



Department of Tourism

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PRESS RELEASE

Virtual Global Pookkalam contest to be annual event: Minister Riyas



- *Tourism Minister gives away prizes to Global Pookkalam winners*

Thiruvananthapuram, Nov. 16: Tourism Minister Shri P.A. Mohamed Riyas today said following the tremendous success of the first edition of the virtual Global Pookkalam contest held during the Onam festival, the Department of Tourism will make it an annual event.

Shri Riyas was speaking while giving away prizes to the winners of the Global Pookkalam Contest - 2021 organized by Kerala Tourism Department during the Onam festival.

“Through the contest, Keralites living abroad have become the brand ambassadors of the state. Kerala Tourism (KT) is planning to go ahead with such initiatives that highlight the message of unity among the Malayalees,” Shri Riyas said.



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There were around 1,331 entries for the contest this year and more than 25,000 people participated in it, he said, and recalled the support of Loka Kerala Sabha, NRI organisations and NORKA extended to the online event.

Speaking about other projects of KT, Shri Riyas said for the safety of children and women, comfort stations will be set up across the state with the coordination of all departments.

There is overwhelming response to the online bookings to the Government Rest Houses that commenced in the first week of November, the Minister added.

Playback singer Shri MG Sreekumar, who was the chief guest at the function, lauded the novel initiatives taken by the Tourism Minister for the post-pandemic revival of tourism . “As a global traveller, I have seen countries, which have created facilities in tourism sector despite lacking ample resources. But Kerala is abundant with resources and if we can utilize them properly, the state can secure a prominent spot on the global tourism map,” he said.

Kerala Tourism Director Shri VR Krishna Teja, who presided over the function, thanked those who worked hard to make the contest a big success with their active participation.

Shri Biju. B.S, Deputy Director, Tourism; Shri K Varadarajan, former Vice Chairman, NORKA; and Shri Rajeev G.L, Deputy Director, Marketing, Tourism, were also present.

Pradeep Kumar M (Kozhikode) and Martin Jose (Delhi) emerged the winners in individual/home segment in ‘Within Kerala’ and ‘Outside Kerala’ sections respectively.

Bharat Catering College, Kozhikode; Collectorate, Kannur and the Archives Department, Thiruvananthapuram, bagged the first three prizes respectively in the ‘Within Kerala - institutions/associations/ organisations category’.

Kairali Cultural Association, Fujairah, United Arab Emirates; MASS Sharjah United Arab Emirates and Dramanandam Pravasi Association, Muscat, Oman lifted the first three prizes respectively in ‘Outside Kerala institutions/ associations/ organisations category’.

‘Universal Humanity’ was the theme of the online Pookalam contest, which saw enthusiastic response from within and outside the state, including participation of NRKs in good numbers.

Other winners in different categories are:

Manoj Mundapat, Thrissur and Resna K, Kannur (second and third, within Kerala individual / home segment), Biju T K (Karnataka) and Remya Prabish (Karnataka) in ‘outside Kerala individual/home’ segment.



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Apart from the first three prizes in each category, 10 consolation prizes were also distributed in each category.

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