

HUES OF LIFE

ENGLISH, MONTHLY

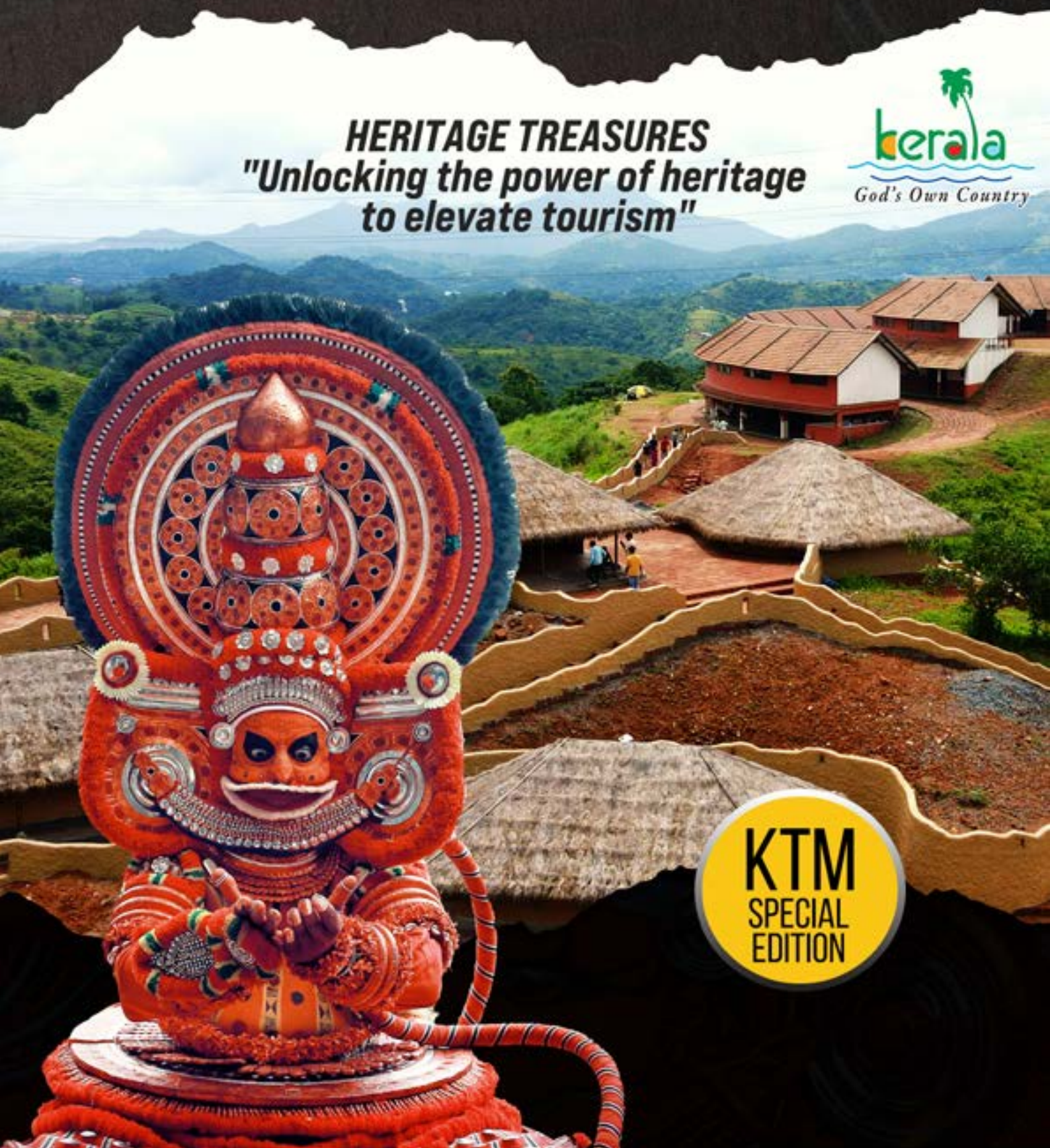
Vol.No.04

Issue No. 03

October 2024

Price Rs.100/-

HERITAGE TREASURES
**"Unlocking the power of heritage
to elevate tourism"**



KTM
SPECIAL
EDITION

Explore the Beauty of Backwaters



ALLEPPEY | KUMARAKOM | COCHIN | KOLLAM | BEKAL

VIP Road,
Opp. to Cochin International Airport
Golf Club, Nedumbassery
Kerala, India

+91 85890 79500 ,+91 85890 66500 ,+91 99954 49500



Canara Credit Card Offers

make **my** trip

[UP TO 15%
Discount]

on Flights, Hotels & Buses.
Wednesday & Saturday

cleartrip

[UP TO 20%
Discount]

Flights, Hotels & Buses.
Monday & Thursday

EaseMyTrip.com

[UP TO 20%
Discount]

on Flights, Hotels & Buses.
Sunday & Monday

goibibo

[UP TO 15%
Discount]

on Flights, Hotels & Buses.
Tuesday & Friday

cleartax

[UP TO 70%
Discount]

on Tax Filing charges for all
Canara Credit Card Holders

book **my** show

[Buy 1 Ticket,
Get 1 Free]

up to ₹200 off

[₹50 off]

Food & Beverages

*T&C APPLY

KSFE ഗാലക്സി ചിട്ടികൾ

2024 ഏപ്രിൽ 1 മുതൽ
2025 ഫെബ്രുവരി 28 വരെ

മെഗാ ബമ്പർ സമ്മാനം



മെഴ്സിഡസ് ബെൻസ് കാർ

പരമാവധി 75 ലക്ഷം രൂപ



ബമ്പർ സമ്മാനം



ഇനോവ കാറുകൾ

പരമാവധി 25 ലക്ഷം രൂപ വീതം



KGC സീരിസ് 2

2024 ജൂലായ് 1 മുതൽ
ഒക്ടോബർ 31 വരെ

ശാഖാതല സമ്മാനങ്ങൾ



25,000 ത് അധികം
ഓണക്കോടികൾ സമ്മാനം

3500 രൂപ
വിലവരുന്ന
ഓണക്കോടി

ഓരോചിട്ടിയിലും
10ൽ ഒരാൾക്ക്
വീതം

GO(RU) No.527/2024 / FAXES Dt.14.06.2024

സാമ്പത്തികകൾക്ക് വിധേയം



KSFE

(ഒരു കേരള സർക്കാർ സ്ഥാപനം)
CIN: U65923KL1969SGC002249

Toll Free Helpline 1800-425-3455



കാണം വിൽക്കേണ്ട ഓണം ഉണ്ണാൻ

Painting, Aji Adoor

ഓണം ബമ്പർ 25 കോടി!

200 സമ്മാനം

₹1
കോടി

വീതം 20 പേർക്ക്
COMMON TO ALL SERIES

300 സമ്മാനം

₹50
ലക്ഷം

വീതം 20 പേർക്ക്,
ഓരോ പരമ്പരയിലും
2 സമ്മാനം.

400 സമ്മാനം

₹5
ലക്ഷം

വീതം
10 പരമ്പരകൾക്ക്

500 സമ്മാനം

₹2
ലക്ഷം

വീതം
10 പരമ്പരകൾക്ക്

കൂടാതെ

**5000, 2000,
1000, 500**

രൂപയുടെ നിരവധി
സമ്മാനങ്ങൾ



കേരള സംസ്ഥാന ഭാഗ്യക്കുറി

കേരള സർക്കാർ

Contents

08 | **PRESERVING KERALA'S CULTURAL LEGACY: THE ROLE OF THE VISIONARY LEADERSHIP OF KADANNAPPALLY RAMACHANDRAN**

10 | **P.A. MUHAMMED RIYAS
INNOVATING KERALA'S TOURISM LANDSCAPE**

12 | **REVITALIZING KERALA'S CULTURAL HERITAGE: THE VISIONARY LEADERSHIP OF MINISTER SAJI CHERIAN**



14 | **KERALA TRAVEL MART
A BEACON OF TOURISM GROWTH AND LEADERSHIP**

18 | **KERALA'S TIMELESS TREASURES
EXPLORING THE LEGACY OF HISTORICAL AND CULTURAL LANDMARKS**

24 | **KERALA'S TEMPLE TREASURES
A JOURNEY THROUGH PILGRIMAGE AND ARCHAEOLOGY**



28 | **KALARIPAYATTU
THE TIMELESS MARTIAL ART OF KERALA**

30 | **PRESERVED REMAINS OF KERALA
ECHOES OF A FORGOTTEN ERA**

32 | **THE CULTURAL MARVELS OF KERALA
AN ODE TO ITS MUSEUMS AND ART GALLERIES**

36 | **AYURVEDA AND YOGA
THE ANCIENT SCIENCES OF HOLISTIC HEALING AND WELLNESS**

38 | **KATHAKALI
THE ICONIC DANCE DRAMA AND ITS LIFELINE, KERALA KALAMANDALAM**

40 | **TELANGANA
A HISTORY-OOZING CONFLUENCE OF CULTURE AND SPIRITUALITY**



44 | **THRISSUR POORAM
THE GRAND SPECTACLE OF DIVINE SPLENDOUR**

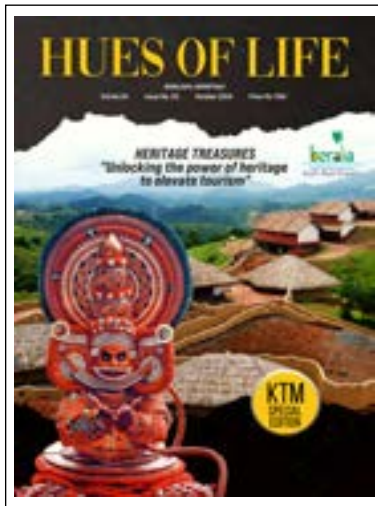
48 | **ARANMULA VALLASADYA
A FEAST OF HERITAGE, HARMONY, AND GASTRONOMY**

50 | **HUBLI
THE HIDDEN GEM OF KARNATAKA**

HUES OF LIFE

Vol. No. 04 Issue No. 03 OCTOBER 2024

Editor & Publisher: Nijith Raj
Executive Director: Sajitha Beegum
Editorial Assistant: Maneesh T.M.
Art Director: Kiran Mohan
Creative Head: Naveen A
General Manager: Jayaprakash
Photographer: Arun S
Correspondent: Priya Gomez
Manager- Marketing: Feni Felix



Enquires: fefeibs247@gmail.com
+91 623 84 899 86

Printed & Published by NIJITH RAJ on behalf of FEFE INTELLIGENT BUSINESS SOLUTIONS and Printed at SB PRESS PRIVATE LIMITED., College Road, Statue, Thiruvananthapuram, Kerala-695001 and Published at 24/606, JAYANI, Valiyakunnu, Kizhavalam.P.O., Kizhuvalam-Koonathalloor Road, Thiruvananthapuram, Kerala-695104 .

Editor: NIJITH RAJ.

Editor's Desk

Heritage Unveiled: The Enduring Journey of Culture and Heritage

In a world that's constantly being pressed forward, we usually look back - not in nostalgia, but in recognition of our roots. Our today is the reflection of our yesterday, and it will shape our tomorrow by the treasure we choose to be preserved today. It is in this subtle balance that the scent of culture, tradition, and history lives on; it's a sort of echoing through time. Kerala, with its extraordinarily rich and deep heritage, is more than just a flashback into yesteryears-it's a living chronicle of resilience, creativity, and timeless beauty.

We're taking you through this special edition of Hues of Life into the heart of heritage that is as ancient as it is alive. And within these pages, stories invite you to witness a place where history whispers from walls that have stood for ages, and the winds carry with them the wisdom of generations. Kerala's cultural landscape is a reflection of people who hold dearly their past, with a history they have kept alive through the art they practice, traditions they uphold, and heritage they protect.

The imprints of Kerala's artisans, warriors, rulers, and communities have come for centuries on the fabric of time, all painting a picture of the region's rich heritage. The edition was not about simply recalling what survives no longer; it was a celebration of what survives today. Every craft, every practice, every sacred ritual has a story—a story of endurance, of passion, and reverence for the old as the new continues to emerge.

From healing arts where wellness practices endow meaning to the age-old wisdom of healing, to martial arts where discipline and strength solely present an art, Kerala's traditions are preserved not just in museums but among its people. This concern analyses how heritage and modernity coexist with traditions that are both protected and developed to withstand change in the world. Kerala's cultural legacy is arguably one of the most fascinating stories in the world, for it imparts a subtle feel for the old and the new.

But in doing all this paying homage to the past, we are reminded that heritage is not a relic. It is dynamic, passing through the hands of the guardians who preserve it and the minds of the innovators who create with it. It is not by chance alone that the structures we admire, the rituals we respect, and the art we hold dear have endured until today. These efforts, on the part of individual and community alike, are crucial for ensuring that the narratives of our past remain well within the reach of generations tomorrow.

Let it be more than just an exploration - it's a journey through time, a conversation with the past, and reflecting on how deeply our heritage defines who we are. Through the labyrinths of tradition and artistry, this is a tribute to the visionaries who saw in its value the worth of preservation, and to the dreamers who keep breathing life into those ancient practices.

Finally, this issue of Hues of Life, in the end, does not only speak to celebrations of what has been preserved but also calls all of us: reminding us that it belongs to everyone and that it is our duty to keep heritage alive. The legacy that will have to be protected in this generation will be the foundation on which future generations stand, find inspiration, grasp their identity, and find their roots in the ever-flowing river of time.

Warm regards,

Nijith Raj
Editor & CEO
editor@huesoflife.online
www.huesoflife.online

PRESERVING KERALA'S CULTURAL LEGACY

THE ROLE OF THE DEPARTMENT OF ARCHAEOLOGY, ARCHIVES, AND THE VISIONARY LEADERSHIP OF KADANNAPPALLY RAMACHANDRAN

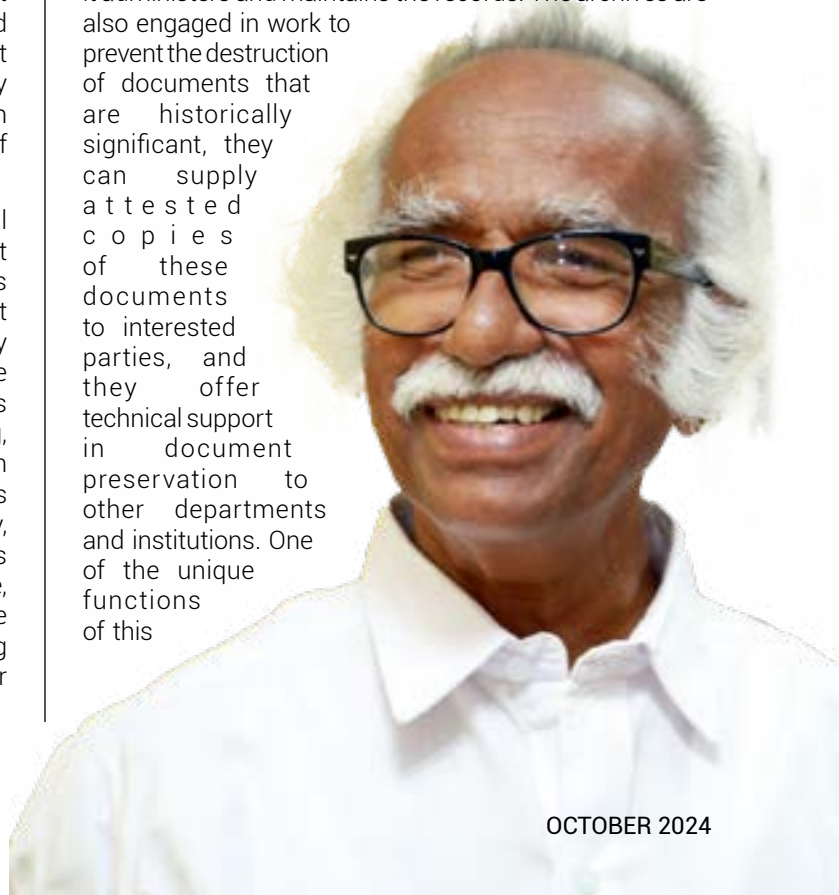
Kerala is known for its vibrant history and rich cultural heritage. Its cultural heritage has been largely preserved through the work of the Archaeology and the Archives Department. These institutions act as custodians of the state's past. By carefully studying, recording, and protecting historical knowledge, artefacts, and documents, selfless service and visionary leadership whose commitment to heritage preservation has advanced state efforts in archaeology and management archives.

