

# Kerala Scapes

News from Kerala Travel Mart

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The real reason to visit Kerala, which lies at the southwestern tip of the subcontinent, is for the intellectual adventure: Kerala is a bizarre anomaly among developing nations, a place that offers real hope for the future of the Third World.

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- National Geographic Traveler -

## **An informed narrative on how Kerala set an example by its robust response to the COVID-19 pandemic**

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Kerala's COVID recovery was rooted in three simple philosophies that even the rest of India, along with countries such as the UK and the US couldn't apply timely. No other states have taken stringent steps to limit movement for another two months but we did.





GOVERNMENT OF KERALA

## **KADAKAMPALLY SURENDRAN**

MINISTER FOR TOURISM,  
CO- OPERATION & DEVASWOM GOVERNMENT OF KERALA.

Dear friends,

As you all know we are living truly in difficult times. COVID - 19 has crippled life around the world. It has shattered the economies including the tourism industry. However, it is heartening that Kerala has been able to tackle the virus effectively until now. With the strong synergy between the public and private sectors in the state, I am sure that Kerala will emerge better and stronger from the crisis. We hope the present scenario improves soon, and the conduct of KTM will be the key step in the come back journey.

I am glad to note about the e-newsletter published by KTM society and wish all the very best to the new initiative.

Together we shall overcome.

Thank you and best wishes to all"



GOVERNMENT OF KERALA

## **RANI GEORGE IAS**

SECRETARY, KERALA TOURISM

“As you know, the Coronavirus pandemic has bought the world to standstill. Travel and tourism sector is one of the major economic sectors that has been badly hit. Against this backdrop of gloom and uncertainty, Kerala offers a bright ray of hope. Our state has risen to the occasion and once again proved its resilience. Our crisis management experience from the Floods and Nipah virus outbreak will stand us in good stead in fighting Covid-19 as well.

We are grateful that we could help those tourists in Kerala who were unable to return home due to the ban on international flights, bearing testimony to the Human by Nature campaign of Kerala Tourism. We could successfully provide support and assistance for the repatriation of more than 2000 international tourists who were in Kerala at the time of the lockdown.

Kerala Tourism stands in solidarity with the travel trade across the world and is doing all it can to minimize the impact on travel as well as on trade. We have launched a Trip@home campaign on our social media channels that urges travelers to stay confined at homes for the time being and later. We have curated a three step strategy for the steadying the tourism sector - a short term strategy for survival of lives and livelihoods, medium plan to support the revival of the business and long term plan aims to inspire growth in tourist arrivals.

The success model of Kerala Tourism is the public private partnership and the joint efforts of the Department of Tourism and the Tourism Trade will once again place Kerala Tourism on the World Tourism Map. Though clouded with apprehensions right now, I am confident that eventually we'll defeat the odds and make a remarkable comeback - the way we did after the devastating floods of 2018 and went on to record the highest growth rate in tourist footfalls in 24 years. Kerala Tourism should emerge as a sustainable and resilient brand.



## **BABY MATHEW SOMATHEERAM**

PRESIDENT KERALA TRAVEL MART

“Tourism sector has been one of the promising facets of Kerala economy. The sector is hailed at the second position in terms of the GDP of the state. Around 15 Lakhs of people are part of the sector, earning their livelihood and accounting to 45000 Crores of revenue last year. We know that the entire global tourism has been rattled with the unexpected tide of Covid-19. But even in the middle of the crisis, Kerala Tourism along with the Ayurveda has shown its true potential and opportunities to generate better Returns on Investment (ROI) in the near future.

Kerala Travel Mart has led the tourism industry of Kerala for the past years. With over 650 members under its aegis, we are extremely proud to lead the tourism activities of the state with the support of the Government. We have been organizing various travel promotional events across the country and abroad in terms of promoting our tourism. We are keenly involved in the tourism policy matters and advisory committee decisions time and time.

Our administration with the dedicated service of our missionaries - doctors, nurses, police, media - and more over the sensible actions of our community has enabled our state to raise a strong resistance against the Covid-19. And as a result, close to 30 reputed global media publications have praised the Kerala model of Covid resistance and applauded our administration.

Along with the support of Kerala Government, Kerala Tourism is hoping for a better revival in the post covid era. We really appreciate all the initiatives taken by the Government. We have huge possibilities to explore in the future tourism of Kerala in the post covid era. I hope and pray for a bright and prosperous future for Kerala tourism. Until the day comes, let's stay safe and stay prepared.



## Tracing, Isolation and Surveillance

Kerala's four international airports started screening passengers from the month of January.

