



Issue:09

A Tamil Nadu Tourism Newsletter

August, 2023



• Marina Lighthouse

VIVID KITES PAINTING THE SKY

Marine Life Taking Flight in the Skies at the Second Edition of Tamil Nadu Kite Festival



The second edition of the Tamil Nadu International Kite Festival, organised by the Tourism Department in association with Global Media Box took place in two locations, Kanniyakumari and Mamallapuram.

The event showcased approximately 200 kites from eight countries including Malaysia, Vietnam, Thailand, China, USA, France, Singapore and India centred around the theme "Save Marine Life, Save Mother Earth." The prelude to the festival was conducted for three days in Kanniyakumari from August 4th to August 6th. Thiru T. Mano Thangaraj, the Hon'ble Minister of Milk and Dairy Development of Tamil Nadu inaugurated the event.



The second edition of the Tamil Nadu International Kite Festival took place at TTDC Ocean View, Mamallapuram, from August 12th to August 15th. The event was inaugurated by Thiru T.M. Anbarasan, Minister of Micro, Small, and Medium Enterprises Department, Government of Tamil Nadu, in the presence of Thiru K. Selvam, Member of Parliament from Kancheepuram, Thiru Sandeep Nadurai, IAS Director of Tourism and Managing Director of TTDC, and Thiru Rahul Nath IAS, District Collector of Chengalpattu. On the last day of the festival, the Hon'ble Minister of Tourism, Thiru K. Ramachandran, visited the exhibition.

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The goal of the event was to raise consciousness about environmental preservation and safeguarding marine life. In alignment with this purpose, the kite display portrayed various marine creatures. Besides the colourful kites, the audience enjoyed live music and food stalls



TTDC IN FRAME

Captured moments of Tamil Nadu Tourism displaying vibrant catalogues in the pavilion,
promoting diverse tourist attractions of Tamil Nadu

IITM, Chennai
4-6 August 2023



ITM,Jaipur
11-13 August 2023



TTDC CELEBRATING 77TH INDEPENDENCE DAY

Marking a patriotic moment at TTDC premises.



Tamil Nadu Tourism Development Corporation (TTDC) hosted a momentous flag-hoisting ceremony on August 15, 2023. The tricolour was hoisted by Thiru. Sandeep Nanduri IAS, Director of Tourism and Managing Director of TTDC, in the presence of officials from Department of Tourism and TTDC.

AROUND THE CITY WITH TUNE AND TALES

Preceding the City's birthday, through a musical heritage walk.



In observance of Madras week, TTDC along with Nam Oor Nam Veedu Nam Kadhai organised a Musical Heritage walk titled “Isaiyum Varalaarum” on August 19, 2023. The walk was guided by Ms. Tripura Sundari, a conservation architect with 30 participants, including local artisans who displayed native instruments like parai, sangu, tumba, khanjiri, and flute. The walk highlighted the vital role of music in society and its profound connection to Madras.

TRAVEL AND TOURISM FAIR, AHMEDABAD

The Travel and Tourism Fair (TTF) is India's most extensive travel trade exhibition platform. It provides a marketing forum and an opportunity to engage with the tourism industry across nine significant cities in India. The exhibition was held in Ahmedabad from August 23rd to 25th, with its inauguration by Thiru Mulubha Bera, the Hon'ble Minister for Tourism, Gujarat.



Thiru. Sandeep Nanduri, IAS, Director of Tourism and Managing Director of Tamil Nadu Tourism Development Corporation, visited the pavilion on August 24, 2023. The State's pavilion highlighted Tamil Nadu's rich culture, landscapes, architectural marvels, and tourism offerings. Tamil Nadu Tourism's commitment to excellence and creative initiatives earned the esteemed "Best Design and Decoration Award."



TRACING THE ORIGIN OF MADRAS



As a part of the Madras Week celebration, Tamil Nadu Tourism Development Corporation collaborated with the AARDE Foundation to organise a one-day tour to Pazhaverkadu (Pulicat). Along with celebrating the region's rich heritage, the walk promoted awareness about the conservation of Pulicat Lake, the second-largest water body in India.

Participants were taken on a tour to notable sites, including the Dutch 1656AD Cemetery, Adhi Narayanan Perumal Temple and Samayeswara Temple. They were also introduced to the intricate art of Palm Leaf Handicraft.



TASTE TRAIL OF CHENNAI

FROM SPICES TO STORY: CHENNAI'S FOOD HERITAGE WALK

TTDC in association with Madras Inherited led a Heritage Food Walk on Aug 27, 2023. A total of 25 attendees participated in conversations about the local heritage and experienced distinctive dishes at five iconic stops: Basha Halwa, Ratna Cafe, Thanigaivelan Inippagam, Hema Milk Depot, and Bharati Mess. The walk concluded by highlighting the culinary heritage of Chennai.



Destination of the Month

Fort St. George



The majestic white structure rises high along the Bay of Bengal coast in Chennai has a rich history reflecting both the city of Madras and the colonial history of India

Fort St. George was the first English fortification in India, built between 1639 and 1640 CE. After negotiating with the Raja of Chandragiri, Francis Day and Andrew Cogan (the first agent of the English East India Company to rule Madras) acquired the strip of land on the Coromandel coast. The construction of the fort was completed on St. George's Day, April 23, 1644, which led to its christening in honour of this occasion.

Flag Staff

The flagstaff at Fort St. George is an important reminder of British rule in India. It has stood tall since 1688 CE and is one of the tallest in the country, reaching a height of 148 feet. This flagstaff was originally part of a ship's mast, made from a single piece of teakwood. On August 15, 1947, symbolising the culmination of British rule in India, the Indian tricolour was raised high on this flagstaff.



Fort Museum

The Fort Museum houses a collection of artefacts from the three centuries of British presence in India, showcasing them in ten galleries spread across three floors. These galleries include the Porcelain, Portrait, and Indo-French Galleries.

Among the noteworthy installations, on this premises are the marble statue of Lord Cornwallis and the flag that flew on August 15, 1947, marking India's independence.

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**TAMIL NADU TOURISM COMPLEX,
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