The Department of Archaeology has long been central to the preservation of the cultural and historical heritage of Kerala. Through extensive research, exploration, excavation and conservation efforts, The Department has ensured the conservation and study of important archaeological sites and monuments in three historical regions of Kerala- Travancore, Kochi and Malabar, both for their preservation for future generations. also plays an important role in The department focuses on the study of inscriptions. Numismatics and folktales to understand the social and cultural development of the region. Moreover, It also has primary responsibility for maintaining and protecting important structures such as palaces, forts, temples, churches and mosques, all of which are of great historical value...

With the Kerala Ancient Monuments and Archaeological Sites and Remains Act and the Kerala Treasure Trove Act coming into effect in 1968, the department expanded its activities, working tirelessly to excavate and protect ancient findings. The results of these excavations have not only enriched the state's knowledge of its past but also made Kerala a significant subject of study for scholars across the world. By establishing the Folklore and Arts Study Wing, the Epigraphy Wing, and the Regional Conservation Lab in 1979, the Department of Archaeology further enhanced its ability to preserve the state's archaeological wealth. Today, more than 180 protected monuments, including the famous Padmanabhapuram Palace and the Ananthapuram Temple, fall under the department's watchful eye. These efforts have been essential in safeguarding Kerala's history, ensuring that future generations can access and understand their cultural roots.

The Department of Archives likewise is essential, serving as the state's final home where it keeps historical documents and manuscripts. It was established in 1962 and has since become one of the biggest South Indian manuscript resource collections which hosts an incredibly rich archive of historical documents. To save these manuscripts from being lost forever, the department has truly 'gone digital' to ensure that they are not only maintained in their physical form but at the same time will be available digitally. This has opened the archives of Kerala into scholars from everywhere in the world, providing a closer perspective on ancient Kerala history. Search engine software developed by the archives to retrieve information from its vast digital database has transformed the way that these records can be accessed, making historical research more efficient and thorough.

This department is responsible for the established records of permanent value, and we can see the commitment in the way it administers and maintains the records. The archives are also engaged in work to prevent the destruction of documents that are historically significant, they can supply attested copies of these documents to interested parties, and they offer technical support in document preservation to other departments and institutions. One of the unique functions of this



Department is acquiring private registers of historical value. Many ancient families own records of great value and significance, but they may not have the skills to maintain them. The department would offer ancient families the option of chemically treating and maintaining these ancient records to ensure that the family would still own the records while also preserving them for documentation for future scholars. This technique has been documented to work very well in preserving records of historical value. Several examples of this retention could be noted from the archives of the Niranam Church or in the diaries of noted scholars, such as P. Kesavadev and ONV Kurup, as references for preserving documents of historical significance.

The departments of Archaeology and Archives have contributed so much to the things we can enjoy about the historical heritage of Kerala being available and unchanged. These successes cannot happen without the great visionary and hardworking Minister for Registration, Museums, Archaeology, and Archives, Shri Kadannappally Ramachandran. Since Ramachandran came into office he has continued to advance these states to a higher rank, implementing advances in the preservation methods of history in Kerala, which has become available and evident with the districts of the historical nature of specific areas now being studied and remarked about.

Kadannappally Ramachandran's influence is particularly evident in the renewed public and political interest in archaeology and archival work. Under his tenure, the Department of Archaeology has undergone significant expansion, with a number of innovative projects reaching new audiences and, more significantly, improving accessibility to history for school services and public education, specifically for students. One of these innovations is the recent revival of the Heritage Clubs for school-age students which had their inception pre-pandemic. These clubs not only incentivize student participation in history but also spark curiosity through a series of interactive activities, including history quizzes, study tours, and a knowledge exchange with historians and public scholars. Similarly, by extending the breadth of interactions with history, Kadannappally Ramachandran is inspiring students to explore their culture and heritage, which, with any luck, will motivate them to contribute to the preservation of it. Not only is Ramachandran facilitating the recommencement of these activities this academic year but he is also promoting the establishment of school committee members that support museums regarding student-friendly initiatives to educate the public.

The changes to museums themselves, which used to be considered static houses of artefact pools, is another

example of how Ramachandran's position is allowing for history to be conveyed, how he has been able to transform museums into thematic hubs. Every museum tells a story and presents the uniqueness of their local heritage. There is now a Vaikom Satyagraha Museum to keep preserved the Vaikom Satyagraha story and the Ernakulam Heritage museum has the original manuscript of Kuriyedathu Thathri's Smarthavicharana. To further this connection with public heritage in the present day, Ramachandran has supported the establishment of museums in regions and areas that did not have them before; examples include Kannur state - which now has had 7 new museums opened - to name one place of support all across Kerala, where the Museum of History and Heritage has supported the establishment of new museums in Kerala state.

These leadership decisions and initiatives do not end with expanding the reach of museums and cruising local heritage into public dialogue. Ramachandran has also stewarded, at the state-level, the digitization of Kerala's archaeological records to ensure that their archaeological historical data is safe for future generations, but to make remote access possible for researchers all over the world. The ambitious digitization project, already halfway complete, is set to revolutionize how Kerala's history is studied and accessed. Complementing this initiative is the construction of the International Archaeological Research Centre at the Karyavattom campus in Thiruvananthapuram. Once completed, this state-of-the-art facility will provide scholars with the resources they need to delve deeper into Kerala's rich archaeological history.

One of the most innovative projects under Kadannappally Ramachandran's tenure is the Community Archives initiative, which empowers local communities to contribute to historical preservation. Through this initiative, communities can survey, document, and help preserve local historical records, working alongside the Department of Archaeology to protect these treasures for the future.

Shri Kadannappally Ramachandran's leadership has undoubtedly brought about a renaissance in Kerala's approach to preserving its history. His selfless service and dedication to making Kerala's rich cultural heritage more accessible have not only strengthened the Department of Archaeology and the Department of Archives but also ensured that the state's history is preserved for future generations to explore, study, and appreciate. As Kerala continues to evolve, Kadannappally Ramachandran's contributions will remain a cornerstone of its historical legacy, ensuring that the past remains an integral part of the state's identity for years to come.

P.A. MUHAMMED RIYAS

INNOVATING KERALA'S TOURISM LANDSCAPE

In the rapidly evolving world of travel, Kerala stands as one of India's most sought-after destinations, renowned for its scenic beauty, rich cultural heritage, and immersive experiences. The man at the helm of this transformation is none other than P.A. Muhammed Riyas, Kerala's Minister for Tourism, who has infused new energy and vision into the state's tourism sector. With a blend of innovative ideas, a focus on sustainability, and a deep commitment to community involvement, Minister Riyas is charting a path that aims to position Kerala as a leader in the global tourism market.

Visionary Leadership in Action

Since assuming office, Minister Riyas has been steadfast in his efforts to transform Kerala's tourism landscape. He is not just focused on increasing tourist footfalls but also on enhancing the overall experience for visitors while ensuring that local communities benefit directly from tourism activities. His approach to tourism development has been nothing short of revolutionary—seeking to harmonize the needs of the industry with the aspirations of Kerala's people.

Under his leadership, Kerala has embraced modern concepts like Caravan Tourism, which aims to bring tourists to lesser-known, yet equally captivating destinations. This initiative has gained immense popularity for its unique proposition: a comfortable, luxurious travel experience on wheels, providing access to some of the most untouched areas of Kerala's stunning landscape. The introduction of caravan parks has given a fresh lease on life to rural and remote communities, creating new job opportunities while preserving local culture and traditions.

Caravan Tourism: A New Dawn for Lesser-Known Destinations

Caravan Tourism, one of the standout initiatives introduced under Minister Riyas, offers travellers the opportunity to explore unexplored and off-the-beaten-path destinations in Kerala. These parks are strategically placed in locations that often get overlooked in traditional tourism itineraries. Visitors can stay in luxurious caravans, equipped with all modern amenities, and enjoy the pristine beauty of Kerala's landscapes.

This initiative not only enhances the tourism experience but also aligns with the state's vision for sustainable tourism. The caravan parks have been built with an eco-friendly approach, ensuring minimal impact on the environment. Additionally, local communities are involved in the

management and operation of these parks, providing them with direct economic benefits from tourism. This model ensures that tourism growth does not come at the cost of environmental degradation or cultural dilution.

Moreover, the caravan parks are designed to act as cultural hubs where tourists can immerse themselves in the local way of life. From sampling traditional Kerala cuisine to engaging in cultural performances, travellers are provided with a holistic experience that goes beyond sightseeing.

Sustainable Tourism: A Cornerstone of Kerala's Tourism Policy

Sustainability is at the heart of Minister Riyas's tourism vision. Understanding the fragile nature of Kerala's ecosystems, he has placed great emphasis on responsible and sustainable tourism. This focus ensures that the state's



natural beauty is preserved while tourism continues to grow. Riyas's initiatives promote eco-friendly practices, such as reducing plastic waste in tourist hotspots and encouraging the use of renewable energy in tourist facilities.

In addition to the environment, Minister Riyas is deeply committed to preserving Kerala's cultural and agricultural heritage. His Biodiversity Circuit and Agri-Tourism Network are aimed at linking tourism with Kerala's rich agricultural traditions. Through these initiatives, tourists can experience the agrarian lifestyle first hand, visiting farms, participating in harvesting activities, and learning about the state's diverse biodiversity.

Kerala's unique biodiversity is also being showcased through the Living Museums initiative. For example, the Kadamakkudy Island project transforms the island into a living museum where visitors can experience the daily life of local communities while understanding the delicate ecosystems that thrive in this region. This project serves as a model for future tourism developments, combining education, conservation, and tourism in a single offering.

Adventure Tourism: Revitalizing Malabar

While Kerala is famed for its backwaters and serene landscapes, Minister Riyas is also keen to highlight the state's potential as an adventure tourism destination. The Malabar region, in particular, has been identified for the development of adventure tourism, bringing activities such as trekking, water sports, and wildlife safaris to the forefront.

This initiative is designed to attract a new demographic of travellers, particularly younger tourists who seek thrilling and experiential travel. The inclusion of adventure tourism adds yet another layer to Kerala's diverse tourism offerings, ensuring that there is something for everyone—whether they seek relaxation or excitement.

Post-Covid Tourism Recovery: A Safe Haven

One of the most significant challenges that Minister Riyas faced was rebuilding Kerala's tourism sector in the wake of the Covid-19 pandemic. With global travel coming to a standstill, tourism in Kerala was severely impacted. However, under his leadership, the state launched the "Safe Kerala, Safe Tourism" campaign, reassuring travelers that Kerala was not only open for business but was also a safe destination.

This initiative, coupled with a robust vaccination drive in key tourist areas such as Wayanad, marked the

successful reopening of Kerala to the world. Minister Riyas ensured that tourist destinations followed strict safety protocols, and his efforts in promoting domestic tourism played a critical role in reviving the industry. Kerala's swift recovery from the pandemic-induced tourism slump has been a testament to his strategic foresight and ability to navigate challenges.

Cultural Tourism: Promoting Kerala's Rich Heritage

Minister Riyas has been a staunch advocate for promoting Kerala's cultural heritage on a global stage. His Malabar Literary Circuit and the introduction of Film Tourism are aimed at highlighting Kerala's contributions to literature and cinema. These initiatives allow tourists to explore iconic film locations and learn about Kerala's literary greats, further enriching their travel experience.

Film Tourism, in particular, has been an innovative way to tap into Kerala's burgeoning film industry, creating opportunities for tourists to visit locations where popular movies were shot. This project, undertaken in collaboration with the Department of Culture, adds yet another dimension to Kerala's tourism offerings.

Public-Private Partnerships and Infrastructure Development

A key factor in the success of Minister Riyas's tourism vision has been his ability to forge public-private partnerships. By collaborating with private players, he has been able to ensure that tourism infrastructure in Kerala is world-class. The renovation of PWD rest houses, introduction of online booking systems, and the development of state-of-the-art dining facilities are all part of his vision to make travel in Kerala more seamless and accessible.

A Bright Future for Kerala's Tourism Industry

With a clear and focused outlook, P.A. Muhammed Riyas is revolutionizing Kerala's tourism industry. His innovative ideas, commitment to sustainability, and inclusive approach have set Kerala on a path to becoming one of the world's most sought-after destinations. As Kerala continues to recover from the pandemic and evolve as a tourism hotspot, Minister Riyas's leadership ensures that the state's tourism industry is not only growing but doing so responsibly, with the well-being of its people and environment at its core.

Kerala is indeed entering a new era of tourism, and P.A. Muhammed Riyas stands at the forefront of this exciting transformation.

REVITALIZING KERALA'S CULTURAL HERITAGE

THE VISIONARY LEADERSHIP OF MINISTER SAJI CHERIAN

It has been for centuries the guardian of the rich and varied cultural heritage of Kerala, while the Directorate of Culture is transforming itself beyond bounds in the visionary mould of Minister Saji Cherian, whose zeal for it is unmatched anywhere else. One of the most vibrant kaleidoscopic cultural scenes in the world is that of Kerala, moulded through the years of accommodation, acculturation, and assimilation. The Department of Culture, as dedicated to actively preserving this heritage, has undertaken several innovative plans aimed at promoting and celebrating artistic, literary, and ritualistic traditions of the state.

Minister Saji Cherian has been a flagbearer of this renaissance culture, supporting innumerable innovative ventures that have not only conserved the traditions of Kerala but also transformed them for universal appreciation. One of the most ambitious initiatives implemented during his tenure is the setting up of Renaissance Cultural Complexes in every district of the state. These complexes also plan to provide the total cultural experience; it prides itself on elite-class facilities such as auditoriums, theatres, music halls, and art galleries, besides making living and working spaces for artists. Each complex is dedicated to an outstanding character of Kerala's cultural revamping, and hence, it is an enormous task to retain the state's cultural memory.

The innovative Diamond Jubilee Fellowship for Young Artists fosters an appreciation of art and culture amongst the young lot by providing free training options to the scattered communities of Kerala through popularizing young talented artists in the

realms of classical, folk, and fine arts. Already over 1,000 centres have availed themselves of this facility, thus opening up the artistic heritage of Kerala to thousands of citizens and creating a ripple effect of cultural engagement across the state.

The Directorate of Culture has not only enriched Kerala's museum culture but also envisions evolving a grand Culture Museum, where the cultural essence of the state comes alive. Using the most modern technology, the museum will entitle both a tourist and citizens to an interactive tourist experience so that Kerala's glorious past is reached out by all. Networking and upgrading the state's existing museums is the other part of the project.

Hon'ble Minister, in recognition of the increasing demand for digital art in the global market, has boldly taken the step to make Kerala a destination for Gaming, Animation, and VFX. By setting up a Centre of Excellence in these industries, the state stands to be on the global map of the entertainment industry major. This program can take advantage of Kerala's high strength in skill areas related to ICT and media and open up new channels for international collaborations on studio-based work and innovation in digital entertainment.

