



Enchanting TAMIL NADU



Issue: 20

A Tamil Nadu Tourism Newsletter

July, 2024



Saraswati Library, Thanjavur

HON'BLE CHIEF MINISTER OF TAMIL NADU FLAGS OFF 5 NEW COACHES FOR TTDC

MORE ADDITIONS, MORE EXCURSIONS



On July 1, 2024, the Hon'ble Chief Minister of Tamil Nadu, Thiru M.K. Stalin, inaugurated an 18-seater Mini AC Coach and 4 High-Tech 35-seater AC Coaches, with a combined investment of Rs 3 crore. The new enhancement aims to cater to the rising demand for premium travel experiences and to offer unparalleled comfort and convenience to passengers

These new additions are part of TTDC's commitment to enhancing its travel services. The coaches are designed with advanced features such as built-in air conditioning, air suspension for a smoother ride, GPS navigation, WiFi connectivity, charging ports, and ample luggage storage.

TTDC's new fleet will significantly boost its tour offerings, including popular routes to sacred destinations, cultural excursions, and scenic getaways

Travellers can look forward to more comfortable and enjoyable journeys to renowned sites such as Tiruvannamalai, Tiruchendur, Madurai and other destinations, with improved amenities ensuring a seamless travel experience. Since May 7, 2021, over three lakh visitors have trusted TTDC for their travel needs. The new coaches elevate the experience by providing a superior alternative for tourists seeking relaxation and adventure.

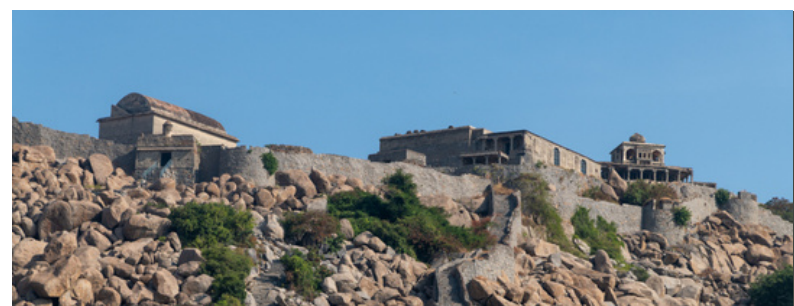
Thiru Udhayanidhi Stalin, Hon'ble Minister of Youth Welfare and Sports Development, Thiru K. Ramachandran, Hon'ble Minister of Tourism, Thiru Dr. K. Manivasan I.A.S., Additional Chief Secretary of Tourism, Culture, and Religious Endowments Department, Thiru C. Samayamoorthy I.A.S., Commissioner of Tourism, Managing Director of TTDC, and Tmt S. Kavitha, DRO/GM-TTDC were present at the inauguration, alongside other officials.

HON'BLE CHIEF MINISTER UNVEILS TWO COFFEE TABLE BOOKS

The Hon'ble Chief Minister M.K. Stalin launched two coffee table books on July 9, 2024: *Forts of Tamil Nadu: A Walk Through* and *Folk Deities of Tamil Nadu: Worship, Tradition, and Custom*. These publications are a collaborative effort by the Department of Tourism, the Department of Hindu Religious and Charitable Endowments and The Hindu Group.

