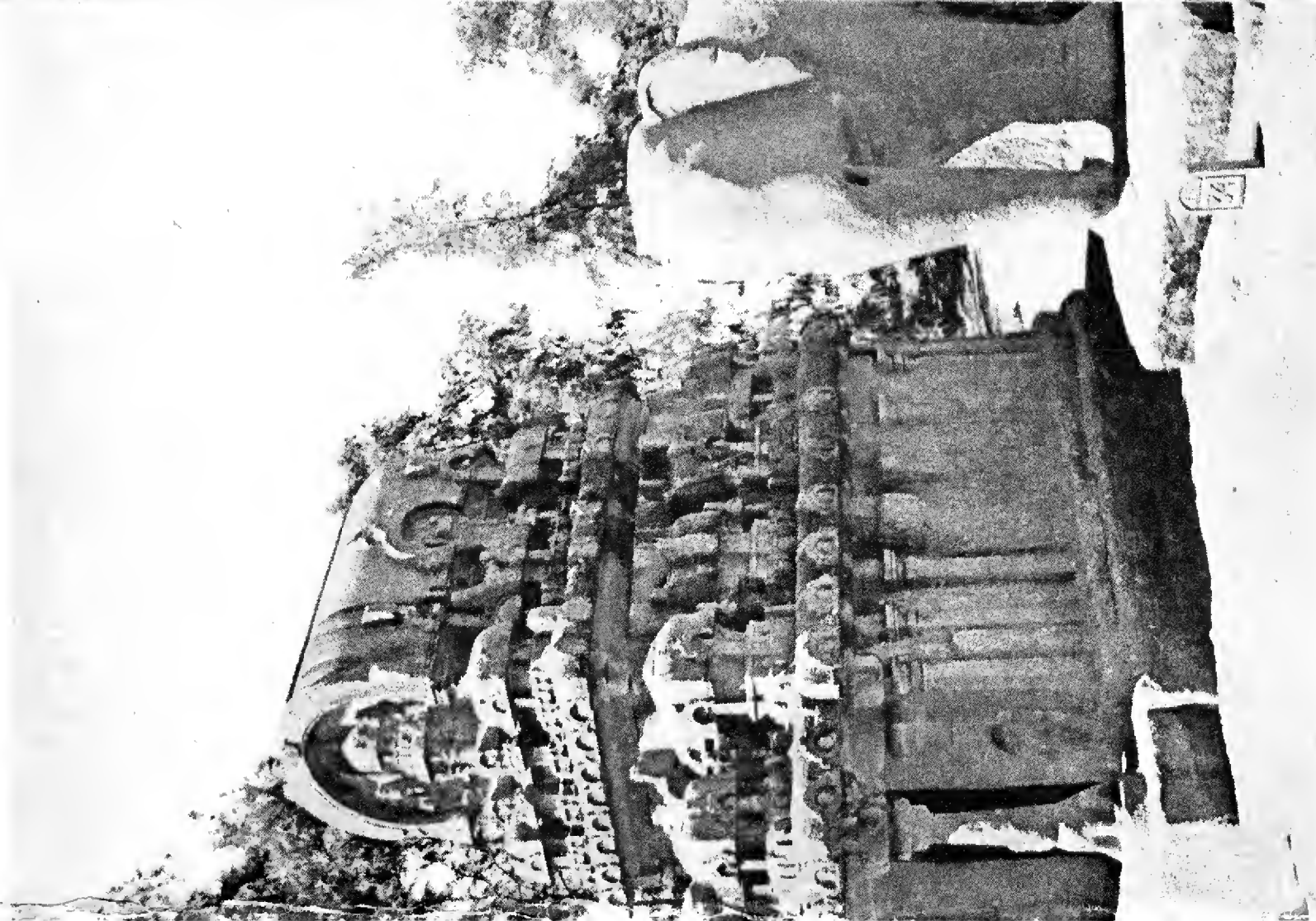


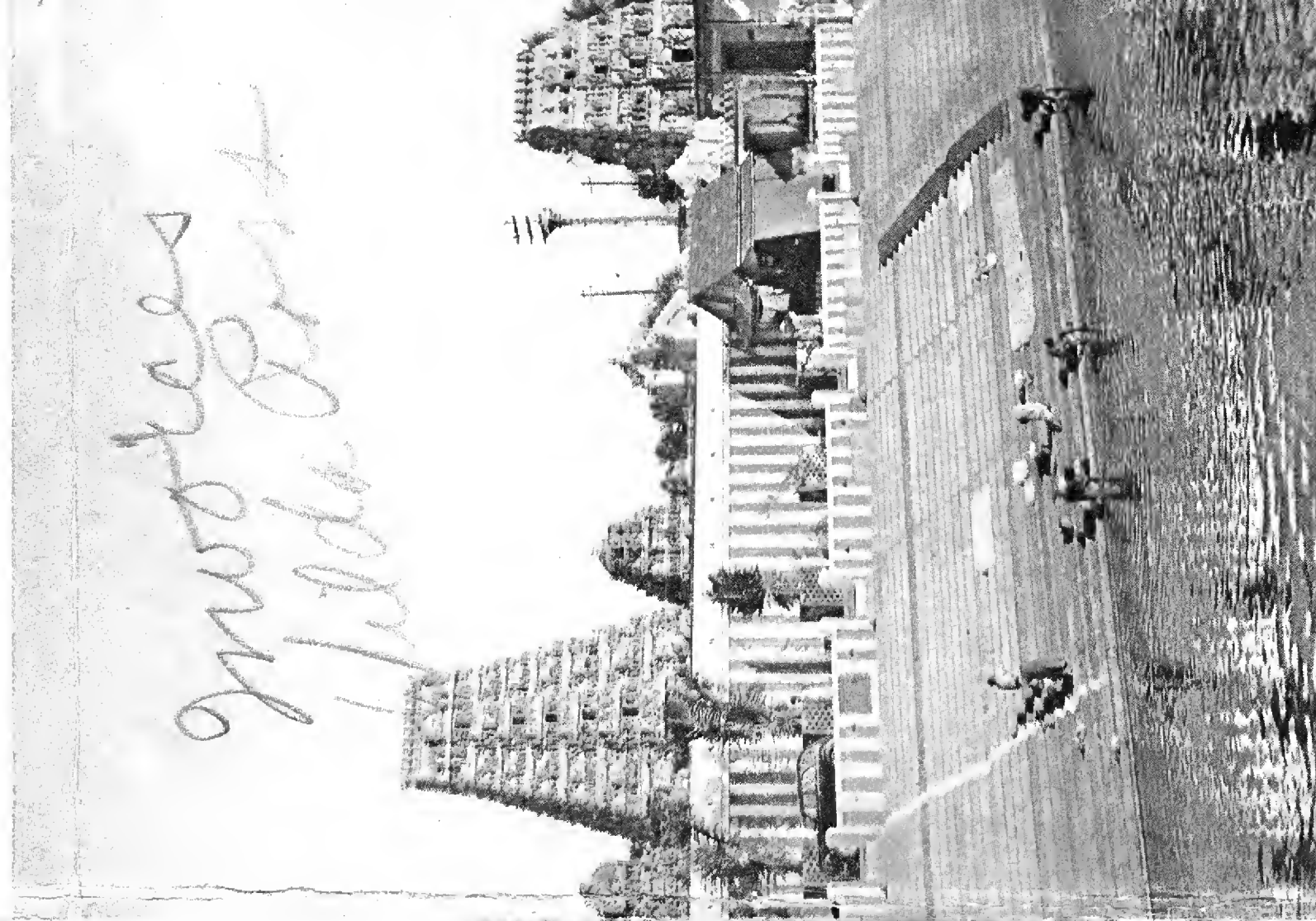
India

MADRAS

MAHABALIPURAM - KANCHIPURAM



India



Madurai Beach

Produced by the Directorate of Advertising and Visual Publicity, Ministry of