Besides modernity, Saji Cherian's efforts are also aimed at the livelihood of traditional artists and craftsmen with applications like Rural Art Hubs. International collaborations such as UNESCO have supported the hubs that enable locals in their empowerment, expertise, and allow them direct access to national and world markets. This would make folk arts and crafts some of the liveliest expressions of Kerala's artistic heritage.

Perhaps, one of the bright highlights in Minister Saji Cherian is a resurgent cultural landscape in Kerala. This will represent forward thinking-for preserving the great legacy left behind by the previous ones-would increasingly respect modern trends, and thus dynamic, inclusive, and interrelated to the global ecosystem. Long after he will be forgotten, his impact would serve to ensure that the sumptuous cultural treasures in Kerala would continue to flourish and march toward global conquest.



Let's Go &
Enjoy



PINE CLOUGH RESORT

Vagamon

09495012180, 06235626000

www.pineclough.com



Get relaxed and feel pure
breeze that you are looking
for with your family

FACILITIES

SWIMMING POOL | KIDS PLAY AREA | CONFERENCE HALL
RESTAURANT | HONEYMOON COTTAGE | TREKKING
CAMP FIRE | JEEP SAFARI



KERALA TRAVEL MART

A BEACON OF TOURISM GROWTH AND LEADERSHIP

Since its inception in 2000, Kerala Travel Mart (KTM) has emerged as a leading destination marketing event in India that deals with travel and hospitality business exclusively of only one state. While importance of KTM lies in moving Kerala tourism prospects forward, its branding is the only travel mart in India that is focusing exclusively on one state of India. The commitment to showcase the true potential of Kerala tourism to the rest of the world has made it a force to be reckoned with in Kerala's tourist industry. At the head of this important institution stands Jose Pradeep, the present President of KTM Society, a leader whose vision is shaping the future wave of growth.

KTM: Kerala's tourism pioneer

It was clear what the Kerala Travel Mart Society had for the mission when it was formed in 2000- to bring together travel agents from Kerala with those across the world, and to bring before them service providers that would further enhance tourism in the state. The years changed this mission into much more: KTM now became the voice of Kerala tourism, bringing a professional approach to tourism business, and exposing the vast potential within the state to an international audience.

KTM acts as a congregation of the leading

persons of the hospitality industry, transportation companies, and travel service providers. The biennial event is an ideal meeting ground for buyers from other parts of the world to interact with Kerala tourism service providers. In this sense, this interaction among foreign agents and Kerala's tourism service providers does not only help introduce the former to destinations and services on offer but also derive valuable information from them in respect of international travel trends and demands for local businesses.

The 12th Kerala Travel Mart, held in 2024, was an unprecedented success with participation from over 75 countries and 25 states and 347 stalls exhibiting a wide variety of services and products under the tourism umbrella. These numbers speak for themselves about the increasing stature and importance of KTM as a congregation event that no one in the globe travel trade cannot afford to miss. This also portrays the increasing influence of Kerala as a tourist destination for luxury and all other kinds of tourism-Eco and Ayurveda.

KTM's Contribution to Sustainable Tourism

KTM, over the past couple of years, has been focusing on responsible tourism, which revolves around sustainability, and minimizing the adverse impacts of tourism on the environment and local



people. The Mart has a great role to play in this model of promoting participants to take up practices that enhance eco-tourism, so the natural and cultural heritage of Kerala is preserved for posterity.

With it, KTM enhances the state of Kerala's position as a responsible tourism destination by offering an avenue through which the government agencies and the private businesses can present their sustainability initiatives. In doing so, it helps support the overall vision of the state to become a wellness destination across the globe since Ayurveda and wellness tourism is one of the most unique attractions promoted by Kerala.

Jose Pradeep: Leading the Charge

Under the young and dynamic leadership of Jose Pradeep, KTM Society has seen a new era since he took over as its President in 2023. As such a seasoned

professional, Jose Pradeep is well known to the tourism and hospitality industry; while having experience as the Managing Director of Hotel Yuvarani Residency in Kochi, one of the city's finest establishments, his clear election as president speaks about his peers and stakeholders in the industry having confidence in him.

Under Pradeep's stint as President, the company has also undertaken a series of strategic initiatives that have looked at expanding KTM's influence, and more significantly, under his leadership, the Mart has gained in stature, attracting more international buyers, now promoting

lesser-known destinations besides its world-famous backwaters and beaches.

His experience running a leading hotel has given him great insights into the concerns of both providers and consumers of tourism services. This has enabled him to introduce initiatives that meet the changing needs of the traveller, especially during this post-pandemic world where the main requirements are safety, sustainability, and uniqueness.

Virtual Platforms in KTM's Transformation

Balancing between the disruption of the global pandemic and maintaining their position, KTM has had to hold themselves together in recent times. In-person events along with physical travel have been very much curtailed, so the Society had to carve out alternative routes for connecting with a global





network of buyers and sellers. KTM Virtual 2021 entered the market as a game-changer, allowing participants to meet and conduct business through a digital platform.

The virtual format ensured that the tourism industry did not come to a standstill during the pandemic and, in fact, grown. That growth also reached a wider audience with

KTM. Now, people who were not able to find the time to attend the physical event could participate in it from anywhere in the world. A virtual participation opportunity was far more representative and portrayed KTM as adaptable yet forward-thinking.

KTM has taken to the digital era completely under Jose



Pradeep, with technology now in place to build further on a global following. Successes of virtual events have led to plans for a hybrid version in the future, which will experience the best of both worlds: the ability to network at a physical event while having the accessibility made possible digitally.

Kerala's Appeal as Tourism Destination

Kerala is indeed called "God's Own Country," for good reasons. It stands out as one of the most diverse travel destinations in India, offering everything from tranquil backwaters to lush hill stations, golden beaches to thick forests. What makes Kerala special is its ability to cater to a wide range of travellers-be it luxury seekers, nature lovers, adventure enthusiasts, or wellness tourists.

Kerala is a state hotspot that welcomes tourists from all corners of the world for Ayurvedic tourism, which is a cultural destination rich in classical dance forms, music, architecture, and craft. Kerala is accessible through four international airports and robust train services along with an extensive road network that sets it up nicely to handle a rising number of tourists.

Jose Pradeep brings varied tourism products into limelight and makes sure all streams of Kerala's travel industry are showcased under the roof of KTM. From luxury hotels to budget accommodations, to adventure tourism and family-friendly travel packages, KTM brings it all.

Leadership Behind KTM's Success

While leadership had played a major part in achieving success for KTM, initiatives taken by the whole team of leadership members and committees are not to be undermined. S. Swaminathan, the Secretary of KTM, has been instrumental in the organization's success, seamlessly steering operations and executing every initiative with remarkable efficiency. His leadership has been key to KTM's smooth functioning and growth. Hari Kumar C, who happens to be the Vice President, is a man with much experience and insight into the tourism sector. He, too, has played his part to ensure the growth of KTM. And in fact, Rajkumar K., the CEO, provides the operational leadership to keep KTM running smoothly; meanwhile, Baby Mathew Somatheeram, the immediate past President, continues to offer guidance.

Committees and chairs of KTM also deserve recognition as they work immensely in organizing the event, setting all minute details, and then executing them. Their relentless efforts and expertise have helped KTM to be at such a powerful position today - a premier destination marketing event. It is their continued contributions and so on that would take the organization ahead. With these dynamic leadership and a committed team, KTM is likely to take Kerala tourism to newer heights of success by stamping its authority onto the world's tourism map.

A Dream for Tomorrow

As Kerala continues to grow as an international destination, KTM will certainly remain an extremely important company. The Mart has proven itself essential in bringing regional service providers into contact with international buyers to allow Kerala to compete on the global tourism marketplace. There's hope that, under Jose Pradeep, KTM will reach greater heights, push for innovation, sustainability, and inclusivity in all that it does.

Jose Pradeep's vision for KTM echoes the larger vision of Kerala, become a wellness and sustainability hub. This visionary focus on adaptation to new market trends and relationships with international buyers helps to ensure continued leadership of KTM in the tourism growth of the state.

At such a time when travel itself is evolving, quality, sustainability, and innovation set KTM apart, while leadership under Jose Pradeep will usher Kerala tourism into a new era of success.

KERALA'S TIMELESS TREASURES

EXPLORING THE LEGACY OF HISTORICAL AND CULTURAL LANDMARKS

Religious and historical architecture of Kerala are splendid and have successfully preserved a historical heritage of the state. These sites are not just great constructions; they are active features; telling histories of cultural, political and artistic journey of Kerala. Every fort, palace and memorial tell a different story of the state beginning from the eloquence of royal palace to the solidity of the fortification. While exploring these heritage sites, one realises that along with the how and why of building such structures, it is equally important to know the stories related to the people, periods and events that have shaped the culture and history of Kerala.

Padmanabhapuram Palace

Padmanabhapuram Palace is situated at the feet of Western Ghats and is an example of Kerala architectural style richly embedded with the flavour of the erstwhile Travancore Kingdom. Constructed in the 16th century, this palace was also the within the kingdom of Travancore and is perhaps one of the largest crowned wooden structures in Asia. The detailed rosewood carving the teak wood ceiling and especially the walls which have several corridors full of murals give out the feel of the pre-colonial era. The actual palace itself is a splendid one; it contains various buildings such as the Mantrasala which is the King's Council Chamber, the Thai Kottaram or the





Mother's Palace and a magnificent four storied building known as the Uppirikka Malika. Every area gives the sense of royalty and knowledge in every nook and corner of the palace starting from the Durbar Hall, the grand hall where Royal Durbars were held, to the poomukham, which is a rather symbolic entry porch where a king used to grant audience. It is only through the preservation of such a heritage site as the palace that people can get a glimpse into the royal history of Kerala besides the level of craftsmanship that was put into the construction of such structures in the region.

Poonjar Palace, Kottayam

Poonjar Palace which is now under the category of tourism hotels is indeed a good representation of the history of Poonjar royal family. This 900-year old palace is in Kottayam and it is the only heritage that links the present world to the glorious Poonjar kingdom existing in the central part of Kerala. The palace artfully combines the features of Dravidian architecture and Kerala traditional style and features magnanimous wood carvings along with beautiful stone sculptures which inscribed how beautifully art and royalty were linked. Palace features stunning art works painted on the walls with the depiction of tales of Indian history, there is wrought-iron furniture and ceremonial brass lamps the hints the luxuries of royal life of the inhabitants of the palace. In addition to the murals, the Poonjar Palace boasts of a library of manuscripts and numerous antiques such as sculptures and lamps as well as a palanquin – a bearers' chair – that

has been well preserved. Even today, Poonjar Palace is not seen to have lost its charm much and the overall aura of any historical site related to royalty can still be seen in this palace.

Krishnapuram Palace, Alappuzha

Krishnapuram Palace situated in Alappuzha district is a blend of royalty & traditional Kerala architecture. This palace was constructed by Anizham Thirunal Marthanda Varma, the king of Travancore in the 18th century; it is famous for its two storied structure and for the mural



painting 'Gajendra Moksha' which is the largest mural in Kerala. It was once the royal palace; the building now treasures an archaeological museum containing relics of the Travancore period such as ancient bronze paintings, sculpture and coins. The unique and interesting feature that sets Krishnapuram apart from the rest is the combination of opulence and basic structure—The large open courtyards and the interiors with gloomy corridors portray a lot of architectural knowledge that was prevalent during that time period. The royal artefacts add to the charm and tell a royal history. The palace's traditional nalukettu (quadrangular building) structure, with its large open courtyards, allows the cool winds to sweep through the chambers, offering relief from the tropical heat. Today, Krishnapuram Palace is a must-visit for anyone interested in exploring Kerala's royal heritage and its remarkable architectural ingenuity.

Thunchan Memorial

Another cultural site which is important is Thunchan Memorial which is situated in Tirur of Malappuram district and is dedicated to Thunchath Ezhuthachan who is known as the father of the Malayalam language. Ezhuthachan who introduced the script writing in Malayalam through his reformulation of Ramayana and Mahabharata is paid as a symbol of his service to the cultural and literary development of Kerala. The memorial complex consists of a library, a manuscript resource centre along with an auditorium which hosts culture and literary programs



every now and then dedicated to Tagore's memory. People also can see the inkpot and stylus that are localized there and considered to be miraculous. The Thunchan Memorial is also used as a place of worship and appreciation of the Malayalam literature as well as acting as a cultural institution that has remained relevant even to the present generation of writers and scholars.

Kumaran Asan Smarakam & National Institute of Culture

Kumaran Asan Smarakam at Thonnakkal is a memoir of Kumaran Asan, one of the premier poets and social reformers of Kerala who left his imprint in the Kerala's literature and culture. Asan, the genial poet whose works were instrumental in the formation of modern Malayalam poetry, was also a social activist and is still much relevant with his messages of equality and justice. Adjacent to the memorial is a museum with his manuscripts, letters,

and personal items and the Culture Centre which hosts programs in literature, and education. The Smarakam described by the poet has well maintained gardens and rather a quiet ambiance which is well aligned to the poet's pessimistic worldview. This represents one of the historical educative institutions of Kerala which facilitates dialogue between the ancient and the modern world.



Palakkad Fort

Among the most famous ancient architectural monuments that fascinate the visitors to the town of Palakkad, it is pleasurable to witness Palakkad Fort. Constructed by the ruler of Mysore, Hyder Ali in the year 1766, it was strategical army force during the regime of Hyder Ali. Because of the its laterite construction and its geographical position at the base of the Western Ghats, it was used as a defence structure during many battles between Mysore's kings and the British and other local chieftains. The square plan with four bastions demonstrates the fort's well-thought-out design, and the spacious territory around the fort has been turn into an officer park today. It is last with regards to visitors and they get a chance to see the inside of the temple, the Hanuman temple and the extensive moat which used to encircle it. Palakkad Fort continues to stand as a symbol of the undeterred strength of Keralites even today after going through tumultuous period of the history of the state.

Jewish Synagogue, Chendamangalam

Sitting in the small village of Chendamangalam near Ernakulam the Jewish Synagogue still stands as the testament of historical Jewish population in Kerala. This construction goes probably back to the 17th century and this building is one of oldest synagogues of India, which underlines the history of Jewish population in the state. Although its population is relatively small and shrinking

now, the beauty of the wooden panels and carved beams, the pulpit, and other benches intended for use in the synagogue still remains one of the most important testaments to the state's history. The same synagogue also has numerous relics such as the Torah scrolls and copper plates with Hebrew writings on it. An identity of Chendamangalam as a Jewish Synagogue along with churches and temples that are located in the area provide prove of religious tolerance in the region.

Sakthan Thampuran Palace

It has also been known as Vadakkekara Palace, Sakthan Thampuran palace in Thrissur is a splendid architecture that was constructed in Kerala Dutch architectural styles. The palace is called after the paramount chief of the Kingdom of Cochin which was the ruler Sakthan Thampuran who greatly contributed to changing the face of Thrissur as a cultural and political city. The structure of the palace carries the attributes of traditional kerala architecture with some evidences of Dutch style based on the ruler's liberal learning. Thick walls, high ceiling, and sloping roofs are part of the palace architecture so as to ensure the interiors don't get very hot during the summer. The museum inside the palace premises consists of four sections such as the historical background of Thrissur City, ancient coins, royal things and personal belongings of Sakthan Thampuran. People can also go around into the palace estate which boasts of well-manicured landscape and hosted several trees which have graced the palace for years. This palace is an embodiment of the historic past of Sakthan Thampuran who was a ruling chief and a great culture lover of his time.