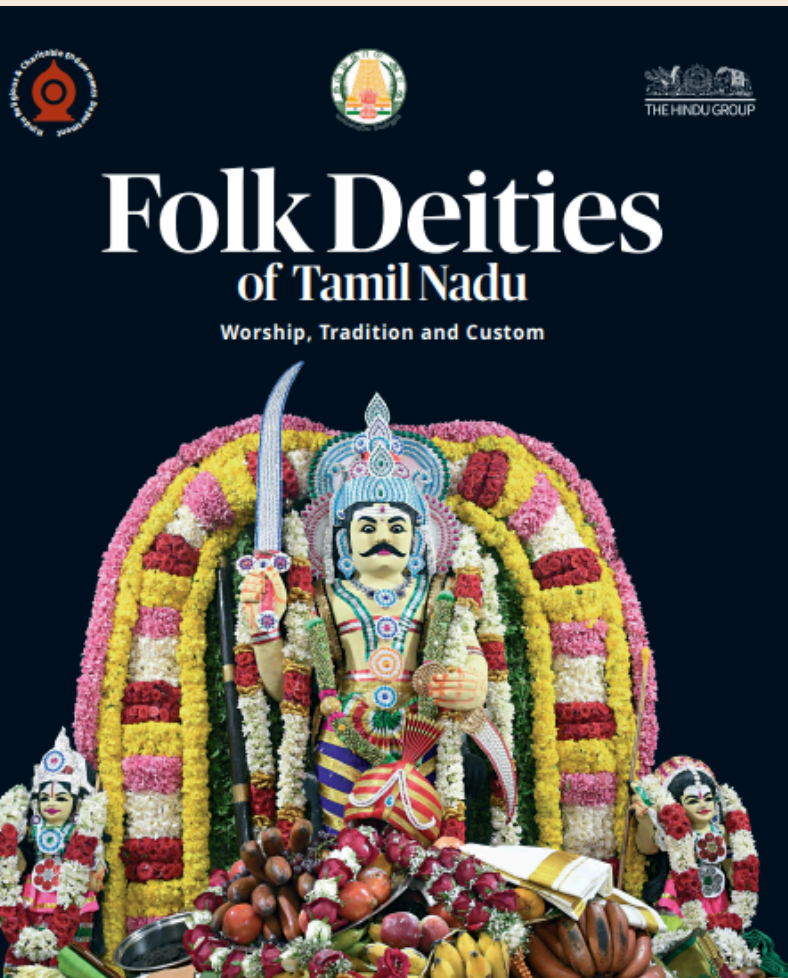
Thiru K. Ramachandran, the Hon'ble Minister for Tourism, received the first copy of *Forts of Tamil Nadu: A Walk Through*. The book offers an in-depth exploration of the state's historic fortifications, which once served as vital defences during wartime. It features prominent forts including Fort St. George in Chennai and those located in Gingee, Sadras, Thirumayam, Alamparai, Vandavasi, Vellore, Sankagiri, Tharangambadi, Ranjankudi, Krishnagiri, Dindigul, Cuddalore, Trichy Rock fort, Rayakottai, Namakkal, and Vattakottai. Highlighting the impressive engineering and architectural prowess of different reigns and dynasties, the book showcases how these structures have stood the test of time.

Similarly, *Folk Deities of Tamil Nadu: Worship, Tradition, and Custom* guides readers into the traditions of Tamil society that honour heroes who sacrificed their lives for common causes.

