

Rijo Antony

From: Incredible India <no-reply@email.incredibleindia.gov.in>
Sent: Wednesday, August 23, 2023 2:25 PM
To: Rijo Antony
Subject: Experience monsoon magic in India. Explore its wild side in forests, parks and sanctuaries

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Incredible India
Calling

Issue 06 • August 2023

City spotl

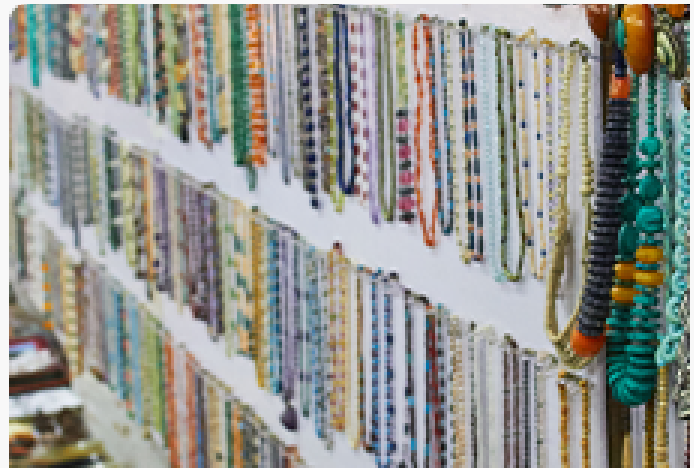




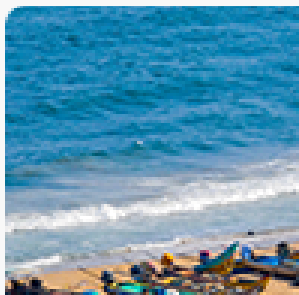
WHERE CONTEMPOI

Situated along the Bay of Bengal, Chennai, erstwhile Madras, boasts a unique blend of tradition and progress, making it an enthralling destination. Explore its bustling streets filled with the aroma of spicy street food and melodious rhythms of classical Carnatic music. Visit ancient temples and churches or sunbathe on its beautiful beaches. For a taste of history, visit the iconic Fort St. George, a sprawling fortress that houses St. Mary's Church and a museum with artefacts from the colonial era. Witness traditional dance performances at the Kalakshetra Foundation, to fully comprehend its art and culture.

Shopaholics will find nirvana at bustling markets like Pondy Bazaar and T. Nagar, brimming with colourful textiles, jewellery and handicrafts. For food enthusiasts, the food culture in Chennai is a delight. While the city's street food scene is a treat, its excellent restaurants boast an array of delicacies, from mouth-watering curries to delicious seafood dishes. And, don't miss the dance-drama of Bharatnatyam, a classical dance form that narrates stories of Indian mythology and folklore.



TOP 5 EXPERI

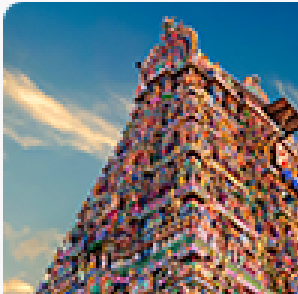
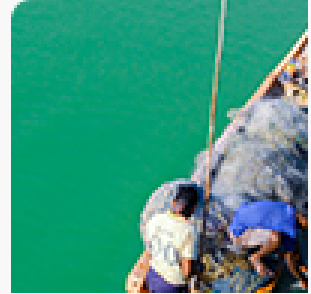


— Marina Beach

The jewel of Chennai's coastline stretches along the Bay of Bengal for 13 Kilometres, the second longest urban beach in the world. As the sun sets, the beach comes alive with a kaleidoscope of colours, making it beautiful to stroll along the promenade, breathing in the cool sea breeze and feeling the warm gentle waves at your feet. Enjoy the happy atmosphere as families, friends, and tourists gather to indulge in beach games, pony rides, and delectable street food.

