

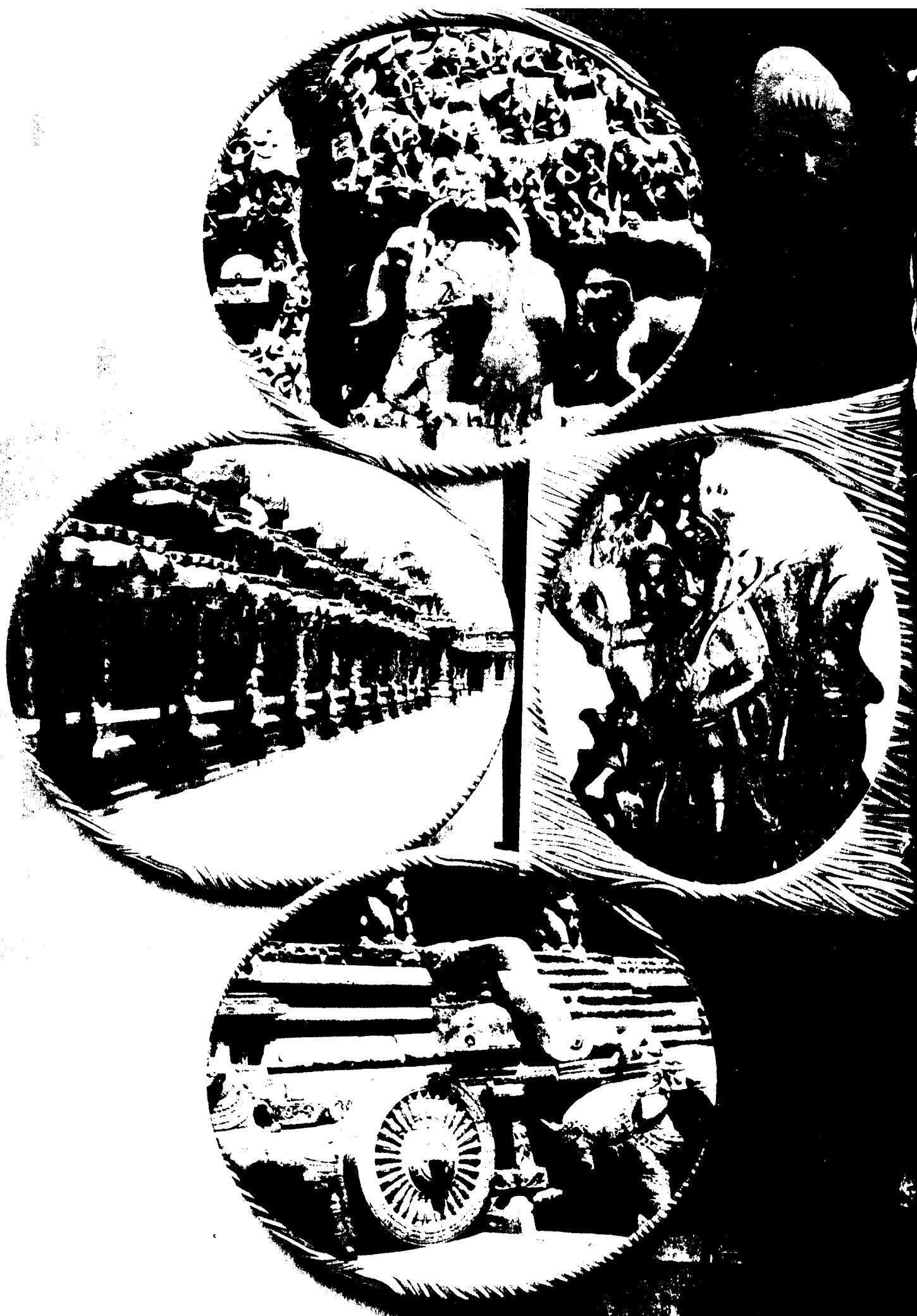
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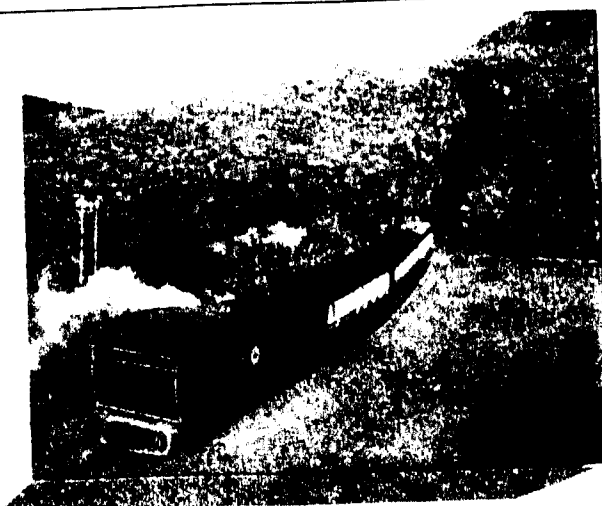
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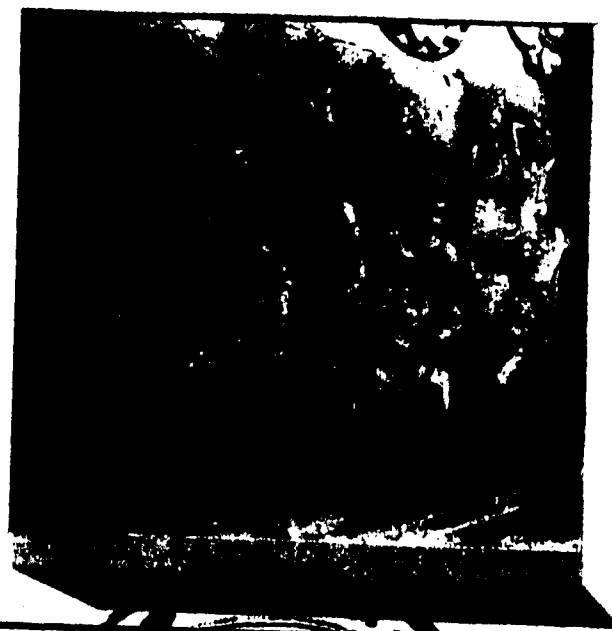
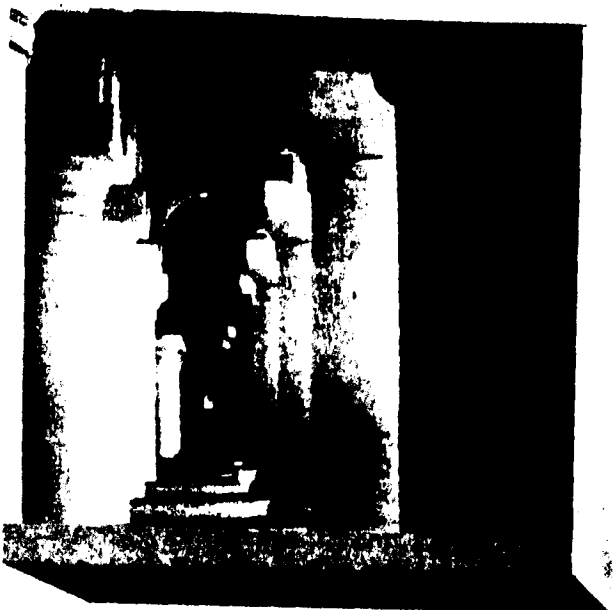
Tamil Nadu is known for its captive beautiful tourist attractions. The Cerulean sky, verdant vegetations, serene lakes, mammoth monuments, artistic temples, scintillating scenarios offer the tourists a feast for eyes, food for thought and banquet for contemplation.

