

18 Sept 2021

PADDLERS MEETUP – RIVER PERIYAR CLEANUP

(Kayak, StandUpPaddle, Raft, Vanchi)

The pandemic has left a devastating effect on the Tourism sector with major disruptions in businesses worldwide, loss of jobs and negative growth rate. On the occasion of **World Tourism Day** with this year's apt theme of **"Tourism for Inclusive Growth"**, Periyar Adventures and Santos King, one of the veteran Adventure Tour Operators in Kerala is hosting a **Paddlers Meetup – River Periyar Cleanup** in **DTPC Arboretum, River Periyar, Aluva** on **26th September 2021, 7 am to 11 am**.

The celebrations will be conducted by **DTPC Ernakulam & Kerala Tourism** and the flag off is proposed to be conducted by **Shri Jafar Malik IAS, District Collector**. The event is held in association with Tourism stakeholders.

Objectives

1. **Tourism for Inclusive Growth** - The main objective of the event is to showcase Unity and Inclusive Growth in the Tourism Industry aligning with the theme of the World Tourism Day.
2. **Awareness & Protection of River Periyar** – River Periyar, also known as the Lifeline of Kerala is the main source of drinking water in Ernakulam district. The event raises the importance of protecting the River and keep the river clean as well as the awareness of avoiding Motorized transport in the river and encouraging the use of Non-motorized transport.
3. **Aluva as the next Adventure Tourism & Eco Tourism destination** – The event also showcases the potential of River Periyar & Aluva as the hub of Adventure Tourism to conduct Water Sports Activities and promote Eco-Tourism and Responsible Tourism activities, one of the hallmarks of Kerala Tourism.
4. **Finding the next Olympian** – Canoe Sprint and Kayaking are one of the traditional forms of Water Sports and have been part of the Olympic sports from a long time. Kerala with the natural gift of possessing numerous water bodies provides the right opportunity to encourage more participation in water sports. Our event will encourage more water sports enthusiasts to start Paddling and hopefully we will see a lot of positive results in the years to come

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Who does it?

The event is being hosted by 'Periyar Adventures', a group of adventure enthusiasts in Aluva, 'TDK Sports' and executed by one of the veteran operators in this field, 'Santos King', based in Kochi. They have the rich experience of having conducted various adventure tours within Kerala and parts of South India and are well versed with tackling the complexities and formalities associated with such events after successfully organizing events 'Tour de Kerala (TDK)' in 2014, 'Kochi Duskathon 2018' and 'Kochi Duskathon 2019'.

Benefits of Paddling

1. Paddling helps improve mental health and **helps lower stress levels.**
2. It helps improve **core strength and stability.** Some benefits of a stronger core are it helps prevent or reduce back pain, helps improve balance, and enhances mobility.
3. It's a **low impact activity.** This means that even if your joints are weak paddling will help you benefit from aerobic fitness, strength building, and greater flexibility. Don't risk wear and tear on your joints and tissues, go paddling.
4. **Burns Calories** – You can burn hundreds of calories an hour paddling
5. **Muscle Building:**
The main muscles used in paddling are **core - abdominals, lats, back, biceps and forearms.** People who desire to have abs of steel are often advised to try paddling.
6. **Boosts Vitamin D Levels**
A little sunshine is good for you since it boosts your vitamin D levels. Also, sunshine can have a relaxing and calming effect on you. Whenever you are going paddling, make sure you enjoy the sun as much as you can—as long as you wear sunscreen, of course
7. **Get social.** It offers you the opportunity to find new friends. Many people go paddling in groups.

Who supports?

- DTPC Ernakulam Tourism Stake Holders
- Paddling Clubs and Groups in Kerala
- Water Sports lovers and Adventure Sports Enthusiasts
- School/College Students
- Associations of Ernakulam district
- Various departments of Kerala State Government, especially Tourism & Sports
- General Public of Kerala

Event Venue

The proposed venue for the event is DTPC – Mathrubhumi Arboretum, Thottakkattukara, Aluva on the banks of the beautiful and serene River Periyar with greenery all around the site. Also, the venue is near the wonderful undiscovered tourist spots along the river from the iconic Marthanda Varma Bridge to the famous Aluva Manappuram to the historical Aluva Palace to the spiritual Advaita Ashram and the uninhabited Parunthu Ranchi Manappuram island.

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Nutshell:

Event Name: Paddlers Meetup – River Periyar Cleanup

Event Type: Non-Motorized Water Sports - Paddling

Event Inauguration & Flag Off: 26th Sep 2021, 7 am @ DTPC – Mathrubhumi Arboretum

Event Details: DTPC Arboretum to Parunthu Ranchi to MarthandaVarma Bridge and back

No. of Participants: 50+ paddlers

EVENT GUIDELINES

Age Requirements:

Anyone under 18 must be accompanied by an adult on their trip. Where the applicant is under 18 years of age, the declaration form must also be signed by the applicant's parent or guardian. Minimum age to participate in Non-Motorized Water sports activity is 10 years.

Clothing & Fitness:

It is your responsibility to ensure that you are wearing the correct clothing during the activity and are fit enough to participate in the activity and event. Paddlers with existing injuries should not participate.

Alcohol or Drugs:

Alcohol/drugs during the activity and at least six hours prior to the activity are strictly prohibited. Client under the influence of Alcohol or Drugs will not be allowed in the event.

Damages or Repair:

Participants agree to pay for any loss or damage to any equipment owned by Santos King Tours & Travels.

Travel & Medical Insurance:

Santos King insists that all clients must take out good travel & medical insurance before joining the event. There are inherent risks involved in Non-motorized Water Sports Activity and we will not be liable for your medical expenses or evacuation in case of an accident. Santos King can recommend Travel Insurance for participants.

Event Authority:

Upon participant you must agree to accept the authority of the event leader / director who is the representative of the organizing company. The event leader / director should be regarded as the same as a "ship's captain" or an airline's "Pilot." At all times the authority of your event leader / director will be final when concerning matters likely to endanger your own health or safety or in regard to behavior or ill health that is causing or is likely to cause danger, distress or disturbance to the group and the well-being of the event. Failure to abide by the authority of the event leader / director could result in legal proceedings and the immediate termination of your participation in the event without recourse.

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In such circumstances we reserve the right to terminate all arrangements without liability on the part of the company. You must always comply with the local law, customs and drug regulations of the country/ies you are visiting. Failure to do so may lead to you being ordered to leave the event without recourse to any legal claim against the company. In the case of ill health, the company and its operators can make those arrangements that it sees fit. The person who signs the registration form (which incorporates these conditions) warrants that he/she does so, with full authority on behalf of all those whose names appear thereon, and confirms thereby that all such persons accept and are fully aware of these conditions.

Life Jackets:

All paddlers must wear a Life Jacket at all times while on the water body.

Timing Restrictions:

All activities to be finished at least one hour before dark. Non – Motorized Water Sports Activity is not allowed in the night.

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