



Enchanting TAMIL NADU



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A Tamil Nadu Tourism Newsletter

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GREAT INDIAN TRAVEL BAZAAR



On May 5, 2024, the 13th edition of the Great Indian Travel Bazaar (GITB) was held in Jaipur, Rajasthan. The event was organised by the Department of Tourism, Government of Rajasthan, and the Ministry of Tourism, Government of India, in partnership with the Federation of Indian Chambers of Commerce and Industry (FICCI). This year's GITB was dedicated to promoting wedding tourism destinations, with a particular focus on Rajasthan. The "Wed In India" Expo 2024, a key highlight of the event, commenced at the Hotel Rambagh Palace.



A total of 300 exhibitors participated in the three-day mart, offering a wide array of travel opportunities. Among them was Tamil Nadu Tourism, which showcased the State's extensive tourism offerings through an elaborate pavilion.

Tamil Nadu is renowned for its temples, hill stations, beaches, and UNESCO World Heritage Sites. Tamil Nadu Tourism highlighted the State's grand palaces, heritage hotels, and picturesque locations, which are ideal for wedding celebrations, and provided detailed information on the state's tourism infrastructure, connectivity, and hospitality services to visitors.

Lights, Camera and Tamil Nadu!!

We've all found ourselves so deeply engrossed in a film or TV series so much so that we feel we're living within its world, spellbound by its story and the iconic settings where it was filmed. But have you ever considered treading the same paths as your favourite characters, reliving the moment of those unforgettable scenes took place? Here are some iconic film locations shot in Tamil Nadu that might urge you to pack your bags and fly here to experience the cinematic magic off-screen.

A timeless melody from the popular Tamil film 'Bombay,' *'Chinna Chinna Aasai,'* not only charms the female lead with her desires but also introduces audiences to the refreshing Banatheertham Falls on the big screen. With the film's box office success, it was further screened in multiple languages, drawing more admirers to the allures of Banatheertham Falls. This falls is based in the Tirunelveli district. Surrounded by dense forest, the rushing waters of the falls offer pristine water renowned for its medicinal benefits, flows downstream to the Karaiyar Dam. Just 15 minutes away, you can enjoy a rejuvenating herbal bath at Agasthiyar Falls, enhanced by the cascading waters.

Similarly, the Hogenakkal Falls in Dharmapuri district made a stunning debut in the bilingual film *'Raavanan,'* dazzling viewers with its spectacular views, notably in the introduction scene of the male protagonist shot near the Five Falls. However, this was not the first time Hogenakkal Falls appeared on screen. Back in 1969, the film *'Adimai Penn'* featured numerous scenes shot at this location, showcasing the entirety of the falls.



Hogenakkal



Picahavaram

Lights, Camera and Tamil Nadu!!



Here's another gripping site the twisted, uprooted mangrove forest of Pichavaram has become a go-to filming location for a diverse range of movie genres, including adventure, mystery, and action. Notable examples include the introduction song of '*Dasavatham*' and scenes in '*Thupparivaalan*,' where its sprawling expanse serves as the backdrop for key aerial shots and even the climactic scenes.

Many film songs from the 90s to the 2000s wouldn't miss the charm of Thirumalai Nayakar Mahal in Madurai. Its massive circular pillars and beautiful garden make it an outstanding example of Vijayanagara architecture, with a touch of European influence. Songs like "*Kannalane*" from "*Bombay*," "*Tera Bina*" from "*Guru*," and "*Ragasiya Kanavugal*" from the "*Bheemaa*" have all captured the Mahal's stunning presence on screen.

While the waters often take the spotlight in films, the misty locations of Tamil Nadu also shine, particularly the enchanting Nilgiris district. This region has been the backdrop for many film shoots. Notably, the UNESCO-listed Nilgiri Mountain Railways was featured in the song "*Chaiyya Chaiyya*" from "*Dil Se..*". The Botanical Gardens in Ooty have also served as a popular shooting location.

Lights, Camera and Tamil Nadu!!



It's not just the Nilgiris; Kodaikanal has also made its mark in cinema. The Devil's Kitchen caves were featured in the film "*Guna*," leading to their renaming as Guna Caves with the film's popularity. In the Thoothukudi district, there lies a striking red desert known as Theri Kaadu, renowned for its dunes and vibrant red soil. This unique landscape has captivated filmmakers, with movies like "*Asuran*" featuring scenes shot here. The red soil, formed through weathering and mineral deposits over time, contributes to the region's geological diversity.

