



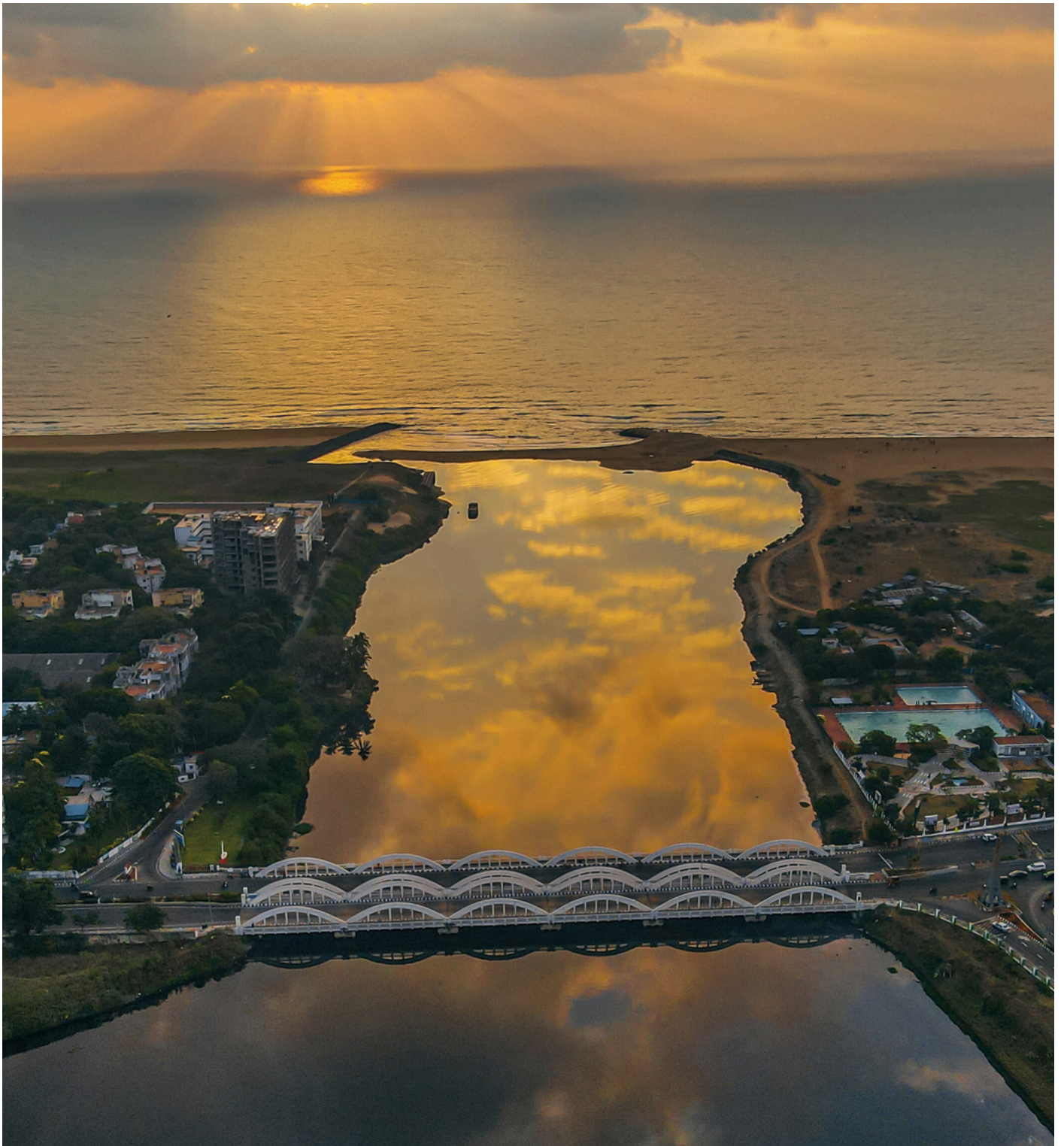
# Enchanting TAMIL NADU



Issue: 21

A Tamil Nadu Tourism Newsletter

August , 2024



Napier Bridge ,Chennai

# ONE-DAY HERITAGE TOUR TO VIRUDHUNAGAR



A heritage tour through Virudhunagar district was organised for school teachers and college students, highlighting the key heritage sites of the region. Known for its historical landmarks dating back approximately 400 years to the Nayak era, Virudhunagar's rich cultural history was the focus of the tour.