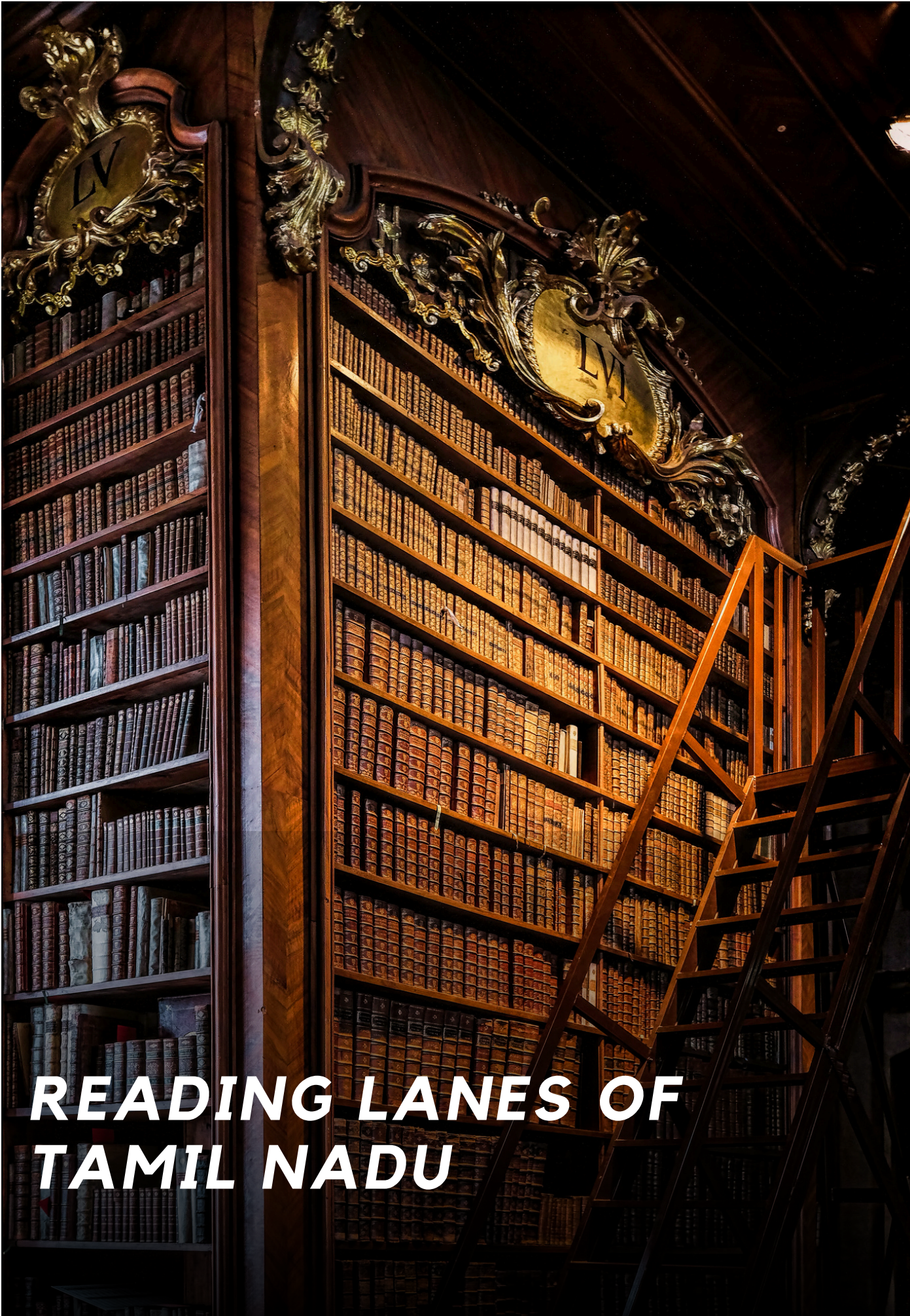




Figures such as Madurai Veeran, Kaathavarayan, and Muthupattan, who questioned societal norms and achieved martyrdom, were elevated to the status of deities. 'Nadu Kal' (hero stones) were erected to commemorate these brave individuals.



The Hon'ble Minister for Tourism, Thiru K. Ramachandran, the Hon'ble Minister for Hindu Religious and Charitable Endowments, Thiru P.K. Sekarbabu, Thiru Shiv Das Meena I.A.S., Chief Secretary to Government, Dr. B. Chandra Mohan I.A.S., Principal Secretary to Government, Tourism, Culture, and Religious Endowments Department, Thiru C. Samayamoorthy I.A.S., Commissioner of Tourism and Managing Director of TTDC, Thiru K.V. Muralidharan, I.A.S., Commissioner of Hindu Religious and Charitable Endowments Department, Tmt S. Kavitha, DRO/GM-TTDC and Tmt Nirmala Lakshman, Chairperson of The Hindu Group along with other government officials, were present at the event.



**READING LANES OF
TAMIL NADU**



Saraswati Library

Books have a unique ability to transport us to different realms, evoking emotions and memories that resonate deeply with our personal experiences. They become more than just words on a page; they transform into cherished companions. Yet, the joy of reading is further enriched by the right setting. Just as the ambience can influence a novel's mood, the perfect reading spot can elevate the experience and complement the genre and narrative. This blog will guide you through the book lanes of Tamil Nadu, so get your bookmark ready for a literary adventure.

A standout among Tamil Nadu's oldest libraries, and one of the oldest in Asia, is the 16th-century Saraswati Library, located within the Thanjavur Palace complex. This library boasts a rare collection of palm-leaf manuscripts and paper documents written in Tamil, Hindi, Telugu, Marathi, English, and several other indigenous Indian languages. The library also houses a museum that showcases ancient manuscripts, illustrated texts, printed copies of original drawings, atlases, Thanjavur-style paper paintings, canvas paintings, wooden paintings, glass paintings, portraits of the Thanjavur Maratha kings, and the physiognomy charts of Charles Le-Brun. Named after Saraswati, the goddess of knowledge, this library is aptly named as a hub of learning and culture.