The Tamil Nadu Tourism Development Corporation a Government undertaking strives to cater to the needs of the tourists who pour in every year, by way of operating package tours, providing accommodation and extending catering facilities. The chain of hotels with a very well knit communication system takes care of the visitors and make them feel at home.

An attempt has been made to highlight the tourist spots of Tamil Nadu for the benefit of the Tourists.



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A latecomer to the Indian Information Technology (IT) revolution, Tamil Nadu has nonetheless made remarkable progress in the past five years. Building on the State's inherent advantages large reservoir of IT skills, low-cost of living, investor-friendly public policies, better-than-average infrastructure - the Tamil Nadu Government has multiplied efforts to attract foreign investment into the local IT industry. In 1998, the State

Raising Global Competitiveness of Tamil Nadu's IT Industry

therefore to accelerate the development of its services sectors. Innovative Government schemes are needed to boost the SDP share of services from the present 48 percent to at least 60 percent over the next five years.

might have to de-emphasise some fields and stress others as it moves up the ladder of economic development. Tamil Nadu has intelligently exploited the State's inherent strengths to build a world class base for auto manufacturing. By marshalling those very skills and best practices that helped it become a manufacturing success in the auto industry, Tamil Nadu now stands a good chance to emerge as an IT based services hub within Asia. Having established its reputation as the 'Detroit of India', Tamil Nadu must now strive to build worldwide recognition for being the 'cyber capital of India'.



Tamil Nadu has always been a front runner in the industrialisation process in India, both in terms of industrial output and also of encouraging

announced a far-reaching industry friendly IT policy and setup a State level IT task force to implement it. All these efforts have paid off well: software exports have from almost nothing to over US \$300 million in 1998. The State's ambitious target for IT hardware alone for the year 2002 is set at US \$1.25 billion - if this target is reached, the region's contribution will represent about 30 percent of the entire Indian hardware production.

In order to achieve sustainable economic growth and be able to join the global knowledge economy, Tamil Nadu needs

Identifying and developing growth industries is not a static process. As their competitive strengths evolve over time, countries will need to shift their thrust from one growth sector to another. For example in the 1960s and 1970s South Korea relied on its low labour costs to build a strong global position in labour intensive and export oriented manufacturing industries. However, since labour cost is not a sustainable competitive advantage, South Korea has gradually shifted its focus to knowledge based industries. Likewise, Tamil Nadu

various new large scale projects. At present, the State accounts for over 11 per cent of India's industrial output and contributes to 15 percent of the country's exports. Its economy is poised to become the second largest in India by 2000. It boasts of a well developed infrastructure (second best in India), a large reservoir of talent that has earned it the reputation of 'intellectual power house' within India. These strengths, combined with a global orientation and investor-friendly bureaucracy, have allowed Tamil Nadu to emerge as a top destination for foreign

Chennai, the first city of the south, and capital of Tamil Nadu, though comparatively young, has a chequered history dating back to 1639 when Francis Day and Andrew Cogan, Agents of the East India Company acquired a strip of land granted on lease by the Vijayanagar Emperor. Here was built the Fort St. George for setting up a factory as a nucleus around which arose the British settlements. Gradually but steadily the old, tiny villages like Triplicane, Egmore, Purasawalkam and Chetput were clubbed with the new agglomeration of the fast growing Chennapatnam, as it was known then.

Chennai, widely known as Madras till 1996 has rich tradition and civilisation and it is a blend of the old, and the new, vibrating ceaselessly to keep pace with the rest of India, as the buoyant metropolis of the third most industrialised State. Situated at the entrance to the South Chennai, sprawling on two hundred squarekilometres on the shores, of the Bay of Bengal is not only the gateway to the South, but also the "Queen of the Coromandel".

People in Chennai are deep rooted in their cultural moorings and traditions, even though modernity has its own impact. Chennai is airy, spacious with verdant green patches and beaches. With a population of about six million, Chennai is the fourth largest city in India. It has played a notable role in deciding the political destiny of India on many occasions. Chennai has regained its pride of place in automobile industry as the 'Detroit of the South'. Days are not far away when Chennai may be a 'Silicon City' with high-technological knowledge in software. May be that real India, in her pristine cultural warp and beauty as detailed in history, still lives in Chennai. A visit to Chennai to see the graceful people of glorious land will surely help the visitor to carry home this imprint of Indian heritage.

