



Andaman & Nicobar Islands: The Rising Jewel of Global Tourism

The Andaman & Nicobar Islands, a breathtaking archipelago nestled in the Bay of Bengal, have long captivated travelers with their pristine beaches, lush forests, and rich history. In recent years, a wave of strategic developments has propelled the region into the global spotlight, establishing it as one of the most sought-after travel destinations in the world.

It's truly exciting to see the Andaman and Nicobar Islands earn a well-deserved spot on CNN Traveller's prestigious list of the top 25 destinations to visit in 2025. Celebrated for their pristine beaches and breathtaking natural beauty, the islands continue to captivate global attention. Adding to the accolades, Tripadvisor has ranked Radhanagar Beach as the world's second-best sustainable beach, a testament to the region's commitment to eco-friendly tourism and conservation.


With the proactive efforts of the A&N Administration, the islands have witnessed an unprecedented surge in tourist arrivals.



Major attractions such as the historic National Memorial Cellular Jail and the awe-inspiring Baratang Limestone Caves experienced a significant spike in footfall.



EMERALD. BLUE. AND YOU.



The Sound & Light Show at Cellular Jail saw a surge in viewership, with 417,944 visitors in 2024, compared to 267,327 in 2023. Likewise, day visits to the Cellular Jail reached 363,494 in 2024, a jump from 310,127 in 2023.

This tourism spike has been fueled by enhanced infrastructure, improved connectivity, and innovative promotional strategies, making the Andaman & Nicobar Islands a traveler's paradise.

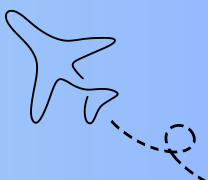
KEY INITIATIVES DRIVING GROWTH

World-Class Beach Recognition



Radhanagar Beach has been awarded the prestigious 'Blue Flag Certification' and was crowned the Best Beach in Asia by 'Times Magazine'. Registration of 5 more beaches for Blue Flag Certification has been taken up by A&N Administration. The beaches are Lalaji Bay (Long Island), Raman Bhagicha (Rangat), Karmatang (Mayabunder), Ramnagar (Diglipur), and Butler Bay (Little Andaman).

Upgraded Connectivity



The expansion of Veer Savarkar International Airport (VSI) in July 2023 has increased passenger handling capacity to 1,200 travelers per peak hour, boosting air connectivity. The introduction of Vessels Nalanda & Sindhu, State-of-the-Art ships, has significantly improved Inter-Island connectivity.

Digital Transformation & New Attractions

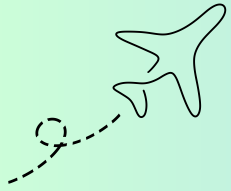
Online systems now streamline water sports permissions, day tourism clearances for uninhabited islands, and film shooting approvals. Tourism activities have expanded to include bird watching, luxury tent stays, caravan tourism. Jolly Buoy and Viper Islands have been opened for day tourism, with plans for Cinque Island underway.

✉ thedirectortourism@gmail.com
☎ 03192-232694



EMERALD. BLUE. AND YOU.

TABLE OF CONTENTS



**A&N Islands: The Rising
Jewel of Global Tourism**



History



Island



People



Culture



Nature



Event tracker




Snippets from the Districts



Social Media Reviews

 thedirectortourism@gmail.com

 03192-232694



EMERALD. BLUE. AND YOU.



Karen community of the Andaman Islands- A Legacy of Tradition, Art & Culture

Karen Community of A&N Islands: The story of the Karen community in the Andaman and Nicobar Islands is one of remarkable resilience, cultural preservation, and adaptation to new environments. It all began in 1924 when Dr. H.I. Marshall, the Principal of the Theological Seminary in Insein, Burma (now Myanmar), travelled to the United States. Upon his return in 1925, he visited the Andaman Islands, where his cousin Mr. Ferrar served as the Chief Commissioner.

Together, they discussed the need for bringing in people to clear the dense forests and cultivate the land. They sought a group known for their honesty, hard work, and physical endurance. Recognizing these qualities in the Karen people, Dr. Marshall saw them as ideal candidates for this mission while Mr. Ferrar put forth the condition that the settlers should be faithful, landless, and experienced cultivators.



H
I
S
T
O
R
Y



✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.