Daravudi

Escape the hustle and bustle of the city for a serene weekend getaway in Chennai. Cruise on calm waters, indulge in peaceful ocean fishing, and take in the balmy weather and coastal beauty. Perfect for hobby anglers, this fishing haven offers charter boats to catch spectacular species available in these waters. You can enjoy the thrill of big game fishing even from the shore, while spotting playful dolphins swimming alongside boats during the migration months of July to August and February to March.



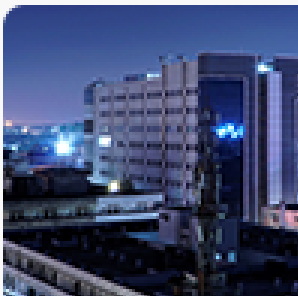
Kapaleeshwarar

Kapaleeshwarar Temple symbolizes the city's rich history and spirituality. With its Dravidian architecture, the towering intricately carved gopurams invite devotees and visitors into a realm of divinity. The inner sanctum is dedicated to Lord Shiva in his form as Kapaleeshwarar, where prayers blend with the lingering fragrant incense, and each step reveals a mélange of sacred rituals and a spiritual essence, leaving an indelible mark on the hearts of those who are seeking solace and a divine connection.

Fort St. George

Fort St. George is a historical landmark in Chennai that stands as a testament to the city's colonial past. Built in 1644 by the British East India Company, this majestic fort holds a treasure trove of stories within its aged walls that echo of a bygone era. Serving as the first British fortress in India, it symbolizes the pivotal role Chennai played in shaping the country's history and trade. The Fort museum displays the military memorabilia and artefacts from colonial times.

Also within is St. Mary's Church, built in 1680.



Business Events in Chennai

As the cultural hub of South India, Chennai is a fantastic destination for events, with its unique blend of tradition and modernity. MICE participants are swept away by its warm hospitality and world-class facilities, rich history, art, and sumptuous cuisine. Amidst the coastal charm, Chennai's state-of-the-art venues and infrastructure ensure seamless event execution, while the allure of visiting ancient temples, golden beaches, and bustling markets add an unforgettable touch to every experience. It is a perfect destination for business events, MICE groups and event planners.

Read more on C

India Celebrates

From enchanting flower shows to religious celebrations that awaken spiritual fervour, each festival is a celebration of joy and unity. People come together to weave bonds of love and protection, intertwining precious familial togetherness into the very soul of India's festivities.

TOP FESTIVALS EXPERIENCE IN AUGUST



Lal Bagh Flower

The Lalbagh Flower Show in Bengaluru has been enchanting visitors for over 200 years. Held during India's Republic Day (26th January) and Independence Day (15th August), it showcases India's largest collection of tropical and sub-tropical plants. The stunning glasshouse, artistic flower displays, and historical watchtower - perched on top of a 3000 million years old rocky outcrop - add to the festival's charm.

Where to celebrate:

13- 15 August 2023

Visit the Lalbagh Botanical Garden in Bengaluru to experience the beautiful displays of flowers and plants showcased in the stunning glasshouse and throughout the garden's expansive 240-acre landscape.

Nag Panchami

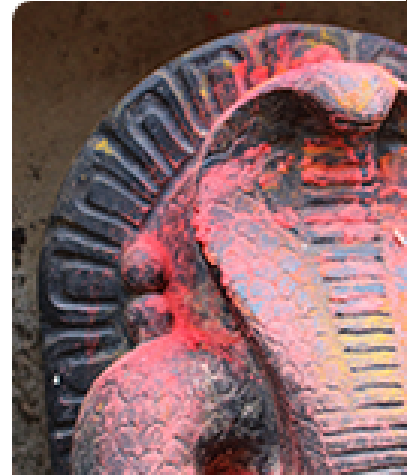
Nag Panchami is celebrated to offer thanks to the Snake God, SheshaNag. On this day, snakes assume significance and Nag-Devta is made of clay and worshipped in homes. It has two intertwined reasons; seeking blessings for the family's well-being and expressing gratitude for safeguarding crops from rodents, blessing farmers with prosperity.

