Press Release

Kerala Tourism to market Onam celebrations globally: Mohamed Riyas

Thiruvananthapuram, Nov. 24: Kerala Tourism will make all efforts to market Onam celebrations as a tourism product globally by formulating innovative campaigns, Tourism Minister Shri P A Mohamed Riyas said today.

He was speaking after inaugurating the function held here for distribution of prizes of various contests relating to the cultural pageantry and global Onam pookalam conducted by the Tourism Department as part of the week-long Onam celebrations organised by the Kerala Government.

“A symbol of resilience, hope and equality, Onam has become a significant product that can attract domestic and foreign tourists. With the formation of tourism clubs in some foreign cities including London, the Tourism department has already initiated efforts to market the next year’s Onam globally. By prominently projecting the unique features of various destinations, we will be able to ensure greater flow of tourists to the state from across the world during the Onam season”, Shri Riyas said.
Presiding over the function, Transport Minister Shri Antony Raju lauded the efforts of the Tourism department and the public in making the Onam celebrations a state-wide success. ‘The large public participation during this Onam was commendable and it made the celebrations outstanding.

Extending support of his department to the initiatives of the Tourism Department, Shri Raju said KSRTC and KTDC have jointly planned to turn 20 more KSRTC buses into food courts”, he said.

At the function, Shri Riyas gave away prizes to the winners of cultural pageantry and global Onam pookalam.

Tourism Director Shri P B Nooh welcomed the gathering.

The Global Pookalam contest Season-2 were held in individual and group categories for participants from within and outside Kerala. A total of 388 entries were received, from which three entries were selected for prizes. Also, based on jury’s suggestion consolation prizes were given to another two entries.

The winners of the pookalam contest were presented with a gift box each containing a souvenir and a voucher offering two nights’ free stay at a KTDC premium property.

The winners of cultural pageantry were given mementos.

The winners of cultural pageantry under various categories are:

**Central Government Institutions**

First prize – National Bank for Agriculture and Rural Development (NABARD)

Second prize – The Election Commission of India

**Kerala Government Institutions**

First prize – Fisheries Department

Second prize – Food Safety Department

**Non-government Institutions**

First prize – Kerala Chalachitra Academy

Second prize – Suchitwa Mission

**Public Sector Institutions**

First prize – Oushadhi
Second prize – Information Kerala Mission

Local Self Government Institutions

First prize – Thiruvananthapuram Corporation
Second prize – Thiruvananthapuram District Panchayat

Co-operative/Banking Sector

First prize – Circle Co-operative Union, Neyyattinkara
Second prize – Circle Co-operative Union, Nedumangad, Chirayinkeezhu
Private Institutions
First prize – PMS College of Dental Science and Research

Visual Artform
First prize – Anil Kilimanoor
Second prize – Anil Madhav

Music
First prize – Hinas Satheesh
Second prize – Ratheesh

Best Illumination (Private Institutions)
Kalyan Silks

The list of the winners of online Global Pookalam contest Season-2 under four categories follows

Within Kerala - Individual
First prize – Sajeevan K, Kannur (KT1485)
Second prize – Seema K V, Kannur (KT2377)
Third prize (shared by two) – Pradeep Kumar M (KT1589) and Anilkumar T V (KT1925) from Kozhikode
Consolation prize
Prakash, Palakkad (KT1993) and Madhurima S Jishnu, Thiruvananthapuram (KT2319)

Within Kerala - Associations/Institutions/Organisations
First prize – Kannur Collectorate, Kannur (KT385)
Second prize – District Ayurveda Hospital, Kalpetta, Wayand (KT1972)
Third prize – Government Ayurveda Marma Hospital, Kanjiramkulam, Thiruvananthapuram (KT1992)
Consolation prize

Sargaalaya Kerala Arts and Crafts Village, Kozhikode (KT241) and Liquid Propulsion Systems Center, Valiyamala, Thiruvananthapuram (KT2235)

**Outside Kerala-Individual**

First prize – Archana P Babu, Karnataka (KT2152)

Second prize – Bibina Sachin, Karnataka (KT2137)

Third prize – Kripa C K, Karnataka (KT2339)

Consolation prize

Ram Mohanlal, UAE (KT2233) and Shilpa Nagesh, Karnataka (KT2482)

**Outside Kerala- Associations/Institutions/Organisations**

First prize – Malayalee Samajam, Pune, Maharashtra (KT2209)

Second prize – Pathology Department, NMC Specialty Hospital, Dubai (KT2355)

Third prize – Sree Chithra Thirunal Engineering College, Qatar Alumni Association, Qatar (KT2165)

Consolation prize

Confident Leo Owners Association, Karnataka (KT1936) and Kingston Kerala Community, Surrey, UK (KT47)

**Ends**