Information & Broadcasting, for the Department of Tourism, Govt. of India, New Delhi. Printed by M/s Shiv-Raj Fine Art Litho Works, Nagpur.

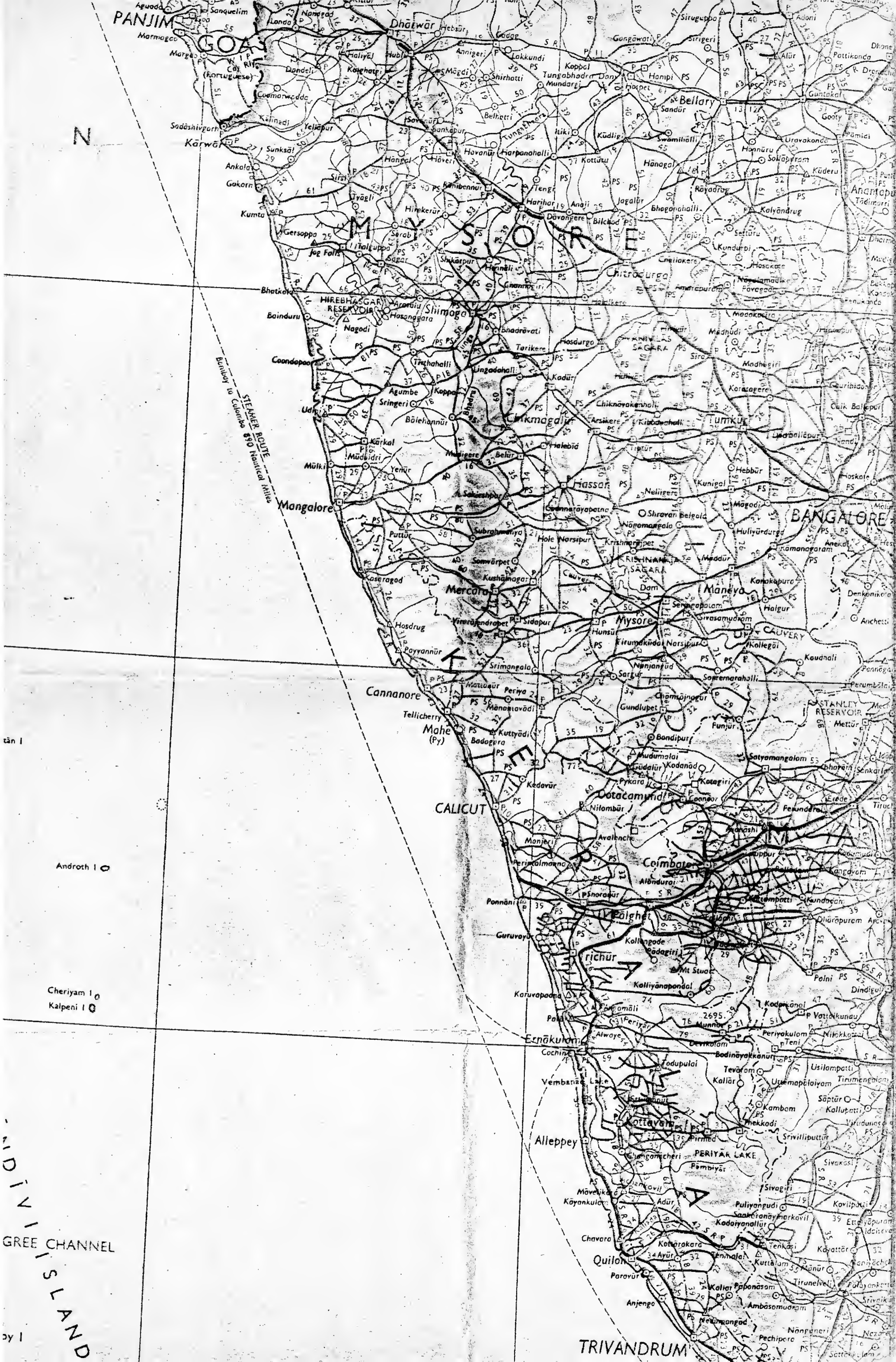
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MADRAS