The tour was organised by the Department of Tourism together with the District Administration, Pandya Nadu Historical Research Center and Rajapalayam Rajaji College. The District Collector, Dr. V. P. Jayaseelan, I.A.S., officially inaugurated the tour with a flag-off ceremony held at the District Collectorate Conference Hall.



A group of 50 participants, consisting of 25 history teachers and 25 college students, visited several significant heritage sites, including the Thiru Nindra Narayana Perumal Temple, Vembakottai Excavation and Dam, and Sevalpatti Cave Temple. The tour was accompanied by the District Tourism Officer along with Dr S. Santhalingam, President of the Pandya Nadu Historical Research Center; Dr Kandasamy, Assistant Professor at Rajapalayam Rajaji College; Dr K. Paldurai, Government Museum Curator and Archaeologist Mrs Shanmugavall.

# AADI PERUKKU CELEBRATION IN DHARMAPURI



## RIVERS OF BLESSINGS

Aadi Perukku is a vibrant festival celebrated in Tamil Nadu, particularly during the month of Aadi, the fourth month in the Tamil calendar, which spans from July to August. This month is steeped in cultural significance and is marked by various festivities that revolve around the theme of water and its vital role in sustaining life.

The term "Perukku" means "rise," signifying the rise in water levels in rivers during the monsoon season. In Tamil Nadu, Aadi Perukku is a time when Tamil communities gather to honour the rivers and water bodies that sustain agricultural prosperity. The festival symbolises gratitude for the abundance of water, which is essential for irrigating crops and ensuring food security. As the monsoon rains fill up rivers, lakes and reservoirs, the rise in water levels is seen as a blessing from the divine, ensuring that the fields are fertile and crops are nourished.

## AADI PERUKKU CELEBRATION IN DHARMAPURI



In Hogenakkal, Dharmapuri district, the Aadi Perukku Festival was celebrated over three days from August 2, 2024 to August 4, 2024. Organised by the Department of Tourism in collaboration with the district administration, the event was inaugurated by the Honorable Minister for Agriculture and Farmers' Welfare, Thiru M.R.K. Panneerselvam. The District Collector, Tmt. K. Santhi, IAS, along with other officials, was also in attendance. The celebrations featured traditional dance performances, cultural activities, and various events highlighting the significance of water in the lives of the people.



# HON'BLE MINISTER OF TOURISM REOPENS PYKARA BOAT HOUSE ROAD

## REOPENING PATHWAYS

The Pykara Boat House road was officially reopened by the Honourable Tourism Minister, Thiru K. Ramachandran. The event, held in Ooty, marked the completion of a significant infrastructure project aimed at enhancing the accessibility and tourism appeal of the Pykara region.

The inauguration ceremony was attended by the District Collector of Nilgiris, Tmt. Lakshmi Bhavya Tanneeru I.A.S., Additional Collector Thiru H.R. Koushik I.A.S., the District Forest Officer (DFO), along with other key officials. The new road is expected to greatly improve the connectivity to the Pykara Boat House, a popular tourist destination known for its serene waters and picturesque surroundings.