The passengers with symptoms were taken to a government facility, tested and isolated.

Their samples were flown to the National Institute of Virology 700 miles away.

Within a month, the state set up a 24-member state response team coordinating with the police and public officials to mitigate the situation.

The information was circulated on social media, and people were asked to dial a hotline if it was possible that they had interacted with the family.

Kerala's CM holds press conferences every day to inform the public about the day to day developments happening during the pandemic.

## UK Tourists Recovers from COVID-19 and Fly Back Home

On March 6, a group of 18 tourists, all above the age of 60, arrived in Kochi from London, where they lived. A few days after, one of the members of the group showed a symptom of Corona which was later tested positive. Within a couple of weeks after taking off from London, seven from the crew were tested positive for Corona.



Though the citizens who tested positive were unsettled initially, later they realized that the best treatment was provided to them. By April 9, all the seven victims recovered from the infection thanks to the proactive measures of the administration and health department. Having recovered from the infection, the UK nationals reached home safely after British Airways operated a special flight in which 268 tourists were airlifted.

# Kerala Model of Fighting COVID

01

Kerala has the highest COVID Recovery rate and lowest Mortality rate in India.

02

Kerala has the largest number of COVID tests conducted by the population in India.

03

Covid Testing Kiosks (WISKs) were set up in India for the first time in Kerala, two at Ernakulam Medical College.

04

Kerala is the first Indian state to apply for a Convalescent Plasma Therapy and has received ICMR approval.

05

Kerala is the only state with two Covid 19 hospitals in every district.

06

Kerala Epidemic Diseases Act was the first legislation in India for the control of communicable diseases.

07

Kerala was the first state in India to provide telemedicine service during the COVID era, and it is the only state in India which provides the facility to expatriates.

08

Two 88-year-olds and 93-year-olds have been released from a government hospital in Kerala -The oldest of COVID recovered in India.





09

Kerala is the first state in India to have developed 18 specs of standards, including contact tracing.



10

Kerala is the first state in India to come up with ideas like "No one should starve" and Community Kitchen (1400+) in India.

11

Kerala is the only state in the country to hire 300 doctors and 400 health inspectors in government hospitals within 24 hours.

12

Kerala is the first state in India to announce a package of Rs.20000 Crore.



13

Kerala is the first in India to provide APL-BPL with one month's free grain and free essential items kits.

14

The Department of Health of Kerala started the 'BREAK THE CHAIN' campaign to educate and spread awareness to the public.



15

The Supreme Court applauded Kerala's efforts to feed children through Anganwadis and set up better internet connectivity for better access to information.

16

Out of the 22, 567 Government relief camps and shelters across India, 15, 541 are from Kerala.





## What the world says about Kerala



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Kerala's handling of the outbreak is a success story since - despite technical shortfalls - the states health system has contained a potential disaster

- **World Health Organization (WHO)**

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Kerala was alert and vigilant. It imposed a lockdown a day before the nationwide lockdown. It did rigorous contact tracing, using detailed "route maps" of people coming in from abroad. It set up Covid-19 care centres in all districts.

- **BBC**



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A strong health service and clear communication is key to communist-run Kerala's success in tackling Covid-19

- **The Guardian**





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Kerala's prompt response can be attributed to its past experience and investment in emergency preparedness and pointed measures such as monitoring, risk communication and community engagement.

- Henk Bekedam, WHO Representative

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Analysts say India's communist state of Kerala has managed to flatten the curve with aggressive testing, contact tracing as well as long periods of quarantine.

- Aljazeera



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Kerala is a model state in the Covid-19 fight. This overlooked region of India is a beacon to the world for taking on the coronavirus

- Brazil De Fato



## Improve your immunity with age old recipes

Kerala has been reputed all over the world for its roots to the centuries old Ayurvedic tradition. The topic of body immunity has been detailed across multiple topics in Ayurveda. They emphasize the resistance to illness development, building up resilience and the ability of our body to repair and nourish on its own.

### Home Remedies to Boost Immunity



Turmeric milk helps to build up the immune system apart from having anti-inflammatory and antioxidant properties.

#### Recipe Ingredients

- 2 cups Milk
- 1 tsp Organic Turmeric powder
- 1/4 tsp Black pepper powder
- 2 tsp Honey



#### Instructions

Heat milk in a pan and bring it to a boil.

Add turmeric powder and pepper powder and cook for 2-3 minutes.

Strain the milk and add honey to it.

Mix well and serve hot.

Pour the milk in the glass from a distance to get the froth.



KERALA  
TRAVEL MART

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