Bekal Fort

Kasaragod is home to Bekal Fort which is one of the largest and well-known forts of Kerala situated on the Arabian Sea. This gigantic construction was erected in the 17th century by Shivappa Nayaka of the Keladi dynasty and stands as a classic example of the sort of military fortification which was undertaken in those days. Large round construction, heavy walls and positions on the height over sea – the fort was virtually invulnerable during the wars. This was later occupied by Hyder Ali and Tipu sultan and later captured by the British. Today, the fort is quite intact and from the Fort's bastions one gets to look at the horizon over the Arabian Sea. Within the complex one can find a large conical, observation tower, a system of tunnels, and a subterranean temple of Hanuman. The fort's sprawling campus is popular area where travellers embark on reliving the historic experience and natural beauty. The crashing waves and serene beaches surrounding Bekal Fort add to its dramatic appeal, making it one of the most photographed and visited sites in Kerala.



Dutch Palace/Mattanchery Palace

The Mattanchery Palace also called as Dutch Palace emblematises the integration that had become the hallmark of Kerala from time immemorial. This one is situated in the center of Kochi and the construction was done by the Portuguese in 1555 and was later on given to the Cochin royal family but the building is said to have been renovated by the Dutch. The outside of the palace is plain, typical of Malaysian houses with white washed walls and the inclined tiled roof, yet the inside is lavishly decorated. On its interior, one gets to see marvellous murals of the Ramayana, Mahabharata and the Puranic legends painted in the typical Kerala style. These murals are second to none of the Kerala mural art and in a way give a splendid and befitting picture of the religious and cultural part of the entire belonging area. It also contains royal artworks such as regalia, royal garments, royal sedan chair and royal paintings. This is pronounced in the construction of the Dutch Palace which bears testimony to the historical past of the contact between the rulers of Kerala and European colonial masters and more evidently, the Dutch and has an architectural style that seems to blend the eastern and the western influences.

Hill Palace

The former palace of the Cochin Royal Family built in 1865 is the largest archaeological museum in Kerala located at Tripunithura near Kochi. Constructed in 1865, this palace estate has fifty-four acres of area and fifty-four buildings in total, still belonging to Kowdiar royal family, and exhibiting both, Kerala and colonial architecture. Several years ago, it was the workplace of the royal family and then became their home. It is currently a treasure trove of royal paraphernalia it was a home for a number of manuscripts, paintings, jewellery and weapons among other items. The most outstanding specimens of the museum are the Cochin Maharaja's throne, the royal crown, and ivory as well as gold ornaments. This beautiful palace has well-maintained gardens and lawns which is a special attraction to the visitors and the archaeological museum has a large number of antiques, coins and sculptures of various periods of history of Kerala. The Hill Palace again is not only the symbol of royal past, but also the repository of the historical-archaeological wealth of Kerala.

Anjuthengu Fort

Anjuthengu Fort, placed at the coast of Thiruvananthapuram district, is a historic gem that bears witness to Kerala's complicated colonial beyond. Built with the aid of the British East India Company within the late seventeenth century, this citadel was their first alternate agreement at the Malabar Coast. Anjuthengu, which means "Five Coconut Trees" in Malayalam, turned





Coast. Thalassery, or Tellicherry as it was recognised at some stage in colonial times, was a bustling port town, and the citadel served as a stronghold to defend British hobbies in trade and military operations.

The citadel's strong laterite partitions, huge bastions, and mystery tunnels exemplify its strategic importance. It housed an armoury, granary, and administrative offices, and the British used it as a base to release navy campaigns against local rulers and rival colonial powers. Today, Thalassery Fort is managed via the Archaeological Survey of India and remains a nicely-preserved website online. The citadel gives panoramic views of the sea and the encompassing town, and its peaceful atmosphere contrasts with the political and navy struggles that after performed out within its partitions. The close by St. John's Anglican Church and the burial floor of early British settlers further upload to the historical importance of the area, making Thalassery Fort an ought to to-go to for history lovers.

into a strategic location for the British, serving both as a buying and selling submit and a navy outpost. The fortress's square structure, fortified with bastions and surrounded via a moat, furnished a vantage point to monitor maritime activities and guard in opposition to overseas assaults. Its proximity to the sea allowed for clean transportation of goods, and it have become a hub for the British change in spices, coir, and wooden.

Today, plenty of the fort remains intact, inclusive of the ramparts and the principle gate. Visitors can discover its historic structures, which include the vintage chapel, warehouses, and cemetery, where among the British infantrymen and officers were laid to relaxation. The castle's tranquil environment, with the backwaters on one aspect and the Arabian Sea on the alternative, provide a serene backdrop that belies its tumultuous beyond. Anjuthengu Fort stands as a reminder of Kerala's significance in the international spice change and the location's pivotal role inside the colonial records of India.

Thalassery Fort

Perched on a rocky cliff overlooking the Arabian Sea, Thalassery Fort is a hanging monument to the vicinity's colonial history. Built by means of the British East India Company in 1708, this fort played a essential role in setting up British supremacy alongside the Malabar

St. Angelo's Fort

Also referred to as Kannur Fort, St. Angelo's Fort is a majestic beach fortification located in Kannur, Northern Kerala. This implementing structure turned into built by way of the Portuguese in 1505 and later fell into the arms of the Dutch after which the British, reflecting the fort's pivotal role in the colonial strength struggles that formed the history of the Malabar Coast. The fortress's triangular layout, with its towering bastions, thick partitions, and secret tunnels, highlights its strategic navy significance throughout the European conquests of India.

St. Angelo's Fort offers a breath-taking view of the Arabian Sea, with its ramparts extending out towards the waters. The fortress complex additionally includes a moat, a chapel, and the antique Dutch and British barracks, all of which stand as relics of its colonial past. The castle became an critical defence publish for the Dutch and British, who used it to govern maritime trade routes and as a base for their naval fleets. Visitors nowadays can discover the castle's large partitions, wander thru its interior, and enjoy the serene splendour of the encircling sea. The castle also holds a special area in Kerala's history for its role inside the military and political trends of the location, making it a crucial vacation spot for the ones interested by Kerala's colonial background.

KERALA'S TEMPLE TREASURES

A JOURNEY THROUGH PILGRIMAGE AND ARCHAEOLOGY

The heart of Kerala beats in its temples—the ancient structures, far more than mere invocations of devotion. These can almost be considered windows into a rich heritage where history and belief collide. Thus, they are not merely places of worship but also something of an archaeological marvel, where stories tell a tale that has been engraved in stone, wood, and metal, stretching across the seasons.

For the pilgrim and historian alike, these temples represent two pilgrimages—a journey of faith and a journey through time.



Sree Padmanabhaswamy Temple: The Divine Fortress

Like a fortress of devotion and history, the Sree Padmanabhaswamy Temple stands in the heart of Thiruvananthapuram. Apart from the work of art of the temple in the intricate Dravidian architecture it conducts mysteries in its hidden vaults that stirred the attention of the whole world. The sanctum of the temple is dedicated to Lord Vishnu reclining on the serpent Anantha. And it results in an artistry of such a high level that successive generations of worshippers along with scholars have been intrigued by it.

It is a landmark seven vaults of immeasurable treasure. But beyond the treasure, it is the temple structure brilliance and spiritual energies that attract the devotees as well as seekers of history. The mastery of the artisans of the 8th century is reflected in the granites and stones in

conversations about royalty and devotion. Walking through its towering gopurams is equivalent to taking a step into Kerala's golden age of temple architecture, in which faith and aesthetics merge.

Guruvayur: The Dwarka of the South

Dwarka of the South" as it is often referred to, Guruvayur Temple is more than a pilgrimage center for millions—more, rather, an example of how Kerala, blended with its spirituality and its ability to preserve history, can be considered. The Guruvayur Temple is dedicated to Lord Krishna and houses an ancient, mystical, nearly 5,000-year-old idol worshipped by legend, even Lord Vishnu himself.

The historical importance of Guruvayur may never be overemphasized despite its roots in legend. The temple, unlike many others, is a true classical Kerala style in terms of



architecture although the structure of its architecture is less complex. Centuries of invasion, fires, and natural disasters have not been able to stop the temple from rising again and standing tall as one of South India's most important religious and cultural landmarks; its preservation stands as a testament to Kerala's commitment to being vigilant in the protection of its sacred past.

Thirunelli Temple: Resting in Nature's Arms

Amidst the lovely folds of the Brahmagiri Hills stands the Thirunelli Temple—an experience in itself: that of pilgrimage and nature. Estimated to be over a thousand years old, this temple dedicated to Lord Vishnu is itself an exquisite example in which Kerala temples intrinsically support their surroundings in natural beauty. Unlike the showy temples of the plains, Thirunelli's charm lies in raw, ancient beauty—one that is left untouched by later developments in architecture that went on to magnify with the passage of time.

The archaeological importance of the temple is based on



its antiquity and the epigraphic evidence that speaks of its patronage by dynasties like the Cheras. The structure itself rests on a stone platform that does not conflict with nature, while stone carvings and sculptures humbly resonate the artistry of a lost era. It is an equally sought pilgrimage for the pious as well as for the historian in both the sacred and the archaeological sense to visit Thirunelli.

Chottanikkara Temple: The Shelter of a healer

The Chottanikkara Bhagavathy Temple happens to be one of the most important shrines in Kerala. It is an abode where faith assumes both healing and historical significance. It prescribes to the godhead Goddess Rajarajeshwari. Theirs is a service that provides results and more than just good tidings; indeed, people look upon the temple to cure them of their physical and mental maladies. Other than being a spiritual pull, the temple stands out as a fine example of the glorious architectural heritage of Kerala, which in itself is a blend of rich wooden craftsmanship and elaborate sculptures adorning the sanctum.

Its architectural style epitomizes a harmonious blend of native designs of Kerala with those brought from Tamil Nadu, as seen in the mixture of wood and stonework. And as one walks down the halls, the feeling of devotion is palpable



but so is history embedded in its structure where all pillars and beams portray centuries of artistry and belief. The preservation of this temple comes at the cost of maintaining the sacredness, but the historical essence is also being kept alive.

Vaikom Mahadeva Temple: A Testament to Eternal Worship

Vaikom Mahadeva Temple, one of the oldest in Kerala, is a shrine of reverence and history. Dedicated to Lord Shiva, the temple's sprawling complex reflects Kerala's classical temple architecture at its zenith, complete with intricate wooden murals, granite carvings, and towering gopurams. The temple holds a special place in Kerala's history, not only for its religious significance but also for its role in the Vaikom Satyagraha, a social movement that marked a key moment in the state's modern history.

The temple's extensive corridors and courtyards, the age-old wooden sculptures, and its grand deepasthambam (lamp tower) reflect a deep cultural heritage. Vaikom's legacy extends beyond spirituality—it is a symbol of resistance, history, and cultural preservation, inviting both pilgrims and historians to witness Kerala's layered past.



Sabarimala: The Call of the Mountains

No journey through Kerala's temples is complete without Sabarimala, the mountain shrine of Lord Ayyappa, which is among the largest pilgrimage sites in the world. The journey to Sabarimala is as much a physical trek through the dense Western Ghats as it is a spiritual one. The temple is believed to have been established by Lord Parashurama, one of the figure centrals to Kerala's mythological and historical narrative.

Though the temple is primarily a pilgrimage destination, its archaeological significance lies in its centuries-old structures and its location in a historically rich region. The temple complex, although not as elaborate as the stone fortresses of other famous temples, carries with it the weight of tradition and the enduring connection between nature and worship. The natural stone steps and the sacred eighteen steps leading to the temple remain a symbol of faith, persistence, and Kerala's deep-rooted traditions.

Ettumanoor Mahadeva Temple: The Shrine of Mural Masterpieces

Located in the district of Kottayam, Ettumanoor Mahadeva Temple is a historic and spiritual haven dedicated to Lord Shiva. Its striking feature is the stunning murals that adorn its walls, most notably the depiction of Nataraja (Shiva as the Cosmic Dancer) in the sanctum sanctorum, which stands as one of the finest examples of Kerala's mural art.

The temple's copper-plated roof and golden flagstaff, along with its granite foundation, reflect Kerala's architectural brilliance. However, its archaeological significance lies in its murals, which date back to the 16th century and serve as artistic treasures that encapsulate Kerala's distinct style of mural painting. The annual festival, Ettumanoor Ezhunallathu, attracts devotees in large numbers, blending

pilgrimage with the preservation of art and history. Here, the walls become both canvas and scripture, where the stories of the divine are immortalized in color and form.

Mannarasala Temple: Where Serpents Guard Tradition

Tucked away in the forests of Alappuzha, the Mannarasala Nagaraja Temple stands as a unique shrine dedicated to the serpent gods, or Nagaraja. Pilgrims from far and wide visit this temple, seeking blessings for fertility and protection from snakebites. But beyond its spiritual significance, Mannarasala holds archaeological intrigue due to its age-old rituals, distinct Kerala-style architecture, and the temple's sacred grove, which is believed to house more than 30,000 images of serpents.

The temple is an ode to Kerala's ancient serpent worship, a tradition that is deeply rooted in the state's cultural history. The sprawling temple complex is built using stone and wood, featuring intricately carved pillars and gabled roofs that showcase the craftsmanship of yesteryears. This sacred grove surrounding the temple adds a layer of ecological importance, making it not just a spiritual sanctuary but also a reminder of the ancient environmental consciousness woven into Kerala's temple culture.



Tali Shiva Temple: The Convergence of Faith and Architecture

Situated in Kozhikode, the Tali Shiva Temple is an architectural gem, symbolizing Kerala's classical temple design. Built by the Zamorin rulers in the 14th century, this temple is an important cultural landmark, known for its fusion of Kerala's indigenous architecture with the influences of the Tamil and Dravidian styles. The temple's wooden carvings, granite stonework, and brass embellishments create an aura of timeless reverence.

The Tali Temple is closely tied to the Zamorin dynasty, making it a vital piece of Kerala's historical tapestry. The temple's sanctum is adorned with intricate carvings, and the walls are embedded with age-old inscriptions that reveal historical and spiritual details from the past. A large tank within the temple complex adds to the serene beauty of the site, reflecting the architectural finesse of its creators while continuing to serve as a place of worship and historical curiosity.

Kodungallur Bhagavathy Temple: The Epicentre of Tradition and Power

Kodungallur Bhagavathy Temple, dedicated to the fierce goddess Bhadrakali, is one of Kerala's most significant shrines, with its roots in ancient Dravidian worship. Situated in Thrissur district, this temple is unique in both its rituals and its historical significance. The temple is a focal point during the Bharani festival, a ritual-filled celebration where devotees engage in age-old customs that date back to pre-Vedic times.

The temple's archaeological importance is tied to its association with the legendary Chera dynasty, which established it as a place of royal worship. Kodungallur's architecture reflects a distinct, early Kerala style, with wooden structures, intricate carvings, and grand entrances, which have withstood the test of time. Moreover, the temple is surrounded by layers of historical significance, as it is believed to have been the site of ancient cultural exchanges due to its proximity to the ancient port of Muziris. For both pilgrims and historians, the Kodungallur Bhagavathy Temple offers an unparalleled glimpse into the nexus of spiritual tradition and the deep historical roots of Kerala.

Malliyoor Mahaganapathy Temple: The Sanctum of Lord Ganesha's Grace

Nestled in the serene village of Malliyoor in Kottayam district, the Malliyoor Mahaganapathy Temple is an epitome of devotion to Lord Ganesha. What sets this temple apart is not just its religious prominence but its beautiful murals and traditional Kerala-style architecture. The temple is famous for its idol of Lord Ganesha, which is believed to possess extraordinary powers of granting wishes and removing obstacles, making it a central pilgrimage destination for devotees seeking spiritual solace.