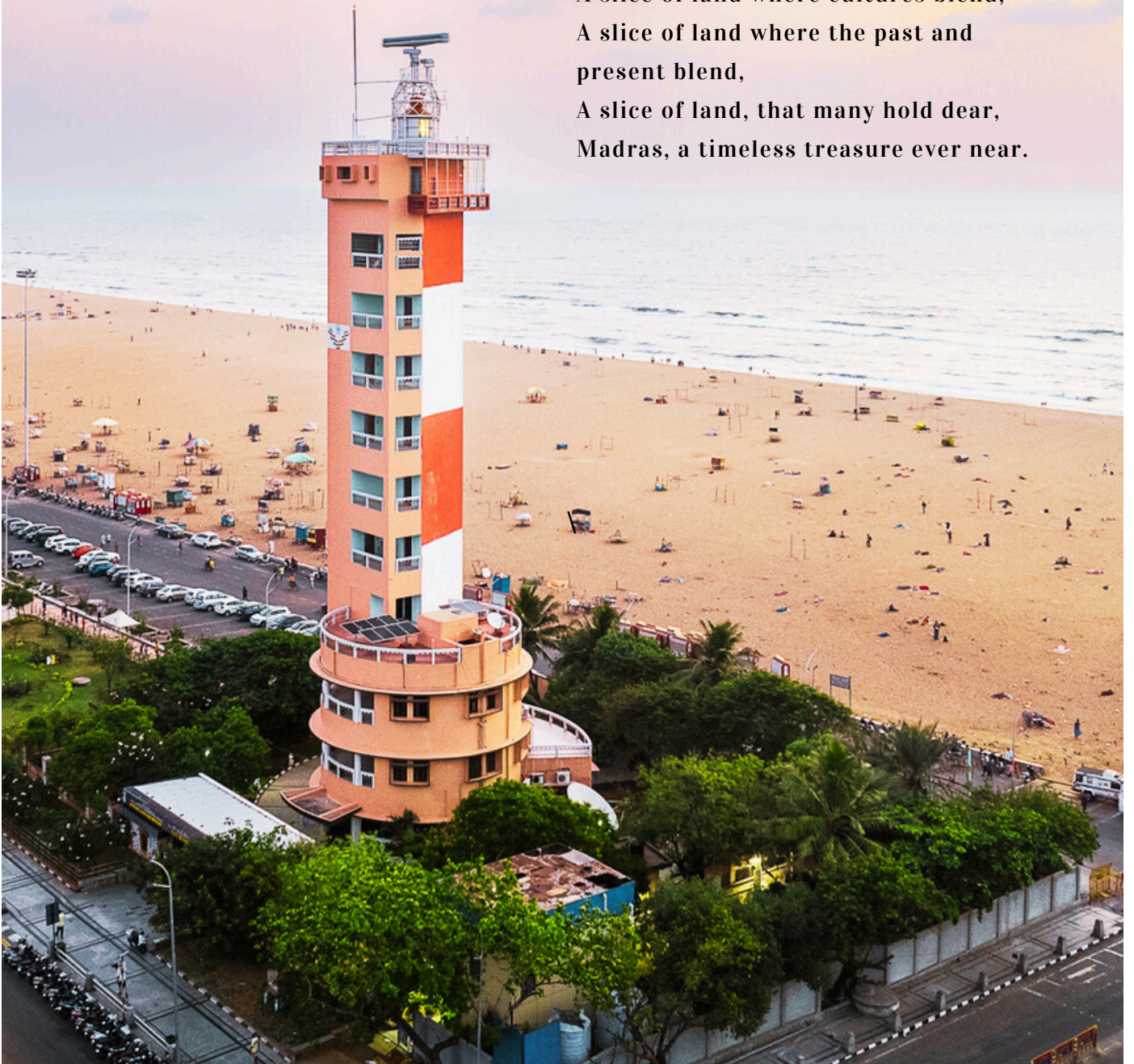
The government's commitment to enhancing tourism infrastructure in the region ensures that Pykara remains a must-visit destination for both domestic and international tourists. The improved road access is expected to contribute to the area's economic growth by attracting more visitors and creating new opportunities for local businesses.

The reopening invites visitors to once again enjoy the picturesque landscapes of Pykara.



# Madras 385 years young !!

A slice of land that many call home,  
A slice of land where dreams take  
flight,  
A slice of land where history speaks,  
A slice of land that welcomes with  
cheer,  
A slice of land where cultures blend,  
A slice of land where the past and  
present blend,  
A slice of land, that many hold dear,  
Madras, a timeless treasure ever near.





# TAMIL NADU TOURISM TRAVEL MART HIGHLIGHTS

# STRENGTHENING AND SEIZING B2B POTENTIAL

2 August 2024 - 4 August 2024

The Indian International Travel Mart (IITM), held from August 2, 2024, to August 4, 2024, at the Nandambakkam Trade Centre in Chennai, provided a significant platform for the travel and tourism industry to engage in business-to-business interactions and explore travel trade opportunities. The event brought together a diverse range of exhibitors and attendees, fostering a conducive environment for professional networking and collaboration.



Tamil Nadu Tourism participated in the event to showcase its wide range of tourism products and services, with the aim of enhancing visibility, strengthening brand presence, and promoting both new and ongoing projects in the state's tourism sector. By connecting with industry experts, tour operators, and prospective business partners, Tamil Nadu Tourism sought to solidify its standing as a premier tourism destination in India.



# TAMIL NADU PAVILION TOP AWARD

# TAKES

6 August 2024

The 20-day Vavubali Exhibition in Kanniyakumari, concluded on August 6, 2024, celebrated its 99th edition this year. As part of the event, Tamil Nadu Tourism put up a meticulously designed pavilion that showcased a broad spectrum of tourist destinations across Tamil Nadu. Special emphasis was placed on highlighting the attractions of Kanniyakumari, enhancing the region's visibility to visitors.





