

Kerala Tourism launches ‘Ente Nadu’, enabling NRK’s to help promote tourism

In a novel venture, Kerala Tourism is joining hands with Non Resident Keralites to strengthen the State’s progress in the tourism sector. The unique initiative, ‘Ente Nadu’ will provide NRKs with a host of opportunities to help contribute towards the growth of the tourism sector. As a first step toward this, an NRK meet will be held at Le Meridien in Kochi on the 23rd and 24th of December 2008. The Hon. Minister for Home, Vigilance and Tourism, Shri. Kodyeri Balakrishnan officially unveiled the ‘Ente Nadu’ logo and also launched a website of the NRK Meet. www.keralatourism.org/nrkmeet

Within a short span of time, Kerala has grown into one of the most sought-after tourist destinations in the world. Tourist arrivals and the revenue from tourism have shown an unprecedented growth in recent years and are expected to escalate further in the coming years. The ‘Ente Nadu’ -Kerala Tourism NRK initiative aims at harnessing the support of the vast population of non-resident Keralites, who have contributed substantially to the growth of the state’s economy, in the promotion of tourism.

“Having played a key role in spreading the social and cultural heritage of our state around the world, we now look forward to the whole-hearted support of NRKs in helping us script Kerala Tourism’s success story ”, said Shri.. Kodyeri Balakrishnan.

The highlight of the Meet will be the introduction of the pioneering Malayalee Tourism Brand Ambassador programme chalked out by the Department of Tourism, which will provide on-line opportunities for NRKs to earn special privileges and incentives for motivating people to visit Kerala. Besides facilitating NRKs to become the Brand Ambassador of their homeland, they will also be given investment opportunities. Opportunity to partner in private initiative like resorts, hotels, service apartments, and homestays etc., piloted by resident managerial / entrepreneurial talents will be created. Public-Private-Partnership (PPP)

model investment and development in identified locations will also be encouraged.

The Meet will feature presentations by Kerala Tourism, other government bodies and Public-Private partnership presentations, interactive sessions, project partnership and financing workshop, cultural programmes and networking dinners as well as the announcement of the NRK Tourism Support Cell.

The event is jointly organized by the Department of Tourism and the Industries Department, Govt of Kerala.

Tourism Resorts Kerala Ltd. (TRKL), a Government of Kerala undertaking for tourism-based investment promotion and infrastructure development will act as the nodal agency for conducting the event. Partners of the Ente Nadu Kerala Tourism NRK initiative include Non Resident Keralites' Affairs Department (NORKA), Kerala State Industrial Development Corporation (KSIDC), Kerala Financial Corporation (KFC), Kerala Tourism Development Corporation (KTDC) and the Public Relations Directorate (PRD), Govt. of Kerala.

A committee has been constituted for implementing the event. Secretary (Tourism) is the Organizing Secretary. Principal Secretary to Industries Department, Secretary (Investment Promotion), Secretary to NORKA, Managing Directors of KSIDC, KFC, KTDC and Tourism Director are the executive members and Managing Director, Tourist Resorts (Kerala) Limited (TRKL) is the convenor.