Though smaller in scale compared to some of Kerala's grander temples, Malliyoor shines as a place of artistic and cultural importance. The temple's architecture adheres to the traditional Kerala design, with a sloping roof, wooden pillars, and stone foundations that date back centuries. Over time, it has become a symbol of the region's craftsmanship, blending spiritual energy with artistic finesse. For pilgrims, Malliyoor is not just a place of worship but a sanctuary where the connection between the divine and Kerala's cultural heritage remains alive and vibrant.

A Timeless Journey of Faith and Heritage

Kerala's temples are more than mere places of worship—they are sanctuaries where the threads of spirituality, history, and architectural grandeur intertwine. From the grand Sree Padmanabhaswamy Temple to the serene Malliyoor Mahaganapathy Temple, each sacred site holds within its walls a narrative that transcends centuries. These temples offer a dual pilgrimage: one of devotion and another of discovery, revealing the brilliance of ancient craftsmanship, rituals, and Kerala's profound connection to its past.

As these temples continue to draw pilgrims from around the world, they also stand as monuments to Kerala's archaeological heritage. Whether carved into the hillsides or rising from the plains, they are living testaments to a civilization that has seamlessly blended the divine with the cultural and historical. In visiting these treasures, one doesn't just embark on a spiritual journey but also steps into a historical legacy where every stone, carving, and ritual whispers the stories of a time gone by. Kerala's temple treasures will forever remain gateways to both the soul and the past, preserving the essence of a land where faith and heritage are eternally intertwined.



KALARIPAYATTU

THE TIMELESS MARTIAL ART OF KERALA



Kalaripayattu, an ancient martial art form of Kerala, stands as a testament to India's rich cultural heritage. Widely recognized today, this unique martial art and its accompanying discipline, Kalari Vidya, have roots deep in South India. Known for its holistic approach, Kalaripayattu is not just a physical activity but also a mental and spiritual discipline, placing it among the most comprehensive martial arts in the world. This martial art, like karate and kung fu, has been scientifically structured to promote physical and mental well-being while honing self-defence skills. Originating mainly in Kerala and Tamil Nadu, it finds its strongest ties with the Thiyya community of North Kerala.

The golden era of Kalaripayattu was during medieval Kerala, where feudalism reigned supreme. Warriors trained in this ancient art played pivotal roles in warfare, defending kingdoms and settling disputes. However, with the decline of feudalism, the rise of modern weaponry, and changing methods of combat, Kalaripayattu's prominence began to fade. Centuries of foreign domination also contributed to its diminishing importance. Yet, it is vital to recognize that Kalaripayattu has influenced many traditional art forms of Kerala, including Theyyam, Poorakali, Kathakali, and Kolkali. The precision and body control seen in these art forms can be traced back to the rigorous training in Kalaripayattu.

Despite the decline in practice, Kalaripayattu remains a part of Kerala's cultural identity. Historically, its teachings were passed down orally from guru to disciple, preserving its sacred essence. Today, the same tradition continues,

albeit on a smaller scale. While it has gained some global recognition, particularly among martial arts enthusiasts, it still lingers in the shadows compared to its Eastern counterparts, karate and kung fu.

The origins of Kalaripayattu are shrouded in myths and legends. One such legend attributes the birth of this martial art to Parasurama, the warrior sage who is said to have created Kerala. Parasurama is believed to have established kalaris (training centers) and taught 21 disciples the art of combat. Another tale links Kalaripayattu to Lord Shiva, who supposedly passed down his knowledge to Parasurama during the time of the Daksha sacrifice. The southern system of Kalaripayattu, known as Adimura, is believed to have been developed by the sage Agastya, further connecting the martial art to India's spiritual traditions.



Kalaripayattu is not only about combat but also integrates medicinal practices, particularly Ayurveda. Kalar treatments and massages form a crucial aspect of the training, aimed at rejuvenating the body and healing injuries. Some scholars argue that Kalaripayattu predates many historical records, possibly tracing back to the Vedic period. Others, like historian Philip Zarilli, argue that it originated in the 12th century, while Ilamkulam Kunjan Pillai connects its emergence to the 11th-century Chera-Chola wars.

Various forms of Kalaripayattu exist today, each unique to its region. The Northern style, prominent in North Kerala, emphasizes complex sequences and body control. The Southern system, on the other hand, prioritizes swift, short movements and more hand-to-hand combat techniques. The Thulunadan system, believed to have originated from Tulu Nadu, highlights ground exercises and group applications. Each of these styles, though distinct, shares the common values of discipline, physical fitness, and mental agility.

In terms of historical references, Kalaripayattu has been mentioned in various ancient Tamil and Malayalam works. Sangam literature refers to kalari in the context of battlefields and training grounds, showing that martial traditions were deeply embedded in the region's history. Scholars like Barrow have argued that the term 'kalari' is derived from the Sanskrit word 'khalurika,' meaning a military training ground.

At its core, Kalaripayattu is more than just a martial art; it is a philosophy of life. It teaches discipline, self-restraint, and respect for others. Gurus impart moral values alongside physical training, shaping individuals into better human beings. The practice demands strict adherence to truth and virtue. Violence is only employed as a last resort, and under

no circumstances is it directed toward the vulnerable—women, children, or the elderly. Kalaripayattu forbids fighting for unjust causes or using weapons for malicious purposes.

One of the most fascinating aspects of Kalaripayattu is the study of marma points—vital areas on the human body. This knowledge of marma is an integral part of the art, enabling practitioners to incapacitate an opponent by targeting specific pressure points. These techniques, known as marma prayogas, are considered the pinnacle of Kalaripayattu training and are exclusive to this martial art. The precision and skill required to master these techniques make Kalaripayattu a unique and unparalleled form of combat.

Though the global martial arts landscape is dominated by other forms, Kalaripayattu stands out for its profound integration of physical, mental, and spiritual elements. It embodies a philosophy that transcends the battlefield, promoting self-control, humility, and the pursuit of righteousness. The resilience of this ancient tradition, despite the passage of time, is a testament to its enduring value. Kerala, the birthplace of Kalaripayattu, remains the proud custodian of one of the oldest martial arts in the world—a treasure that continues to inspire warriors and artists alike.

In an era where martial arts have become synonymous with competition and entertainment, Kalaripayattu holds on to its true essence—a practice of self-improvement, protection, and virtue. As the world becomes more aware of its significance, Kalaripayattu has the potential to reclaim its rightful place on the global stage as a martial art that is as timeless as it is powerful.

PRESERVED REMAINS OF KERALA

ECHOES OF A FORGOTTEN ERA

With a rich history dating back many centuries, Kerala has been the abode of countless forts and strongholds that were once emblems of power, defense, and political intrigue. Most of these have battled invasion and raids with time and age and slowly but surely the structural remains of their better halves. Today, these preserved vestiges serve not only as historical monuments but silent witnesses to all that happened with the turbulence of the state in times past. Of these, the forts in Kasaragod and beyond are the most strategically important ones that played a significant role in shaping the military and political history of Kerala. This would range from the coastal bastions to inland fortifications, offering a peep into times when fortresses were not mere edifices but centers of governance, warfare, and regional control.

Arikkady Fort, Kasaragod

Arikkady Fort is one of the lesser-known gems of this region's fortified past, situated in northernmost Kerala. Located near Kasaragod tranquil backwaters, this fort does not compete with its brother and sister forts in terms of majesty, but it stands for historical reasons since it served as a defense post for the local rulers. Arikkady Fort, built during the early medieval period, had once played a very significant role in the defense of the northern borders against invasion and maritime threats. Being situated at a strategic location overlooking vital trading routes along the Malabar Coast, it was a very important military outpost. Although time has whittled away much of the structural integrity, the remains of Arikkady Fort still house an enlightening look into both its defensive strategies of the region and its architectural style. Remnants of the fort speak poignantly of Kerala's history with moss-covered stones and a part of crumbled walls.



Bandadukka Fort, Kasaragod

Bandadukka Fort is another major spot in Kasaragod and forms part of the chain of fortresses that was once there to defend against intruders. This inland fort is believed to have been constructed during the era of the local chieftains who wanted to protect their territories from neighbouring rulers and invaders. Although a great deal of the fort has been lost to time, the remaining walls and their foundations are instructive about the military architecture of the time. Located as it is amidst rolling hills and verdant landscape, Bandadukka Fort adds to its appeal, its topography protecting it from, and somewhat isolating it from, the seafront routes. Preserved as it is, this would enable a visitor to imagine what was once a bustling centre of military activity that played a very important role in regional defence strategy. Today, it stands as a quiet sentinel of Kerala's forgotten past.

Chandragiri Fort: A Fortress on the River

Smaller in size, Chandragiri Fort at Kasaragod is located on the banks of the Chandragiri River and is



by no means less in historical value. It was built by the Vijayanagara Empire and constituted part of their inland defence networks, protecting the empire against coastal and inland threats. At the top of the strategic height, commanding views down the river and landscape around it give a vantage point during wartime.

Though much of Chandragiri Fort lies in ruins today, ASI has tried tirelessly to preserve whatever was left behind of this historical structure. Till today, the strides along the ancient walls can be climbed and taken in panoramic views of the countryside. The fort is situated in an environment bereft of all noise, amidst nature's splendour. It is an ideal place to explore for an enthusiast of Kerala's less-explored archaeological sites.

Puthiya Kotta or Hosdurg, Kasaragod

Puthiya Kotta, better known as Hosdurg Fort, is another significant monument in the diadem of Kasaragod's historical ruins. Built by Somashekara Nayaka of the Ikkeri dynasty, this fort falls within the region's heritage of Nayaka rule. Hosdurg Fort was a peculiar feature with its big, round bastions, built to meet both coastline and inland threat perceptions. The thick laterite walls of the fort and the gateways speak volumes of the military architecture of the time, which combined the local styles with those from the broad South Indian defensive tradition. Although much of the fort has since been destroyed through centuries, its remaining parts are still impressive enough to present an awe-inspiring look at the grandeur of its building. The Hosdurg Fort is relatively well preserved, with most of its walls and many of its buildings still standing to show off its vast expanses and let one's imagination take hold of the military and political activities that took place in its precincts. Its proximity to Bekal Fort is an assurance of the strategic importance of this region in Kerala's history.

Chettuva Fort

Chettuva Fort is an unknown and important site in the coastal defence network of Kerala, lying near the coastal town of Chavakkad in Thrissur district. Chettuva Fort, which was constructed by the Portuguese during the 17th century, fell successively to the Dutch and finally to the Zamorins of Calicut.



With its location along the Chettuva River, the fort had a major position as a defence structure for controlling the inland waterways and coastal routes. The fort has been almost totally destroyed over time, with its ruins standing in testimony to the change in tides of power between European colonial powers and local rulers.

The Chettuva Fort is in ruins with crumbling walls and overgrown surroundings, snatching one back to the age of yore when such forts were the cores of trade, diplomacy, and war. Parts of the fort have undergone renovation in recent years, allowing visitors to actually stroll around its remains and ponder on its role in the region's rich maritime history. The story of Chettuva Fort is one of survival through the many centuries of turmoil, and its conserved remains reveal a unique glimpse into Kerala's intricately mixed colonial past.

These preserved remains of Kerala's forts stand as silent guardians of a past filled with battles, conquests, and political intrigue. From the coastal strongholds of Kasaragod to the inland fortifications that once safeguarded trade routes and territories, each site tells its own story of resilience and historical significance. As these remnants continue to be preserved and protected, they serve as valuable links to Kerala's rich heritage, offering a window into the region's multifaceted past. Through these monuments, the legacy of Kerala's rulers, warriors, and traders lives on, reminding us of the enduring impact of history on the present.



THE CULTURAL MARVELS OF KERALA

AN ODE TO ITS MUSEUMS AND ART GALLERIES



Kerala's artistic and cultural heritage is as rich and diverse as the land itself. Steeped in history and tradition, the state's museums and art galleries stand as timeless monuments to its artistic excellence, showcasing centuries of human ingenuity, creativity, and devotion. Among these revered institutions are the Sri Chithra Art Gallery, the Napier Museum, and other hidden gems like the Kunkichira Museum, each offering a unique glimpse into Kerala's past and its vibrant artistic soul.

Sri Chithra Art Gallery, Thiruvananthapuram: A Royal Legacy

Inaugurated on the 25th of September 1935 by the Maharaja of Travancore, Sri Chithira Thirunal Balarama Varma, the Sri Chithra Art Gallery—affectionately known as Sri Chithralayam—was established with a noble mission: to nurture and elevate the artistic tastes of the people. From its inception, the gallery housed masterpieces by the legendary Raja Ravi Varma, whose evocative works have left an indelible mark on Indian art. Today, it remains a standing testament to fine art, particularly to the genre of painting, which blossomed under the influence of European techniques during the time.

The gallery's crown jewels include 46 original paintings by Raja Ravi Varma, many of which were generously loaned by the Kilimanoor royal family. These stunning

oil paintings, alongside 16 pencil sketches and 14 rare chromolithographs, are timeless embodiments of Indian mythology and cultural narratives, crafted with a European flair. Visitors are also treated to a glimpse of the artist's easel, lending a personal touch to this remarkable collection.

Napier Museum, Thiruvananthapuram: A Fusion of Tradition and Modernity

The Napier Museum, a Victorian masterpiece with striking Indo-Saracenic architecture, traces its origins back to the mid-19th century. Conceived by King Uthram Thirunal in 1855, it was designed by Robert Fellowes Chisholm, who combined the grandeur of colonial architecture with Kerala's traditional craftsmanship. Named after Lord Napier, the Governor General of Madras, this iconic structure was inaugurated in 1880 during the reign of Maharaja Ayilyam Thirunal.



The museum is home to over 550 exhibits of profound historical and archaeological significance. From ancient bronze sculptures and intricate ivory carvings to Kathakali models and burial urns, the museum is a treasure trove of heritage artifacts. Its extensive collection of over 5,000 ancient coins, dating back to various eras, provides a fascinating glimpse into the economic history of the region. Among its most prized possessions is the sword of Velu Thampi Dalawa, a prominent figure in India's freedom struggle, which greets visitors as they enter this historic marvel.

Kunkichira Museum, Wayanad: A Journey into Tribal Heritage

Nestled in the serene Thondarnadu village, amidst the scenic beauty of the Periya forest range, the Kunkichira Museum in Wayanad is a hidden cultural gem. Unlike traditional museums, Kunkichira is not just about objects but about experiences. It offers an immersive journey into the cultural diversity of Wayanad, a region with Kerala's third-largest tribal population.

The museum's galleries are enriched with interactive panels, audio segments, and installations that explain Wayanad's unique tribal history, beliefs, and rituals. Visitors can explore the world of tribal medicine, language, and ethnic food while viewing handicrafts and tools used by indigenous communities. The gallery also showcases models of tribal homes, offering insight into the way of life that has endured for generations in this picturesque region.





Handloom Museum, Kannur: Weaving the Threads of History

Kannur, known for its age-old tradition of handloom weaving, is home to the Odam-Handloom Museum, a tribute to the textile legacy of Malabar. This museum, located in a heritage building with Indo-European architectural influence, recounts the evolution of dress and textile heritage in Kerala.

Through ten thematic galleries, the museum tells the fascinating story of handloom weaving, from its humble beginnings in basket and fish net weaving to the modern-day jacquard looms that revolutionized the industry. Visitors can learn about the role of Kerala's social reform movements and India's independence struggle in shaping the handloom industry. The museum even offers a three-dimensional recreation of historic weaving streets, transporting visitors back to a time when the handloom was an integral part of Kerala's economic and cultural fabric.