With offerings of sweets and milk, the streets come alive with dance and songs. Snake charmers wander through streets gathering offerings of benevolence.

Where to celebrate:

21 August 2023

Nag Panchami is celebrated in Maharashtra on the fifth day of the sacred month of Shravan. An amalgamation of reverence for the Nag-Devta and the intimate association of snakes with Lord Shiva makes for a spiritual celebration.



Onam

Experience the festivities, colours and flavours of Onam, in Kerala. The 10-day harvest celebrations culminate on Thiruvonam, commemorating the return of the mythological benevolent King Mahabali on this day every year. It is heartwarming to see communities coming together in revelry. Homes blossom with lovingly made floral carpets (Pookkalam), while traditional art forms and games infuse the air with merriment. Elaborate feasts are served, culminating with the delightful Kerala dessert, Payasam.

Where to celebrate:

20- 31 August 2023

The festival of Onam is celebrated throughout the state of Kerala. It is held for ten days in the month of Chingam (August/September), which is the first month of the local Malayalam calendar.

Rakshabandhan

The joyful occasion of Rakshabandhan unites brothers and sisters with a sacred thread of protection and affection. As sisters adorn their brothers' wrists with intricately woven rakhis, a symbol of love and safeguarding, hearts are filled with warmth and love. Witness the streets adorned with colorful displays, bustling with families buying sweets and traditional attire. Partake in the spirit of togetherness as India comes alive on this occasion.

Where to celebrate:

30 August 2023

Rakshabandhan is celebrated all over India, especially in the northern and western parts of the country. It renews cherished bonds between siblings, and even good friends.



Janmashtami

Celebrate the festival of Janmashtami, honouring the birth of Lord Krishna, the divine incarnation of Lord Vishnu. Temples and homes are colourfully decorated, devotees offer prayers and sing devotional songs. You can watch many performances about Lord Krishna's life through dance and drama. Indulge in delectable sweets, symbolising favourites of Lord Krishna, past midnight when devotees break their day-long fast. It is an opportunity to connect with the country's religious customs and spiritual sentiments.

Where to celebrate:

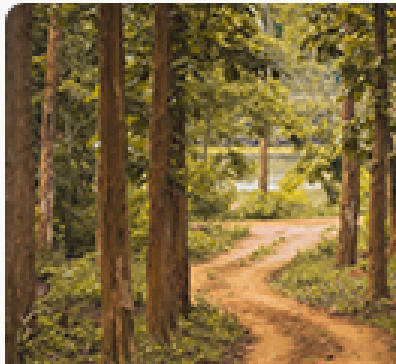
07 September 2023

Janamashtami is celebrated across the country. Mathura, the sacred birthplace of Lord Krishna, is the ultimate destination to witness this festival.

Explore India in August

Let the call of the wild lure you into the magic of India's protected ecosystems, lush greenery, majestic wildlife, and untamed beauty for an unforgettable adventure. While some wildlife

sanctuaries are closed for the four monsoon months, June-September, their enchanting buffer zones remain open. However, many across India are open throughout the year.

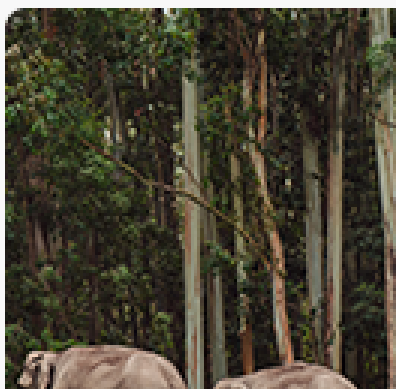
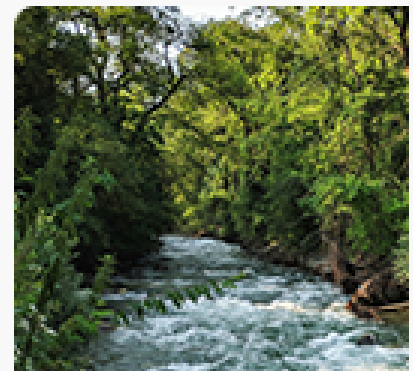


Nagarhole National Park

Nagarhole National Park is situated between the Mysuru plateau in Karnataka and the Nilgiri Mountains of Tamil Nadu. It is a 640 sq. km sanctuary and tiger reserve that promises many wildlife sightings. It is home to a large variety of flora and fauna, including majestic elephants, elusive tigers, and graceful deer. For nature enthusiasts and wildlife lovers, the lush green landscapes, meandering rivers, and dense forests have an untamed charm and promise an unforgettable experience.

