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A Tamil Nadu Tourism Newsletter

February '23





# 47th India Tourism and Industrial Fair 2023

4 January 2023 | Island Grounds, Chennai

The 47th India Tourism and Industrial Fair 2023 organised by Tamil Nadu Tourism kickstarted successfully at Theevu Thidal (Island Ground) Chennai on January 4, 2023. This 70-day event is conducted under the theme of Re-thinking tourism with an objective to boost the tourism trade on a global scale and devise novel plans for the sector's upliftment.

The fair was inaugurated by Thiru. Ma. Subramanian, Hon'ble Minister of Health and Family welfare, along with Thiru. P.K. Sekar Babu, Hon'ble Minister of Charitable Endowments, Thiru. K. Ramachandran, Hon'ble Minister of Tourism.

Thiru. Dayanidhi Maran, Member of the Parliament, Mayor. R. Priya, Chennai district, Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC honoured the inaugural event with their presence.

This industrial fair had various stalls and game arenas to attract families and children. In this magnificent event, the Tamil Nadu Tourism and TTDC had set up a pavilion which was visited by numerous tourists, travel operators, executives and entrepreneurs.





# Inauguration of Drive-in restaurant

4 January 2023 | Island grounds, Chennai

## Chennai gets a new attraction- An open drive-in theatre



Tamil Nadu Tourism Development Corporation refurbished the Hotel Tamil Nadu Drive-in restaurant at the Island Grounds, Chennai on January 4th. It was inaugurated by Thiru. Ma. Subramanian, Hon'ble Minister of Health and Family welfare, along with Thiru. P.K. Sekar Babu, Hon'ble Minister of Charitable Endowments, Thiru. K. Ramachandran, Hon'ble Minister of Tourism.

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Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC were present at the inaugural event.

The renovated space comprises a multi-cuisine restaurant, a BBQ station and a coffee house. The key highlight of the new-looking facility is the open drive-in theatre, which will stream popular movies and live sports action. The restaurant offers various delicacies ranging from delectable appetisers to lip-smacking desserts.

The new drive-in restaurant provides a refreshing ambience with its aesthetic contemporary interiors and will be the best spot to spend the weekends with friends and family.



# Tourism Investors Summit Roadshow

11 January 2023 | Bengaluru



The Ministry of Tourism, Government of India organised a Tourism Investors Summit Roadshow on January 11th at Bengaluru. The roadshow was organised in an effort to draw investors for the Global Tourism Investors Summit 2023 that is to be held from April 10th-12th.

Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, Tamil Nadu, attended the roadshow to represent the state's tourism sector and meet investors from across the nation.

He gave a presentation on “Investment potential in TN tourism sector” and interacted with the stakeholders on how they can promote and establish their investment plans, how the novel schemes and projects planned for the forthcoming year in TN tourism will be a great space to invest and be a key player in contributing to the TN tourism development.





# Destination of the month



## Pollachi

Escape into the lush green landscapes of Pozhil Vaichi (land of natural wealth and prosperity) alias Pollachi this month. Take a hike along the ecological tract of the Parambikulam forest, walk through the rainforests of Valparai and Top Slip for a mesmerising view and explore Anamalai - the biodiversity hotspot that is home to diverse species of leopards, elephants and tigers.

Pollachi town is a hub of rich culture and heritage. So make sure to take a stroll in the streets of the town and relish the authentic Kongu cuisine. Visit the local shrines and listen to the fascinating folklore of the temples, told by the villagers.



# Through the lens: Jallikattu 2023

Snapshots from capturing the festive spirit of Madurai and its surroundings





# Tamil Nadu International Balloon Festival

13-15 January 2023 | Pollachi

## Balloons that livened up the sky in vibrant shades

The 8th edition of Tamil Nadu International Balloon Festival was conducted this year at Achipatti, Pollachi. The festive fare happened for 3 days from 13th January to 15th January 2023.

On 14th, the Hon'ble Minister of Tourism, Thiru. K. Ramachandran preceded the event. Thiru. K. Shanmugasundaram, Lok Sabha Member, Pollachi, Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, Tamil Nadu, Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC, Dr. G.S.Sameeran, IAS, District Collector of Coimbatore and Thiru. V. Badrinarayanan, Superintendent of Police participated in the event.

Colourful hot air balloons from countries like India (Represented by Tamil Nadu Tourism), Spain, Brazil, United Kingdom, United States of America, Thailand, Canada, Belgium, Netherlands, and Vietnam painted the widespread sky over the green and serene Pollachi, was a visual treat for the audience and adventure enthusiasts who attended the festival.

To make the experience more enchanting, live music concerts by the famous Thaikkudam Bridge and Super Singer stars and a musical ensemble by Thiru. Rajesh Vaidhya took place each night. The visitors were entertained further with a fun-filled kids carnival area that had various games, fusion food stalls that served lip-smacking traditional and contemporary cuisines and kiosks that sold souvenirs like clothing and handicrafts.





# Namma Ooru Thiruvizha

13-17 January 2023 | Chennai

## Chennai Sangamam



## The fete that celebrated the culture and heritage of the land

The annual fest Namma Ooru Thiruvizha is held as a homage to acknowledge, promote and support the upliftment of Tamil artforms, culture and heritage. This year, The Department of Arts, Culture and Heritage and The Department of Tourism together conducted the 5-day festival at Chennai from January 13-17th.