Upon arrival, the Karen people were temporarily housed on Curlew Island, which they called 'Kalolo', located in the vicinity of Mayabunder Tehsil. After 10 days, they were relocated to the interior of Mayabunder, where they founded the village of Webi. As promised, they received a year's worth of rations and land for cultivation. Additionally, Mr. M.R. Smith, a Divisional Forest Officer, provided the men with work as lumbermen, while the women and children contributed to the development of the village.

In 1926-27, more Karen families joined the settlement, receiving the same support and opportunities. Today, approximately 3000 Karen people reside in the Andaman Islands spread out in 8 villages in the North and Middle Andaman District. The Karen have preserved their language, traditions and religious practices.

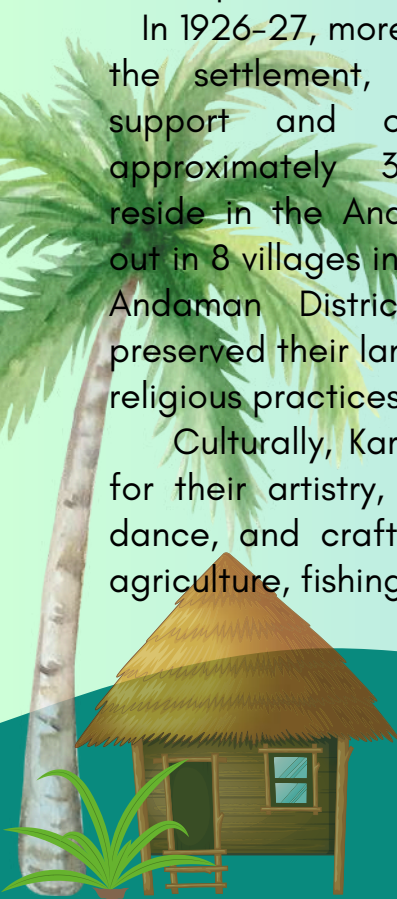
Culturally, Karen people are known for their artistry, particularly in music, dance, and crafts. They are skilled in agriculture, fishing, diving, and trekking.

Karen Traditional Food

Karen traditional food is a reflection of their rich cultural heritage and deep connection to nature. Like many Asian communities, the Karen has food habits rooted in simplicity and sustainability, often relying on ingredients sourced from their homegrown vegetable gardens and patches.

One of the most cherished dishes among the Karen is their traditional rice noodles (Kaw naw), made entirely from rice. The preparation of these noodles is a meticulous three-days process, involving soaking the rice, fermenting it, boiling it, and finally shaping it into noodles. A classic Mohinga bowl features rice noodles paired with the flavourful broth and topped with condiments like fried garlic, chili oil, coriander, and boiled eggs. These traditional dishes, passed down through generations, embody the Karen's dedication to preserving their culinary heritage while celebrating the flavours of their land.

H
I
S
T
O
R
Y



✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.



Women SHG of Ferrargunj Panchayat sparks change with eco friendly initiative

In a remarkable step towards sustainability and women's empowerment, the Women Self Help Group (SHG) of Ferrargunj Panchayat, South Andaman, has established an eco-friendly Arecanut leaf plate production unit. This initiative supports the global movement against plastic pollution and provides an opportunity for women to enhance their livelihood.

The Role of Women SHGs in Sustainable Development :

This significant step towards sustainability and women's empowerment is commendable. Recognizing the urgent need for eco-friendly alternatives, the SHG launched an Eco-Friendly Arecanut Leaf Plate Production Unit with the guidance of State officials and support from the District Administration. The Arecanut leaf plate production unit aligns with initiatives like the Andaman & Nicobar Islands' zero single use plastic policy. The plates offer a sustainable alternative to single-use plastics, with minimal environmental impact while adding value to agricultural by-products.

I
S
L
A
N
D

✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.

A Model for a Greener Future and Financial Stability:

The Ferrargunj Panchayat SHG initiative serves as an inspiring model for rural communities. Across the nation, grassroots SHGs have proven time and again that everyday responsibilities, paired with environmental consciousness, can pave the way for significant positive changes. By supporting such initiatives, policymakers, businesses, and consumers can collectively contribute to a sustainable and greener economy.

With continued support and awareness, this eco-friendly venture has the potential to bring significant changes, making Ferrargunj a beacon of sustainability and women's empowerment in the Andaman and Nicobar Islands. The establishment of the Arecanut leaf plate production unit exemplifies both economic and environmental change. By utilizing fallen arecanut leaves, the production process is highly sustainable.

