

Issue: 05

A Tamil Nadu Tourism Newsletter

May '23





# Chennai Vizha Inauguration

28 April 2023 | Island Grounds, Chennai

To celebrate the unique crafts and acknowledge the artisans globally, The Department of Tourism, Government of Tamil Nadu has organised Chennai Vizha 2023- International Handicrafts, Handlooms and Food Festival by inviting artisans from both India and around the globe to showcase their exceptional handcrafted products and textiles.

The 23-day festival is happening for the first ever time in Tamil Nadu to celebrate the traditional and authentic handicrafts, and handlooms of India. It is held at Island grounds, Chennai which is located in the heart of the city from April 29 2023- May 21 2023.

Thiru. Udhayanidhi Stalin, Minister for Youth Welfare and Sports Development, Government of Tamil Nadu together with Thiru. T. M. Anbarasan, Minister for MSME and Tamilnadu Urban Habitation Development Board, Government of Tamil Nadu, Thiru. R. Gandhi, Minister of Handlooms and Textiles, Government of Tamil Nadu, Thiru. Ma. Subramanian, Minister for Health and Family Welfare, Government of Tamil Nadu, Thiru. P. K. Sekar Babu, Minister of Charitable Endowments, Government of Tamil Nadu, K. Ponmudy, Minister for Higher Education, Government of Tamil Nadu, Thiru. K. Ramachandran, Minister of Tourism, Government of Tamil Nadu, , inaugurated the Chennai Vizha 2023 at Island Grounds, Chennai, on 28th April 2023. Mayor R. Priya, Chennai, Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture, and Religious Endowments, and Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of the Tamil Nadu Tourism Development Corporation were present at the event.

The Tamil Nadu Zone has 70 stalls, while the national zone has 76 stalls from 19 states and Union Territories. About 23 artisans from more than 9 countries participated in the fest. Various cultural programs representing traditional dance forms and musical ensemble across the country are organised. There's also a multi-cuisine food court offering traditional and ethnic delicacies.





# Medical Tourism Summit

29-30 April 2023 | ITC Grand Chola, Chennai



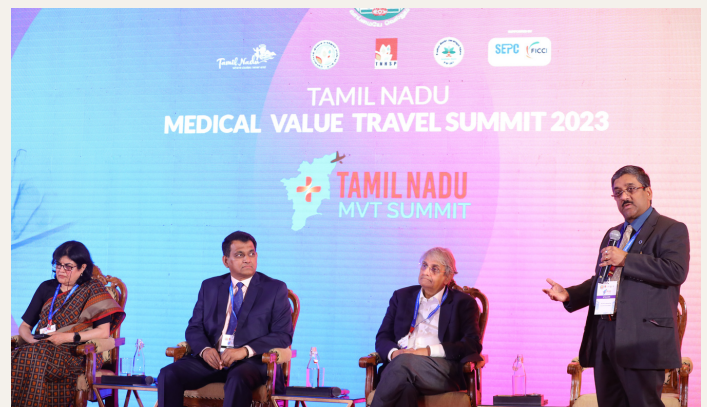
The 1st ever Tamil Nadu Medical Value Travel Summit 2023 was inaugurated on 29th April 2023 by the Hon'ble Chief Minister of Tamil Nadu, Thiru. M K Stalin along with Thiru. K Ramachandran, Minister of Tourism, Thiru. Ma. Subramanian, Minister for Health and Family Welfare, and Thiru. Mano Thangaraj, Minister of Information Technology.

Dr. Chandramohan B, IAS, Principal Secretary to Government, Department of Tourism, Culture and Religious Endowments, Dr. P Senthilkumar, IAS Principal Secretary to Government, Department of Health and Family Welfare, and Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of TTDC were present at the event.



75 international delegates from 21 countries and 120 hospitals from TN, Embassy Officials, Key stakeholders, Insurance companies, MVT Facilitators participated in the 2-day summit. On the inaugural day, various panel discussions, conference sessions and over 500 B2B meetings were conducted to showcase our state's robust medical infrastructure and affordable healthcare. On the 2nd day of the Summit, the international delegates were taken on a hospital tour in and around Chennai, to showcase the best medical infrastructure and facilities available in Tamilnadu.

The Medical Value Travel Summit was conducted with an objective to promote the state as a global hub for medical tourism. With top-quality healthcare services and facilities, the Government is proud to showcase the robust medical infrastructure that offers world-class healthcare at an affordable cost.





