

## Kerala Tourism

THE HINDU

Onam bash of Kerala Tourism goes online

Date : 29.8.2020 | Press Release : Drum concert at Kerala Tourism's online Onam a big hit; Sadya video a visual treat | Edition : All Kerala | Page : 7 | Clip size (cm) : W: 17 H: 12

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# Onam bash of Kerala Tourism goes online

Percussion, feast videos turn viral

**SPECIAL CORRESPONDENT**

THIRUVANANTHAPURAM

A video released by Kerala Tourism on its Facebook page displayed the culinary richness of the State, abuzz with the annual preparations for Onam. The 18-minute audiovisual treat explains the variety of delicacies of the multi-course Sadya.

The video premiere comes as part of an ongoing two-week-long virtual endeavour saluting the spirit of Onam. The run-up to the harvest festival is chiefly marked by 10 days of laying of the flower carpet to welcome Mahabali.

The Tourism Department's August 22-September



Kerala Tourism features a bouquet of heritage arts and celebratory rituals online for this Onam.

2 'Onam Fest Kerala' features a bouquet of heritage arts and celebratory rituals alongside new-age cultural programmes – all of it online.

The viewership has been encouraging, with three million views till Friday. Of the events beamed so far, the Panchari Melam alone earned as many as one million views.

Coming up on Thiruvananthapuram is a Kathakali show, followed by a live band performance and an Onam-theme film the subsequent days. This weekend will host Family Onam celebrations (Saturday) and Job Kurian's music show (Sunday).

The Sadya banquet was up on social media on Thursday afternoon, with a row of people in ethnic attire sitting

cross-legged on floor-mats and eating an array of dishes on banana leaves. The classical value of different types of curries, fried vegetables, pappadams, pickles, chutneys, and two courses of payasams came to the fore with the anchor explaining the order and manner of serving each dish, besides a brief on their ingredients and recipe.

### Pandemic impact

Tourism Minister Kadakampally Surendran said the pandemic might have muted the celebrations, but not the spirit of Onam as a festival of hope, harmony, and love.

"The government has made arrangements to celebrate the festival following COVID-19 protocols. There will not be celebrations in public places," he added, greeting people.