Economic and Social Benefits:

The production unit has created new income opportunities for women, empowering them financially and socially. As 10 SHG members came together and started this activity to have a stable and continuous livelihood while contributing to environmental conservation. Additionally, the success of this venture is inspiring other SHGs in the region to explore sustainable business models. The initiative has the potential to scale up, with demand for eco-friendly products increasing in local markets.

I
S
L
A
N
D

✉ thedirectortourism@gmail.com

☎ 03192-232694



Fit India Wind Waves and L

"A High Tide of Happiness" – A Fit

EMERALD. BLUE. AND YOU.



A Holistic Wellness Fest!

Fit India Wind, Waves & Wellness Event: A Grand Success at Little Andaman & Corbyn's Cove, Sri Vijaya Puram

The Fit India Wind, Waves & Wellness Event, held recently at the scenic Little Andaman and the stunning Corbyn's Cove in Sri Vijaya Puram, proved to be a monumental success. The event brought together fitness enthusiasts for a holistic wellness fest, promoting both mindfulness and sustainable experiences.

Over several days, participants took part in a series of invigorating activities, including beach yoga, tug of war, coconut shot put, beach volleyball, live painting and fitness challenges, all set against the back drop of Island's pristine beaches and turquoise waters. The event highlighted the importance of physical fitness and overall wellness, fostering togetherness within the community.



