

# Impact and Importance of Environmental Ethics Today's Berhampur City

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## Abstract

The study on the impact and importance of environmental ethics in contemporary Berhampur holds significant relevance for academic, policy, and practical domains. Firstly, from a cultural and historical perspective, Berhampur's rich heritage underscores the importance of understanding its past to inform present-day decisions. By examining how historical practices have shaped the city's environment, policymakers and practitioners can develop strategies that honor cultural traditions while fostering sustainability. Secondly, the economic importance of Berhampur as a trading hub emphasizes the necessity of sustainable development practices to ensure long-term prosperity. As economic activities often intersect with environmental concerns, integrating environmental ethics into economic policies can lead to more resilient and equitable growth trajectories, benefiting both businesses and communities. Moreover, Berhampur's geographical context as a coastal city presents unique environmental challenges such as climate change and coastal erosion. Understanding and addressing these challenges through the lens of environmental ethics is crucial for safeguarding the city's ecological integrity and enhancing its resilience against future environmental threats. This interdisciplinary approach can provide valuable insights for scholars, policymakers, and practitioners seeking to promote sustainable development in Berhampur and similar coastal cities worldwide.

**Keywords:** Berhampur city, BeMC, Environmental Ethics, Urban Sustainability & Urbanization

## Introduction

Heaven is the place where you feel peace because of nature, where mountains and beaches are stay together at the same place. You can find the same environment at earth which is a city in the name of 'Berhampur'. Berhampur is city locket on Ganjam district at Odisha state in Indian country of Asia continent. The coordinates of Berhampur's latitude and longitude are: 19.314962, 84.794090. It is situated about 100 miles from the odisha's capital city of Bhubaneswa. It is oldest city of Ganjam. It is a 4<sup>th</sup> most popular city in Odisha and 113 ovarall in india. Berhampur is largest city in the southern part of Odisha. It serves as the primary trading hub for Southern Odisha, exerting its influence all over districts in the region as well as its neighbor states cities. It is also known as the crown of Ganjam district. The Ganjam District, deriving its name from "Ganj-i-am," meaning the "Granary of the world," is rich in historical significance. The historical part of the city and its district is the Kalinga Empire under King Ashoka's rule, it faded into obscurity after the decline of the Mauryan Empire. The French briefly administered the district until the English invasion in 1759, leading to British colonial rule in 1794. Throughout its history, Berhampur and Ganjam District has been home to notable figures such as

V.V.Giri, Biswanath Dash, Binayak Acharya, Kabi Samrat Upendra Bhanja, Sasi Bhusan Rath, Kabi Suriya Baladev Rath, Kalinga Bira Biju Patnaik, Raja Bahadur Ramchandra Mardraj Deo, Chakra Bisoyi and Padmasri Bhagban Sahu are some of the prominent personalities of Berhampur and its District. Its district has witnessed many historical events and monuments from its past. Jaugada fort stands as the symbol of all the historical heritage connected with the Rushikulya Valley civilisation. Athagadapatna is the birth place of famous Odia poets Kabisurya Baladev Rath and Kabi Jadumani Mahaptra. The modern city Berhampur and its district carved out of the Vizag district of Madras Presidency and came into existence on 31.03.1936. It is separated from Madras Presidency and formed a part of the newly created state of Odisha with effect from 1.4.1936. The re-organized district comprises the whole of Ghumusar, Chatrapur and Baliguda divisions, part of old Berhampur taluk.

Berhampur is a city on the eastern coastline of Odisha, India. The life line of Berhampur city is Rushikulya River. Berhampur is also known as Brhamapur and The Silk City of Odisha, in the Modern era it is also called as Food capital of Odisha. If we try to understand the meaning of its name and origin of this city we can find the word Brahmapur is derived from the Sankrit word Brahmapuri it means a settlement of learned Brahmins in town and cities or in any selected area for education purpose. Some says the city's name is believed to originate from Lord Brahmeswara, venerated in a temple located in Lathi, approximately 4 km away from the central town. Its name also known as the Silk City of Odisha, because the cult of Buddhi Thakurani traces its origins to the establishment of Brahmapur town around 1672 AD. The Telugu Lengayat Dera community, invited by the Raja Saheb of Mahuri to pursue their weaving profession, introduced the Ghata Yatra (Pot Festival) to honor the divine Mahamayee Thakurani in Brahmapur. Led by their chief, Kota Chandramani Kubera Senapati, the Dera community migrated to Mahuri and Brahmapur, continuing their traditional craft of weaving tussar silk products or Patta Matha or Silk Sharees or Silk cloth products. Brahmapuri Patta saree is registered (application no. 220) under the Geographical Indications (GI) of Goods (Registration and Protection) Act by Government of India. The Ghata Yatra served the dual purpose of venerating Thakurani and promoting the sale of their silk wares. Brahmapuri Patta saree is registered (application no. 220) under the Geographical Indications (GI) of Goods (Registration and Protection) Act by Government of India. For this famous silk work, Brahmapur is also known as silk city of India. Brahmapur is well-known for its delicious food and bustling markets, often referred to as the food capital of Odisha. Because Berhampur is a city where you'll encounter both Telugu and Odia communities, offering a fusion of their cuisines. Here, you can savor delightful dishes that combine Telugu and Odia flavors, making it a haven for food enthusiasts. Hence it is called food capital of Odisha.

The city of Brahmapur has a rich historical background. In April 1923, a significant meeting of the 'Utkal Union Conference' convened in Brahmapur, chaired by Kalpataru Das. This gathering drew numerous Congress workers who shared the common goal of uniting Odia areas under one administration, albeit with differing opinions on the methods to achieve it. Presently, Brahmapur is governed by the Brahmapur Municipal Corporation (BeMC). Initially established as a municipality in 1867, it was later elevated to municipal corporation status on 29 December 2008. In 2021-22, the Municipal body celebrated its 155th anniversary.

