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PRESS RELEASE

'Global Destination' tourism project for Kollam district on anvil: Shri PC Vishnunadh

- **Tourism Minister inaugurates CBL Final and President's Trophy Boat Race**

Kollam, Nov. 21: The State Tourism Department is considering a mega tourism project named 'Global Destination' for Kollam district, which will position the district as one of the most prominent tourist destinations of Kerala, Tourism Minister Shri PC Vishnunadh said here today.

Shri Vishnunadh said this while inaugurating the grand finale of the Sixth Champions Boat League (CBL) and President's Trophy Boat Race near Ashtamudi Lake here on Saturday. Shri NK Premachandran, MP, presided over the function.

All tourist attractions of Kollam district including Ashtamudi Lake, Munroe Island, Sambranikodi, eco tourism possibilities of the eastern region of Kollam and Jatayu Earth Centre will be integrated under this project.

As part of the project comprehensive tourism development activities will be taken up in the area under the guidance and leadership of MLAs and MPs of Kollam, the Minister said.

Shri Vishnunadh also said that CBL has rejuvenated the tourism sector in the regions where the races have taken place. "Thousands of people are coming to view the CBL races including foreigners and the tourism sector has benefited from the unique event, besides creating a festive mood during race days," he said.

From next year onwards, CBL matches will be scheduled in a manner in which President's Trophy will be held on November 1 and Nehru Trophy during the second week of August, added the minister.

"CBL races will be organized and scheduled on a grander scale from next year onwards with an aim to get national attention and attract more foreign tourists," said Shri NK Premachandran.

Actor, Director Shri Basil Joseph and 'Sarvam Maaya' movie fame Riya Shibu attended the inaugural function. The actors greeted the rowers and interacted with the crowd.

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MLA Shri Vishnu Mohan, Kollam District Collector Ms Anie Jula Thomas, Tourism Director Ms Anu Kumari IAS, Mayor Shri AK Hafees, District Panchayath President Dr R Latha Devi and Kollam DTPC Secretary Shri Jyothish Keshavan also attended the inaugural event.

Kollam Deputy Mayor Karumalil Dr. Udaya Sukumaran, Division Councillor Shri Joseph Kuruvila, Kollam DTPC Secretary Shri Jyothish Keshavan ,local self-government representatives, representatives of various political parties, and officials from the Tourism Department also attended the inaugural ceremony.

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