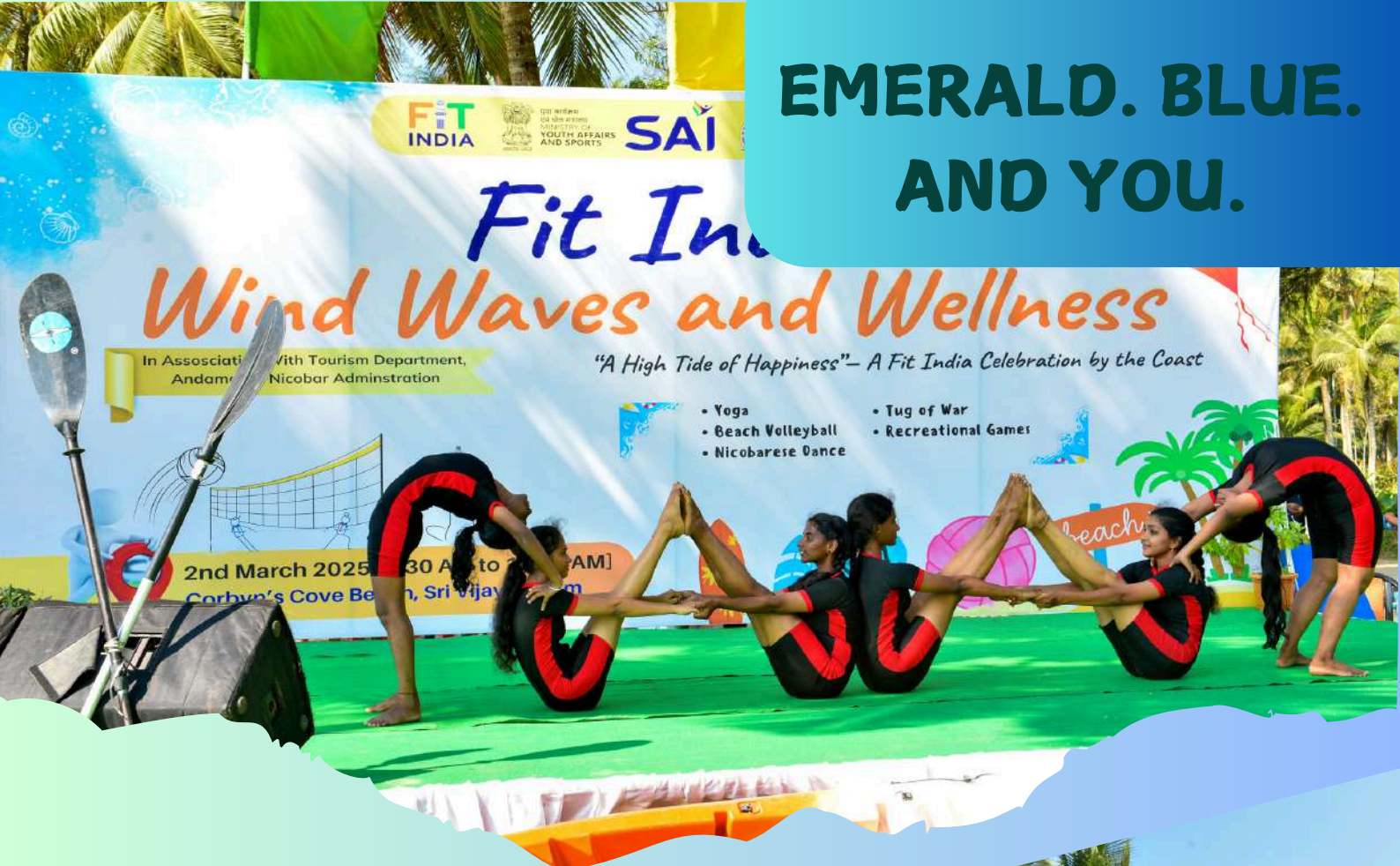
P
E
O
P
L
E

✉ thedirectortourism@gmail.com

☎ 03192-232694

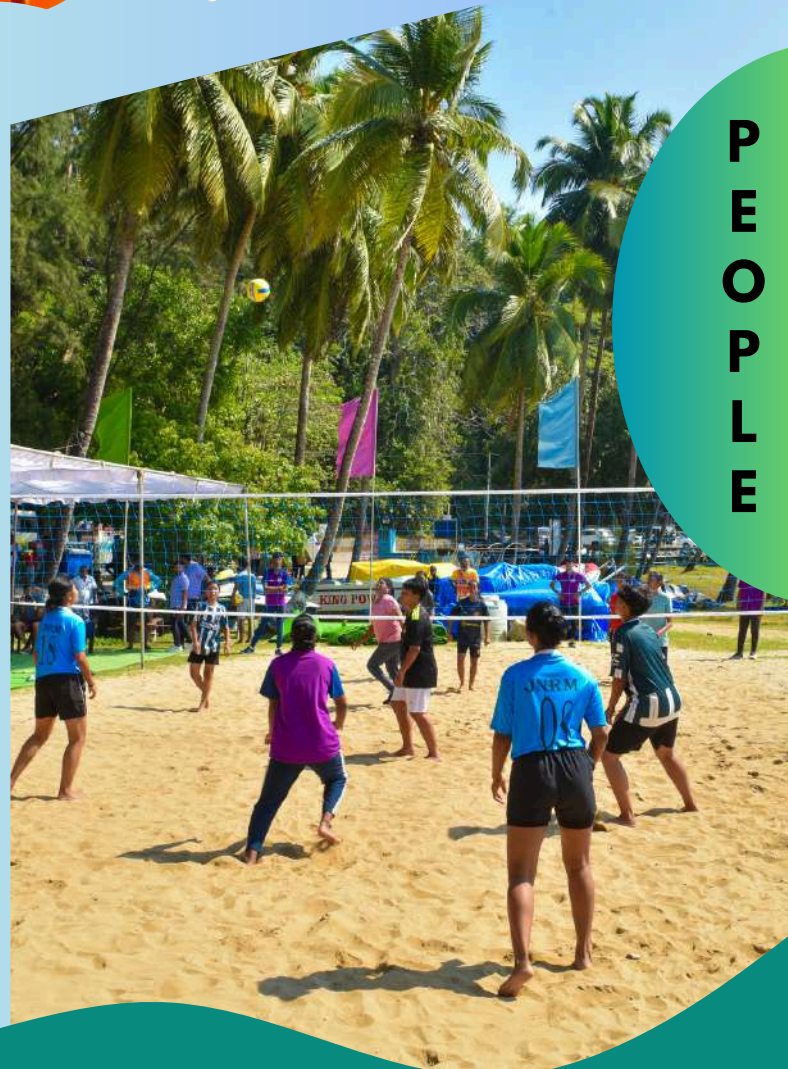


EMERALD. BLUE. AND YOU.



Highlights of the Event included Wellness Workshops by professional-led sessions on mindfulness, nutrition, and fitness, aimed at promoting holistic health and participation, offering a platform for residents of the Islands to come together and celebrate fitness and wellness. By hosting this event in one of India's most serene and ecologically sensitive locations, organizers also promoted sustainable tourism practices. The event emphasized the importance of preserving the environment while encouraging outdoor fitness activities that blend harmoniously with nature.

