



A NAAC Accredited Institution
KINGS
COLLEGE OF ENGINEERING
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NATIONAL SERVICE SCHEME

NOT ME



BUT YOU

“WORLD TOURISM DAY AWARENESS RALLY”

Date & Time: 28.09.2022 at 10:00am

Venue: TNJ-Big Temple to Palace

Report

Aim:

World Tourism Day, is celebrated each year on 27th September to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic value. On account of this occasion, KCE massively set out to chain the people into a single fold of WORLD TOURISM to reach out the needs.

As per the direction of Ministry of Youths Affairs and Sports in the scheme of Swachh Pakhwada under Swachh Bharat Mission, an Awareness Rally on ‘WORLD TOURISM DAY’ was organized by the Thanjavur Tourism Department in Thanjavur at 10:00 a.m on 27.09.2022. The programme officers Mr. P. Raajeshwaran, Unit I and Mr. S. Ambalatharasu, Unit II, had made arrangements for the programme.

Insisting on the theme, a procession, held between Thanjavur Big Temple to Palace, was flagged off by DINESH PONRAJ OLIVER, District Collector, Thanjavur. He delivered a small talk about tourism: “There’s a major shift in travel habits and sentiments. Unplanned vacations, shorter stays at the very last minute, exploring nearby and offbeat destinations are all very relevant trends today. Flexibility tops the list. Providing consumers with access at their disposal, the choice to make travel decisions on their own terms, convenience and personalisation are all elements to being the consumer’s travel partner today. We at Thanjavur have worked hard to understand the new age consumer and their travel habits and have therefore rolled out several app level features to benefit their travel plans, even if it’s at the very last minute.”

FEEDBACK:

The Thanjavur Big Temple or Thanjavur Brihadeeswarar Temple is one of the unsung world wonders with many unknown architectural secrets that still keep the people excited after 1000 years. The most surprising factor is that the shadow of the vimana or kalasam of the Thanjavur temple will not fall on the ground. It is still a mystery for the researchers how the shadow is not falling.

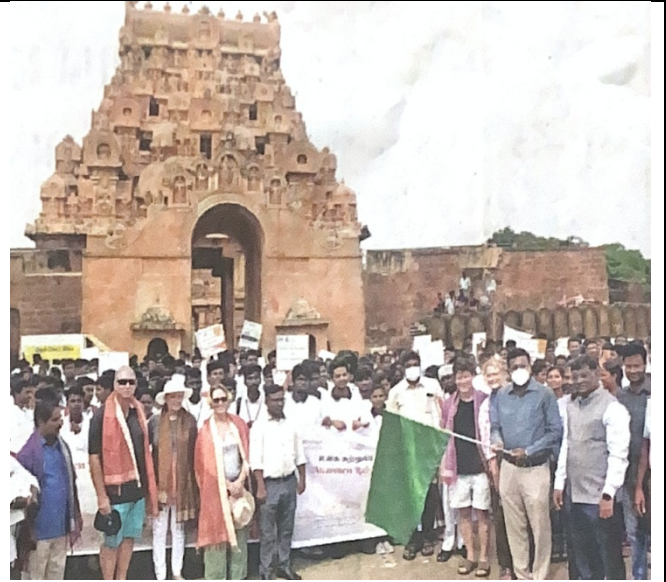
NSS PROGRAMME OFFICERS

PRINCIPAL

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NSS Volunteers Walking Towards Thanjavur Palace

The Rally ended up with some cheerful moments