# TAMIL NADU PAVILION TAKES TOP AWARD

With engaging displays, maps and brochures of different districts with TTDC accommodations, the visitors were informed about the diverse travel experiences Tamil Nadu has to offer. The effort was recognized with the Best Exhibiting Pavilion Award, a testament to the pavilion's outstanding presentation and effective promotion of Tamil Nadu's tourism.



# TAMIL NADU TOURISM ENGAGES AT 39TH IATO ANNUAL CONVENTION

30 August - 2 September 2024

The 39th Annual Convention of the Indian Association of Tour Operators (IATO), held from August 30 to September 2, 2024, in Bhopal, drew significant attention from the tourism industry. IATO, the national body for tour operators, continues to address crucial issues affecting tourism in India, maintaining strong global connections with organisations like USTOA in the US, NATO in Nepal, and ASITA in Indonesia.



Tamil Nadu Tourism participated in the convention engaging with tour operators and agencies. The focus was on spotlighting Tamil Nadu's extraordinary tourism potential, ranging from its ancient temples and lush landscapes to its innovative tourism initiatives, including Caravan and Agro/Fram tourism. With a focus on collaboration, Tamil Nadu Tourism used the convention as a platform to strengthen ties with industry partners and explore new opportunities. Tamil Nadu Tourism also emphasised the State's commitment to enhancing tourism infrastructure and services, positioning it as a premier destination for both domestic and international travellers.





**1842** The Indo Saracenic building that stands tall today as the Police Museum was the first building of the City Police Commissionerate. This 1.4 acre property with its Bungalow was built by Arunagiri Mudaliar. Lt. Col. John Carne Boulderson became the first Police Commissioner in 1856 as per the City Police Act of XLI of 1856. The once rented property now became the asset of the Police via Lt. Col. John Carne Boulderson on July 22, 1856. The entire property with the bungalow was purchased for 21,000 Rupees. This heritage structure has undergone several changes, extensions and abuse in the late 1800s and 1900s.

Under the reign of Lt. Col. W.B. Dreier, the Police Commissionerate was shifted to a new building that was designed by Architect Robert Chisholm located on the Police Commissioner's Office Road for a brief period of time. Once the Police Commissionerate shifted back to this old building, the temporary Commissionerate was used as the photography studio of the Police.

Finally, this building has gained a high heritage value in the city and there was a pushing need to conserve this building. The architectural wonder of this building is that the spatial quality has enabled it to adaptively house the Museum. The original bungalow is a two-storied load-bearing structure with a grand portico that welcomes the visitors into a verandah that runs around the front periphery of the building. It transitions smoothly into the lobby that has an elaborate curved timber staircase that leads up to the first floor. This staircase has stood the test of time and has retained its historic fabric till date. The rooms were designed to be of large heights with tall windows flooding them with natural light and ventilation.

Ktife did Commissioner J.C. Boulderson know that his office would reincarnate to be a museum for the Tamil Nadu police.

A building so monumentally blind to the millions who pass by every day is indeed a lost landmark of Madras. The aim to restore this marvel is to make it a world class landmark for generations to come. The conservation effort for this building began in October 2020 and the restoration work has been completed in 9 months. All additions and changes that were unfavorable to the historic fabric of the building have been removed. The Police Museum today stands as a testimony to the valour of the Men in Uniform. They have had their ups and downs but the museum will keep them tall in history for generations to come.

## AN INSIDE LOOK AT THE TAMIL NADU POLICE MUSEUM IN EGMORE

History often celebrates monarchs and warriors, yet the true defenders of peace have always been the police. From upholding law and order to protecting the vulnerable, their legacy is one of steadfast dedication. The Tamil Nadu State Police Museum in Egmore takes you to the passage through the annals of time displaying the valour and dedication of vigilant guardians of our society. The museum is housed in a historic building that itself is a significant artefact, having served as the Chennai Police Commissioner's office from 1856 to 2013. Within these walls, nearly 200 years of history are preserved.

The museum's architecture preserves the essence of old Madras with its original terrace roofing and walls covered in traditional lime plaster. Upon entering the museum, you'll find exhibits covering a wide range of historical periods, from colonial times to the present day. Displays include police uniforms, vehicles, and a time map from the Sangam era to today, along with items such as swords, cameras, riot gear, explosives, and handcuffs.