The event was inaugurated by the Hon'ble Chief Minister of Tamil Nadu Thiru. M.K. Stalin on January 13th. Hon'ble Minister for Department of Industries, Tamil Official Language, Tamil Culture and Archeology, Thiru. Thangam Thennarasu, Hon'ble Member of Parliament Tmt. Kanimozhi Karunanidhi, Mayor R. Priya, Chennai District,

Chairman of Tamil Nadu Eyal Isai Nataka Mandram Thiru. Vagai Chandrasekhar, Thiru. V. Iraianbu, IAS, Chief Secretary of Tamil Nadu, Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, Tamil Nadu, and Thiru. S.R. Gandhi, IRPFS, Director, Department of Arts and Culture, were present at the event.

Over 40 folk arts and artforms were performed in the fest at 18 locations in and around Chennai. To offer an enthralling and a memorable experience for the visitors, numerous food stalls that served traditional dishes were set up. Also, traditional games and extravagant music concerts were conducted to entertain the visitors.





# 88th SKOCH Summit

18 January 2023



SKOCH awards is conferred by an independent organisation. The awards acknowledge people, projects and institutions who take an extra step in making India a better nation. The SKOCH awards' benchmark of excellence is the state of governance report that offers a space to compare performances of diverse sectors.

This year, the 88th SKOCH summit was conducted virtually on 18th January. Government departments representing various states of India participated and filed their projects for award nominations under various categories. The Tamil Nadu Tourism Development Corporation was awarded silver under the SKOCH Tourism category for the works on "Increasing customer reach and improving service quality".



# National Tourism Day

25 January 2023 | Chennai

## An exclusive visit by Velammal students to the TTDC office



On National Tourism Day, students from Chennai Velammal Vidyalaya visited Tamil Nadu Tourism Development Corporation (TTDC) office at Chennai on January 25th. They had an opportunity to meet and interact with Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC.

The students were showcased diverse video clippings on the culture, heritage, top tourist destinations, various forms of tourism offered and the delectable cuisines of Tamil Nadu. The session was kept interactive, with the Managing Director of TTDC explaining about the existing projects that help in promoting the tourism sector and the upcoming projects which will be a great factor of attraction to travel enthusiasts.



# From the chronicles of the Chola dynasty

20 - 22 January 2023 | Thanjavur

## Ponniyin Selvan Heritage Cycling Trail



The Cholas and their reign is considered a golden era in the ancient history of India as the time witnessed rapid advancements, a cultural spurt, a growth in civilisation and the execution of a well-planned strategic administration. To remember the glory of the Chola dynasty, author Kalki Krishnamoorthy penned the historic semi-fictional novel “Ponniyin Selvan” - the tale spun around the incidents that took place in the Chola dynasty during the rule of Parantaka II.

As an opportunity to relive the glorious Chola period and reminisce the incidents from the novel, Tamil Nadu Tourism organised a Ponniyin Selvan heritage cycling trail along with Cycling Yogis. The 3-day trail started from Thanjavur on January 20th and was flagged-off by Thiru. Sun. Ramanathan, Mayor of Thanjavur City Municipal Corporation. The trail started from Thanjavur with 55-60 cyclists, which covered Kumbakonam, Anaikarai, Gangaikonda Cholapuram and ended at Veeranam lake.





# G20 Summit

31 January 2023 | Chennai

## Education Working Group Meeting 2023



The Group of 20 (G20) is the leading forum for international economic cooperation. It is a key player in shaping and building governance internationally on all major global economic issues. India is holding the presidency of G20 from 1 December 2022- 30 November 2023.

The first G20 Education Working Group 2023 was conducted at Chennai. A two-day seminar was conducted on the topic "Role of Digital Technology In Education Tomorrow" at IIT Madras. 80 delegates from 30 countries participated in the Summit.

Tamil Nadu Government took various initiatives to exhibit utmost hospitality. As a part of showcasing diverse exhibits and other activities related to the state, the Tamil Nadu Tourism Department has set up pavilions at IIT Madras and Taj Coromandel Chennai. AR pamphlets that had details about various tourist destinations of Tamil Nadu, and a VR Zone were offered to delegates at each venue respectively.

Also, the delegates were taken to Mamallapuram - Group of Monuments, a UNESCO World Heritage to showcase the rich architectural heritage. On the sidelines of the G20 events Cultural events and dinners were also organised, showcasing the vibrant culture of Tamil Nadu. On the last day, the delegates expressed their sincere gratitude for the hospitality and arrangements made by the Tamil Nadu state government.



# New Quick Bites inauguration

31 January 2023

Kovalam blue flag beach gets a new Quick Bites stall



TTDC's new Quick Bites shop was inaugurated on January 31st at the shores of the blue flag beach, Kovalam. It was inaugurated by Thiru. K. Ramachandran, the Hon'ble Minister of Tourism, Tamil Nadu. Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC,

Tmt. Bharathi Devi, GM-TTDC/DRO, and Tmt. J. Shobana, Panchayat President of Kovalam, were present for the inaugural event. The shop offers diverse lip-smacking snack varieties ranging from munchies to desserts and enrich the experience of beach vacation with the provision of a delicious food platter.



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