Films have shown us just how beautiful and culturally rich Tamil Nadu's diverse destinations are. As film tourism picks up speed, the State is all set to make the most of its cinematic heritage. This means exciting new opportunities are on the horizon for both filmmakers and tourists

GUIDED HERITAGE WALK TO THIRUPPARANKUNDRAM



A WALK THROUGH TIME



Thirupparankundram, situated on the outskirts of Madurai, stands as a testament to its rich religious heritage. On May 12, 2024, a heritage walk was organised by Tamil Nadu Tourism in collaboration with DHAN Foundation, INTACH, Travel Clud Madurai and Pasumalai Avvai Penkal Vattara Kalangiam of Madurai Urban Region, to Thirupparankundram.

Led by renowned archaeologist Dr.V.Vedachalam and Art Historian Dr.G.Sethuraman, the participants were lectured throughout the journey about the rock-cut cave temple, Jain beds with Tamil-Brahmi inscriptions and bas-reliefs. Thirupparankundram, as mentioned in Sangam literature, is primarily renowned for its Murugan temple, the narratives of Jain rock beds and three Tamil inscriptions dating back to the 1st century BCE provide compelling evidence of the hillocks' Jain connection. Visitors had a complete insight into the historical connections of Thirupparankundram.

BLOOMINGDALE OF TAMIL NADU



In summer, the regions of Nilgiris and Kodaikanal unveil their new blooms to visitors, showcasing the season's fresh harvests of fruits and flowering delights. The Department of Tourism, in collaboration with the Department of Horticulture, organises summer festivals across various locations. These festivals feature many cultural programs, shows, and events, drawing domestic and international tourists alike.

The Kodaikanal Summer Festival popularly called the Kodai Vizha, commenced its 61st Flower Show on May 17, 2024, and lasted for 10 days in Bryant Park. The inauguration was led by District Collector Tmt. M.N. Poongodi, IAS, along with Superintendent of Police Dr. A. Pradeep, IPS and other officials. The event highlighted the vast floral diversity by showcasing 42 different flower kinds that were collected from different places.