## Review Literature

A comprehensive exploration of the historical significance of Berhampur in the context of Odisha reveals its multifaceted cultural, educational, and economic importance. Berhampur's cultural heritage is

underscored by the establishment of Satyabadi and the Oriya Women's Association in the early 20th century, as documented in "Chronological Accounts of Orissan History" (Odisha Government, 1914) and the "Monthly magazine Satyabadi." Additionally, Berhampur's role as a hub for social awareness is highlighted by the publication of the English Daily "New Orissa" in 1933, as detailed in the same historical accounts. Furthermore, Berhampur's significance is further underscored by the establishment of Berhampur University in 1967, as noted in the "Ganjam district report" (Ganjam district report, year). Moreover, historical appraisals, such as Sarita Nayak's article "Cities and Towns in Early Odisha: A Historical Appraisal," highlight Berhampur's strategic importance as the location of Jaugarh, a fortified provincial headquarters during the 3rd century BCE, contributing to its historical and archaeological significance.

The establishment of the Health Care and Maternal Health Care center in Berhampur in 1900 marked a significant milestone in the region's healthcare landscape, representing an early initiative in maternal and child health provision (Reference: Das, N. C. (2019). Evolution of Maternity and Child Welfare Centers in Orissa: A Historical Review. *Odisha Historical Research Journal*, 58(1 & 2), 123-138). Originally conceived as a clinic for women and children, it later evolved into the Christian Hospital for Women and Children. This pioneering effort paved the way for the development of similar centers across Orissa, with the province boasting four significant centers dedicated to maternity and child welfare work by 1936, one of which was located in Berhampur. The study sheds light on the changing landscape of maternal and newborn health, emphasizing the role of midwifery and the evolution of healthcare services and training systems in the region. Additionally, it highlights the collaborative efforts between local subscriptions, particularly from the zamindars of the district, and government contributions in establishing and sustaining such healthcare facilities.

The urban reforms in Berhampur, Odisha, have been comprehensively outlined in the "Town Level Background Note on Berhampur City (Odisha)" by KIIT School of Rural Management, KIIT University, Bhubaneswar, July 2011. This document highlights various government initiatives, such as IHSDP, SJSRY, NSDP, VAMBAY, Antodaya Anna Yojana, Annapurna Scheme, and UIDSSMT, aimed at addressing key challenges including housing, employment, and infrastructure development. These programs aim to uplift marginalized communities and promote inclusive, sustainable urban development. However, their success in Berhampur hinges on effective implementation strategies and community engagement, with continuous monitoring and adaptation being imperative to meet the evolving needs of the urban population (KIIT School of Rural Management, 2011).

The Ryotwari system, replacing the Zamindari system in the Ganjam plains including Berhampur, Chhatrapur, and Ghumsar during the early 19th century, represented a significant shift in land tenure arrangements (Das, 1979). Under this system, revenue collection was overseen by Company-appointed officials, granting tenants rights over land in exchange for fixed annual rent, thus providing security to peasants through documents known as 'Patta' which detailed their land and rent obligations, allowing for independent land management without state interference (Das, 1979). The introduction of Wood's Despatch in 1854 during Lord William Bentinck's tenure as Governor-General led to substantial advancements in education, notably marked by the establishment of the Berhampur Zilla School in 1855, which later evolved into a degree college, showcasing the impact of colonial reforms on educational infrastructure (Das, 1979). Moreover, the socio-cultural landscape of Odisha witnessed transformations with the spread of English education and the efforts of local rulers and philanthropists like Maharaja Krushna Chandra Bhanja and the Raja of Khallikote, contributing to educational progress despite social

prejudices against women (Das, 1979). The rise of associations like the Ganjam Utkal Hitabadini Sabha and subsequent conferences in Berhampur highlighted growing awareness and unity among Odia-speaking communities, leading to discussions and resolutions at the first Odia national conference in Cuttack in 1903, ultimately resulting in the formation of the Utkal Sammilani advocating for socio-economic reforms and regional unity (Das, 1979). Furthermore, local resistance and aspirations for self-determination were evident through initiatives like the promotion of Swadeshi textiles and the revolt led by Laxman Naik against British rule, underscoring Berhampur's role as a locus for socio-economic and political transformations in colonial Odisha (Das, 1979).

### **Importance of the study**

The study on the impact and importance of environmental ethics in contemporary Berhampur holds significant relevance for academic, policy, and practical domains. Firstly, from a cultural and historical perspective, Berhampur's rich heritage underscores the importance of understanding its past to inform present-day decisions. By examining how historical practices have shaped the city's environment, policymakers and practitioners can develop strategies that honor cultural traditions while fostering sustainability. Secondly, the economic importance of Berhampur as a trading hub emphasizes the necessity of sustainable development practices to ensure long-term prosperity. As economic activities often intersect with environmental concerns, integrating environmental ethics into economic policies can lead to more resilient and equitable growth trajectories, benefiting both businesses and communities. Moreover, Berhampur's geographical context as a coastal city presents unique environmental challenges such as climate change and coastal erosion. Understanding and addressing these challenges through the lens of environmental ethics is crucial for safeguarding the city's ecological integrity and enhancing its resilience against future environmental threats. This interdisciplinary approach can provide valuable insights for scholars, policymakers, and practitioners seeking to promote sustainable development in Berhampur and similar coastal cities worldwide.

### **Objectives of the Study:**

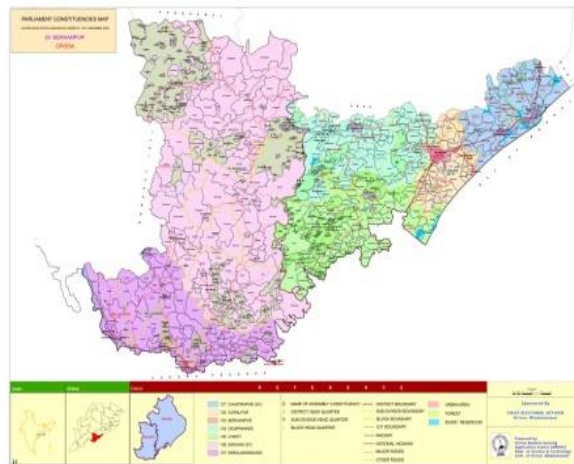
- To Evaluate the environmental challenges facing Berhampur, including pollution, deforestation, habitat loss, cyclonic storms, and climate change impacts.
- To Develop and implement initiatives to raise awareness about environmental issues among Berhampur's residents, emphasizing the importance of conservation and sustainable living practices.
- To investigate the influence of environmental ethics on various aspects of Berhampur's development, including tourism, economy, lifestyle, education, transportation, healthcare system, food culture, art, and craft. Assess how ethical considerations inform decision-making processes and contribute to sustainable development
- To examine the impact of environmental ethics on tourism and economic development in Berhampur. Analyze how the promotion of ethical tourism practices and conservation.
- To measure the influence of environmental ethics on lifestyle choices, educational practices, and infrastructure development in Berhampur