Thiruvananthapuram Natural History Museum: A Window into Nature's Wonders

For those fascinated by the natural world, the Thiruvananthapuram Natural History Museum is a haven of scientific curiosity. Established in 1964, this institution houses an extensive collection of specimens, offering an educational experience for visitors of all ages.

From the tiniest ants to the largest whales, the museum's galleries showcase a dazzling array of animal life, with panoramas that bring the wild habitats of these creatures to life. The exhibits emphasize the importance of wildlife conservation, making it a vital institution for promoting environmental awareness. Of particular interest is the museum's avian collection, including specimens from Dr. Salim Ali's famous study of the birds of Travancore. The H S Ferguson Repository, named after a Scottish zoologist, offers an unparalleled opportunity for ornithologists and zoologists to delve into the rich biodiversity of Kerala.

Maritime Museum, Kochi

The Maritime Museum in Kochi stands as a tribute to the proud legacy of India's Navy, offering a fascinating look into the history and evolution of one of the world's top naval forces. Housed within INS Dronacharya, the museum showcases the remarkable journey of India's naval prowess, starting from the days of the Indus Valley Civilization. Visitors can explore Kerala's ancient trade links with the Arabs, learn about the legendary maritime warrior Kunjali Marakkar, and delve into India's influence on Southeast Asia's maritime history, alongside the colonization of the subcontinent by European powers.





Pazhassi Raja Museum and Art Gallery, Kozhikode

Pazhassi Raja Museum in Kozhikode is a treasure trove for historians and art enthusiasts alike, offering a glimpse into Kerala's rich cultural and artistic heritage. Managed by the State Archaeology Department, the museum features an impressive collection of mural paintings, ancient bronzes, coins, models of temples, and megalithic monuments such as umbrella stones and dolmenoid cists. Adjacent to the museum is the Pazhassi Raja Art Gallery, which showcases the renowned works of Kerala's iconic artists, Raja Ravi Varma and his uncle Raja Raja Varma, whose masterpieces brought global recognition to the state.

Named after the legendary Pazhassi Raja, also known as Kerala Varma of the Kottayam Royal Family, the museum commemorates the fearless ruler who led the famous Pazhassi Revolt against the British East India Company in the late 18th century. Often referred to as the "Lion of Kerala," Pazhassi Raja pioneered guerrilla warfare in the Wayanad hills to resist British colonial rule. His heroic struggle came to an end on November 30, 1805, when he was killed in an encounter, solidifying his place as one of Kerala's greatest freedom fighters.



The museum also highlights the Navy's origins in Surat and features the art of shipbuilding, which remains a popular attraction. A special section is dedicated to the Navy's post-independence triumphs, including the Junagadh Operation, the Goa Liberation, the Indo-Pak Wars of 1965 and 1971, Operation Cactus, Operation Pawan, and the strategic operations during the Kargil War. The museum captures the indomitable spirit of the Indian Navy, offering visitors an engaging and insightful journey through its storied past.

These museums and art galleries are more than mere repositories of artefacts—they are living chronicles of Kerala's cultural, artistic, and natural heritage. Whether through Raja Ravi Varma's masterful strokes or the vibrant handloom traditions of Kannur, each institution tells a story that is deeply intertwined with Kerala's identity. For both locals and visitors alike, they offer a chance to connect with the soul of Kerala—a land where tradition and modernity coexist in a delicate and beautiful balance.



AYURVEDA AND YOGA

THE ANCIENT SCIENCES OF HOLISTIC HEALING AND WELLNESS

Ayurveda and yoga, representing two ancient Indian practices, have been interrelated closely for many years. They provide a more integrated view of health. While Ayurveda aims to restore the body-mind harmony through diet, herbal remedies, and lifestyle, yoga puts much emphasis on physical postures, breathing exercises, and meditation to attain spiritual and mental balance. Combined, these practices provide a comprehensive framework for nurturing overall wellness, both of the body and soul.

Ayurveda and yoga have their very origins in the Vedic traditions of India. The word Ayurveda is derived from the Sanskrit words Ayur, meaning life, and Veda, meaning knowledge; thus, the word signifies "the wisdom of life." This is an ancient practice, originating over 5,000 years ago, and is believed to be one of the oldest systems of healthcare in the world. It considers a health paradigm based on keeping up the balance-both in body and mind.

The word Yoga is derived from the Sanskrit word yuj, which means to unite. It is designed to bring the mind, body, and spirit together to create a sense of inner peace and enlightenment. Written by the sage Patanjali, the text for yoga entitled the Yoga Sutras describes eight limbs or steps that help an individual balance themselves, physically and mentally. These are practices, postures, breathing techniques, and meditation all put into service for personal development. Similar to Ayurveda, yoga supports the view that the body, mind, and spirit interact with one another. A disruption at one level influences the other levels. Hence, both systems deal with health issues related to general well-being. The wholeness in these practices is what separates them from conventional medicine.

Understanding the Doshas: Core Principles of Ayurveda

The concept of Ayurveda is based on the basic factor of doshas, or biological energies, regulating every individual's physical and mental state. In all, there are three doshas: Vata, Pitta, and Kapha, each representing a combination of the five elements: air, space, fire, water, and earth. Doshas determine the physical and emotional features in individuals, besides their predisposition to certain health conditions.

Vata is related to air and space and thus governs movement,

creativity, and flexibility. People with a dominant Vata dosha are energetic and enthusiastic when in balance; when out of balance they become anxious and may experience irregular digestion.

Pitta represents fire and water, governing metabolism, digestion, and intellect. When the Pitta predominance prevails, individuals are sharp and focused, but when their systems go haywire, they tend to anger, acidity, or inflammation easily.

Kapha represents earth and water, giving structure, stability, and stamina. A person with predominant Kapha dosha is generally composed and compassionate but may lean toward letharginess and weight gain if their dosha is out of balance.

These doshas are balanced through Ayurvedic treatments, which include personalized diet, herbal remedies, detoxification practices, and lifestyle changes. Thus, Ayurveda has a more sustainable and personal approach toward health by addressing causes rather than symptoms of an imbalance.

The Role of Yoga in Enhancing Ayurvedic Principles

Within Ayurveda, yoga plays a complementary role in the promotion of physical and mental balance. Yoga will provide an opportunity to regulate the doshas-balancing body and mind with specific postures and breathing techniques. An imbalance in Vata, for example, may be pacified by yoga asanas that are grounding and soothing, such as forward bends and gentle stretches. The cooling and restorative postures help balance Pitta imbalances, while for Kapha, the prescribed asanas are more energetic to stimulate and reduce lethargy.

Being one of the important constituents of yoga, pranayama further enhances benefits. Pranayama balances the flow of energy in the body, a reference to calming the nervous system for mental clarity. Specific pranayama techniques can be used for balancing different doshas. For example, Nadi Shodhana, while used in balancing, is great for Vata; Sheetali, for Pitta; and Kapalabhati, for invigorating Kapha.

Other key concepts of yoga that also



align with Ayurveda include meditation and spiritual development. Meditation works in reducing stress, calming the mind, and thus engendering a feeling of inner peace, which is important to sustain dosha balance. Meditation also leads to regular self-awareness, where one can notice when they are out of alignment and take necessary steps toward realignment.

The Healing Power of Ayurveda: Detoxification and Rejuvenation

The two major emphases of Ayurveda are detoxification and rejuvenation, which are achieved with practices such as Panchakarma. Panchakarma is one of the integral Ayurvedic detoxification treatments for ama-toxins removal from the body and dosha balance restoration in a person. It includes five main procedures such as Vamana or therapeutic vomiting, Virechana or purgation, Basti or enemas, Nasya or nasal administration of oils, and Raktamokshana or bloodletting.

Each Panchakarma treatment is tailored to an individual's dosha and health condition. The purpose of this would be to remove toxins that one may have gathered through improper diet, stress, and environmental reasons that block the natural healing capability of the body. Besides Panchakarma, Ayurveda prescribes daily detoxification practices such as oil pulling, dry brushing, and self-massage with medicated oils called Abhyanga for a body free from toxins.

The other important role of herbs relates to Ayurvedic healing. Specific herbs, including Ashwagandha, Brahmi, Turmeric, and Triphala, have been identified as bearing adaptogenic and healing effects in Ayurveda. These herbs enhance the immune system, digest food properly, reduce inflammation, and sharpen the mind. The use of these herbs in treatment, in tandem with diet prescriptions, helps individuals maintain balance and avoid disease.

This course provides an integration of Ayurveda and yoga into modern life. More relevant today than ever before, this ancient wisdom of Ayurveda and yoga is sought by people in today's fast-moving world for health solutions which are durable, holistic, and curative for

diseases caused by a wrong lifestyle and mental disorders.

It has grown so popular that millions of people all over the world practice yoga for physical fitness,

clarity of the mind, and spiritual development. Similarly, Ayurveda is also gaining more and more popularity due to its personalized health care and its concept of prevention. More people are incorporating the Ayurvedic diet, herbal supplements, and daily routine into their lives for boosting immunity and maintaining good health.

Whole changes are not necessary to bring Ayurveda and yoga into one's life; small, consistent changes make a big difference. For instance, daily yoga, eating consciously, and infusing Ayurvedic herbs into your diet are relatively easy steps toward a healthier lifestyle.

In this manner, yoga and Ayurveda play complementary roles due to the way in which they allow people to approach the very roots of an imbalance they might be experiencing. This is some potentially timeless wisdom that will be so relevant in the modern context as people become more conscious of the need for holistic approaches to health.

Ayurveda, Yoga, and Mental Health

Both Ayurveda and yoga are based on the interrelationship between mental and physical health. Ayurveda addresses mental health, including nervousness, depression, and sleep disorders, as part of a person's health through dosha balancing and adding herbal treatments and lifestyle changes.

Among the few practices that have proved immensely effective in controlling stress and improving emotional well-being are those of yoga, by virtue of its immense emphasis on mindfulness and meditation. The practice of Yoga Nidra (yogic sleep) and Dhyana (meditation) induces deep relaxation, promotes a decrease in cortisol levels, and improves mood. These ancient sciences together provide tools to achieve mental clarity, emotional balance, and resilience in facing life's challenging situations.

The Synergy between Ayurveda and Yoga

Ayurveda and yoga are complementary to each other because they both try to balance one's life. Whereas Ayurveda presents the role of individualistic diet, lifestyle, and herbal remedies in the creation of life's balance, yoga presents the actual physical and mental practices that are needed in continuing to maintain the balance of life. Together, they provide a holistic and sustainable path toward health and wellness, since they respond to the needs of the body, mind, and spirit.

While the world speaks of health as only physical fitness, Ayurveda and yoga come to remind one that true health incorporates body, mind, and spirit. These ancient sciences continue, after all these thousands of years, to impart immense wisdom to which modern humans can definitely relate. We can begin to live healthier, more balanced, and fulfilling lives by embracing the principles of Ayurveda and yoga.



KATHAKALI

THE ICONIC DANCE DRAMA AND ITS LIFELINE, KERALA KALAMANDALAM

As we know Kathakali, this dance form embodies the essence of Kerala's rich cultural heritage, which perfectly combines theatre, dance, music and elaborate make-up. It is an art beyond performance; it is a mode of visual communication that narrates mythological epics from India. Kathakali which originated in the verdant landscapes of Kerala, has transformed into a global classical performance style from merely temple arts over the centuries. The preservation and promotion of Kathakali rest on Kerala Kalamandalam that has upheld its tradition for ages.

Origins and Evolution of Kathakali

Kathakali strains its origins to the seventeenth century, beneath the patronage of the rulers of the princely states in Kerala. Evolving from in advance dance paperwork consisting of Krishnanattam and Koodiyattam, it converted right into an extraordinary style beneath the have an effect on of a couple of traditions. The time period "Kathakali" is derived from "Katha" (tale) and "Kali" (overall performance or play), a fitting description for an artwork that uses shiny gestures, expressive facial expressions, and rhythmic dance movements to relate tales.

What distinguishes Kathakali from other classical dance forms is its emphasis on dramatization. The testimonies are frequently based on Hindu epics like the Ramayana and Mahabharata, as well as Puranas and folk testimonies. Performers don colourful, intricately designed costumes, facial masks, and ambitious make-up that symbolizes their individual's identity—inexperienced faces for noble heroes and red or black for evil characters. The complex make-up, referred to as chutti, and the heavy, layered costumes contribute to Kathakali's large-than-life appeal.

Accompanying the overall performance is a troupe of musicians who play traditional devices along with the chenda (drum), maddalam (barrel drum), and chengila (gong), presenting the rhythm to which the dancers circulate. Melodious vocalists narrate the tale, whilst the actors, through moves and mudras (hand gestures), convey emotion and motion. Kathakali is as an awful lot about physicality as it is approximately emotional depth, making it a real combo of endurance, artistry, and spirituality.

Importance of Kerala Kalamandalam

As Kathakali is rich and influential, its survival and prosperity in the modern era is largely due to Kerala Kalamandalam, which has become synonymous with the revival and preservation of Kathakali. In the early 20th century, when Kathakali faced declining popularity due to colonial influences on cultural practices, legendary Malayalam poet Vallathol Narayana Menon was concerned about the declining visibility of the art form. He envisioned Kalamandalam as an institution





that would preserve not only Kathakali but also other indigenous art forms, nurturing Kathakali's ancient heritage while promoting its modern relevance.

One of the key reasons why Kalamandalam is so important is its commitment to strict training methods. Kathakali requires years of dedicated practice. The training system at Kalamandalam follows the traditional gurukula system where students live close to their teachers and learn about the nuances of art styles in an immersive atmosphere.

Kathakali artists have to undergo a great deal of physical and mental adjustment. Because the dance style requires exceptional patience, flexibility, and control of facial expressions, students in Kalamandalam begin training at an early age. By practicing the basic postures and movements that are the cornerstone of Kathakali performance, including the study of mudra (hand gestures), all of which are important to the art of telling stories through dance.

In addition to artists, Kerala Kalamandalam also trains musicians and makeup artists. This ensures that every aspect of a Kathakali performance is maintained to the highest standards. Students receive holistic training at Kalamandalam, preparing them for the technical demands of the art and the spiritual disciplines that support the classical dance form.

Preserving traditions in the modern world

Kerala Kalamandalam has been instrumental in bridging the gap between the traditional and modern worlds. Kathakali has its roots in temple performances and religious rituals, and Kalamandalam has helped it gain a foothold on the global stage.

Kerala Kalamandalam has trained generations of artists who have gone on to perform at international festivals, cultural performance and prestigious places around the world. This international publication not only introduces Kathakali to a global audience, but also helps develop it with elements that appeal to a contemporary feel without

compromising traditional essence.

The role of Kerala Kalamandalam also extends beyond the classroom and onto the stage. It is a research and cultural centre where academics and artists collaborate to document and analyse the history of Kathakali, preserving manuscripts, photographs, and recording details of the art form's evolution.

Kathakali: An Art Alive

The adaptability of Kathakali and the fact that it operates as an art form that is alive are probably the most striking features of it. Though themes and narratives usually come from ancient epics, Kathakali has adapted to modern storytelling. Here and now, performances of Kathakali sometimes include adaptations of Shakespearean dramas, modern political allegories, and other culturally relevant themes presenting the versatility of the art.

Kalamandalam plays a significant role in this evolution. It stimulates students and performers to create something new within the given framework of tradition. While the core of Kathakali will always be classical, there is leeway for creativity that will keep this traditional theatre form alive and meaningful in the rapidly changing world.