PLACES OF INTEREST

■ Fort St. George

Fort St. George occupies a place of pride and prominence in Chennai. This bastion achieved name from St. George, the patron saint of England. The State Legislature and the Secretariat are located in Fort St. George. The Fort houses St. Mary's Church which is the oldest Anglican Church in India built in 1680 and the tombstones in its courtyard are the oldest British tombstones in India. This ancient prayer house solemnised the

CHENNAI



marriages of Robert Clive and Governor Elihu Yale, who later founded the famous Yale University in the U.S.A.

■ Fort Museum

While this is the repository of rare exhibits of weapons, uniforms, coins, costumes, medals and some other artifacts dating to the British period, the flag mast at Fort St. George is still the tallest in India.

The Island Ground, the biggest lung space in the city is situated on an island formed by the river Cooum. This ground is the eventful venue of Trade Fairs and the Tourist Fairs held periodically which are season's attractions.

■ The High Court

With the decorative domes and corridors reminiscent of Indo - Saracenic architecture and the adjacent Parrys Corner are the important landmarks of Chennai. This area is always crowded and active. Built in 1892, the High Court of Chennai is believed to be the second largest judicial complexes in the world.

■ The Marina

Marina Beach, pride of Chennai is the second longest beach in the World and has a wide sandy foreshore. Situated on the beach, the Anna and MGR Samadhis which are memorials of the most popular former Chief Ministers of the State attract good crowd everyday. An aquarium is also located on the Marina Beach. Some of the most beautiful buildings in Chennai such as the University of Chennai, Senate House, Chepauk Palace, Presidency College, and Vivekanandar Illam are located on this beach drive.

■ Sri Parthasarathy Temple

This temple in Triplicane is dedicated to Lord Krishna. The temple was originally built by the

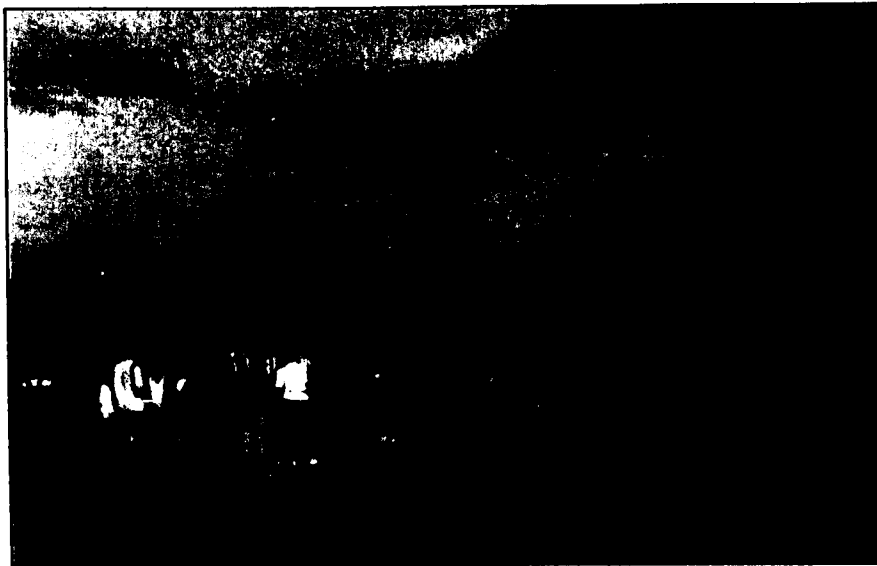
Pallavas in the 8th century AD and additions were later made to it by the Chola and Vijayanagara Kings.