The library is a vibrant treasure trove, with its exterior and interior walls and ceilings adorned with colourful paintings and intricate motifs inspired by the sumptuous wall murals found throughout the palace. The vivid artwork adds to the rich, historical ambience of the Saraswati Library, making it not only a repository of knowledge but also a vibrant setting that enhances the experience of reading through the pages of its collections.



Next on our literary tour is the Nilgiris Library, a historic haven for book lovers nestled in the beautiful Nilgiris. At 161 years old, this library boasts a collection of 60,000 books within its red ochre walls and arched windows framed by white chunam plaster. European settlers in this charming hill town felt the need for a library, and they established a haven for literary pursuits. The cool, misty weather of the Nilgiris sets the perfect scene for you to grab a romantic novel and lose yourself in its pages. Today, this library is a treasure trove, offering books for every taste and interest, fulfilling the long-held dreams of literary enthusiasts who seek a peaceful escape into the world of words.

Our next destination is another remarkable establishment from the colonial era in Chennai. Opened in 1896, the Connemara Public Library features large, ornate arches and intricate stone carvings, exemplifying the Indo-Saracenic style.



The roof structure boasts steeply pitched sections with tiled surfaces, reflecting Gothic Revival influences. The high ceilings, adorned with ornate cornices and decorative mouldings, add to the grandeur of the interior. Beyond its shelf of books, the library is a rich repository of history.

Besides libraries, Tamil Nadu boasts several dedicated locales that cater to bibliophiles and casual readers alike. In Chennai, Moore Market and Mount Road are literary treasures. Moore Market is famed for its eclectic collection of second-hand books, while Mount Road houses both quaint bookshops and prominent stores like Higginbotham's, one of the oldest bookstores in India.

Coimbatore's Cross-Cut Road is a vibrant hub for book lovers, offering a rich variety of genres in its numerous bookstores. Madurai's Town Hall Road is another gem, known for its diverse literary offerings. Similarly, Chinna Kadai Street in Trichy, and Salem's Fort Main Road draws avid readers with their extensive collections.

These bustling streets are not just about buying books; they are about immersing oneself in the rich literary culture of Tamil Nadu. From new releases to rare finds, from cozy, small stores to expansive bookshops, these streets provide a perfect blend of tradition and modernity.

Whether you're a seasoned reader or just beginning your literary journey, the reading routes of Tamil Nadu await your discovery.

BUILDING CAREERS IN TOURISM



On July 10, 2024, Government Kalaiyanar Karunanidhi College for Women in Pudukkottai hosted an orientation program for its first-year tourism students. The event was attended by the Tourism Officer, Assistant Tourism Officer, the College Principal, and the Head of the Department. A key feature of the orientation was a special lecture that highlighted the career opportunities within the tourism sector. The lecture covered a broad spectrum of career opportunities, including roles such as tour operators, travel agents, event managers, hospitality staff, and cultural guides. Emphasis was placed on essential skills needed in the industry, such as customer service, communication, cultural sensitivity, and crisis management. By highlighting industry trends and necessary skills, the lecture aimed to inspire and prepare students for various job roles in their future careers in tourism.





**TAMIL NADU TOURISM
TRAVEL MART
HIGHLIGHTS**

TAMIL NADU TRAVEL MART SOCIETY

12 July 2024

Tamil Nadu Travel Mart Society organises the Travel & Tourism Marts and Road Show to promote individuals and organisations involved in travel and tourism activities across Tamil Nadu. This biennial event aims to boost tourism in the state by engaging foreign travel agents, tourism promotion agencies, and travel writers, helping to spread awareness of Tamil Nadu's rich tourism potential.



This year, the mart was conducted on July 12, 2024, at Hotel Poppy's in Madurai. The Tamil Nadu Tourism Department actively participated in this event, presenting a wide array of tourist offerings and enhancements. The department showcased the new tourist circuits, improved infrastructure, and innovative digital tourism initiatives aimed at enhancing the visitor experience.



The event was designed to foster business-to-business connections within the travel industry, promoting collaboration and partnerships that will benefit Tamil Nadu's tourism sector.

