



Department of Tourism

Park View Thiruvananthapuram 695 033

Kerala India Fax: +91-471-2322279

Tel: +91-471-2326579 2321132

Email: info@keralatourism.org

marketing@keralatourism.org

www.keralatourism.org

PRESS RELEASE

‘Brand Wayanad’ to be unveiled on October 6

- **Initiative to promote district’s tourism potential in a big way**

Thiruvananthapuram, Oct. 05: ‘Brand Wayanad’, announced as part of the State Government’s 100-Day Action Programme aimed at promoting the upland district as a tourism destination of diverse offerings, will be officially launched at an event at Vythiri Village Resort on October 6 and 7.

The project is part of the State Government’s initiative to develop well-known tourism destinations in the state and promote them in India and abroad as distinctive global brands. The curtain-raiser programme was announced in the State Budget with the objective of supporting Wayanad’s economic recovery and livelihood security following natural disasters.

Tourism Minister Shri. P. C. Vishnunadh will unveil the Brand Wayanad project at a function to be presided over by Agriculture Minister Shri T. Siddique.

MLAs Shri I. C. Balakrishnan and Ms Usha Vijayakumar, District Panchayat President Chandrika Krishnan, Kerala Tourism Additional Director (General), Shri Sumit Kumar Thakur, District Collector Ms Chelsa Sini, Sub-Collector Shri Athul Sagar, Kerala Tourism Director Smt M. Anjana, Kalpetta Block Panchayat President Shri K. K. Haneefa, Municipal Chairman Shri P. Viswanathan, Vythiri Panchayat President Shri C. V. Rajan and representatives of various local self-government institutions will attend the inaugural function.

The inaugural ceremony will be followed sessions on various themes. Shri Saneesh C. S., Biodiversity Lead at the M. S. Swaminathan Research Foundation, will speak on ‘Nature and Wildlife Diversity’. Noted writer and Kerala Sahitya Akademi president Shri Kalpetta Narayanan will speak on ‘Culture’, while Shri T. Sivaraj, social activist at Uravu Indigenous Science & Technology Study Centre, will address the theme ‘Crafts’.

The project will focus on responsible tourism policies and the modernisation of homestays to develop Wayanad as a safe and sustainable global tourism destination. The aim is to present Wayanad in the global market not merely as a tourist destination, but as a unique ecosystem offering experiences of its nature, lifestyle and culture. Products such as Wayanad coffee, spices, traditional rice varieties and honey, along with local cuisine, agricultural life, tribal heritage and rural experiences, will be integrated with tourism.



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The Geographical Indication-tagged 'Wayanad Robusta Coffee' will also be promoted as a premium brand in the global market through a 'farm-to-cup' model. As part of efforts to preserve the region's indigenous tribal culture, the 'En Ooru' heritage village will be expanded. A Tribal University and a Heritage Knowledge Centre will also be established at a cost of Rs 50 crore. The 'Wayanad CSR Exchange' (Bhoomi portal), aimed at ensuring corporate participation, and an 'E-Waste-Free Drive' for environmental protection will also be implemented as part of Brand Wayanad.

Through the 'Experience Wayanad' concept, the initiative seeks to introduce the diverse experiences of Wayanad to travellers from across the world while creating greater opportunities in tourism for local youth, women and tribal communities. The project also aims to ensure that the benefits of tourism reach more people through trained local guides, homestays and the marketing of local products.

The first day of the two-day event will feature the Brand Wayanad Vision announcement, inauguration of various projects and cultural programmes. A guided tour covering the Thirunelli Circuit, a visit to Chekadi Farm and a coffee experience will also be organised on the first day. Cultural programmes will be held at En Ooru from 6 p.m.

As part of the curtain-raiser programme, an 'En Ooru' Live Experience Zone will be open to the public on both days from 10 a.m. to 5 p.m. Visitors will get an opportunity to experience first-hand the unique lifestyle of tribal communities, a tribal food festival, heritage and handicraft exhibitions, and various community experiences.

Ends