# World Heritage Day Walk

18 April 2023 | Chennai

## Reminisced the heritage of Chennai



The World Heritage Day was celebrated on April 18 2023 with an aim to preserve the past, embrace the present and safeguard the future.

To celebrate the cultural legacy of Tamil Nadu, the Tamil Nadu Tourism Development Corporation organised a heritage walk in collaboration with Namveedu Namoor Namkadhai on 18th april 2023.

The heritage walk was conducted at Madras Literary Society- Nungambakkam- the red sandstone building which is the oldest functional library in Chennai city and one of the oldest in India.

Over 45 literary and history enthusiasts participated in the walk. They had the opportunity to learn and discover the rich cultural and historical significance of the heritage library.





# Destination of the month



## Nagapattinam

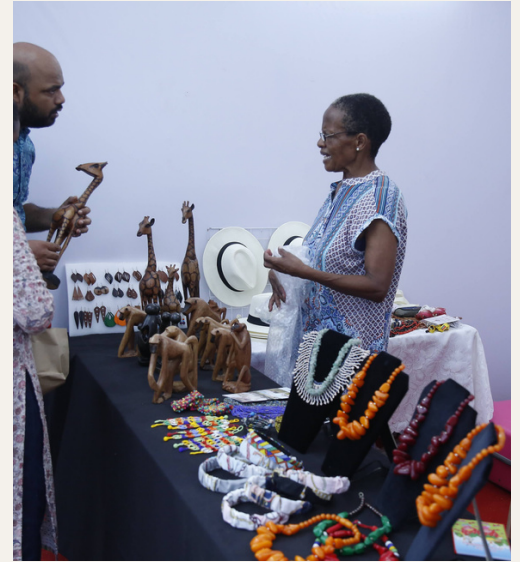
The town that has its legacy written in Tamil historical scriptures. Once a famous seaside town during the Chola era, Nagapattinam is home to various heritage sites. Hop on your vehicle and visit the marvellous Velankanni Church. You can next take a halt at Nagore Dargah and embark on the heritage and history of this Mosque. You also have numerous temples that are famous among the tourists like the Sikkal Murugan Temple, Sirkazhi, Mayiladuthurai, Vaitheeswaran temple and Thirukkadaiyur.

To reminisce and travel back to the past, take the route to Poompuhar- the Silappadhikaram fame, partially submerged town and once the official port of Cholas known as Puhar. Also, pay a visit to Kodiakkarai (Point Calimere) and the Dutch heritage town Tranquebar alias Tharangambadi.



# Through the lens: Chennai Vizha 2023

A sneak peek into Chennai Vizha: the biggest international handicrafts, handlooms and food festival that is crafted with tradition and woven with heritage





# Chintadripet Photo Walk

9 April 2023 | Chennai

Reliving heritage through the lenses



The Tamil Nadu Tourism Development Corporation conducted an inclusive heritage photo walk to Chintadripet in association with Madras Photo Bloggers (MPB). They visited the Goschen Library, Zion Church and May day park of Chinna Thari Pettai- a heritage locality at Chennai's city centre.

About 40 participants were accompanied by historians and story curators from Nam Veedu Namoor Nam Kadhai who shared the significance on various aspects of the places visited and made the walk interactive and engaging.

Sign-language interpreters from MPB conversed with the participants and explained the tales told by the curators. The entire trip gave the participants a space to showcase and develop their photography skills and capture the moments from a varied perspective.





# Great Indian Travel Bazaar

23-25 April 2023 | Jaipur



The Great Indian Travel Bazaar is India's leading business networking platform for inbound tourism. It is organised by Rajasthan's Department of Tourism, along with the Ministry of Tourism, GoI and Federation of Indian Chambers of Commerce and Industry (FICCI).

The 12th edition of GITB was organised this year from April 23rd-25th 2023 at Jaipur. About 275 foreign buyers from across 50 countries and 200 national exhibitors participated in this year's bazaar.

The Tamil Nadu Tourism department was one of the exhibitors at the event. The stall had various features that promoted and celebrated the vibrant and dotting tourist destinations of Tamil Nadu, and gave an overview on the tourism and hospitality services offered across the state. The stall was visited by various business entrepreneurs and executives of the travel sector. A total of 8 hoteliers and tour operators were a part of the Tamil Nadu pavilion as co-exhibitors.



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