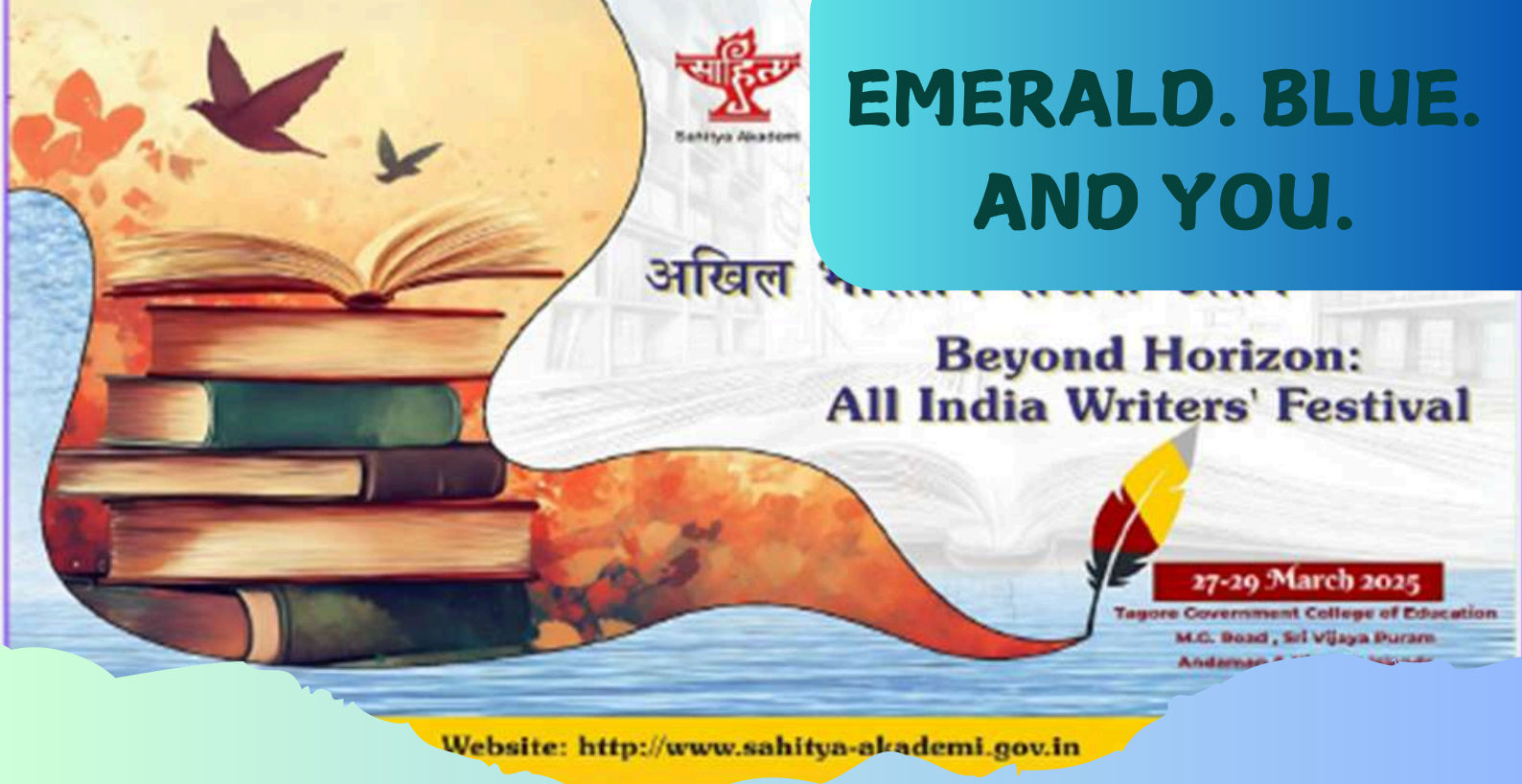
With its overwhelming success, the event not only strengthened the message of fitness and wellness but also left an indelible mark on the Islands. It exceeded expectations and paved the way for similar wellness-themed events in the future — creating lasting memories and inspiring a new wave of wellness and adventure tourism.



