

ETV Oriya launches series on Lord Jagannath

Television channel ETV Oriya, owned by the Hyderabad-based Ushodaya Enterprises Ltd, has launched a month-long special audio visual series on Hindu deity Lord Jagannath and a chariot festival featuring him and his siblings, the company said Thursday.

The episodes will be beamed at 7 a.m. till July 17, ETV Oriya news coordinator Nilambar Rath told IANS.

The series, titled 'Jeebana Jagannath', features the history, mythology, rituals and traditions associated with the deity and the chariot festival Ratha Yatra, he said.

The ancient Ratha Yatra festival is an annual event celebrated in Puri, a seaside holy town that houses the famous 12th century Jagannath Temple.

'Our programmes include special features on the festivals, and the culture associated with the deity. Besides, it focuses on the ancient Jagannath temples in the state and comprehensive stories on Ratha Yatra celebration across the country,' Rath said.

'ETV News has also been carrying special reports on the Ratha Yatra celebrated in America, Bangladesh and other overseas locations for the past three years,' he added.

Rath said ETV made the coverage a daily feature on the Web this year to reach out to a bigger global audience.

ETV Oriya News Team will produce more than 30 capsules in this series, all being available online at oriya.etv.co.in.

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