The Cultural Significance of Kalamandalam

The importance of Kerala Kalamandalam does not end with Kathakali alone: it is an oriental cultural institution of paramount importance to the State of Kerala regarding the preservation of art and culture. Apart from Kathakali, students are taught other classical art forms like Koodiyattam, Mohiniyattam, and Ottanthullal, along with traditional music. It also functions as a research institution that records and preserves these arts for posterity.

Kalamandalam has deeply influenced the cultural identity of Kerala. It has not only preserved traditional arts but also created a sense of pride among Keralites about their glorious heritage. Festivals, performances, and extension programs organize a framework at Kalamandalam to ensure classical arts are within the reach of all, both nationally and internationally.

The efforts put forward by institutions such as Kerala Kalamandalam freed the grand and artistic elements of Kathakali from remaining imprisoned within a small circle. By giving space to the art to grow, research upon, and perform, Kalamandalam indeed ensured that the ever-ancient stories of Kathakali kept moving and reached every nook and corner around the globe. Kalamandalam represents a beacon of cultural perpetuation and artistic excellence in the world of classical performing arts. It stands tall to this day to keep the flame alive of Kathakali so that the future generation can reap its benefits.

TELANGANA

A HISTORY-OOZING CONFLUENCE OF CULTURE AND SPIRITUALITY



Telangana, the youngest state in India, has a lot more to its credit than being a geographical entity-it is a living canvas painted in rich history, vibrant culture, and deep-rooted traditions. The place where northern and southern cultural streams meet, Telangana is outstanding for its amazing heritage sites, forming or giving them a view into ancient glory and ethos of the land. From great forts to serene Buddhist stupas, it forms one sentient treasury of architectural marvels and historical landmarks-one which every keen traveler should visit to explore the heart of India's cultural diversity.

Heritage plays an important role in defining Telangana—where the past is intricately woven in the fabric of the prevalent lifestyle. The state has a few UNESCO World Heritage sites, including majestic forts and ancient temples and palaces that narrate the story of its rich past. These monuments are not remnants of history; they are living symbols.

Telangana's importance goes beyond its location as a bridge between North and South India. For several centuries, it has served as a center of power, art, and religion as several dynasties rose and fell. The Satavahanas, Kakatiyas, Qutb Shahi, and Asaf Jahi rulers have all left indelible marks on its landscape, contributing to its rich heritage. These rulers erected structures that stand today as symbols of their architectural brilliance and cultural patronage.

The Quintessence of Hyderabad: Charminar The Arc de Triomphe of the East

The Charminar is an iconic monument in the heart of Hyderabad, Telangana's capital. The magnificent monument was built in 1591 by Mohammed Quli Qutb Shah and marked the end of a deadly plague that had ravaged the city. During this period, the Charminar represented Indo-Islamic architecture with Persian influences—an eclectic cultural paradigm that has characterized Hyderabad. The great four minarets, each reaching a height of 56 meters, along with the central mosque with its extensive floral motifs, mark the pinnacle in both Mughal and Hindu craftsmanship. One well-known folklore speaks to a secret tunnel linking Charminar with Golconda Fort, further shrouding it in mystery as an emblem of Hyderabad's royal past.

Golconda Fort: A Citadel of Deception and Greatness Whispers of Power and Intrigue

On the western fringe of Hyderabad is the monumental fort, the Golconda Fort, reeking with tales of power, wealth, and treachery. Initiated as a mud fort by the Kakatiyas in 1143, this was developed into an impenetrable granite

fortress by the Bahmani Sultans and Qutb Shahi kings. The acoustics of this fort are legendary—a clap at the Fateh Darwaza, or Victory Gate, reverberates throughout the complex—and it worked as a warning signal to alert the royals of any imminent danger. Today, Golconda Fort stands tall as a testament to the medieval military architecture and affluence of the Golconda kingdom, which was once famous all over the world for its diamonds, of which the Koh-i-Noor is one.

Devarakonda Fort: A Faded Shadow of Bravery Hints at the Past Glory

Devarakonda Fort, nestled in the cool environs of the Nalgonda district, is less known to people than as one of the several facets of the heritage of Telangana. The fort, built by the Padma Nayaka Veluma Rajas in the 13th century, was once a stronghold that survived all the invasions down the ages. Although in ruins now, the fort still stands with all its pride, remnants of the old glory seen in temples dedicated to Rama and Shiva, not forgetting a picture-like pond inside the premises. And adding to all the historic importance are legends about one brave ruler, Maada Naidu, who extended the building and gave it fortifications to turn it into a cultural and spiritual hotspot.



Heritage Jail Museum, Sangareddy: A Glimpse into Colonial Penology Walls that Whisper Stories of Incarceration

Sangareddy is proud of its one of the most magnificent prisons in the country, the Heritage Jail Museum. It offers visitors a rare peek into the life of a prisoner in colonial India. As part of the premier set up during the Prime Ministership of Salar Jung I in the year 1796, the jail was preserved as a museum. Hence, it reflects the chronology of the prison system from those Nizam times to today on many aspects. Thereby, it is divided into two wings—one for males and one for females. "The contents include old jail uniforms, utensils, and instruments used to punish people. The Heritage Jail Museum is the standing monument to Telangana's colonial legacy, about the legal and social history of the State.





Dhulikatta: Buddhist Heritage of Telangana-A Serene Haven of Spiritual Awakening

This small village in Karimnagar hosts one of the most interesting sites for Buddhists in Telangana. The Mahastupa, which stands here, belongs to the 2nd century BC. It is one of the major sites on the Buddhist circuit. This stupa signifies the rich Buddhist heritage of the region, with its intricately carved limestone blocks depicting Buddhist symbols. Dhulikatta once constituted a center of enthusiasm in Buddhist learning and culture, with connections to both the Roman and Satavahana dynasties, as evidenced by the coins and other artifacts unearthed during excavations.

Thousand Pillars Temple: A Marvel of Kakatiya Architecture Where Devotion Meets Architectural Splendor

The Thousand Pillars Temple at Hanamkonda represents Kakatiya architecture in the most exuberant way. This star-shaped temple was built by Rudra Deva in 1163 AD and was dedicated to a bunch of gods like Lord Shiva, Vishnu, and Surya. Tremendous craftsmanship in stone cutting marks its reflection in star-shaped architecture resting on exquisitely carved pillars. The imposing monolithic Nandi made of black basalt stone depicts the persisting legacy of the temple. The Thousand Pillars Temple is a representation of the building as used not only for worship purposes but also as a monument to the artistic and cultural development of the Kakatiya dynasty.



Archaeological and Heritage Museum, Nizamabad: Time-Travel Spells That Unravel the Secrets of the Past.

The Archaeological and Heritage Museum in Nizamabad is a treasure trove for all those interested in going deep into the history of Telangana. Opened in the year 2001, the museum is organized into three parts: Archaeology, Sculpture, and Bronze. The Archaeological section has housed some tools and pottery from the Stone Age, while the Sculptural gallery is a beautiful compilation of intricate carvings and statues from various periods. The Bronze gallery depicts the metallurgical skills of



ancient craftsmen, thereby making every visit to this museum a voyage of discovery through the rich and varied history of Telangana.

"Telangana, in fact, is a basketful of historical and cultural heritage-a destination promising a journey through time. Heritage sites of the state, from architectural marvels created by Hyderabad to serene Buddhists sites and forgotten forts, narrate some very unique stories offering views into the glorious past of Telangana and its role in shaping the pan-Indian cultural scape. A land with history breathing in every stone and monument, Telangana invites the connoisseur of history and culture with warmth to make them get mated with its soul."



FOREST INDUSTRIES (TRAVANCORE) LIMITED

(A Government of Kerala Undertaking)
Reg. Off. Thaikattukara P. O. Aluva- 683106, Kerala.
Phone: 0484-2623641, 2623642 (O)

Email: fit.planning@yahoo.com,
salesfit44@gmail.com Web: www.fitkerala.co.in



WORLD CLASS
QUALITY
FURNITURE



SHOW ROOM, METRO PILLAR NO:100



INTERIORS

**ONE VISION
ONE TEAM
NEW HORIZON**



THRISSUR POORAM

THE GRAND SPECTACLE OF DIVINE SPLENDOUR

Thrissur Pooram is more than just a celebration; it embodies the rich heritage and deep spiritual devotion of Kerala. Known as the 'Mother of all Poorams,' this yearly festival takes place in Thrissur, the cultural heart of Kerala, attracting millions of visitors from around the globe. It goes beyond differences and societal norms bringing people together to honour art, tradition and spirituality in all its splendour.

Origins and Historical Significance

The origins of Thrissur Pooram can be traced back to more than two hundred years ago. It was started by Sakthan Thampuran, the Maharaja of Cochin, in 1798. Before his involvement smaller poorams were held by different temples in and around Thrissur. However, these events often clashed in timing and lacked coordination. Sakthan Thampuran, known for his skills and foresight brought together ten temples

from areas near Thrissur to celebrate a combined Pooram at the renowned Vadakkunnathan Temple. This unified celebration not only resolved conflicts but also turned into a grander event that included all local communities.

Sakthan Thampuran's decision to elevate Thrissur Pooram transformed it into a festival that represents the spirit and cultural richness of the region. Over the years it has grown to become one of the most magnificent temple festivals in India.



in various aspects of the festival, such as the grandeur of the processions and the harmony of musical performances.

Elephant Procession and Spectacular Decorations

One of the highlights of Thrissur Pooram is the elephant procession called Aana Chamayam. Each temple showcases its elephants dressed in ornate attire featuring golden headdresses, bells and decorative umbrellas. The sight of these magnificent creatures standing in all their glory is truly breath-taking. Usually around 30 to 50 elephants take part in the Pooram adding to the atmosphere of grandeur. Another aspect of the festival is the Kudamattom competition where the Paramekkavu and Thiruvambady groups engage in a friendly competition by exchanging colourful parasols on top of the elephants. The vibrant and intricately designed parasols are changed in a synchronized rhythm captivating the audience. The sight of these parasols swaying gently to the sound of drums and trumpets creates a mesmerizing visual harmony.

The essence of Thrissur Pooram lies in its music. The festival is dominated by traditional temple music styles like Panchavadyam and Melam. Panchavadyam which translates to “an orchestra of five instruments” features a blend of percussion instruments such as the Thimila, Maddalam and Ilathalam (cymbals) along with wind instruments like the Kombu and Kuzhal. The harmonious sound produced by these instruments creates a rhythmic energy that resonates in the air enhancing the spiritual ambiance.

Melam on the hand is exclusively performed during Pooram with the Ilanjithara melam at Vadakkunnathan Temple being the most renowned. Thousands of devotees gather to witness this performance, showcasing over 250 musicians playing traditional instruments. The melam begins, with a slow almost meditative tempo gradually escalating to an explosive climax that captures the essence of Pooram. For many this experience is regarded as a form of worship where music acts as a bridge, between the mortal and the divine realms.

The Temples and Their Gods

Thrissur Pooram revolves around two competing factions the Paramekkavu Bhagavathy Temple and the Thiruvambady Sree Krishna Temple. These holy sites take charge of their respective teams to plan and participate in the Pooram celebrations. Each temple along with its smaller affiliated ones showcases its deity in an extravagant parade leading to the main location Vadakkunnathan Temple. While the Vadakkunnathan deity doesn't directly partake in the Pooram festivities the temple serves as the core of the celebrations.

The ten temples involved in the Pooram are grouped with Paramekkavu Bhagavathy leading the western group and Thiruvambady heading the eastern one. The competition between these two factions is fierce yet respectful as each temple aims to outdo the other

The Night Sky Ablaze: Fireworks

No Pooram celebration is truly complete without the breath-taking fireworks show that illuminates the Thrissur night sky. This long-standing tradition dates back to the origins of the festival and is widely regarded as one of its most prominent highlights. The fireworks are meticulously executed and artistically choreographed. Kicking off in the evening and continuing late into the night the spectacle captivates spectators with intricate designs and



explosive brilliance. The thunderous rhythmic bursts of colour against the backdrop create an enchanting atmosphere, representing the victory of light over darkness.

The fireworks serve as a feast for the eyes and showcase Thrissur's expertise in pyrotechnics. Skilled craftsmen from the area dedicate months to perfecting this display ensuring that each year surpasses its predecessor in splendour. They are viewed as a gesture of reverence to the deities marking the culmination of a day filled with worship and festivities.

The Essence of Thrissur Pooram: Beyond Faith

What sets Thrissur Pooram apart is its inclusive spirit. While it is primarily a Hindu temple festival it welcomes participants and spectators from diverse religious and social backgrounds. The local Muslim and Christian communities play an active role in the celebrations adding to the secular nature of the event. For example, some of the fireworks traditionally featured in the Pooram are crafted by Muslim artisans renowned for their expertise in this craft. The heart of Thrissur Pooram lies in this unity where religious and cultural boundary fade away as people come together to celebrate. The Pooram is not merely a religious occasion; it encompasses a tribute to art,

culture and our shared humanity.

The Spiritual and Cultural Impact

The importance of Thrissur Pooram goes beyond just the days of the celebration. For those who experience it the festival leaves a lasting impression often described as a moment. The blend of parades, musical acts and fireworks sets the stage for an artistic expression of spirituality. Culturally Thrissur Pooram plays a role in upholding traditional Kerala art forms such as Kathakali, Koodiyattam and classical music groups. Additionally, the festival draws visitors, researchers and art lovers from around the world boosting the worldwide recognition of Kerala's rich cultural legacy.

A Timeless Celebration

Thrissur Pooram is more than a celebration; it's a cherished heritage that adapts over time while staying true to its roots. The magnificence, profound spirituality and cultural importance of this festival set it apart as an extraordinary occasion in India's festive line up. Those fortunate enough to witness it will find that Thrissur Pooram is not just a feast for the eyes but also an enriching experience that resonates deeply and creates lasting memories.

Expectations..!!

May it be born as smiles

Quality infertility treatment at low cost making your dream of having a baby come true.

OUR KEY SPECIALITIES

- ▶ Artificial Reproductive techniques
- ▶ High-risk pregnancy
- ▶ Infertility treatment
- ▶ Adolescent care
- ▶ Laparoscopy & Hysteroscopy
- ▶ Management of Fibroids of uterus & ovaries
- ▶ Menopausal & postmenopausal Problems
- ▶ Laser Hatching
- ▶ 3D & 4D Ultrasound
- ▶ Neonatal care Fetal Medicine
- ▶ Premarital counselling

Our Department

Obstetrics & Gynecology | Pediatrics & Neonatology | Assisted reproduction & Fertility Research Minimally invasive Surgery | Fetal Medicine | Urology & andrology | General surgery | Anesthesiology | Radio diagnosis | Pre - implantation genetic diagnosis and study | Adolescent medicine | Cardiology | Endocrinology



Pran Fertility and Well Women Centre

Poonthi Rd, Kumarapuram, Thiruvananthapuram, Kerala.

www.pranfertility.com | pranfertility@gmail.com

For Consultations: +91 90373 77277

ARANMULA VALLASADYA

A FEAST OF HERITAGE, HARMONY, AND GASTRONOMY



The tranquil backwaters of Kerala acquire a different veneer during the month when the village of Aranmula springs to life in riotous celebration of the annual Vallasadya festival. Special about this occasion is the fact that it is not a food-oriented event but is a rich cultural one wherein tradition, spirituality, and community blend into a unique symphony. Aranmula Vallasadya is more than a feast; it is the symbolic image of Kerala's cultural depth and spiritual essence, drawing people from all walks of life into its folds.

The Spiritual Roots of Aranmula Vallasadya

Originated from the Aranmula Parthasarathy Temple, which is an ancient temple of Lord Krishna, this great feast is told to have its beginning when the festival first began as local rulers used to offer their deity and over

time has grown into a community celebration across religious and social barriers. Spiritual essence in the cultural and religious psyche of Kerala, the offering of food becomes an act of devotion with regard to Vallasadya.