### **Methodology of the study**

The methodology employed in this study is qualitative in nature, relying solely on secondary data sources. Data collection was conducted through a thorough review of literature from various scholarly

works including books, research papers, and reports published in both Odia and English languages. Additionally, local newspapers, social networking sites (SNS), district administrative publications, and relevant research-oriented websites were utilized to gather comprehensive information. The analysis, findings, conclusions, and discussions in this research paper were derived using narrative and theoretical frameworks. By employing qualitative methodologies and drawing from diverse secondary data sources, this study aims to provide valuable insights into the impact and significance of environmental ethics in the contemporary context of Berhampur, contributing to scholarly discourse and informing practical interventions for sustainable environmental management in the region.

## Conceptual Analysis and Discussions:



Berhampur, a city situated on the eastern coast of Odisha, India, is closely tied to the Rushikulya River. Originally known as Brahmapur in Sanskrit, meaning "The Abode of Lord Brahma," the city's name reflects its historical significance. The term Brahmapur is derived from "Brahmapuri," indicating a settlement of learned Brahmins for educational purposes. Some believe the name originates from the nearby Brahmaeswara Temple in Lathi. During British rule, the name was anglicized to Berhampur but has since been officially restored to Brahmapur. Surrounded by ancient forests dating back to Emperor Ashoka's reign, the city's history is rich and diverse.

## Assessing Environmental Challenges:

Berhampur town is positioned at 19.32°N latitude and 84.78°E longitude, boasting 37 wards and surrounded by expansive cultivable plains. These plains are encircled by hillocks containing granite rocks, which serve as a significant source of employment and revenue. With a gentle slope towards the Bay of Bengal, Berhampur sits at an altitude of 24 meters above sea level. The city's topography, geological features, and climate offer ample potential for continuous expansion and development. While the area is relatively less prone to seismic hazards like earthquakes, volcanic eruptions, and tsunamis, it faces vulnerability to cyclones, primarily occurring between June and October. The city faced a series of powerful cyclones after the devastating Super Cyclone of 1999. These cyclones brought immense destruction, leaving behind shattered homes, shattered lives, and shaken spirits. But from the ruins emerged a powerful spirit of resilience. Despite the hardships, the people of Berhampur refused to give up. They came together, lending a helping hand to their neighbors, rebuilding what was lost, and standing strong against the storm. Since the Super Cyclone of 1999, Berhampur endured several significant cyclones: 1999 Super Cyclone: Striking on October 29, 1999, it was the most devastating,

claiming over 10,000 lives and inundating large areas along the coastline. Cyclone Phailin (2013): Making landfall near Gopalpur, it caused massive destruction to power supply, communication, and transport systems, affecting thousands of villages in south and coastal districts. Cyclone Hudhud (2014): Severely affecting parts of Odisha with heavy rainfall and strong gale winds, causing structural damage and loss of lives. Cyclone Titli (2018): Causing extensive damage across eight districts, unexpectedly changing its course and triggering heavy rainfall and flooding. Cyclone Fani (2019): Hit Puri with destructive winds, causing massive damage to forests, environment, and agriculture. Cyclone Bulbul (2019): Though making landfall in West Bengal, it caused significant damage to agriculture in Odisha. Cyclone Amphan (2020): Impacting coastal areas and affecting millions of people, it was the costliest cyclone ever recorded in the North Indian Ocean. Cyclone Yaas (2021): Making landfall in Odisha, it affected millions of people and caused substantial economic losses. Cyclone Gulab (2021): Crossing coasts between Kalingapatnam and Gopalpur, it affected coastal areas of south Odisha and north Andhra Pradesh. Cyclone Jawad (2021): Though sparing Odisha, it brought heavy rainfall to coastal districts. Today, Berhampur stands as a symbol of hope and determination. Its streets may bear the scars of the past, but they also tell a story of triumph over tragedy. The city's journey is a testament to the power of resilience and the human spirit's ability to overcome even the toughest of obstacles. As Berhampur continues to rebuild and grow, it serves as an inspiration to all who face adversity. Its story reminds us that no matter how dark the days may seem, there is always hope on the horizon. And with unity, courage, and compassion, we can weather any storm that comes our way.

In response to the recurring cyclones impacting Berhampur, the Odisha government has undertaken proactive measures to enhance preparedness and recovery efforts in the region. Crucial steps have been implemented, including strengthened disaster preparedness through the establishment of early warning systems and evacuation plans to ensure a swift response and minimize loss of life during cyclones. Infrastructure resilience has been prioritized with upgrades to critical infrastructure such as roads, bridges, and power lines to withstand cyclonic winds and flooding. Additionally, resilient shelters have been strategically constructed to provide safe refuge for vulnerable populations during emergencies. Sustainable development practices have been promoted to reduce vulnerability to natural disasters, including efforts to preserve green spaces and wetlands to mitigate flooding and enhance ecosystem resilience. Community engagement has been fostered through community-led initiatives empowering local leaders and volunteers to coordinate relief efforts and support affected communities. Economic diversification efforts have successfully reduced dependence on cyclone-vulnerable sectors, while climate adaptation measures have mitigated the impact of cyclones on vulnerable populations through strengthened coastal defenses and climate-smart agriculture. Reconstruction efforts following cyclones have embraced the "build back better" approach, incorporating resilience measures into infrastructure projects and promoting sustainable urban planning to minimize future risk. Investment in education and awareness has significantly increased public knowledge about cyclone preparedness, climate change, and disaster risk reduction, ensuring residents are well-informed about safety measures and resilience-building efforts. These comprehensive measures have successfully strengthened Berhampur's resilience to cyclones, fostering a safer, more sustainable future for its residents.