Spread across two floors, the museum features different sections dedicated to the various branches of the police force.





The highlights include the traffic police section, riot control gear, bomb detection equipment, and the Disaster Response Force. Fascinatingly, the police sword-makers used nanotechnology over 2,500 years ago. There is also an Idol Retrieval Unit that features restored idols from theft incidents. Modern advancements in traffic management and crime investigation are showcased, with exhibits on breath analyzers, speed detectors, and forensic tools like cameras and fingerprint analysis. The weaponry section features high-tech rifles and grenade launchers. Additionally, the Madras Police Music Band, formed during the colonial era, reflects its rich heritage through performances, from ceremonial parades to public awareness events.

Concluding the visit, the museum's souvenir shop offers a selection of handicrafts, including mats and woven baskets, crafted by prisoners as part of employment initiatives.



# THIRUVIDANTHAI BEACH SKIES ALIVE WITH COLOUR

**WAVE OF SPECTATORS MARVELLED THE SPECTACULAR KITES AT THE THIRD EDITION OF TAMIL NADU INTERNATIONAL KITE FESTIVAL**



The skies over Thiruvudanthai Beach were transformed into a vibrant display of color as the third edition of the International Kite Festival took place from August 15th to 18th, 2024, at Thiruvudanthai Beach, East Coast Road, Mamallapuram. Tamil Nadu Tourism hosted this lively event in partnership with Global Media Box.

Over 250 kites soared through the sky, flown by 40 skilled kilters from eight countries, including France, Germany, Thailand, Vietnam, Switzerland, and India. This year, the Curtain Raiser Event was held in Madurai from August 9th to 11th, 2024, near the Vaigai River Bridge. The festival was inaugurated by the Hon'ble Minister for MSME, Thiru T. M. Anbarasan, and the Hon'ble Minister for Tourism, Thiru K. Ramachandran, along with Dr B. Chandra Mohan, I.A.S., Principal Secretary to the Government for Tourism, Culture, and Religious Endowments Department; Thiru C. Samayamoorthy, I.A.S., Commissioner of Tourism and Managing Director of TTDC; and Thiru S. Arunraj, I.A.S., Chengalpattu District Collector.



# THIRUVIDANTHAI BEACH SKIES ALIVE WITH COLOUR



This year's festival centred around the theme "Let's Color the Skies and Bring More Colors into Our Lives." The showstopper of the event was a vibrant teddy bear kite, which captivated the audience. The four-day festival featured an array of kites that attracted visitors of all ages, from traditional diamond-shaped kites to creative designs like horses, Jallikattu bulls, marine creatures, colourful pandas, and popular children's characters such as Tom, Pink Panther, and Angry Birds.

In addition to the stunning kites, the festival also featured food zones, craft and souvenir stalls, and lively evening music that kept visitors' feet tapping.