But food is not all that Vallasadya is; volumes are spoken by this feast for the soul of its people. The feasts are laid out on the banks of the Pampa River, facing the temple, as a special offering to the boatmen who take part in the Vallam Kali or boat race, another highlight of the festivities. This boat race itself is a tribute to Lord Krishna and represents a mix of spiritual and cultural significance. The synchronized rowing in colorfully designed boats with devotional songs produces an exciting spectacle, which draws tourists from all over India and elsewhere.

The tradition of “Sadya” itself is unique.

The word ‘Vallasadya’ is a combination of two major terms in Malayalam, where ‘Valla’ stands for a boat, and ‘Sadya’ stands for a traditional feast. The name is replete with much poetic suggestion. The long rows of banana leaves laid out for the feast resemble a boat in formation, symbolizing the unity and harmony of the community coming together. The Vallasadya, in contrast to the ordinary form of feasts, was an offering-to the god and to those who participated in the Vallam Kali; many of them, after all, came from different communities and backgrounds.

Traditionally presented on a banana leaf, each Sadya is made up of the choicest vegetarian dishes available in Kerala. It is an elaborate meal, sometimes with as many as 64 items being presented to the guest. And it is not just quantity, each dish carrying its unique flavor often crafted from time-honoured recipes passed down the generations.

It gets ready with the grand procession preceding the feast, including the ceremonial “Thiruvonathoni” boat carrying the idol of Lord Krishna. Time almost seems to stand still to give respect to this timeless tradition as the boat glides across the waters to the rhythmic beats of the chenda melam and the chanting by devotees.

Delights of the Cuisine: A Celebration of Cuisines by Vallasadya

Rightly said, Aranmula Vallasadya is as much a gastronomic miracle as it is a spiritual spectacle. The feast would normally boast of a long list of traditional dishes in general, in order to represent Kerala’s rich food culture. Every single dish on the menu is crafted with utmost care and devotion, using homegrown ingredients; most of the ingredients used are unique to Kerala’s agricultural topography.

Then there’s rice, which usually comes with sambar and parippu, a kind of lentil curry to serve as the base for the meal. Aviyal—a mixed vegetable curry cooked with coconut and yogurt—finding its place, along with side dishes of olan—made from ash gourd and black-eyed peas in coconut milk—and kalan, a thick preparation made tangy with yogurt and vegetables.

The other indispensable items in the making of this feast are thoran, a different range of stir-fried vegetables; pachadi, a sweet and sour curry; and kichadi, or curd-based dishes—all these contribute to textural and flavor variation in the meal. The copious use of coconut in its milk, grated, and oil form imparts a typical richness to every dish. Freshly ground spices sizzling in coconut oil waft through the air, teasing the waiting diners in anticipation of the feast.

No Sadya is complete, however, without its signature payasam—a traditionally prepared sweet dish made from rice, jaggery, and coconut milk. Indeed, one special kind

of payasam goes to make Ada Pradhama, forming the pièce de résistance of the Vallasadya and served as the final course. Rich, sweet, and indulgent, this course would temper the complexity of flavours preceding it with just the right note to end a meal graciously.

A Symbol of Unity and Inclusivity

Most beautiful about Aranmula Vallasadya is the sense of inclusiveness that it perpetuates: everybody, irrespective of caste, creed, or religion, has a place at the feast. It is a feast that assembles people from all over the village to as far as any distance would permit. Sharing food in a communal setting is a strong sign of unity and brotherhood that gives further strength to the deep sense of harmony that Kerala is known for.

The age-old Vallasadya also speaks volumes about the syncretic culture of Kerala, where diversity is celebrated and not merely tolerated. In a world where the headlines are often about divisions, this quiet festival upholds the value of inclusivity, reminding us all in the process that food and culture and faith can be bridges, not barriers.

Tradition in the Modern World

While the world is getting into a rhythm of fast food and instant meals, Aranmula Vallasadya poignantly contrasts. Emphasis is on slow cooking, time-honoured recipes, and ingredients from the local community. Sadya preparation is meticulous, often involving whole families or community groups that need several days to bring it all together.

It is indeed a very conscious preservation of the food tradition on the part of the people of Aranmula. This is not due to simple nostalgia or resistance to modernity but rather a realization of the cultural and spiritual import of this festival. The rituals that precede the Vallasadya are as important as the meal itself, each detail carefully preserved to maintain the authenticity of the event.

A Timeless Celebration of Kerala’s Soul

Aranmula Vallasadya is not a feast or a festival; it holds within its bosom the soul of Kerala, as spirituality, comradeship, and good food all come together in a harmonious celebration of life. It’s a haven from the frantic pace of the modern world and one where tradition is lived rather than remembered.

With the boats skimming across the Pampa River and the fragrance of coconut and spices in the air, the inference is that this is a festival greater than its sum. It is a tradition alive and flourishing in the heart of Kerala, where the past meets the present to create something timeless. Aranmula Vallasadya represents a feast of heritage and unity, celebrating a common joy in togetherness. And for today’s world, that may well be the most nourishing thing of all.

HUBLI

THE HIDDEN GEM OF KARNATAKA

Tucked between the bustling hubs of Gokarna and Bangalore, Hubli—officially known as Hubballi—stands as a captivating destination that blends scenic landscapes with rich cultural and historical significance. Situated just 400 kilometres from Bengaluru, this growing Carnatic city offers a tranquil escape for travellers seeking both spiritual solace and modern attractions. Often dubbed “Chhota Mumbai” due to its growing commercial influence and achievements in the automobile and education sectors, Hubli effortlessly merges tradition with progress, making it an ideal vacation spot for history buffs, nature lovers, and spiritual seekers. With its well-preserved monuments, vibrant local culture, and warm hospitality, Hubli is an unmissable stop on any Karnataka itinerary. Let’s explore some of the best that this culturally rich city has to offer.

A Brief History of Hubli

Hubli is not just another city in Karnataka; it is a city steeped in history. Originally called Rayara Hubli, it was an important trading center for cotton and iron. Over the centuries, Hubli developed under various rulers, including the Vijayanagara Empire, Mughals, and the British. The region played a significant role in the Karnataka freedom

struggle, with figures like Kittoor Rani Chennamma resisting British rule, cementing Hubli's place in India's national history.

Today, the city is a major hub in the state's Northern region, and with its neighbour Dharwad, it forms one of the largest urban agglomerations in Karnataka. As a growing commercial and educational centre, Hubli's importance continues to rise, making it a unique confluence of history, culture, and modernity.

Getting to Hubli

Hubli is well connected by air, rail, and road, making it accessible to travellers from across India. The Hubli Airport, located just 8 kilometres from the city centre, operates regular flights to major cities like Bengaluru, Mumbai, Hyderabad, and Chennai. For those traveling by train, Hubli Junction is a major railway station with connections to almost all parts of India. The city's excellent road network also makes it a preferred stop for road-trippers exploring Karnataka.

Siddharudh Math: A Spiritual Haven

Begin your journey in Hubli with a visit to Siddharudh Math, a revered sanctuary built in honor of the Hindu





Guru and philosopher Siddharudh Swami. Renowned for his selfless service to people of all faiths, Siddharudh Swami's legacy lives on through the Math, which attracts numerous visitors daily.

The Math exudes a peaceful and vibrant atmosphere that offers visitors a place to meditate, reflect, and soak in the spiritual energy. The Math also serves as a focal point for spiritual gatherings, where people come to discuss philosophy and social welfare. For those looking to begin their Hubli experience with a spiritual awakening, this is a perfect first stop.

Gayatri Tapovan: The Intersection of Culture and Spirituality

A short distance from the city center is Gayatri Tapovan, one of Hubli's most famous spiritual centers. Built in 1965 by Sri Kumar Swamiji, this site has since become a prominent pilgrimage destination. Beyond its spiritual significance, the Tapovan also functions as a cultural hub where traditional festivals and celebrations are held throughout the year. This blend of cultural festivity and

deep-rooted spirituality makes Gayatri Tapovan a must-visit spot.

Tapovan regularly hosts events and discourses on ancient Hindu scriptures, making it an ideal place for travelers interested in understanding Indian spirituality and philosophy. Visitors are welcomed to partake in meditative practices and soak in the tranquil atmosphere that pervades the temple grounds.

Indira Gandhi Glass House Garden: A Serene Escape

Modeled after Bangalore's iconic Lalbagh, Indira Gandhi Glass House Garden in Hubli offers a lush, green oasis in the city's heart. The glasshouse, a beautiful centerpiece, is surrounded by meticulously maintained gardens showcasing an impressive array of flora.

The garden hosts regular horticultural exhibitions and is a hotspot for local families and tourists alike. A toy train weaves through the park, offering children and adults a fun way to enjoy the landscape. Don't miss the stunning musical fountain show held in the evenings, where synchronized lights and water jets create a magical spectacle.

Unkal Lake: Romantic and Scenic

For a picture-perfect sunset, Unkal Lake, located just outside the city, is unparalleled. Couples and families alike flock to this tranquil spot to enjoy boating on its calm waters. The lake comes alive during the golden hour, with the setting sun casting a beautiful red and orange glow over the water, making it a photographer's dream.





One of the most striking features of the lake is the statue of Swami Vivekananda, which sits proudly in the middle of the water. Visitors can also enjoy picnicking by the lakeside, bird watching, or savoring local delicacies at the food stalls. Unkal Lake is one of the top destinations for anyone seeking a serene and romantic setting.

Nrupatunga Hills: A Tranquil Retreat

Close to Unkal Lake is Nrupatunga Hills, an equally mesmerizing location that offers panoramic views of the city and its surroundings. The peaceful hills provide a great escape for nature lovers, offering hiking trails that meander through lush greenery.

The serene environment and the elevation make this an ideal spot for sunset and sunrise viewing, as well as a perfect day trip destination for families or solo travelers. If you're lucky, you might even catch sight of some native bird species as they glide above the hilltops. The fresh air and tranquility here serve as a much-needed respite from the city's hustle and bustle.

Chandramouleshwara Temple: A Step Back in Time

Chandramouleshwara Temple, located near Unkal Lake, is a 900-year-old architectural marvel. This ancient temple, dedicated to Lord Shiva, is a fine example of the Badami Chalukya period's intricate temple designs.

The temple is relatively small but boasts two Shivalingas and four doorways, each intricately carved with mythological depictions. The stone carvings on the temple's exterior reflect the artistic prowess of its time, attracting not just pilgrims but also architecture enthusiasts. A visit here is like stepping back in time, offering a deep connection to Karnataka's cultural heritage.



Kittoor Rani Chennamma Circle: A Tribute to Courage

No visit to Hubli would be complete without paying homage to the city's brave past at Kittoor Rani Chennamma Circle. The circle is named after the legendary queen who stood up to British colonizers in the 19th century. A large statue of Rani Chennamma dominates the area, serving as a poignant reminder of her courage and the region's resistance against British rule.

Surrounding the circle are a variety of restaurants and street food stalls, making it a perfect spot for both history buffs and food lovers. The bustling atmosphere in the area is a reflection of the city's lively spirit.





St. Joseph's Church: Architectural Elegance

One of the most architecturally unique places in Hubli is St. Joseph's Church. Its round shape and distinct style set it apart from other churches in the region. The building is beautifully adorned with flowers and offers a calming, spiritual ambiance for visitors. It's a great place to stop for a moment of quiet reflection, and its peaceful environment provides a sharp contrast to the busy streets outside.

Country Club Water World: A Family Getaway

For families looking for some recreational fun, Country Club Water World on Karwar Road offers a great mix of adventure and relaxation. With a serene backdrop of mountains and lush vegetation, this water park features pools, water slides, and a DJ-hosted rain dance experience.

This destination is especially popular on weekends and serves as an excellent place to cool off from the heat

while enjoying a day filled with fun activities. The tranquil setting, combined with the refreshing water attractions, makes it a favorite among both locals and tourists.

Urban Oasis Mall: The Shopper's Paradise

Before concluding your trip to Hubli, a visit to Urban Oasis Mall is a must for all shopping enthusiasts. As the largest mall in the city, it features a wide variety of stores, from clothing and footwear to electronics and home goods. After a long day of exploring, visitors can relax at one of the mall's many restaurants, which serve everything from local delicacies to international cuisines.

Whether you're seeking spiritual rejuvenation, historical exploration, or a relaxing escape, Hubli offers something for every traveller. Its unique mix of offbeat attractions and rich cultural heritage makes it a destination worth discovering on your next Karnataka adventure. With its stunning natural landscapes, deep-rooted history, and growing urban charm, Hubli truly is a hidden gem in the heart of Karnataka.





Handicrafts | Decor | Gifts | Souvenirs



cultureshoppe.com

Treasuring Tradition

Hold close to our vibrant culture and give back to our highly skilled artisan community through Culture Shoppe, a brand that redefines the value of handicrafts.





OPPORTUNITY FOR GROWTH IN MICRO FOOD PROCESSING SECTOR

PRADHAN MANTRI FORMALISATION OF MICRO FOOD PROCESSING ENTERPRISES (PMFME) SCHEME

■ Credit Linked Subsidy up to Rs.10 Lakhs

35% of the eligible
project cost as credit-linked
capital subsidy
to a maximum of
Rs.10 Lakhs

■ Seed Capital Assistance up to Rs.40,000/- for SHG members

A maximum of
Rs.40,000/- to each
member of SHGs for
working capital
and purchase of
small machinery

End-to-End
Handholding
Support to each
Applicant

■ Rs.3 Crores for Common Infrastructure

Financial assistance
up to Rs.3 Crores
to SHGs, FPOs and
Co-operative Societies for
Common Infrastructure
and Capital
Investment



For more information

Please contact District Industries Centres



DIRECTORATE OF INDUSTRIES & COMMERCE

3rd Floor, Vikas Bhavan
Vikas Bhavan P.O., Thiruvananthapuram - 695033.
Tel: 91 471 2302774 | Fax No.: +91 471 2305493
E-mail: industriesdirectorate@gmail.com
Web: www.industry.kerala.gov.in

K-bip

KERALA BUREAU OF INDUSTRIAL PROMOTION

2, Vidhya Nagar, Opposite Police Ground, Thycaud P.O.,
Thiruvananthapuram - 695014.
Tel: +91 471 2321882 | Fax: +91 471 2322883
Email: kbip@keralaindustry.org
www.kbip.org

കേരളം കേരളം കേരളം



ലോകത്തെ കേരളം കാണിക്കൂ!

കേരളത്തിന്റെ ഭംഗി ലോകത്തെ അറിയിക്കാൻ കേരള ടൂറിസം വകുപ്പിനൊപ്പം നിങ്ങളും പങ്കുചേരൂ. സ്വന്തം നാടിന്റെ ഒരു വീഡിയോ തയ്യാറാക്കി നിങ്ങളുടെ സോഷ്യൽ മീഡിയ പേജിൽ [#entekeralamennumsundaram](#) എന്ന ഹാഷ്ടാഗിൽ കേരള ടൂറിസത്തിന്റെ ഔദ്യോഗിക ഫേസ്ബുക്ക്/ഇൻസ്റ്റഗ്രാം പേജ് ടാഗ് ചെയ്ത് (@keralatourism) അപ്ലോഡ് ചെയ്യൂ. തിരഞ്ഞെടുക്കുന്ന മികച്ച ദൃശ്യങ്ങൾ ടൂറിസം വകുപ്പിന്റെ ഔദ്യോഗിക മ്യൂസിക വീഡിയോയിൽ ഉൾപ്പെടുത്തുന്നതാണ്.

Maitri.com



കേരള സർക്കാർ