TTF KOLKATA 2024 SEES TAMIL NADU TOURISM'S SHOWCASE

12 July 2024 - 14 July 2024

Travel & Tourism Fair (TTF), which took place from July 12, 2024, to July 14, 2024, at Biswa Bangla Mela Prangan in Kolkata, brought together a varied audience of industry professionals and travel enthusiasts from around the world. This fair served as an interactive platform for discovering new travel products and destinations and networking with tour operators, travel agents, hoteliers, and airlines to obtain crucial information for trip planning.



Tamil Nadu Tourism's participation stood out as representatives engaged with dignitaries and travel professionals to highlight the state's rich tourism potential. This provided Tamil Nadu with a valuable opportunity to promote its wide array of attractions and establish connections with key industry stakeholders. Tamil Nadu Tourism also received the "Best Decoration Award" at the event. The three-day B2B travel expo, centred on economic travel and tourism, featured more than 4,000 exhibitors and welcomed over 60,000 trade visitors, emphasising its importance in the global travel industry.



TAMIL NADU TOURISM PAVILION HIGHLIGHTS VAVUBALI TRADE FAIR OPENING

19 July 2024

The annual Vavubali Exhibition, a highly anticipated event in the Kanniyakumari District, held at the Vavubali ground in Kuzhithurai, draws numerous locals and tourists. This exhibition highlights government achievements and serves as a major regional attraction. This year's event began on July 19, 2024, and will continue until August 6, 2024, featuring a variety of special attractions over its twenty-day duration.



Tamil Nadu Tourism Department set up a pavilion showcasing a wide array of tourist destinations across Tamil Nadu, with a special focus on Kanniyakumari. The event was inaugurated by the Honourable Minister of Milk and Dairy Development, Thiru T. Mano Thangaraj. The Tourist Officers engaged with visitors and promoted Tamil Nadu's diverse tourist spots. Photos from the exhibition capture the vibrant atmosphere and the enthusiastic engagement of visitors, who have gained new insights and inspiration for their future travels.



TAMIL NADU TOURISM ENGAGES AT ATTOI'S B2B FORUM

24 July 2024

The Association of Tourism Trade Organizations, India (ATTOI) organised a B2B forum for professionals in the tour and travel industry on July 24, 2024, at the Ambassador Pallava Hotel in Chennai. Nearly 50 exhibitors participated in the forum, including Tamil Nadu Tourism and numerous travel agents. Tamil Nadu Tourism provided insights into travel and tour operator registration for tourism professionals and engaged in valuable networking opportunities.



ATTOI's primary objective is to raise awareness about the vast potential of Indian tourism both within India and internationally. With its motto, "Integrity in Tourism," the organization strives to bridge gaps between countries and is instrumental in promoting eco-tourism, responsible tourism, environmental conservation, and ethical business practices.



UNESCO'S 46TH WORLD HERITAGE COMMITTEE SESSION HIGHLIGHTS TAMIL NADU'S HERITAGE

21 July 2024 - 31 July 2024

The 46th session of the UNESCO World Heritage Committee was held from July 21 to July 31, 2024, at Bharath Mandapam, Pragati Maidan, New Delhi, and was inaugurated by the Honorable Prime Minister of India, Thiru Narendra Modi. This ten-day event attracted over 2,000 delegates from 195 countries, focusing on the preservation of global heritage through culture, tourism, and conservation. The Ministry of Tourism, Government of India, organized a curated exhibition to highlight state tourism across India.

Tamil Nadu Tourism played a pivotal role in the exhibition, capturing significant attention with its vibrant and meticulously detailed presentation. The Pavillion featured a diverse array of displays, including UNESCO World Heritage sites, intricate traditional cultural handicrafts and arts, prominent tourist destinations, and historic monuments from within the state.

Adding to the pavilion's charm, Tamil Nadu Tourism officials were dressed in traditional attire that beautifully reflected the state's rich cultural heritage. This authentic presentation offered visitors a deep cultural immersion and showcased Tamil Nadu's vibrant traditions.

The Deputy Consul for Education and Cultural Affairs from the US Embassy, along with officials from the Ministry of Culture and various state representatives, engaged with Tamil Nadu's delegates, demonstrating a strong interest in the state's rich cultural offerings.



