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Email: mediarelations@ishafoundation.org

TN Tourism cleanliness campaign at Adiyogi

22 October 2019, Coimbatore: The Tamil Nadu Tourism Department brought its cleanliness awareness campaign as part of the Swachh Bharat Mission to Adiyogi, an Incredible India! destination. The TN Tourism Department has been organizing awareness campaigns at iconic spots including temples and historic places across Tamil Nadu. Isha Yoga Center's Adiyogi, recognized by the Guinness World Records as the "Largest Bust Sculpture" in the world, was the chosen spot for the Department's campaign on 21 October.

Packaging the awareness drive in a culturally acceptable format, the campaign included traditional and folk dance performances by Kalai Nila Garmiya Kalai Kulu as well as street theatre performances. The cultural shows promoted the theme of clean tourist destinations.

If you would like to know more about this, please write to mediarelations@ishafoundation.org.