MAHABALIPURAM — KANCHIPURAM



PANJIM
GOA

N

STEAMER ROUTE
Bangalore to Calicut
at Mysore

BANGALORE

CALICUT

TRIVANDRUM

INDIAN ISLAND
GREE CHANNEL

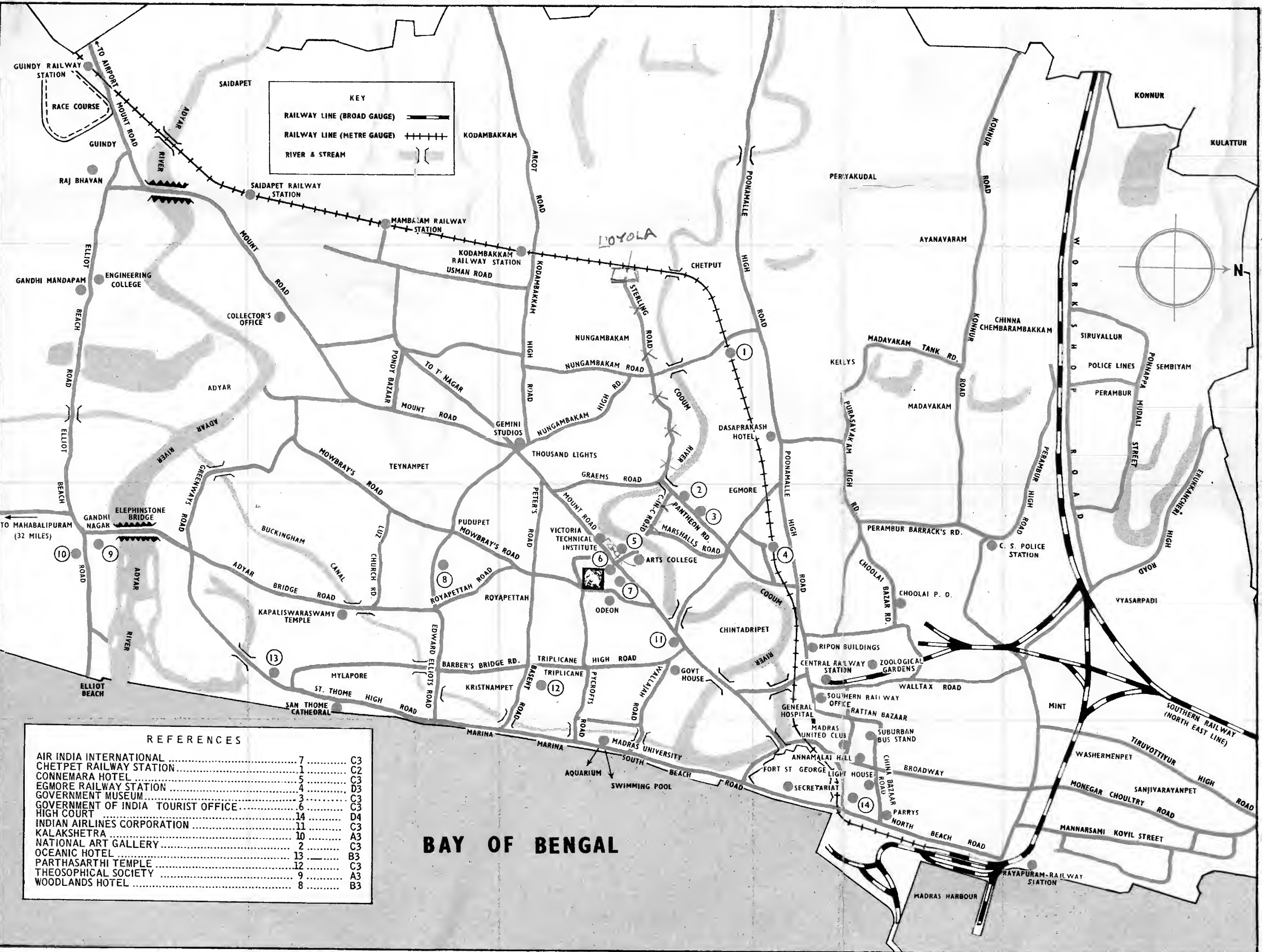
Androth I

Cheriyam I
Kalpeni I



Androth I
 Cheryam I
 Kalpeni I

LAKSHADWEEP ISLANDS
 THREE CHANNEL
 CHANNEL



KEY

RAILWAY LINE (BROAD GAUGE)

