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Press Release

Onam proclamation procession flagged off from Kovalam

Thiruvananthapuram, August 21: The Onam flag procession, heralding the Onam Tourism Week Celebrations organized by Kerala Tourism Department, got under way from Kovalam to make its way to all assembly constituencies of the district.

Kovalam MLA Shri M Vincent inaugurated the flag off ceremony and handed over the Onam Flag to Kattakada MLA Shri M R Baiju who flagged off the procession. Councillor Shri KS Sudhir Khan and Deputy Director of Tourism Shri Sreekumar G, were also present.

The flag procession will pass through all the constituencies in the state capital before concluding at Kanakakkunnu on August 23 where Tourism Minister Shri PC Vishnunadh will hoist the Onam flag, marking the start of this year's Onam celebrations. Onam Tourism Week celebrations will commence at Kanakakunnu Palace grounds here on August 24.

"For the first time, Kovalam has been included as one of the main venues of Onam celebrations by the government, which reflects the importance of the place as an international beach tourism hub," said Shri M Vincent.

Two mega shows, including a music night led by Vayalar Sharath Chandra Varma, and other cultural programs will be held at Kovalam as part of the Onam celebrations. Programs will also be held at the Kerala Arts and Craft Village in Vellar near Kovalam and at the famous 'Kireedam' bridge which is an important site for cine-tourism.

Next year, we are planning to organize a sea food festival showcasing local sea food delicacies, said Shri Vincent.

The Onam Tourism Week Celebrations will showcase the best of Kerala's classical, folk and art traditions before a larger audience including tourists, in the state capital and multiple venues across the state.

Chief Minister Shri VD Satheesan will inaugurate the state-level celebrations at Nishagandhi Open Air Auditorium here on August 24. The celebrations will conclude with a grand cultural procession which will be flagged off by Vice President of India Shri CP Radhakrishnan in the state capital on August 30.

The festival gives opportunities for over 3000 artists in 35 venues across the district. **ENDS**