For this reason Odisha stands as a beacon of disaster management excellence, especially highlighted by its response to Cyclone Fani and other natural calamities. Over the years, the state has transformed itself into a model for disaster preparedness and mitigation, learning from past experiences and embracing innovative solutions. Key initiatives such as early warning systems, community engagement, resilient

infrastructure development, and effective coordination between various stakeholders have significantly reduced the loss of lives during disasters. The state's proactive approach, exemplified by the establishment of the Odisha State Disaster Management Authority (OSDMA) even before the formation of the National Disaster Management Authority, underscores its commitment to safeguarding its citizens. Notably, Odisha's success in minimizing casualties during cyclones like Phailin and Fani, despite their intensity, reflects its robust disaster management strategies. Community-driven mock drills, the establishment of multipurpose cyclone shelters, and investment in early warning dissemination systems have played pivotal roles in this achievement. The World Bank's collaboration with the Odisha government in disaster mitigation projects, including the Odisha Disaster Recovery Project and the National Cyclone Risk Mitigation Program, has further bolstered the state's resilience. Through these efforts, Odisha has not only reduced the loss of lives but also focused on safeguarding infrastructure and livelihoods, recognizing the importance of holistic disaster risk management. As other states grapple with increasing climate risks, Odisha's experience offers valuable lessons in disaster preparedness and community resilience-building. The state's emphasis on community engagement, infrastructure resilience, and early warning dissemination can serve as a blueprint for effective disaster management nationwide. In essence, Odisha's journey from vulnerability to resilience, epitomized by the remarkable efforts in Berhampur and beyond, exemplifies the power of proactive governance, community participation, and strategic partnerships in building a safer and more resilient future amidst the looming threat of natural disasters.

In a groundbreaking initiative, the Government of Odisha, in partnership with the Berhampur Municipal Corporation and the International Finance Corporation (IFC), has spearheaded a transformative public-private partnership (PPP) to revolutionize solid waste management in Berhampur, Odisha. Facing challenges of inadequate waste collection, pollution, and environmental degradation, Berhampur was in urgent need of a sustainable solution. With less than half of its population benefiting from door-to-door waste collection and rampant dumping on the streets, the city was grappling with severe health hazards and environmental deterioration. Enter UPL Environmental Engineers Limited, awarded the 20-year concession to overhaul Berhampur's waste management system. Under the visionary leadership of the Odisha government and IFC's strategic guidance, UPL will undertake a comprehensive approach encompassing waste collection, transportation, treatment, and disposal. The project's financial viability was ensured through innovative financing mechanisms, including capital grants and concessional loans, making it affordable for the municipality. Furthermore, the introduction of an escrow account mechanism mitigated payment risks, instilling confidence in private sector investors. The outcomes of this ambitious endeavor are set to be transformative. With daily door-to-door waste pickup services benefiting over 350,000 residents, including those in low-income areas, the project promises to reduce environmental and health risks significantly. A composting facility with a capacity of 150 tons per day will further contribute to sustainable waste management practices. Beyond Berhampur, the project sets a precedent for replication in other Indian municipalities, with the potential to catalyze similar initiatives nationwide. Leveraging lessons learned and bid documents developed under this project, the Odisha government is poised to extend its impact to other regions, reaffirming its commitment to sustainable urban development. As we witness the dawn of a new era in waste management in Berhampur, Odisha, it serves as a testament to the power of collaboration, innovation, and public-private partnerships in addressing pressing environmental challenges and transforming communities for the better.

In order to enhance the environmental conditions in Berhampur, the Berhampur Municipality Corporation (BeMC) should prioritize the implementation of comprehensive plans aimed at reducing air and water pollution, conserving natural resources, promoting sustainable waste management practices, expanding green spaces, and raising awareness about environmental conservation. This could be achieved through several key strategies. First, legislation and policy development should focus on enacting and enforcing strict environmental regulations to limit emissions, promoting renewable energy sources, regulating water usage, and incentivizing eco-friendly practices. Second, investment in clean technologies, such as solar and wind power, electric vehicles, and water treatment technologies, is crucial for reducing emissions and ensuring clean water supply. Third, sustainable waste management programs, including recycling, composting, and reducing single-use plastics, should be established to minimize waste generation. Fourth, expanding green spaces and urban parks through tree plantation drives and incentivizing their maintenance would contribute to enhancing the city's green cover. Additionally, measures to conserve biodiversity, mitigate climate change impacts, and raise environmental awareness through education campaigns, community engagement, and integration of sustainability into development plans are essential for achieving long-term environmental sustainability in Berhampur. These initiatives will not only improve the overall quality of life but also contribute to the preservation of natural resources and biodiversity, thereby making Berhampur a more environmentally sustainable city.

### **Healthcare System:**

Health is not just a fundamental human right; it is the cornerstone of societal well-being and economic prosperity. In Odisha, where disparities in healthcare access persist, the imperative to strengthen the healthcare system has never been more urgent. As we navigate the complexities of improving healthcare delivery and addressing public health challenges, we must recognize that investing in health is not only a moral imperative but also a strategic pathway to fostering national development and prosperity. For this reason Odisha Government provides some facilities like free health care services, free medicines and free treatment for all public of Odisha. In Berhampur health care System is smoothly function because of governments initiative actions toward Health & Family Welfare plan. We can find some Public and privet hospitals in Berhampur, like City Hospital, AMIT HOSPITAL, Aastha Hospital, Red Cross Hospital, Zanana Hospital, Nidan Diagnostic and Research Center, MKCG Medical College and etc. From these hospital MKCG Medical college is major Hospital. If we try to know its history and importance we will find it established by the Government of Odisha, M.K.C.G. Medical College & Hospital, Brahmapur, serves as a vital healthcare and educational institution in southern Odisha. With a sprawling campus spanning 162 acres, it aims to produce skilled healthcare professionals and provide tertiary healthcare services to the community. Recognized by professional bodies like the Medical Council of India, the institution offers various medical and para-medical courses, including MBBS and postgraduate specialties. Originally an extension of S.C.B Medical College, Cuttack, it shifted to Brahmapur in 1962 and began operating from the District Head Quarter Hospital. The current building was inaugurated in 1969, with Prof. Sukumar Das playing a pivotal role in its establishment. Over the years, the college has expanded its intake capacity and introduced new courses, contributing significantly to the healthcare workforce in India and abroad. The medical college serves as a referral hospital, providing multi-specialty tertiary care to the region. Admission is highly competitive and solely



merit-based. The institution's legacy of excellence in medical education and patient care continues, with recent approval for an increase in MBBS seats from 150 to 250 by the Government of India in 2016.