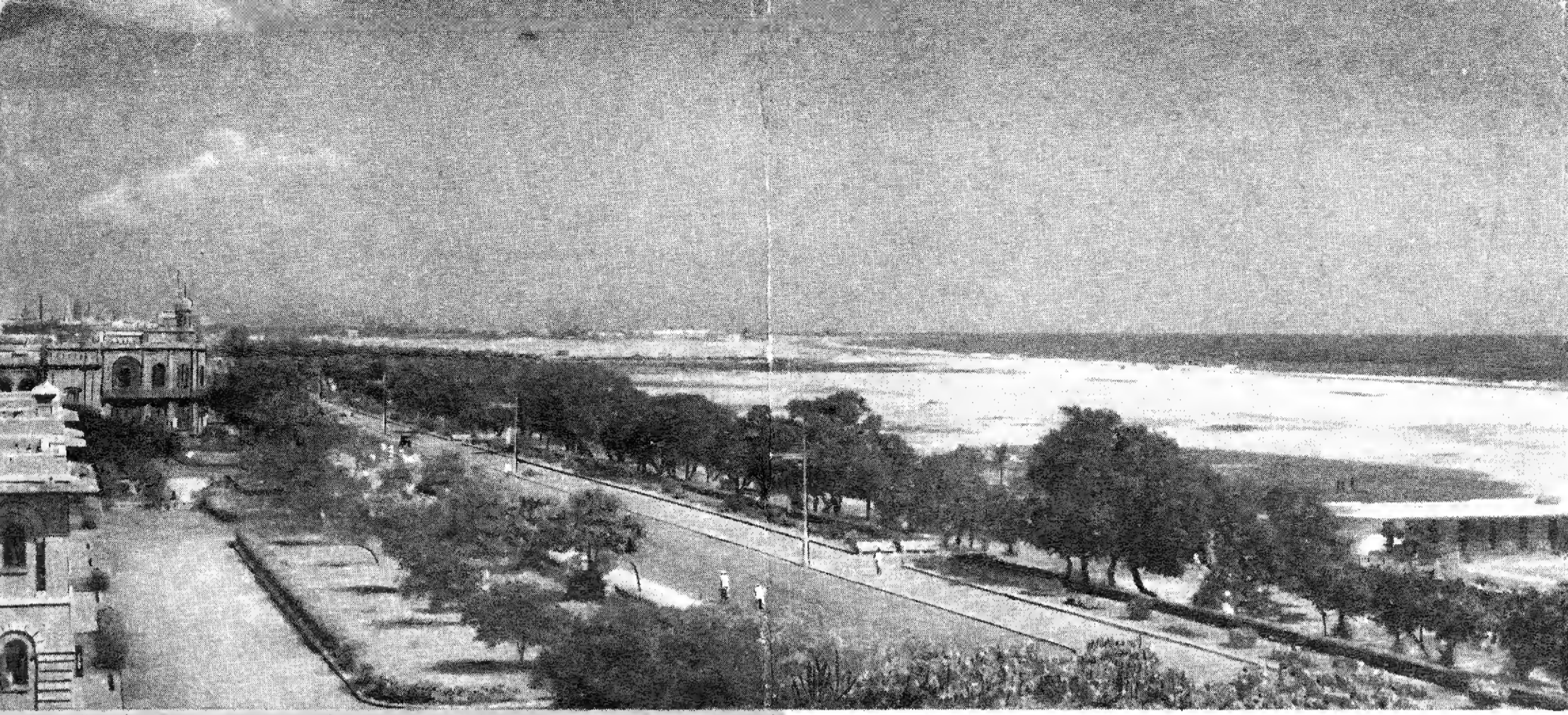
RAILWAY LINE (METRE GAUGE)

RIVER & STREAM

REFERENCES

AIR INDIA INTERNATIONAL	7	C3
CHETPET RAILWAY STATION	1	C2
CONNEMARA HOTEL	5	C3
EGMORE RAILWAY STATION	4	D3
GOVERNMENT MUSEUM	3	C3
GOVERNMENT OF INDIA TOURIST OFFICE	6	C3
HIGH COURT	14	D4
INDIAN AIRLINES CORPORATION	11	C3
KALAKSHETRA	10	A3
NATIONAL ART GALLERY	2	C3
OCEANIC HOTEL	13	B3
PARTHASARTHI TEMPLE	12	C3
THEOSOPHICAL SOCIETY	9	A3
WOODLANDS HOTEL	8	B3

BAY OF BENGAL



MADRAS—THE MARINA

SHORT TRIPS :

A convenient trip is to Chingleput, famous for its Pallava Caves and temple of Anjanaya located in the neighbourhood. There are also Gingee Fort's beautiful ruins and the three strongly fortified hills about 75 miles south of Madras. And, of course, not to be missed are historic Mahabalipuram and Kanchipuram.

MAHABALIPURAM

A mere 37 miles south of Madras is Mahabalipuram—an important tourist attraction lying on the beautiful coast of the Bay of Bengal. It has a splendid group of rock-hewn temples, caves and monoliths.

Mahabalipuram, once a flourishing port of the ancient Pallavas, is now a peaceful tranquil village. Also known as Seven Pagodas, it is centuries old and has some remarkable carvings and sculptures.

Unique specimens of Pallava architecture and art can be seen here. Between 600-750 A. D. every sizeable rock in Mahabalipuram was given life, shape and beauty by the hands of sculptors under the personal direction of some of the Pallavas. These carvings can be classified into four types—the monolithic rathas, the cave temples, the shore temples, and the bas-reliefs.

In appearance the rathas resemble temple chariots. Carved out of huge rocks, the exteriors as well as the interiors are finely sculptured. South of Mahabalipuram, there stands, in a shaded grove, a group of five glorious rathas dedicated to the five Pandava Princes. Most fascinating and life-like are the life-size bull, lion and elephant carved out of granite.

The cave temples have some of the most animated pieces of Hindu sculpture. Particularly alive is the portrayal of the fight between Mahishasura—the buffalo demon and Durga—the goddess that destroys all evil. This is seen in the Mahishasura mandapam. The other caves noted for their splendid carvings are the Varaha-mandapam and the Govardhana and Pasu mandapams.

Going through the Ganesh ratha at Mahabalipuram one is confronted with a superb piece of workmanship—the world's finest and largest bas-relief—Arjuna's Penance. This bas-relief is 90 feet long with an average height of 30 feet.

Facing the fury and rage of the waters of the Bay of Bengal is the shore temple. Two or three others of the same type have been washed away by the sea. The shore temple, weatherworn and small, is however, most elegant and the only one of its kind left.

HOW TO GET THERE :

This lovely village can be reached by car from Madras in about two hours via a good road. The journey is cool and pleasant because of the cocoanut and mango trees lining the road. Regular buses ply every day and special buses are run on Sundays and holidays by the State Transport.