✉ thedirectortourism@gmail.com

☎ 03192-232694





Literature Takes Center Stage

Literary Fiesta 'Beyond Horizon Writers' Festival' Celebrates India's Literary Diversity

The serene Islands of Andaman & Nicobar came alive with the vibrant hues of Indian literature as the Art & Culture Department of the Andaman & Nicobar Administration hosted the "Beyond Horizon - All India Writers' Festival" from March 27 to 29, 2025. Held in the auditorium of Tagore Government College of Education in Sri Vijaya Puram, this three-day literary extravaganza aimed to foster a deeper appreciation for Indian literature and strengthen the cultural and literary fabric of the Islands.

The LitFest was inaugurated by Admiral DK Joshi, PVSM, AVSM, YSM, NM, VSM (Retd), Hon'ble Lieutenant Governor of Andaman & Nicobar Islands and Vice Chairman of the Islands Development Agency in the presence of Dr Chandra Bhushan Kumar, IAS, the Chief Secretary, A&N Administration and other senior officers of the Administration. Organized in collaboration with Sahitya Akademi, New Delhi, the event drew writers, poets, scholars, and literature enthusiasts from across India to the picturesque setting of Sri Vijaya Puram. While the Secretary, Sahitya Akademi, Shri Sreenivasarao welcomed the gathering in the beginning, the inaugural ceremony concluded with the vote of thanks proposed by the Secretary, Art & Culture, Ms Jyoti Kumari, IAS.

C
U
L
T
U
R
E

✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.

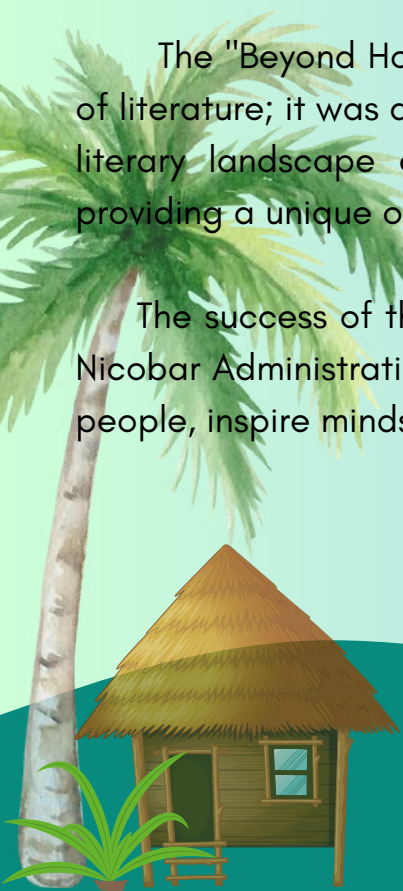
The festival featured a wide array of sessions designed to explore the rich diversity of Indian literature. Poetry emerged as a central theme, with sessions like "Poetry Unbound: Multilingual Poets' Meet," "Poetry with the Ocean: Literary Waves of Mini India," and "Poetry: The Mirror of Soul: Poets' Meet." These sessions showcased the depth and variety of poetic voices across India. A standout moment was the session titled "Voice of the Archipelago," which highlighted the hidden literary talents of Senior Officers of the Administration. The Hasya Kavi Sammelan, organized by the Official Language Department, was another major highlight, drawing enthusiastic crowds with its celebration of humor and wit.

The festival also delved into the timeless nature of storytelling. Sessions such as "What Makes Specific Stories Timeless Tales" and "Mini India: Weaving Stories of Unity in Diversity" provided a platform for discussing the narratives that define Indian literature. These discussions celebrated the multilingual and multicultural ethos of the country, with literature in Hindi, Bengali, Tamil, English, and other regional languages taking center stage. Adding to the literary fervor, a book exhibition and discount sale by Sahitya Akademi offered the guests and visitors an opportunity to explore and purchase books at accessible prices. This initiative aimed to cultivate a culture of reading among the local community and visitors alike.

The "Beyond Horizon - All India Writers' Festival" was more than just a celebration of literature; it was a bridge connecting the Andaman & Nicobar Islands to the broader literary landscape of India. It brought together diverse voices and perspectives, providing a unique opportunity for cultural exchange and intellectual engagement.

The success of the festival stands as a testament to the efforts of the Andaman & Nicobar Administration and also reaffirmed the timeless power of literature to connect people, inspire minds, and celebrate the unity in India's diversity.

C
U
L
T
U
R
E



✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.