In Berhampur, the people are getting benefits of government health schemes like Ayush Yojna it promotes health schemes and execution, Jan Aushadhi it is a campaign—public welfare scheme of Government of India. It was launched by the Department of Pharmaceuticals to provide quality medicines at affordable prices to the masses through special kendras known as Jan Aushadhi Kendras. Biju Swasthya Kalyan Yojana is an ambitious move to revolutionize healthcare accessibility, Odisha's Chief Minister, Naveen Patnaik, introduced the Biju Swasthya Kalyan Yojana (BSKY). With a dedicated budget of 250 crore rupees, this universal health coverage scheme extends its reach to approximately 70 lakh families across the state. Offering a plethora of services, BSKY ensures free healthcare facilities spanning from subcenters to district headquarters, with Swasthya Mitras stationed to assist at every step. Key highlights of the scheme include an annual health coverage of Rs 5 lakhs per family, rising to Rs 7 lakhs for female members. Families enrolled in Biju Krushak Kalyan Yojana (BKKY) receive a health card containing household details, facilitating seamless access to healthcare. Notably, the scheme caters to both Below Poverty Line (BPL) and Above Poverty Line (APL) families, unlike Ayushman Bharat Yojana, which exclusively covers BPL cardholders. BSKY extends its benefits beyond the borders of Odisha, allowing treatment in premier hospitals nationwide. Notably, premier healthcare facilities like Tata Memorial, CMC Vellore, and Narayana Hrudalaya are covered under this scheme. Moreover, patients referred to hospitals outside Odisha receive a conveyance allowance of Rs 2000. The scheme's evolution unfolds in phases, each aimed at expanding coverage and enhancing services. The inaugural phase prioritized universal access to free healthcare services, providing coverage to 70 lakh families. Building upon its success, the second phase introduced cashless healthcare in private facilities through Smart Health Cards, benefiting 96 lakh families in a phased manner. The third phase marked a milestone by extending coverage to all rural families, effectively eliminating financial barriers to critical healthcare services. By including previously underserved populations, BSKY ensures that no family in Odisha is left vulnerable due to financial constraints. With Biju Swasthya Kalyan Yojana, Odisha sets a precedent in healthcare reform, striving to ensure equitable access to quality healthcare services for all its residents, regardless of income or status. Gopabandhu Sambadika Swasthya Bima Yojana, AMA Clinic Yojana, Odisha Sahaya Scheme, Odisha Nidan Scheme, Anmol Yojana, Shishu Abond Matru Mrutyuhara Purna Nirakaran Abhiyan (SAMPURNA) scheme, Mamata scheme etc.

To enhance the healthcare system in Berhampur, a multi-faceted approach is recommended. Firstly, there should be a focus on strengthening primary healthcare infrastructure by upgrading hospitals, clinics, and medical facilities to ensure accessibility and affordability for all residents. Secondly, investment in healthcare technology, telemedicine, and disease surveillance systems is essential to improve healthcare delivery, disease prevention, and emergency response capabilities. Thirdly, collaboration with public and private sector stakeholders is crucial to address healthcare disparities, promote health equity, and ensure universal health coverage, especially for vulnerable populations. By implementing these measures, the Berhampur healthcare system can be significantly improved, providing better healthcare services and outcomes for its residents.

## Transportation

The proposed transportation developments aim to transform the city's infrastructure to meet the evolving needs of its residents. By enhancing road networks, public transportation systems, and connectivity to

neighboring regions, the city seeks to improve accessibility and mobility. Emphasis is placed on promoting sustainable modes of transportation, such as walking, cycling, and public transit, to reduce reliance on private vehicles and mitigate environmental impacts. Additionally, the introduction of smart transportation solutions, including traffic management systems and multi-modal transit hubs, will optimize efficiency and convenience for commuters. Overall, these initiatives aim to create a more connected, efficient, and sustainable transportation network that enhances the city's livability and fosters economic growth. For this BeMC and Odisha government provides City Bus and Odisha LAccMI Scheme etc.

### Tourism

Located in Southern Odisha, Berhampur, serves as the region's largest city and gateway. Influenced by its proximity to Andhra Pradesh and historical ties to the Madras Presidency during British rule, Brahmapur boasts a distinct South Indian touch in its dialect and culture. In History Brahmapur, known as the Silk City, owes its reputation to the renowned Silk Patta Sarees. The weaver community, locally known as the Dera community, migrated from Rajahmundry to Brahmapur in the 17th century at the request of King Harihar Narayan Dev of the Mahuri Dynasty. Cultural Significance: The city's love for theater and cinema is evident through institutions like the Ganjam Kala Parishad and Prakasam Hall, among the oldest theater halls in the country. Although the oldest movie hall, Sri Sitaram Vials Talkies, established in 1927, closed down after the super cyclone in 1999, some present timecinema theaters are Rukmani Cinema Hall,PSR, Goutam Cinema Hall, Siva & Sakti Cinema Hall, Payal Halll etc are remains a testament to Brahmapur's cinematic heritage. Must-Visit Attractions are **Mahurikalua Temple**, Nestled in the forest range of Kerandi hills, this temple dedicated to Goddess Mahuri Kalua offers a picturesque setting along the Berhampur-Western Odisha highway. **Narayani Temple**, Situated amidst the Eastern Ghats, this temple dedicated to Goddess Narayani is revered for its scenic beauty and perennial spring. **Budi Thakurani Temple**, Considered the most auspicious temple in Berhampur, this temple is devoted to Maa Budi Thakurani, the main deity of the city, worshipped by the weaver community since the 17th century. These attractions offer a glimpse into Brahmapur's rich cultural and religious heritage, making it an ideal destination for travelers seeking to immerse themselves in Odisha's history and traditions. The **Tara Tarini Temple**, situated in the Kumari hills along the Rushikulya river near Purushottampur in Ganjam district of Odisha, holds significant religious importance. Devotees worship Maa Tara Tarini as the Breast Shrine of Adi Shakti Sati Devi, making it one of the oldest pilgrimage centers dedicated to Hindu mother goddesses. This temple is renowned as one of the four major Shakti Peethas and Tantra Peethas in India, symbolizing the divine presence of Parashakti. Shakti Peethas hold immense reverence among followers of the Shakta sect of Hinduism and are considered sacred abodes of divine feminine energy. The origins of Shakti Peethas trace back to the Daksha yajña and Sati's self-immolation, contributing to the proliferation of Shaktism in India. As a major pilgrimage center, the Tara Tarini Temple attracts devotees seeking blessings and spiritual fulfillment, further enriching the cultural and religious fabric of the region. **Siddha Bhairavi temple** is a shrine situated at Mantridi in Ganjam district of Odisha India. The presiding deity is the goddess Bhairavi. Carved in crude fashion, the idol features one leg and four hands. It is said that this idol was excavated from a ploughed field. Maa Balakumari Temple,Maa Balakumari temple is situated 9 km from Chikiti and 37, Brahmapur. Maa Balakumari is worship on the top of the Kerandimala mountain. The **Danda Kali Temple** in Gosaninuagaon, Berhampur, is a Hindu shrine dedicated to Maa Danda Kali. Situated behind