MADRAS
MAHABALIPURAM
KANCHIPURAM

COMMUNICATIONS AND HOTELS :

Madras can be reached by sea, air, rail or by road. Direct air and rail connections are available from all the major cities of India

Your stay in Madras, be it short or long, can be most comfortable. There are a number of modern hotels both large and small. Rates are reasonable and food of good quality, Indian, Chinese and Western is served.

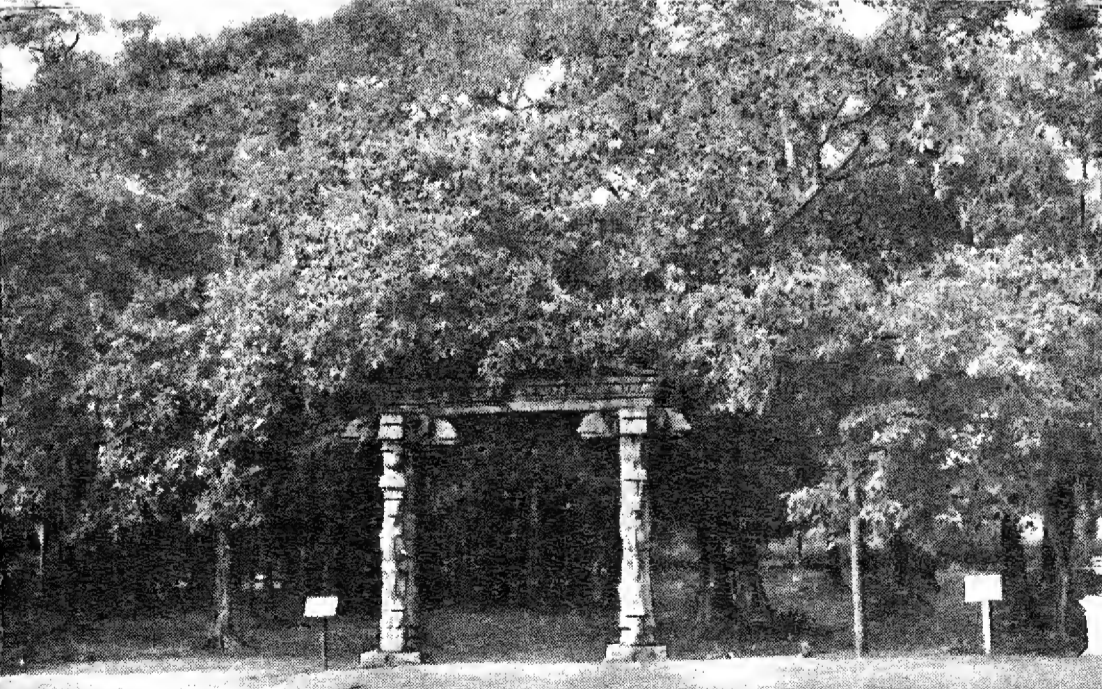
SOUTHERN CUISINE :

South Indian cooking—so different from the culinary art of the rest of India—is highly tasty and well worth trying. The 'idli' and 'dosa' are rapidly becoming popular all over the country.

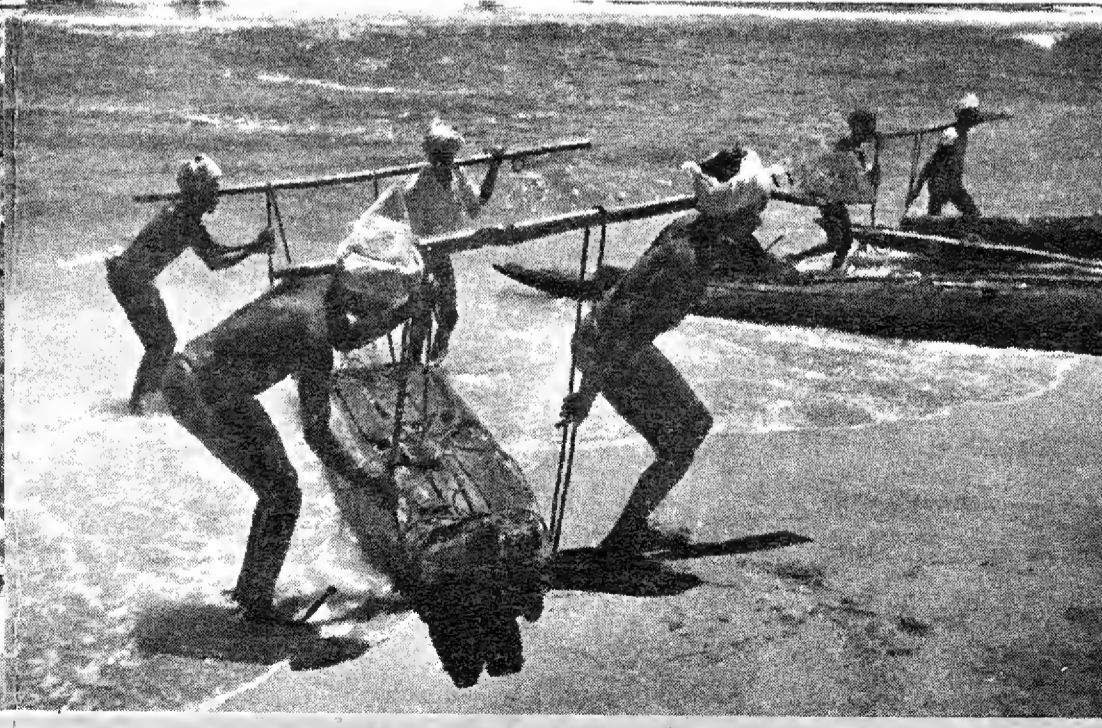
WHAT TO BUY :

Southern handicrafts—cane work, leather, wood and metal goods—can be bought in Madras. Mount Road serves as an ideal shopping centre for curios and art-ware typical of south India. For a reasonable price art dealers can get you good stone carvings and bronze statuettes.