# TENKASI CELEBRATES COURTALLAM'S WATERFALL FESTIVAL

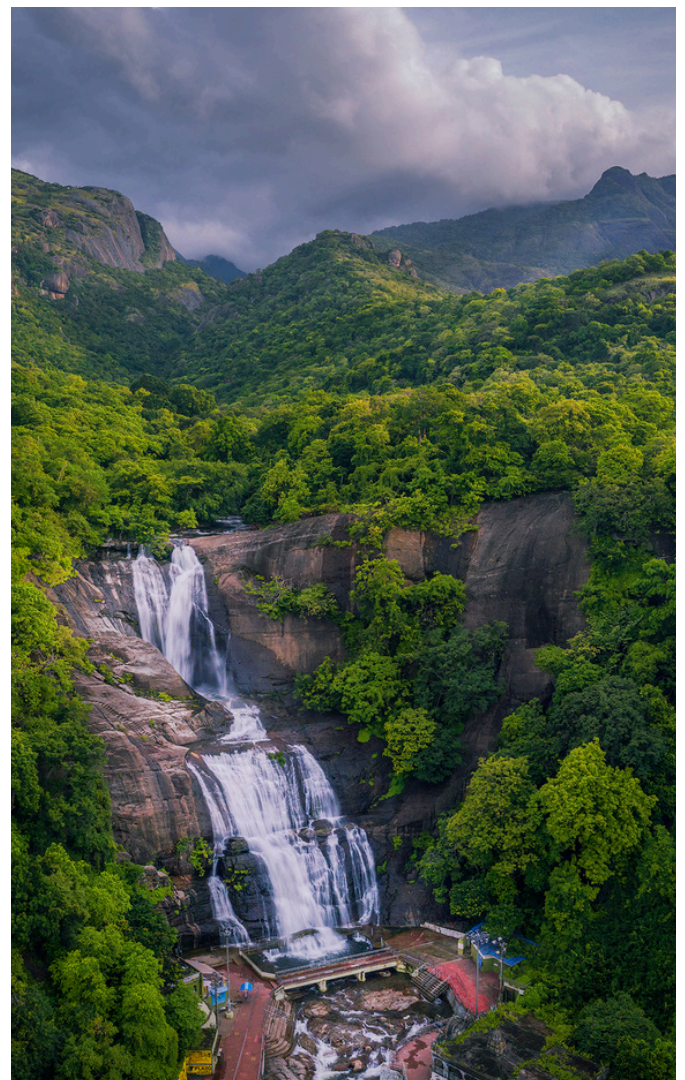
## COURTRALAM SARAL VIZHA 2024



Courtallam, renowned as the "Spa of South India," hosted its annual "Sara Vizha" festival from August 16 to August 20, 2024. Tamil Nadu Tourism organised the event in collaboration with the District Administration to celebrate the water flow of the unique therapeutic waterfalls.

The festival was inaugurated by Thiru A.K. Kamal Kishore I.A.S., District Collector of Tenkasi. Visitors from across the country gathered to celebrate summer with a range of refreshing activities. The festival featured several competitions, including a boat race at Vennamadaikulam near the Five Falls, a dog show, and contests in rangoli drawing, yoga, and drawing.

One of the main attractions for tourists was the 'I Love Courtallam' selfie point, which drew considerable attention from visitors eager to capture their moments at the scenic spot.



## HONOURABLE MINISTER OF TOURISM INSPECTS SITES



Emphasising the department's commitment to enhancing tourism infrastructure, the Honourable Minister of Tourism, Thiru K. Ramachandran, inspected several key tourism sites. On August 17, 2024, the Minister visited the Javadhu Hills in Tiruvannamalai district, inspecting the adventure tourism site in Palamarathur village and evaluating Kollapan Lake as a possible location for a new boat house. This initiative is part of ongoing efforts to boost tourism in the region.

The Minister also inspected adventure tourism activities at Athanavur in the Yelagiri Hills, Tirupattur district. His visit included a review of the tourism development works at Punganur Lake, Yelagiri, focusing on enhancing the area's natural attractions.

The Hotel Tamil Nadu franchise in Salem was inaugurated by the Minister on August 18, 2024, marking a significant addition to the region's hospitality sector, catering to the surge in tourism.



# REACHING YOUR ROOTS

The Commissionerate of Rehabilitation and Welfare of Non-Resident Tamils executed a two-week cultural tour called "Reaching Your Roots" for Tamil diaspora youth. One hundred Non-Resident Tamils from 15 different countries ventured on this journey across Tamil Nadu, moving from far-off places to their ancestral homeland.

Through this tour, young individuals were warmly welcomed by the tourist officers and district administration, creating an opportunity for them to reconnect with their heritage. Beyond just an educational experience, the tour allowed them to dive deep into the rich history and culture of Tamil Nadu, forging a meaningful connection to their roots.



The 'Reaching Your Roots' journey commenced in Chennai, with the first day dedicated to exploring the Egmore Museum. On Day 2, the group travelled to Chengalpattu district, exploring the DakshinaChitra Heritage Museum, India Seashell Museum, Mamallapuram Lighthouse, Mamallapuram Shore Temple, Sculpture Museum, and participating in a sculpting workshop.

Days 3 and 4 led participants to Cuddalore, Ariyalur, and Thanjavur, taking them to Veeranam Lake, Brihadeeswarar Temple, Gangaikonda Cholapuram, and Darasuram Temple. The exploration continued in Thanjavur on Days 5 and 6, including stops at the Brihadeeswarar Temple, Saraswathi Mahal Library, Thanjavur Art Gallery, and Kallanai Dam. The days were capped off with a Parambariya Isai & Bharatanatyam event and a hands-on Fusion Art workshop.