the Shri Utteraswara temple, this sacred site holds cultural and religious significance for devotees. One of the notable traditions observed here is the "Danda Nacha" festival, which takes place annually during the month of Chaitra (March-April). This festival attracts devotees who come to participate in traditional dances and rituals to honor Maa Kali. Throughout the year, pilgrims visit the temple to seek blessings and worship Maa Kali. Inside the temple, devotees offer prayers and perform rituals as part of their spiritual practice, fostering a deep sense of devotion and reverence for the deity.

**The Kedareshwar Temple**, situated near the Mukteswar Temple in Bhubaneswar, Odisha, holds significant religious importance as one of the eight Astasambhu Temples. Dedicated to Lord Shiva, the temple is locally known as 'Kedareshwar'. Devotees visit this ancient shrine to pay homage to Lord Shiva and seek his blessings. The temple's proximity to other prominent religious sites in Bhubaneswar adds to its spiritual appeal, making it a revered destination for pilgrims and worshippers alike. **Potagarh Fort**, originally the Collectorate complex of Ganjam, holds historical significance in Berhampur, Ganjam. Initially serving as administrative headquarters, it later shifted to Berhampur in 1815 and then to Chhatrapur in 1835. Situated near Ganjam village, the fort, known as the "buried fort," features thick compound walls with a surrounding moat and two intricately designed doors. Historian W.W. Hunter described it as having towers at star angles, except on the east front, where a large gateway stands. Legends tell of the fort goddess's wrath on Ganjam village and the king's escape through a secret passage to the Bay of Bengal during attacks. Despite being in ruins, Potagarh Fort remains an archaeological asset and tourist attraction, deserving preservation. ISKCON Temple Berhampur and many more. If we talk about beaches, then Berhampur is a City of beaches, like Gopalpur Beach, Aryapalli Marine Beach, Dhabaleswar Beach, Markandi Beach, Sonpur Beach, Tampara Lake etc. if we try to know about the parks then there we find Ramlingeswar park, Biju Patnaik Park, Biju Patnaik Children's Park, Gandhi Park, Nehur Park, Rock Garden etc.

To enhance tourism in Berhampur and leverage its rich cultural and natural heritage, various strategies can be adopted. Firstly, efforts should focus on promoting heritage sites through organized walks and guided tours, showcasing Berhampur's historical landmarks like ancient temples and architectural wonders. Secondly, tapping into the city's natural beauty by developing nature trails, adventure activities, and wildlife sanctuaries can attract nature enthusiasts and adventure seekers. Thirdly, the implementation of eco-tourism initiatives can highlight Berhampur's biodiversity and ecological treasures, offering activities such as birdwatching and jungle safaris while educating visitors on environmental conservation. Moreover, fostering community engagement through local collaborations can provide tourists with authentic cultural experiences like home stays and culinary tours, supporting local livelihoods. Lastly, organizing cultural festivals and events celebrating Berhampur's traditions can serve as platforms for cultural exchange and talent showcase, attracting tourists globally. By deploying these diverse tourism promotion strategies, Berhampur can establish itself as a premier destination, offering a distinctive blend of cultural heritage, natural splendor, and genuine experiences for visitors worldwide.

### **Food Culture, Art, and Craft GI Tags**

Berhampur, a city in Odisha, boasts a rich culinary heritage that blends traditional Odia flavors with local specialties. Rice, often paired with vegetables, forms the staple diet, while seafood like fish, prawns, lobsters, and crabs add a coastal flair to the cuisine. Despite its rich taste, dishes are prepared with minimal oil, appealing to health-conscious eaters. Local delicacies like Pithas, seafood, and sweets

made with coconut milk and curd are highly favored. The city is also evolving as a fast-food hub, offering a variety of options from Chinese to burgers. Street food, including Potpuri and Khaja, is a hit among locals and tourists alike. Restaurants like Kiran Bhavan and Moti Restaurant offer hygienic environments and a wide range of dishes, catering to all tastes. Sweets like Rasmalai and Arisa Pitha are popular choices for dessert lovers. Berhampur's culinary scene promises a memorable dining experience with its diverse flavors and specialties.

Berhampur, known for its vibrant food culture, offers a delightful array of Odia delicacies and flavors. Puri Upma: A desi breakfast featuring freshly fried puris, sooji upma, and spicy Ghuguni. Idli with Chutney/Sambar: A light and flavorful combination perfect for starting the day. Pakhal: Fermented rice served with Chuna Macha Bhaja and Badi Chura, offering an earthy experience. Nabat: A sweet dish made of jaggery, used for refreshing mocktails and festive drinks. Aalu Chop/Singada/Gaari: Hot mashed potato balls coated with Besan, a local favorite. Poda Pitha: A delicious pancake with crushed cashews and caramelized jaggery, savored during festivals. Dosh: South Indian dosa with chutney and sambar, loved for breakfast or evening snacks. Roll: Roti wraps with various fillings like chicken, egg, or vegetables, bursting with flavors. Chicken Pakoda: Crispy chicken fritters, a favorite snack among food enthusiasts. Khadi Mansa: Aromatic and smoky meat cuisine, a visual and flavorful treat. Sambar Gaari: Crispy fried rings soaked in sambar, enjoyed for breakfast. Pakudi: Crunchy snacks bursting with local flavors, perfect for snacking. Adisha Pitha: Sweet crispy pancakes made of rice flour and jaggery, a festive favorite. Chips: Spicy and crunchy snacks made from local veggies, a popular evening treat. Dantkilli: A blockbuster evening snack, perfect for enjoying with friends. Chhena Poda: A roasted dessert made of fresh paneer, a favorite among locals. Seugudulu: Crispy fried rings made of rice flour and sooji, enjoyed as a tea-time snack. Dhanu Muan: Crisp balls made of popped rice and caramelized jaggery, enjoyed during special occasions. Ghuguni Chaat: A mixture of lentils and spices, a popular street food delight. Satapuri Khaja: Crispy puris made of maida and wheat flour, stacked alternately and enjoyed with grated coconut. Pampada: Indian wafer made of spices and pulses paste, perfect with Dalma and rice. Anta Pakudi: Hardened pakodis, a flavorful snack loved by all. Chhena: Similar to cottage cheese, used to make various delicacies. Mutton Pulao: Spicy rice dish with aromatic flavors, a must-try in Berhampur. Lassi: Sweet and refreshing smoothie, perfect for beating the summer heat. Rasabali: Sweet Odia dish made of fried paneer balls soaked in caramelized milk. Paya Boti: Flavorful soups made of chicken legs or mutton pieces, offering a satisfying experience. Achar: Pickles made from juicy mangoes, fresh dry fruits, and tamarind, a local favorite. Spices: Aromatic and flavorful spices used in various Berhampuri dishes, adding depth to the flavors. Hence it is known as Food Capital Of odisha.

