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PRESS RELEASE

'Ramayana' impact: Jatayu sculpture in Keralam in limelight

- **CM lauds Kerala Tourism for initiative**

Thiruvananthapuram, Nov. 09: Amid the epic film 'Ramayana' making waves across the globe, the world's largest bird sculpture depicting the heroic bird Jatayu in Kerala's Kollam district is basking in limelight, attracting more tourists including movie buffs.

Chief Minister Shri V D Satheesan has lauded Kerala Tourism for setting up Jatayau sculpture in the state and invited tourists as well as cineastes to get a close glimpse of the sculpture, followed by the impact of the movie.

Located at Chadayamangalam in Kollam district, Jatayu sculpture is set up on a huge rock cliff (Jatayupara). The humongous sculpture, commissioned years back, grabbed the headlines again after the release of the flick 'Ramayana' in which the bird Jatayu sacrifices his life while attempting to save Sita from the clutches of Ravana, who tried to abduct her.

After watching the film, Shri Satheesan posted on X: "From the Silver Screen to the Land of Jatayu. The newly released Ramayana has rekindled admiration across India for Jatayu, whose legendary sacrifice to defend truth and a woman's honour remains unforgettable. It is a moment of pride that millions are now discovering this legend lives on in Keralam. At Chadayamangalam, Jatayu Earth's Center stands as home to the world's largest bird sculpture, inspired by this timeless symbol of courage and sacrifice. My heartfelt thanks to our tourism teams and everyone whose vision made this magnificent landmark possible. Having watched the legend on screen, I invite everyone across India to experience it in person at Jatayupara. Welcome to God's Own Country!"

Minister for Tourism, Cinema and Culture Shri P C Vishnunadh said Jatayu sculpture is an integral part of the experiential tourism of Keralam.

"The popular tourism destination has gained greater significance after the release of the Hindi film as people have evinced interest to visit the spot. The impact of 'Ramayana' is such that visitors are eager to witness the land where Jatayu is believed to have fallen. Tourists can also visit the Lord Rama temple situated on the rock," Shri Vishnunadh said.

The rock-theme nature park, also known as Jatayu Earth Centre, is the first public–private partnership tourism initiative in the state under the build-operate-transfer (BOT) model. The sculpture was created by filmmaker and sculptor Shri Rajeev Anchal and his team.

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Helmed by Nitesh Tiwari, the visually-stunning 'Ramayana' features Ranbir Kapoor as Lord Rama, Yash as Ravana and Sai Pallavi as Sita.

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