TRACING JAIN FOOTSTEPS IN KUNDRAKUDI

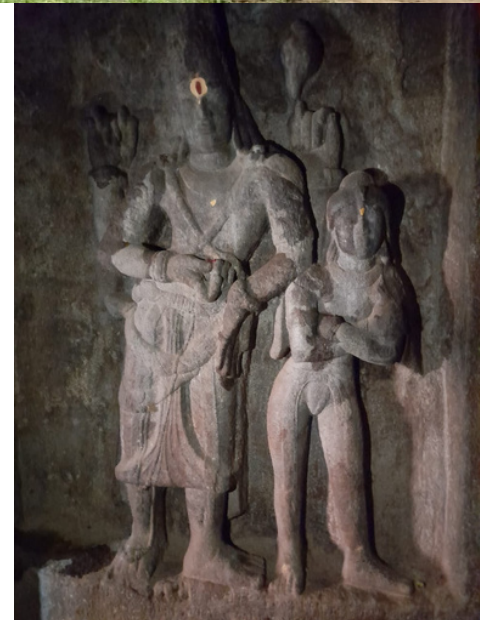
A GUIDED WALK THROUGH THE ANCIENT HISTORY OF SIVAGANGA



Kundrakudi, a historic village in the Sivaganga district, is home to the Shanmughanathar Temple, a significant 13th-century shrine dedicated to Lord Murugan, located atop a hill near Karaikudi.

The Department of Tourism organised a guided historical walk through Kundrakudi on July 14, 2024, in collaboration with the Centre for Heritage and Tourism Development of the DHAN Foundation, the Archaeological Survey of India (ASI), INTACH, the Travel Clubs of Madurai, and Kallal Vattara Ulavaragam of the Pambar region.

Kundrakudi has an impressive 2,000-year heritage and is renowned for its natural caverns, which once served as residences for Jain monks. Led by archaeologist Dr. V. Vedachalam, participants were guided through three rock-cut temples dating back to the 8th century AD. These temples feature intricate stone inscriptions from the reigns of Kulothunga Chola I and Sri Vallaba Pandian, providing a captivating glimpse into the region's ancient past.



OOTY WELCOMES FRENCH DIPLOMACY



The charm of Ooty, with its sprawling botanical gardens, melodic calls of exotic birds, and refreshing crisp air, welcomed Thiru Bruno Nguyen, the Deputy Consul General of France, on July 20 and July 21, 2024. The Deputy Consul General, accompanied by his family, included the TTDC Ooty Boathouse and Doddabetta Telescope House in his itinerary.

During his visit, he expressed his admiration for Ooty's natural splendour and the warm hospitality of its people. He documented his positive experience by leaving a thoughtful note in the guest book, reflecting his appreciation and enjoyment of the visit. In his feedback, he also noted how he admired South India and Ooty's influence of European charm, blending seamlessly with its natural beauty.



Visitor Book				
Date	Name & Address	Contact No.	Date of Birth	Comments
21/07/2024	BRUNO NGUYEN DCG of France, Head of Bureau de France in Chennai			A big pleasure to visit Doddabetta Peak, to discover European feeling in South India. South India is full of wonderful places, and marvelous secrets! I love it! <i>[Signature]</i>

TOURISM DEPARTMENT HONOURING KAMARJAR ANNIVERSARY WITH TREE PLANTING



Former Chief Minister Kamarajar's 121st birth anniversary on July 20th was commemorated in an environmentally friendly manner by the Tourism Department. A tree planting event was held at the Tourist Office premises in Kanniyakumari to mark the occasion.

The initiative was led by the Honourable Milk and Dairy Development Minister, Thiru T. Mano Thangaraj, and followed by the District Collector of Kanniyakumari, Thiru P.N. Sridhar, I.A.S. They were joined by other government officials, marking a significant event promoting environmental sustainability and contributing to the region's greenery and conservation efforts. The Tourism Guard and NCC students welcomed the dignitaries with a guard of honour.



The Honourable Minister and District Collector planted tree saplings, reinforcing their commitment to environmental sustainability. Additionally, the Tourist Office staff were recognised with appreciation certificates for their dedicated service, enhancing the celebratory atmosphere.



**TAMILNADU TOURISM
DEVELOPMENT CORPORATION**

— (A Govt. of Tamilnadu Undertaking) —



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Ranjankudi fort

Alamparai Fort