguda Waterfall. This haven of serenity boasts breathtaking scenery and a tranquility that entices visitors year-round. Lush litchi orchards blanket the surrounding area, adding to the visual feast.

# SHOPPING VENUES IN SAMBALPUR



Apart from global fashion retail outlets like MAX Fashions, Pantaloons, Reliance Trends and Zudio, Sambalpur boasts of its local ventures like Village Craft which was started in 2005 with a vision of empowering the artisans who earn their livelihood by working in the field of art and craft.

They have recently launched an exclusive boutique in Sambalpur city, around Ainthapalli.

Address - A-33, Pradhanpara Rd, near Jamkani Mandir, Sambalpur, Odisha 768004

Contact - 097760 30300

In case one is looking to buy traditional handloom clothes, small shops around Gol-Bazaar could be found. People can also look at the store of Sakshi Handloom, which has been Odisha's one-stop destination for Handloom sarees. Started in 1991, Sakshi Handloom boasts of being the World's largest Sambalpuri Handloom portal online, with over 600 looms to their name.

Address - Main Rd, Sahayog Nagar, Budharaja, Sambalpur, Odisha 768004

Contact - 082493 54545





**Indian Institute Of Management**  
**Sambalpur**  
**Basantpur, Near Gosala**  
**Sambalpur (Odisha)**  
**Pin - 768025**  
**[www.iimsambalpur.ac.in](http://www.iimsambalpur.ac.in)**