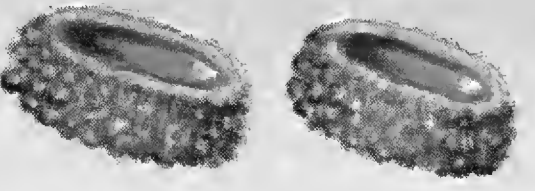
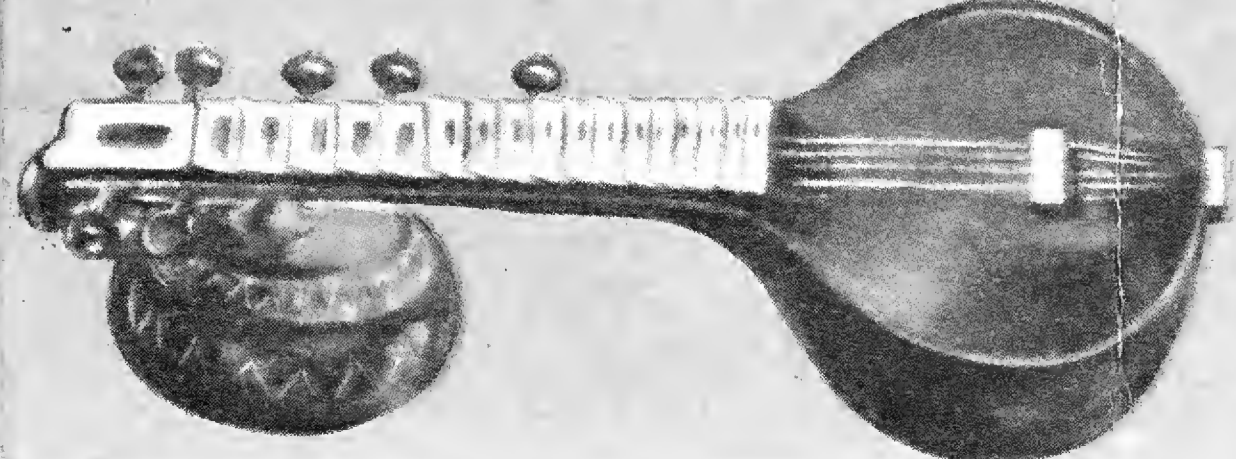
Exquisite silk and cotton textiles are the products of the intricate art of the handloom weavers and are available in artistic patterns suitable for all needs and occasions. Also available are the best quality scintillating blue and white diamonds.



ADYAR—BANYAN TREE



MADRAS—AFTER DAY'S CATCH—FISHERMEN AT SEASHORE



WHERE TO STAY :

There are about three free 'choutrees' and one or two south Indian style hotels. Rooms can be had at the beautiful P. W. D. travellers' bungalow by advance intimation to the Collector of Chingleput, Madras State.

Mahabalipuram, standing on the edge of the sea is indeed ideal for a holiday. It has an air of serenity and peace situated as it is in the midst of its historic art and casuarina groves. Surf-bathing here is excellent and makes it a popular resort for holiday makers.

KANCHIPURAM—THE GOLDEN CITY

Only 47 miles from Madras is Kanchipuram—also known as Conjeevaram—one of India's seven sacred places of pilgrimage and the capital of the ancient Pallavas. The huge lovely temples here should be seen for their carved pillars, towers and fine porches.

In and around Kanchi, there are temples galore. Those wishing to study the evolution of south Indian temple architecture could not choose a better place.

Among the oldest of the temples is the Kailasnath temple (over 1200 years old) with its lovely Pallava architecture and sculpture. The surrounding shrines still have fragments of early Pallava paintings.

Vaikunthaperumal temple has fine examples of south Indian temple architecture containing scores of poses depicting the God Vishnu.

Of the smaller temples those which should not be missed are the Mukteswara, Matangeswara, Airavateswara and Tripurantakeswara temples.