वस्तुवाद

घर के फर्श पर दर्पण सी चमकती टाइले बिछी है।
उसके इस छोर से उस छोर तक कश्मीरी
कालीन खिंची है।
केंद्र में कालीन से भी कोमल एक पर्शियन
गलीचा इठलाता है।
गलीचे पर पांव रख पडौक का मेज
आराम फरमाता है।
मेज पर है एक पुरातन पुर्तगाली गुलदस्ता।
और उस पर खिले हुए हैं-महंगे, झूठे, फूल!

जितनी आसान सी ये दिखती है, जटिलता
उतनी ही बढ़ने लगती है।
जाने क्यों, कुछ पल में यह ठीक ही
लगने लगती है।
पर जिंदगी के विरोधाभास, खुद ही
ढलने लगते हैं,
मेरे घर में मुझसे ज्यादा, ये रहने लगते हैं।
तब मैं अपनी जड़े उखाड़ लेती हूं,
और निकल पड़ती हूं-मिट्टी की तलाश में!

ज्योति कुमारी

बेटी का धन्यवाद

हम कहते हैं,
शुक्रिया आप सब का यहाँ पर –
जो आप आए यहाँ,
इस मुद्दे को उठाए।
बेटी को बचाओ, बेटी को पढ़ाओ।
एक छोटी-सी जान
प्रार्थना कर रही है,
एक छोटी-सी जान
प्रार्थना कर रही है।
हाथ जोड़ कर वो हमसे
विनती कर रही है –
"तुम मुझको बचाओ,
और मुझको पढ़ाओ।"
बेटी न रहेगी,
तो क्या दुनिया चलेगी ? –
जो वो न पढ़ी तो
क्या सभ्यता आगे बढ़ सकेगी ?

इस मुद्दे पर चर्चा,
हम जितनी करेंगे –
बेटी को बचाने को तत्पर रहेंगे,
और उसको पढ़ाने का
प्रयत्न भी हम करेंगे।
तब तरक्की के पथ पर
हम आगे बढ़ सकेंगे।
आप सब का धन्यवाद
पुनः एक बेटी कर रही है
जो उसको दिल में बैठाया,
पलकों पर सजाया,
और उसकी लड़ाई को
अपना बनाया,
और उसकी लड़ाई को
अपना बनाया।

प्रियंका कुमारी

C
U
L
T
U
R
E

अंडमान में कैदियों की पहली खेप

एक जहाज निकला होगा इतिहास के तट से,
बीनकर अभागे लोगों को अनजान समुद्र के पार।
यात्रा से पहले चुनी गई होगी एक दिशा,
जो धरती के समतल में नहीं
किसी अंतहीन गड्ढे में करहाती मिलती है।
बांटी गई होगी कैदियों को उतनी ही हवा,
कि उठते गिरते फेफड़ों से बस जीवन का भ्रम बना रहे।
बस उतने ही शब्द मैसर होंगे
जिनसे उनके कंठों के सुराग हो सके पूरी तरह बंद।
दिया गया होगा एक नया काम
जिसे सुनकर आदमी काँपता हुआ
खुद से छुपने की कोशिश करता होगा।

उतना ही पानी कि समुद्र का सारा नमक
घुलकर आंखों को कर जाए एकदम खाली।
उतना ही भूगोल का टुकड़ा,
कि मरी हुई आशा दफन की जा सके
बेड़ियों की ऐसी जकड़न कि
हाथ लगे अनावश्यक अंग
और सिर्फ दोपाया होने के प्रमाण
उतना ही जीवन की मृत्यु के
बाद का अफसोस किसी के हाथ न लग सके।
अब ऐसे में इस विवाद की संभावना कहां होती है,
कि समुद्र पार करते ही हो जाता है धर्मभ्रष्ट।

डॉ. केशव चंद्र

✉ thedirectortourism@gmail.com

☎ 03192-232694





EMERALD. BLUE. AND YOU.

प्रेम संदेश

(तेलुगु से हिंदी अनुवाद)

मैं क्या कर सकता हूँ?	सीमाएँ, युद्ध—
जब सूर्य रुक जाएगा,	इन सबका उसे कुछ भी ज्ञान नहीं था।
जब सारी छायाएँ आकाश में विलीन हो जाएँगी...	वह कितना सुंदर था,
मैं एक तीन साल के बच्चे के प्रेम में फँस गया हूँ।	कितना मासूम था,
उसका नाम था अलान कुर्दी।	समुद्र तट पर कितनी शांति से सोया था।
पहली बार मैंने उसे तब देखा,	जीवन क्या है?
जब वह मध्यभूमि सागर के तट पर एक लाश बनकर बह आया था।	मृत्यु क्या है?
जब उसकी नाव डूब गई,	उसे कुछ भी पता नहीं था।
तब तक वह अपनी माँ की गोद में सो रहा था।	बच्चे क्या कर सकते हैं?
कुर्द कौन हैं?	बस हमें मासूमियत से प्रेम कर सकते हैं।
शरणार्थी क्या होते हैं?	मरने के बाद भी,
	हमें प्रेम संदेश भेज सकते हैं।