Berhampur is famous for its Silk work hence it is known as Silk city of Odisha. For this Berhampur get GI Tag, the GI Application on No.220 – Berhampur Patta (Phoda Kumbha) Saree & Joda – Handicraft.

### **Economic Importance**

Brahmapur, also known as the food capital of Odisha, is renowned for its vibrant markets and delicious cuisine. The city boasts several famous markets like Annapurna Market for cloth and accessories, Bada Bazaar for food, sweet, fruit, vegetable, grocery and other accessories Sano Bazaar for Gold, silver and industrial spear parts, Sai Complex and Ganesh Market for electronic marketing and Bhapur bazaar for Berhampur famous Pickle(Achar) and Snacks(Pampada) this market specially promotes woman upliftment in finance and economics sector and more. Notably, Brahmapur houses one of the largest

wholesale mango markets in India and the Balunkeswara Bana Market, which is one of the largest in the state. Berhampur, the most populous city in Ganjam district, is famous for its exquisite silk sarees woven with silver and gold threads. It's also a bustling commercial center, earning the moniker "The Silk City." Situated by the Bay of Bengal, Berhampur offers a unique blend of sea, sand, and sun, attracting both business and tourists alike. The city is known for its brassware, wood carvings, and bamboo-straw handicrafts. It also serves as a major trading hub for spices, clothes, and tamarind. In terms of business and finance, Berhampur has experienced significant industrial and economic growth, becoming a prominent center for trade and commerce in southern Odisha. Berhampur gives 12 billion to above financial trisection per annum. The city hosts various religious and tourist destinations, contributing to its growing tourism sector. Berhampur also offers recreational facilities like stadiums, libraries, and cinema halls, catering to the needs of its residents and visitors. The industrial sector in Berhampur includes engineering, pharmaceuticals, electrical equipment, and more. The city houses several small-scale industrial units, promoting diverse industries like food, electronics, and plastics. With the establishment of software companies and the upcoming Software Park, Berhampur is poised for further growth in the IT sector. Overall, Berhampur's thriving business environment and diverse industrial landscape position it as one of the major cities in India.

To enhance Berhampur's economic importance, a multifaceted approach is needed. This includes fostering small and medium enterprises (SMEs), startups, and entrepreneurship initiatives across various sectors. Attracting foreign direct investment (FDI) and implementing policies for industrial growth and job creation are crucial. Strengthening trade relations with neighboring states and countries will expand market opportunities. Collaboration with stakeholders, including local communities, government agencies, NGOs, and businesses, is essential for environmental conservation and sustainability efforts. Encouraging self-sufficiency through sustainable agriculture and rural development initiatives is also important. Additionally, developing disaster preparedness plans and infrastructure resilience measures is necessary to mitigate the impact of natural hazards. Promoting community-based disaster risk reduction strategies and social safety nets will enhance disaster resilience at the grassroots level.

### **Lifestyle & Education**

Brahmapur Town, governed by the Municipal Corporation. The estimated population in 2024 is 504,000, with no metropolitan population data available. The last official census in 2011 recorded a population of 356,598, but the scheduled census for 2021 was postponed due to Covid-19. The current estimates are based on past growth rates and will be updated once the government conducts the census. In terms of education, the city has a total of 289,590 literates, with a literacy rate of 89.26%. The male literacy rate is 92.83%, while the female literacy rate is 85.39%. The sex ratio of Brahmapur Town city is 920 females per 1000 males, with a child sex ratio of 910 girls per 1000 boys. Approximately 25.75% of the total population of Brahmapur Town city resides in slums, with a total of 19,134 slums. Hinduism is the majority religion in Brahmapur Town city, followed by Islam, Christianity, Sikhism, Buddhism, Jainism, and other religions. The projected future population from 2021 to 2031 shows a steady increase in both city and metropolitan areas.

Berhampur, located in the state of Odisha, is renowned for its robust educational infrastructure and academic fervor. Over the years, the city has witnessed significant growth in its educational sector, with the establishment of numerous schools and colleges catering to the diverse educational needs of its residents. Several prestigious schools have flourished in Berhampur, such as Kendriya Vidyalaya and St.