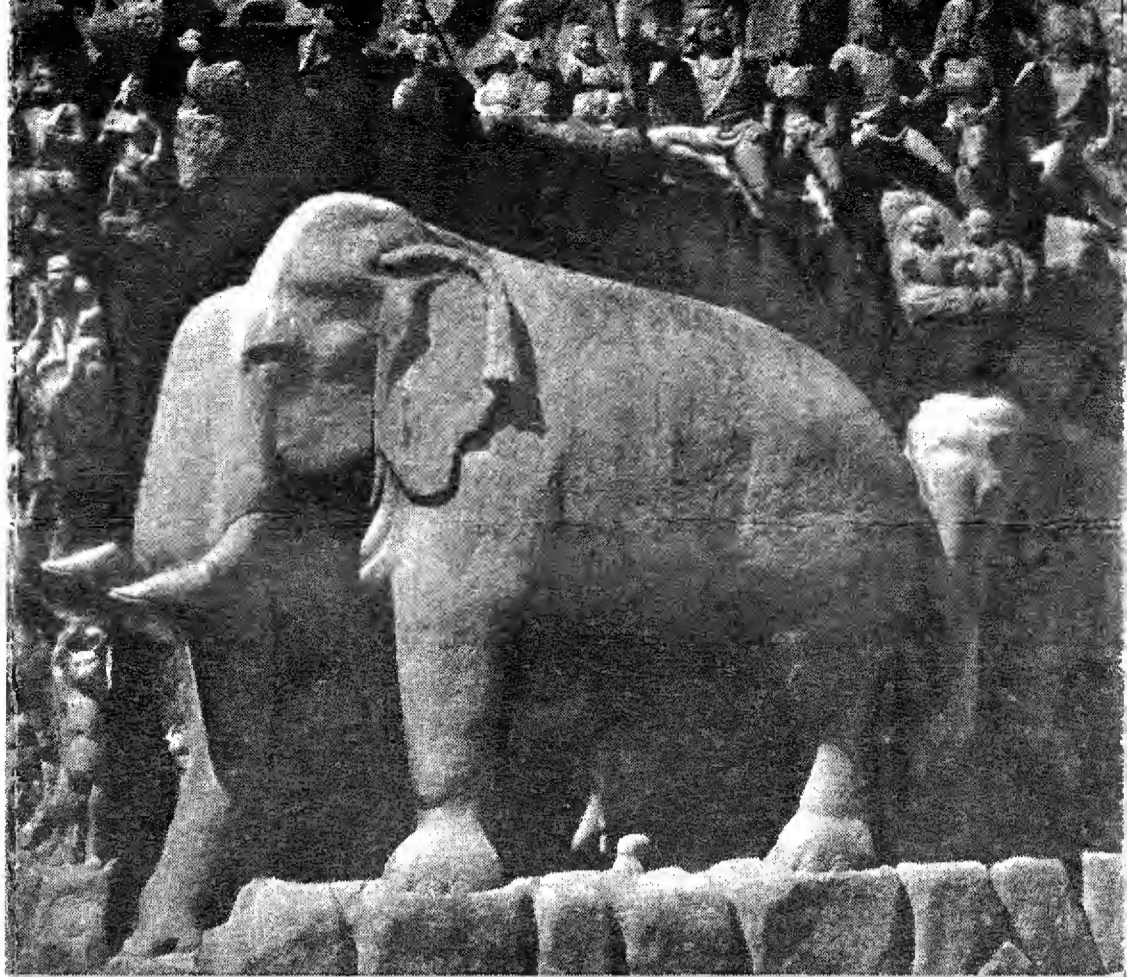
The Ekambareswara temple with its huge 'gopuram' is one of the best known. It is unique with a tradition dating from the pre-Pallava period and has been shaped by the hands of generations of sculptors from the time of the Pallavas to the Cholas and the Vijayanagar empire. Most beautiful indeed is the Varadaraja temple with its hundred-pillared mandapam. It dates from the 12th century A.D. and has a fabulous collection of the jewellers' art, rich in artistic and historic value.

Massive grandeur and a wealth of design is the heritage of Kanchi. To-day it is an important centre of pilgrimage as it was centuries ago. A great seat of religious learning, it remains a stronghold of south Indian culture and traditions.

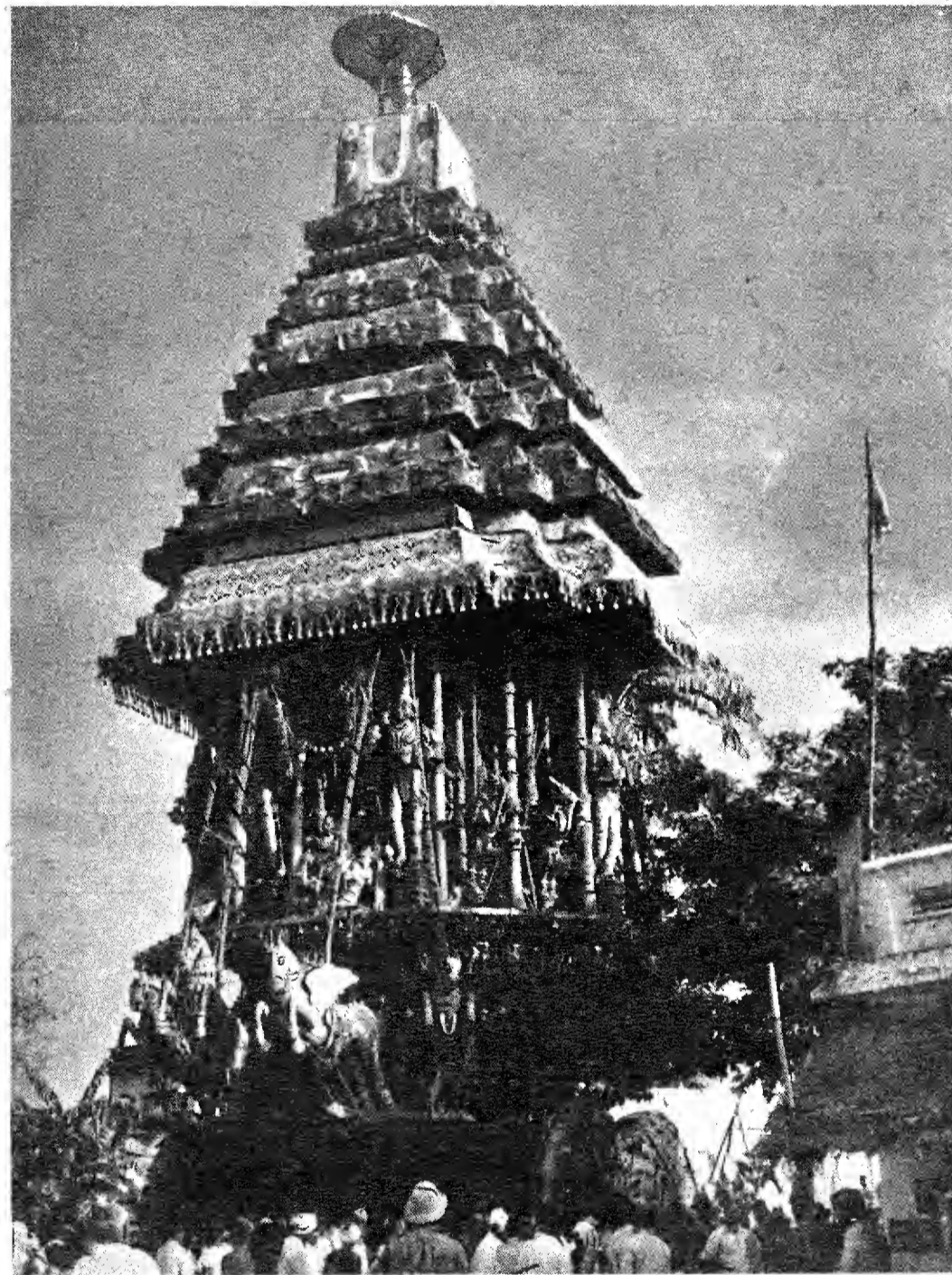
Kanchi is also a centre of the handloom industry. Some of India's prettiest silk saris are the products of the skill of Kanchi craftsmen.