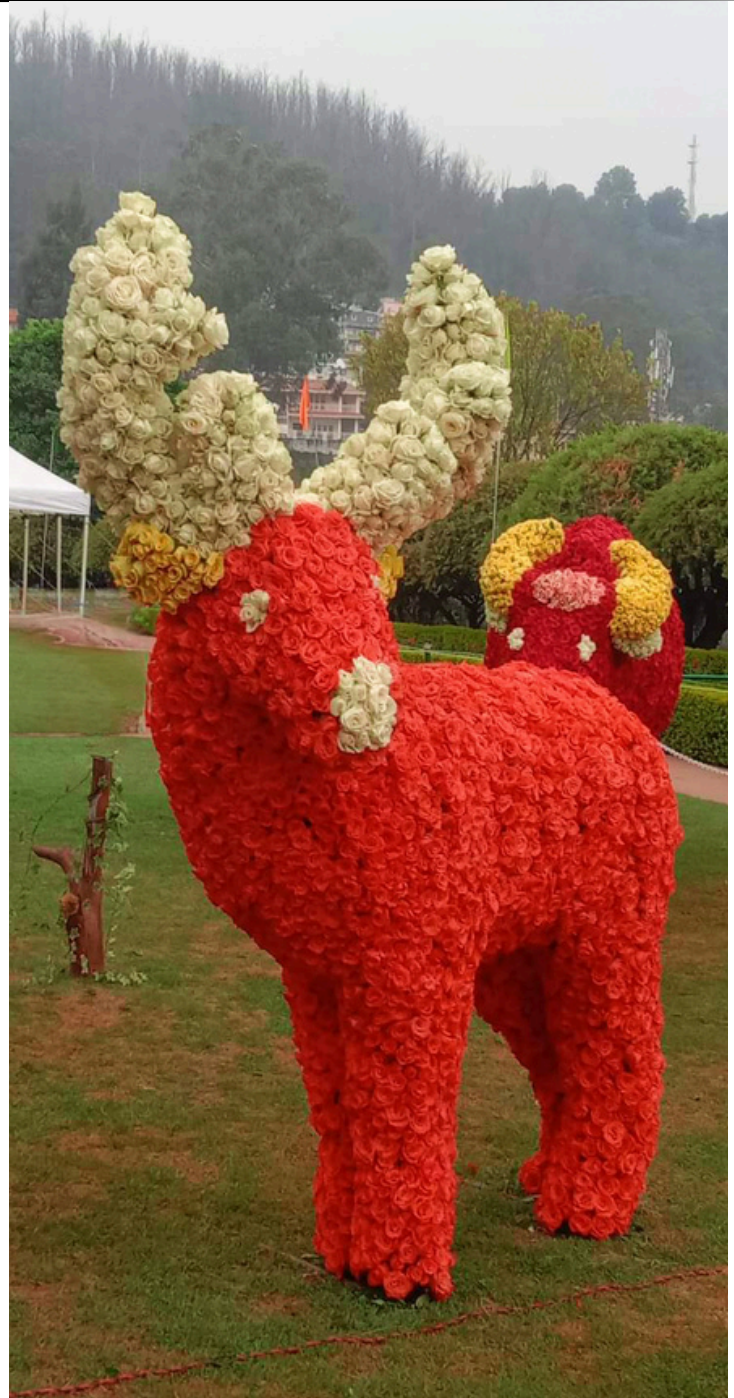


Various cultural events, featuring folk arts and traditional music performances, served as a platform for local talents to showcase their skills, alongside competitions and a dog show. Additionally, sports events like the boat race at the Kodaikanal boat house were meticulously arranged to captivate and engage visitors.

BLOOMINGDALE OF TAMIL NADU

The annual Ooty Flower Festival took place from May 10 to May 20, 2024, at the Ooty Botanical Garden. Celebrating its 126th year, the festival showcased an impressive variety of flowers, fruits, and vegetables. Visitors to the event also had the opportunity to enjoy the Ooty Dog Show, which featured a diverse range of dog breeds. These dogs, ranging from highly trained to charmingly domestic, demonstrated their talents, captivating the audience with their performances.

In addition to the flower festival, the Department of Tourism organised a boat racing competition and cultural programs from May 31 to June 2, 2024. These programs included vibrant folk dance and music performances, providing visitors with a rich cultural experience and entertainment. The District Collector, Tmt. M. Aruna I.A.S flagged off the boat race competition.



THANJAVUR CHRONICLES



Lecture on Chola Murals



The Cholas not only astonished viewers with their architecture but also demonstrated a fine taste in sculptures and murals. They chose to adorn the dark pradakshina-patha, the circumambulatory path, with exquisite murals featuring themes of religion and politics in fresco. Tamil Nadu Tourism, in collaboration with the Thanjavur Tourism Promotion Council, conducted a talk about Chola murals on May 11, 2024, at the Thanjavur Museum, Old Collector Office. The talk was led by Mr Madhusudhanan Kalaichelvan, an art, culture, history & Heritage enthusiast.

Discover Thanjavur Camp

For students aged 11 to 17 seeking a vacation beyond electronic gadgets, Tamil Nadu Tourism and the Thanjavur Tourism Promotion Council organised the "Discover Thanjavur" camp from May 18, 2024, to May 24, 2024. The District Collector, Thiru Deepak Jacob, I.A.S inaugurated the camp creating a unique opportunity for young minds to learn about the cultural treasures of Thanjavur, featuring a variety of activities designed to educate and inspire participants about the cultural, historical, and agricultural significance of the region.

Through educational tours, hands-on workshops, and cultural experiences, the camp offered a holistic learning environment.



Highlights from the Week-long Camp



On the first day, the students toured the city's museums, visiting the Thanjavur Museum, the District Collector's Chamber, and the Food Museum.



The second day focused on handicrafts, with students participating in activities such as doll making, glass painting and Kalamkari painting.



On day three, students explored the architectural marvels and historic sites of the region. Their itinerary included visits to the iconic Big Temple, the renowned Medical School, March Hall, Ranees Tower, the Granary, the Rajagopalamamy Canon, and the archaic prison.



On the fourth day, the students engaged in a manuscript quest and had the honor of meeting with a senior prince. Additionally, they explored the Serfoji II Museum and Saraswati Mahal Library.



On day five, the students delved into the fertile side of Thanjavur by exploring its rich agricultural assets. They visited included a cattle farm and a nursery.



On days six and seven, it was all about immersive experiences with the flavours of Thanjavur and its vibrant art forms. The students had the opportunity to prepare and savour traditional Thanjavur cuisine.



**TAMILNADU TOURISM
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— (A Govt. of Tamilnadu Undertaking) —



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Brihadeeshwara Temple

Hogenakkal