# REACHING YOUR ROOTS

On Day 7, the tour proceeded to Pudukkottai and Sivaganga, with visits to Sittannavasal Cave and Kanadukathan Palace. Day 8 took the group to Thoothukudi and Tirunelveli districts, featuring Mahakavi Bharathiyar Manimandapam, K. Rajanarayanan Memorial House, Kattabomman Memorial House, along with a Karisal Ilakkiyam workshop.



Day 9 included stops in Kanniyakumari, Thoothukudi and Tirunelveli, showcasing the Thiruvalluvar Statue, Adichanallur Archaeological Site and Koonthankulam Bird Sanctuary. Day 10 had the group visiting Nellaiappar Temple and VOC Memorial House in Tirunelveli, followed by a Kavithai Ezhuthu workshop.



On Day 11, participants headed to Tenkasi to experience the Courtallam Waterfalls, a lecture on Tamil Siddha Medicine, and attended the Varmam and Yoga workshop. Day 12 brought them to Madurai and Sivaganga, where they explored Meenakshi Amman Temple, Thirumalai Nayakar Palace, and the Keeladi Heritage Museum and excavation site.



Day 13 was dedicated to Viluppuram, featuring visits to Gingee Fort, Melsithamur Jain Temple, and village cultural activities.

The journey wrapped up on Days 14 and 15 in Chennai with events including the celebration of Indian Independence Day on August 15 and a visit to Periyar Thidal.

# AN EDUCATIONAL WALK TO THE PALLAVA ERA



On August 29, 2024, Tamil Nadu Tourism led a two-kilometre heritage walk in Tiruchirappalli. The walk took participants through some of the most iconic sites associated with the Pallava dynasty, a period known for its architectural and artistic advancements. The route included Mainguard Cave, Theppakulam, the Rock-Cut Cave, the Coronation Garden, and the Museum, each stop offering a unique glimpse into the past.

The heritage walk was flagged off by Mr. M. Pradeepkumar, I.A.S., the District Collector of Tiruchirappalli, with participation from students of National College, Trichy, which was originally a citadel for the early Cholas, later transitioned into Pallava's hands. The city is a vibrant mix of ancient traditions and contemporary life, with the Rock Fort at its heart. Beyond the Fort, numerous temples from the 1760s can be found throughout the city.

The heritage walk served as both an educational experience and a reminder of the rich cultural heritage that continues to define the region, all while celebrating the Pallavas' enduring legacy.



# JAVADHU SUMMER FESTIVAL



The Javadhu Hills in Tiruvannamalai hosted the annual summer festival on August 30, 2024. Situated at an altitude ranging between 3,600 and 3,800 feet, the Javadhu Hills are an extension of the Eastern Ghats, known for their breathtaking landscapes and rich cultural heritage.

The festival was inaugurated by the Honourable Minister for Public Works Department and Highways, Thiru E.V. Velu, alongside the Honourable Minister of Tourism, Thiru K. Ramachandran, the Honourable Deputy Speaker, Thiru K. Pitchandi, and the District Collector of Tiruvannamalai, Thiru D. Baskara Pandian, I.A.S.

The event featured a vibrant array of cultural programs, showcasing traditional folk dances such as Bharatanatyam, Silambattam, Puliattam, Thappattam, Oyilattam, and Kolattam. Various troupes performed folk songs and dances, bringing the rich cultural traditions of the region to life for attendees.



# CHENNAI HOSTS FIRST-EVER INDIAN RACING FESTIVAL 2024

Chennai made motorsport history by hosting the inaugural Indian Racing Festival from August 31 to September 1, 2024, at Island Ground. The 3.5 km circuit highlighted some of the city's iconic landmarks, including the Island, Victory War Memorial, Napier Bridge, Swami Sivananda Salai along the Cooum River, and Kamarajar Salai near Marina Beach. Supported by the Tamil Nadu Tourism Development Corporation, the event was organised by the Tamil Nadu Sports Development, which established the Chennai Formula Racing Circuit. The festival's highlight was a spectacular night-time Formula 4 street race, bringing adrenaline-fueled excitement to the streets of Chennai. Thiru Udhayanidhi Stalin, Minister of Youth Welfare and Sports Development of Tamil Nadu, flagged off the race, marking a significant moment in Tamil Nadu's motorsport journey





**TAMILNADU TOURISM  
DEVELOPMENT CORPORATION**

— (A Govt. of Tamilnadu Undertaking) —



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Mahendravadi cave

Jawadhu Hills