■ Kapaleeswarar Temple

Not far from Triplicane, in Mylapore, there is yet another 8th Century Pallava temple. The temple 'Gopuram' (tower) is in the characteristic Dravidian style of architecture. Dedicated to Lord Siva, this temple has some beautiful sculptures, among which the bronze idols of 63 Saivaite Saints (Nayanmars) which adorn the outer courtyard are rare specimens. Also in the courtyard under the old Punnai tree is a small shrine depicting Goddess Parvathi in the form of a Peacock, worshipping Lord Siva. It is from this legend that Mylapore derived its name - 'Mayil' meaning peacock and 'Oor' meaning town. Mylapore swarms with life during the Arubathumoovar festival that is held in March-April every year.

■ Santhome Cathedral Basilica

Santhome at the southern end of Marina derives its name from St. Thomas, an apostle of Christ who is believed to have come to Chennai sometime during 52 AD. He was believed to have been killed on



noon everyday, two white kites stop at the temple and are fed by the temple priests. Legends have it that these two birds are actually saints who stop to rest at the temple on their flight between Varanasi and Rameswaram. There is also a larger Shiva Temple in the town below. At the South-East end of the town is spacious tank whose waters are said to have curative powers. Once every 12 years, a conch is discovered in this tank and thousands of devotees flock to bathe in the tank at this auspicious time. A collection of the conches is displayed in the larger Shiva Temple.

■ Crocodile Bank

This is a farm where several species of Indian and African alligators are bred in captivity. These reptiles are kept in their natural surroundings in open pools and can be viewed from a safe proximity.

■ Muttukadu

Situated 30 kms from Chennai on Chennai-Mamallapuram East Coast Road. Boating facilities like wind-surfer, kayak, canoe and snack-bar are also available here.

FESTIVALS AT MAMALLAPURAM

Pongal Tourist Festival is celebrated on a grand scale during the middle of January, and Dance Festival in the month of December and January every year. Sthalasayan Perumal Temple Festival - Masimagam and Brahmotsavam in the month of March.



ACCOMMODATION

Hotel Tamil Nadu (TTDC), Beach Resort Complex, ☎ 42235, 42361 to 65 Fax : 42268
Hotel Tamil Nadu Unit-II ☎ 42287-Shore temple Temple Bay (A Unit of India Tourism Development Corporation) ☎ 42251 to 42257 □



Kali Temple

The Thillaikaliyamman temple is on the northern end of the town. It was built by Kopperunjan who ruled between 1229 A.D. and 1278 A.D.

Annamalai University

It is a residential University founded by Raja Sir Annamalai Chettiar. It is on the eastern outskirts of the town and is a great centre of Tamil learning and Carnatic music, now offers educational facilities in various disciplines including Medicine, Engineering, Law etc.

ACCOMMODATION

Hotel Tamil Nadu, Chidambaram, Railway Feeder Road, Phone : 20056 to 20061

ACCESS

- Air** : Nearest Airport is Tiruchi (168 kms.)
- Rail** : It is connected by rail with Tiruchi, Madurai, Chennai.
- Road** : It is well connected with all major towns. Car Operators, City Bus Services, Cinemas, Post & Telegraphs, Hospital and Chemists are available.

Chidambaram greets us with a beautiful temple dedicated to Lord Nataraja-God Siva in the form of Cosmic Dancer. This is one of the few temples where Siva and Vishnu are enshrined under one roof.

PLACES OF INTEREST

The temple located in the centre of the town covers an area of 40 acres. It is one of the ancient temples of Tamil Nadu. The roof of the sanctum sanctorum is covered with gold plates. The presiding deity of the temple is represented by air, one of the five elements of the universe and is known as Akasa Lingam.

The Eastern tower rises to a height of 40.8 metres. 108 Bharatha Natyam Dance gestures can be seen on the Eastern tower as well as on Western tower. The Northern tower rises to a height of 42.2 metres. The Sivakami-amman Temple, the Sivaganga Tank, the thousand pillar hall are other important features of the temple.

FESTIVALS

- ★ The Markazhi Thiruvadhirai Festival in December-January and Adi Thirumanjanam festival in June.
- ★ In March - April, A 10 day Panguni Uthiram festival.
- ★ Natyanjali festival - February, March.

CHIDAMBARAM