Dachigam National Park

Dachigam National Park stands amidst the enchanting valleys and rugged peaks of Jammu & Kashmir. Home to leopards, langurs, deer, the Himalayan black bear, the elusive snow leopard and the Hangul, or Kashmir stag, if you are fortunate enough to witness its graceful presence. The park also has a rich biodiversity of flora and fauna, creating a rare ecological gem. As the mists embrace the tall trees and the echoes of avian chorales resound, this beautiful park comes alive with the magical sounds of nature, making it a heavenly experience.

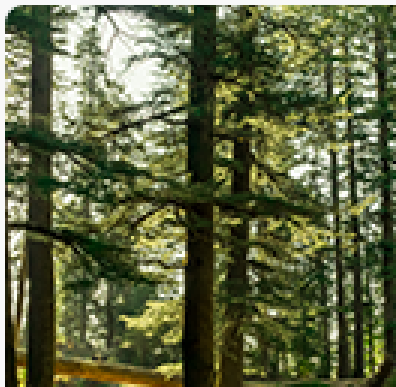


Periyar National Park

Covering an area of over 900 sq. km, in the heart of Kerala's Western Ghats, Periyar National Park is renowned for its commitment to conservation and its rich wildlife, including the majestic Indian elephants that roam free in its dense forests. The centerpiece of the park is the Periyar Lake, offering boat cruises to enjoy the fauna at the water's edge. It is home to endangered species such as the Nilgiri langur, wild pigs, many species of deer, Indian wild dog, tigers, and avian species like the Malabar grey hornbill, making it a true paradise for wildlife enthusiasts.

Agumbe Reserve Forest

Agumbe lies in the Western Ghats connecting Karnataka's plains with the coastal region. It receives an average rainfall of about 8000 mm, earning it the nickname 'Cherrapunji of South India'. There are stunning sunset views of the Arabian Sea at a distance of over 40 km. It is popular for trekking, with waterfalls and scenic forest trails. Adjacent to the Someshwara Wildlife Sanctuary and the Kudremukh National Park, Agumbe remains an important habitat for the majestic King Cobra, hence making it the home of the Agumbe Rainforest Research Station, focused on studying the endangered snake, teaching, and conservation.



Kalatop Khajjiar S:

With its tall green forests, rolling meadows, and snow-capped peaks, the Kalatop Khajjiar Sanctuary in the gorgeous district of Chamba in Himachal Pradesh spans across the picturesque Kalatop ridge to the enchanting Khajjiar meadows. It holds a diverse range of flora and fauna, including the elusive Himalayan black bear, the graceful Himalayan serow, and a myriad of colourful bird species with their song. It is a sanctuary that truly unfolds the coexistence of wilderness and the human spirit.

Beyond Incred



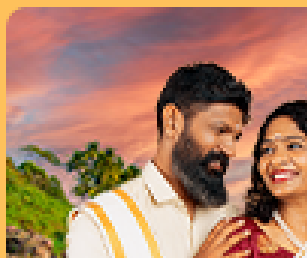
SAY "I DO" IN INDIA!

Weddings in India are filled with lively dances, colourful decorations and plenty of cheer, bringing together people in a celebration like no other. Experience the magic of wedding tourism in India's many enchanting cities. Aptly titled the 'Incredible Match', it offers an extraordinary array of options to fulfill your desires of a dream wedding. Whether you envision a ceremony in a flower-bedecked mountain resort, within a royal palace or a regal fort, a romantic one along the backwaters, an ethereal beach wedding, or under the blessings of centuries-old temples and churches, India has it all.