आकेल्ला रवि प्रकाश

गुप्तगू

अगर नदी और पहाड़ में कभी
गुप्तगू हुई होगी तो क्या हुई होगी?
क्या पहाड़ ने चलने की कोशिश की होगी?
या नदी ने रुकने की जहमत की होगी!
ना पहाड़ चला होगा,
ना नदी रुकी होगी,
फिर भला दोनों की आशिकी कैसे चली होगी?
शायद नदी को पहाड़ का ठहराव भा गया होगा!
और पहाड़ को नदी का बहाव पसंद आ गया होगा!
विनायक चमडिया

C
U
L
T
U
R
E

पुरखे

पुरखे हमारे तुम्हारे
रहे होंगे ऐसे ही सारे
बेफिक्र, बेपरवाह, निश्छल
न दुराव, न छिपाव,
मंद मंद मुस्कान, भूरी आँखें,
थोड़ी चिपटी, थोड़ी सुतवा नाक,
काले बाल घुंघराले,
स्याह रंग, लगता श्याम
सोचा,
मिले तो सामने, हो दुआ सलाम
उस घने अरण्य, भेंट हुए
वन प्रहरी एकसाथ
थोड़ी झिझक, कौतूहल
थे कहां अबतक, आयी अब याद

दंतपंक्ति फैला, ला चेहरे पर मुस्कान
बजी तालियां, मिटी दूरियां सदियों की
तुम आगे या हम, करेगा तय कौन
ईश्वर तेरा या मेरा, है तो सबका एक,
रूप अलग, मंत्र विलग, पर
मोक्ष तुम्हें चाहिए और हमें भी
विधान कई सारे, व्यवधान बहुतेरे
यहाँ तो आज भी वही सरल, सुलभ
आओगे इस ओर?

आये इस प्रकृति से, संग चलें इसके, लौटें इसी
प्रकृति में
विस्मित मैं, गया ठिठुर, बोझ छोड़ने का साहस कहाँ
देखा उनने, गये समझ, है तो आखिर पूर्वज
डॉ. चंद्र भूषण कुमार

✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.

EVENT TRACKER



1



2



3



4

1. Directorate of Tourism to organise International Astronomy Day celebration on May 3 at Corbyn's Cove beach.
2. Man & wild by Shri Dhritiman Mukherjee, award winning Wildlife Photographer on May 2, 2025 at Dr. BR Ambedkar Auditorium, SVPMC.
3. Directorate of Sports to conduct 5 KM Run and 3 KM Walkathon on May 11, 2025.
4. Directorate of Tourism to organise Coconut Festival at ITF Ground on May 31 & June 1.

✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.

SNIPPETS FROM THE DISTRICT



1



2



3



4

1. Hon'ble Lt. Governor pays rich tributes to heroes of First War of Independence at Chatham Memorial.
2. Chief Secretary virtually inaugurates first Govt. Motor Driving School at STS Unit Car Nicobar.
3. Art & Culture in association with NBT organised Mega Book Fair at ITF Ground from April 1 to 10.
4. Training programme on Drug Addiction conducted at IRCA N&M Andaman District.

✉ thedirectortourism@gmail.com

☎ 03192-232694



EMERALD. BLUE. AND YOU.

SOCIAL MEDIA REVIEWS

#I LOVE ANDAMANS

And into the forest I
go, to lose my mind
and find my soul.

#andaman

#incredibleandaman

#IncredibleIndia
Andaman memories!!

Incredible India!!
what a beautiful
place to visit, totally
in love with it!!

#natureisblessing

#blessed

#AndamanMemories

#TropicalEscape

#BucketList"

#Mini India

A bridge like rock formation jutting out
on the beach.... a wondrous gateway
to dreamland! #naturalbridge
#rockformation #andamanislands

✉ thedirectortourism@gmail.com

☎ 03192-232694