Kanchi's comfortable travellers' bungalow has rooms which can be reserved by advance intimation.

For all help and information write to or contact the Government of India Tourist Information Bureau, Madras.



MAHABALIPURAM—ARJUNA'S PENANCE



CONJEEVARAM—RATHAYATRA



MADRAS—SANTHOMÉ CATHEDRAL



MADRAS—MAHABALIPURAM—KANCHIPURAM

Visit Madras—cradle of an ancient civilisation and the home of Carnatic music, Bharata Natyam and sculptural art. Well worth seeing for its archaeological treasures, it has a continuous chain of temples, shrines, and relics where every stone tells a tale and every statue is a reminder of the dim past.

Madras city, the capital of the State, is appropriately called the cultural gateway to the south. Sprawling eight miles along the east coast of India, Madras has fine open spaces, old residential houses and imposing public buildings. In the centre of the city is the fashionable shopping centre, Mount Road. Gay places of entertainment, luxury hotels and the big stores are all situated along this highway.

The business section of the city is in densely crowded George Town—the home of big business.

In the southern part of Madras lies the lovely suburb of Adyar, famous as the headquarters of the International Theosophical Society, and for its library and well-known banyan tree. Also here is Adyar's renowned art centre—Kalakshetra—an institution devoted to the revival of classical Indian dancing.

The Carnatic music of Madras is based on an intricate system of melody and rhythm. And most fascinating indeed are the evenings spent in watching classical dance recitals of Bharata Natyam—the purest of the classical styles, or Kathakali—the popular dance-drama.

The main attractions of the city are Fort St. George, which represents

early links with the West; St Mary's church, the first Protestant church built in the East; the 160-foot high light-house from where you get a panoramic view of the city.

And, of course, one of the main attractions in Madras is the Marina—the second longest beach in the world. The wide Esplanade shooting straight as an arrow along the sea-side is Madras' most fashionable promenade.

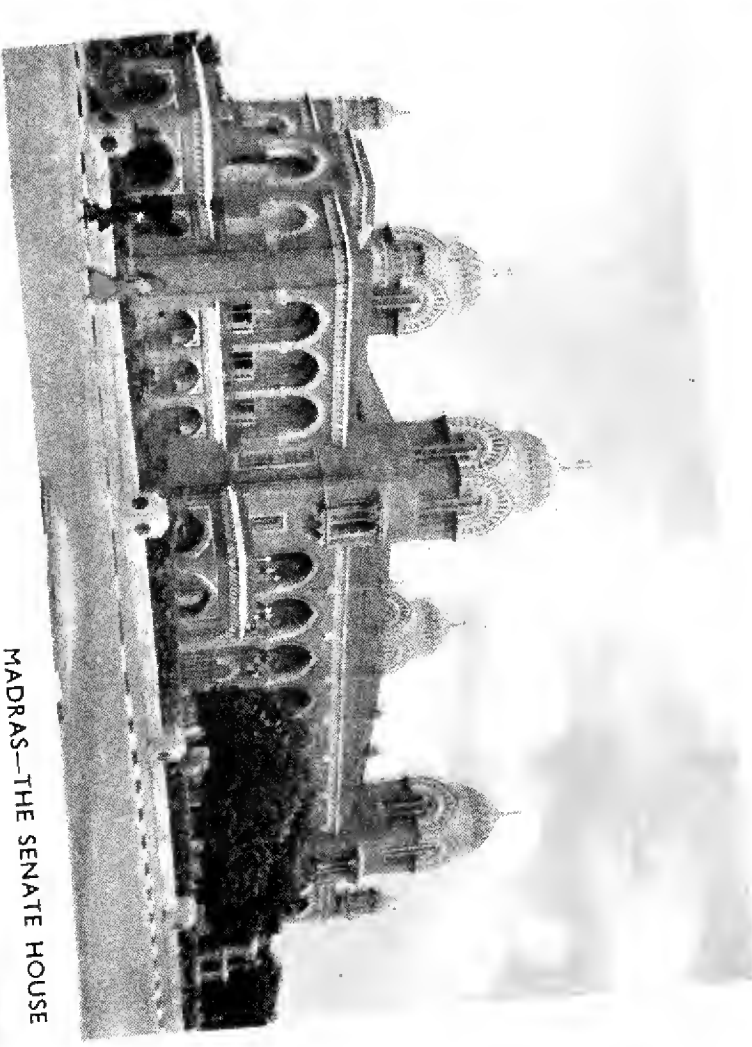
Offering a variety of interests are the University Laboratories, the Museum, the lovely Horticultural Gardens, the Zoo, the Marina Aquarium and the Swimming Pool.

Of religious and architectural interest are the Little Mount, the Cathedral of San Thome with the tomb of St. Thomas, the Parthasarathy shrine at Triplicane and the Kapaleswarar temple at Mylapore with its attractive tank in the forefront.

CLIMATE AND SPORT:

Throughout the year the weather in Madras is warm, but healthy. Sea-bathing is a popular pastime both with the residents and the visitors. Elliot's Beach near Adyar has wide sandy stretches while boating can be had at the Adyar club along with many social amenities.

For race-lovers, there is the Guindy Race Course and for golf enthusiasts Guindy has a fine golf course too. Ample facilities for sports are available at the various clubs in Madras including the huge stadium with all its amenities.



MADRAS—THE SENATE HOUSE



MADRAS—MOUNT ROAD