Cherish the warmth and hospitality of the Indian people as they welcome you and your loved ones, making you feel special in a land that reveres its guests, Atithi Devo Bhava. Let a wedding in India begin your journey into a lifetime of love. The stage for truly memorable weddings.

Travelling to India and within the country is seamless today, ensuring a hassle-free passage to any wedding destination. Moreover, India's wedding industry is more than adept at catering to your every need, with experienced wedding planners, creative decorators, top-notch caterers, and other professionals eager to transform your vision into a splendid reality.

WEDDINGS CREATED IN



Kovalam

Located near Chennai, it promises an enchanting beach experience, with exquisite wedding venues to suit every couple's dream.



Jaipur

The regal allure of India's 'Pink City', offers opulent weddings set in majestic palaces and heritage hotels.



Siliguri

Celebrate your special day amidst the beauty of tea gardens at the Himalayan foothills, with cultural nuances and a range of wedding venues.



Andaman & Nicobar Islands

From beachfront resorts to underwater ceremonies, be assured of an unforgettable wedding experience.

Truly India

Venture off the tourist trail into the charm of rural India. These quaint towns and villages offer excellent amenities, with government support. Enjoy the unhurried calm of village life, ancient customs, and heartfelt hospitality of the local folk.

PADDY FIELDS, BACKWATER OF TODDY IN THE 'RURAL TOURISM'



Kumarakom

As you step into Kumarakom, you'll be greeted by lush greenery blending with clear blue skies, creating a postcard-perfect setting. The paddy fields, lovingly referred to as 'God's garden', offer a humbling experience. Strolling through these emerald carpets of swaying grains imparts a true sense of rejuvenation. Taste Kerala's backyard beverage, Toddy made from fermented sap of the coconut palm tree, a mild and tepid drink that is as distinctive as the charm of Kumarakom itself.

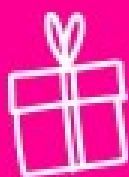
Beyond the lush fields, the village reveals a network of backwaters, where traditional houseboats glide on the calm waters. Engage with the warm-hearted local people, who will gladly share magical tales of their heritage and culture that pervades every aspect of life in this beautiful village. Enjoy the natural wonders, and overflowing hospitality.



Things to do:

- **Cruising:** Take an unforgettable journey through the backwaters.
- **Net Fishing:** Watch this traditional fishing technique of Kerala.
- **Shopping:** Shop for unique souvenirs to support local artisans, while watching the craftsmanship of coconut palm weaving.
- **Walking and Birdwatching:** Enjoy a stroll through paddy fields, and get up close to the avian species in the Vembanad Bird Sanctuary.

- ▶ **Wellness and Sunbathing:** Unwind at the beach and treat yourself to traditional ayurvedic therapies at various resorts and spas.
- ▶ **Cultural events:** Engage in local festivals to learn about their traditions.
- ▶ **Gastronomy:** Taste the authentic flavours of dishes prepared with marine and freshwater fish.



Win with Incredible India!

Welcome to the Chennai Quiz! Test your knowledge of this city's rich history and iconic landmarks. Put on your thinking caps and see how well you did.
Good luck!

- Q1.** Which famous monument in Chennai was built in the 17th Century by the British East India Company in memory of the Governor-General, Lord Cornwallis?
- a. Fort St. George
 - b. Kapaleeshwarar Temple
 - c. Marina Beach Lighthouse
 - d. Valluvar Kottam
- Q2.** Which traditional dance form originated in the state of Tamil Nadu and is an integral part of Chennai's cultural heritage?
- a. Kathak
 - b. Bharatanatyam
 - c. oddisi
 - d. Kuchipudi
- Q3.** Which beautiful sandy stretch holds the title of being the second longest urban beach in the world, famous for its golden sands and lively atmosphere?
- a. Elliot's Beach
 - b. Besant Nagar Beach
 - c. Marina Beach
 - d. Covelong Beach

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