Vincent's School, contributing to the city's reputation as a hub for quality education. These institutions have played a vital role in nurturing the intellectual curiosity of students and preparing them for higher studies. In addition to schools, Berhampur boasts a plethora of colleges offering a wide array of academic programs. Institutions like Khallikote Unitary University, NIST University, Parala Maharaja Engineering College, and Berhampur University have emerged as pillars of higher education in the region. These colleges provide opportunities for students to pursue undergraduate and postgraduate studies in various fields, including engineering, management, medicine, law, and pharmacy. Furthermore, Berhampur is home to specialized institutions like the Regional Institute of Education, offering courses in education affiliated with NCERT, and DPIASE, providing Master's in Education programs. These institutions contribute significantly to the professional development of educators and educational administrators, thereby enriching the educational landscape of the city. Overall, Berhampur's educational ecosystem is characterized by its commitment to academic excellence, innovative teaching methodologies, and holistic development of students. With its diverse range of schools and colleges, the city continues to inspire and empower the next generation of learners, shaping a brighter future for the community and beyond. In Berhampur, there is a diverse range of renowned colleges, each contributing significantly to the city's educational landscape. Some of the notable institutions include: Khallikote Unitary University (KUu) NIST University Parala Maharaja Engineering College (PMEC) Vignan Institute of Technology And Management Roland Institute of Technology (RIT) Berhampur University Sanjay Memorial Institute of Technology (SMIT) Gandhi School of Engineering (GSE) Gayatri Institute of Engineering & Technology College of Fisheries Ganjam Law College Maharaja Krishna Chandra Gajapati Medical College and Hospital (MKCG) Presidency College College of Pharmaceutical Sciences Mohuda, Ganjam SBR Women's College MM College Berhampur Binayak Acharya College These colleges offer a wide range of academic programs across various disciplines, providing students with ample opportunities for higher education and professional development. The proposed strategies aim to address lifestyle, education, and employment challenges by promoting access to quality education, skill development programs, and lifelong learning opportunities. Initiatives to enhance physical and mental well-being through sports facilities and recreational activities are highlighted, alongside efforts to create employment opportunities in emerging sectors like information technology, renewable energy, tourism, and healthcare. Additionally, the importance of promoting social mobility and inclusion to ensure equal access to resources and opportunities for all residents is emphasized. Overall, these strategies seek to foster economic resilience, social mobility, and community well-being in the region.

### **Diversity Religious and Festivals:**

Berhampur celebrates a rich tapestry of religious diversity and cultural heritage through various festivals that unite its residents in a shared sense of spirituality and tradition. Among these celebrations are: Bagha Nacha: A vibrant festival celebrated amidst the beautiful seaside resort, where the sea, sand, and sun converge. It offers an opportunity to enjoy the serene beach atmosphere while relishing local delicacies like Gupchups and spicy Chicken kebabs. Jodi Sankha: A unique folk dance tradition of Ganjam district, performed with the simultaneous playing of two conch shells. It adds a touch of cultural charm to special occasions like marriages and traditional gatherings. Thakurani Jatra: An emotionally significant festival held every alternate year in March, lasting for a month. It showcases a centuries-old tradition of devotion to Maa Budhi Thakurani, attracting visitors from across the country. Danda Nacha:

Preserving an ancient tradition of the Kalinga Kingdom, Danda Nacha is celebrated with fervor in South Odisha, particularly in Ganjam. Dedicated to the worship of Goddess Kali and Lord Shiva, this festival spans 21 days during the month of Chaitra. Jhami Yatra here people are wok in fire for remove guilty and earning wellbeing. Kandhei Jatra: Another festival that highlights the city's cultural richness, offering a festive atmosphere amidst the sea and sand. It provides an opportunity for locals and visitors alike to immerse themselves in the joyous festivities while enjoying the coastal ambiance. Silk Saree: Berhampur is renowned as the silk city for being the largest producer of Patto (silk) sarees in Odisha. With a legacy of over 200 years, the city's expertise in silk weaving and traditional designs, including zarri work borders, makes its silk products highly sought after and economically significant. These festivals not only celebrate the cultural heritage of Berhampur but also serve as platforms for fostering community cohesion and preserving cherished traditions for future generations. Here we also celebrate Makar sankranti, Holi, Diwali, Pangal, Eid, Ramadan, Christmas etc. Berhampur embraces and celebrates religious diversity through various initiatives aimed at fostering interfaith dialogue, cultural exchange, and religious tolerance. The city organizes religious festivals, cultural events, and spiritual retreats to promote social cohesion and mutual respect among its diverse religious communities. Efforts are made to preserve and protect religious heritage sites, including temples, mosques, churches, and pilgrimage routes, which serve as important symbols of Berhampur's rich cultural identity and spiritual heritage. Through these endeavors, Berhampur strives to uphold its tradition of inclusivity and respect for all religious beliefs, contributing to a harmonious and culturally vibrant community.

## Conclusion

In conclusion, the significance of environmental ethics in contemporary Berhampur cannot be overstated. The city's unique blend of cultural heritage, economic prominence, geographical context, and historical background emphasizes the necessity for sustainable development practices to ensure its long-term prosperity. Through the evaluation of environmental challenges and the implementation of targeted strategies, Berhampur can progress towards a healthier, more resilient future. Prioritizing the preservation of natural resources, reduction of pollution, conservation of biodiversity, and promotion of sustainable living practices are crucial objectives for maintaining the city's environmental integrity. Additionally, bolstering the healthcare system, improving transportation infrastructure, and fostering tourism can further enhance residents' quality of life while attracting investments and visitors. Cultural initiatives, including the preservation of traditional practices and celebration of diversity, contribute to Berhampur's unique identity and social cohesion. Moreover, supporting economic diversification, entrepreneurship, education, and employment opportunities are vital for fostering a sustainable and inclusive economy. Engaging stakeholders and fostering collaboration among government bodies, businesses, NGOs, and local communities can facilitate collective action towards environmental conservation and sustainable development. Berhampur has the potential to emerge as a model city that balances economic growth with environmental stewardship, ensuring a better future for generations to come.

Berhampur city has demonstrated remarkable resilience in the face of adversity, particularly evident in its response to devastating cyclones, showcasing the strength and determination of its residents. Effective disaster management strategies, including proactive measures and investments in infrastructure resilience, have significantly mitigated the impact of natural disasters on Berhampur and its surrounding areas. Collaborative initiatives such as public-private partnerships, exemplified by the solid waste

management project, demonstrate the potential for innovative approaches to address environmental challenges and enhance urban sustainability. Furthermore, the focus on sustainable development through initiatives promoting responsible land use practices, waste management, and renewable energy adoption reflects a commitment to environmental conservation and long-term sustainability. Strategic investments in healthcare infrastructure and transportation development aim to improve accessibility, enhance public health outcomes, and stimulate economic growth. Berhampur's journey serves as an inspiring example of resilience, determination, and community empowerment, offering valuable lessons for other communities worldwide facing similar challenges. These findings underscore Berhampur's potential to lead the way in sustainable development, setting an example for other cities to follow and contributing to global efforts towards environmental conservation and resilience.

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