



## Department of Tourism

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## Press Release

### **‘Wayand Vibes’ showcases slice of tribal life, culture**

#### **Minister Shri Riyas inaugurates mega musical event**

**Kozhikode, April 27:** Encapsulating the rhythm of tribal life, music and culture of Wayanad, the ‘Wayanad Vibes,’ organized by the Department of Tourism this evening turned out be a platform to showcase the unique tourism potential of the district before a packed audience.

Tourism Minister Shri P A Mohamed Riyas inaugurated the mega musical and cultural event at Valliyoorkkavu Ground in Mananthavady, Wayanad.

Minister for Welfare of Scheduled Castes, Scheduled Tribes, and Backward Classes Shri O.R. Kelu presided over the function.

In his address, Shri Riyas said the event will be conducted annually to buttress Kerala Tourism’s activities to position Wayanad as a never-to-miss destination of diverse charms.

“The government has conceived exclusive marketing campaigns and special projects to showcase the tourism prowess of Wayanad to the world. Last year, the district clocked an all-time record in tourists’ arrival ever since its formation,” he pointed out.

As part of strengthening hospitality, the government has renovated guest houses across Kerala and an additional income of Rs 25 crore has been generated through online booking for government rest houses, Shri Riyas, who also holds the key portfolio of Public Works, said.

He exuded confidence that ‘Wayanad Vibes’ will showcase the unique culture, artistic and music traditions of the picturesque district to the world.

The Minister also honoured renowned percussionists Sivamani and Stephen Devassy; playback singers Haricharan and Sikha Prabhakaran prior to their performance at the venue.

Noting that the event conveys a great message regarding the tourism activities of the district, Shri Kelu said it aims to revive and promote the tourism initiatives envisaged by the government for Wayanad.

Smt C K Ratnavalli, Chairperson, Municipality, Mananthavady; Shri K C Sunilkumar, Councillor; Shri Justin Baby, President, Block Panchayat; Smt D R Meghasree, District Collector, Wayanad; and Shri D Girish Kumar, Joint Director, Dept. of Tourism, Kozhikode Region, were also present.

Tribal music troupe ‘Thudithalam,’ comprising local youth, teachers and social activists, performed indigenous music and art forms prior to the inauguration.

Filmmaker TK Rajeev Kumar was the show director of the event.



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Sivamani and Stephen Devassy led the musical performance where the rhythmic performances of 25 *singarimelam* artistes (drummers) from Attam Kalavedi created a scintillating atmosphere.

Another attraction of the event was the live concert led by Hari Charan and Star Singer fame Sikha Prabhakaran.

**Ends**