



**Unfolding opportunities in the
Handicrafts & Handloom
Industry**

MALABAR

Crafts Mela 2022

August 21 to September 4, 2022

Swapna Nagari Ground, Kozhikode, Kerala

Organised by



Department of Industries & Commerce
Government of Kerala

Supported by



Kerala Bureau of
Industrial Promotion

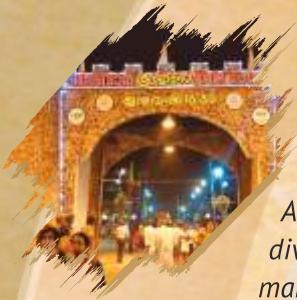


Directorate of
Industries & Commerce



Directorate of
Handlooms & Textiles

Exploring New Avenues of Business



The Malabar Crafts Mela is organised with the objective to highlight some of the finest handloom and handicraft traditions of the State and from all over the Country. The main idea is to trigger the promotion of Traditional Sectors like Handicrafts & Handlooms. This arrangement not only brings together all the Traditional Artisans/Craftsmen into one fraternity but also involves them to help in diversification and in introduction of improved skills and also in marketing of their products.

In this background and taking into consideration of the promotion of Traditional Sectors, the Department of Industries & Commerce, Government of Kerala decided to organise the Event 'Malabar Crafts Mela' from the year 2007 onwards. Kerala Bureau of Industrial Promotion (KBIP) is the Nodal Agency on behalf of the Department of Industries & Commerce, Government of Kerala for the successful conduct of Malabar Crafts Mela.

The Malabar Crafts Mela is organised as part of an overall Crafts, Handlooms & Cultural Mela depicting the traditional background. Handicrafts & Handloom experts, sculptors, etc. play an important role in this Mela. Not only the display of their products, but their production methodology also will be portrayed live. The chance for a direct interaction between the producers and consumers widely open the windows of new business avenues.



MIDDLEMEN ARE OUT

Malabar Crafts Mela is much more than a display of Handicrafts & Handloom Products. It's an arena where the Seller is interacting with the Buyer. It's also an arena where all aspects of an industry module come under one roof. When the direct interaction between a Buyer and a Seller happens, the middleman whose only aims at exploitation, is thrown out. In this Mela along with those who come with exhibits, those traders who are aiming at broadening business beyond borders will also be present. In that way, Malabar Crafts Mela will act as a catalyst for new business relations.

OPPORTUNITIES IN WAIT



It's a Mela that depicts the glory and uniqueness of Keralite handicrafts and handloom. It's also a Mela to understand and evaluate the design, execution and production of these products. Malabar Crafts Mela provides a chance to understand the production methods of at least some of those products, that are unique in Kerala and in India. Travellers and tourists, both national and international are expected in large numbers at Malabar Crafts Mela, as it is happening in a major centre like Kozhikode.

MAJOR ATTRACTIONS



The Malabar Crafts Mela will showcase traditional huts with focus on the traditional crafts products and live demonstration of Artisans/Craftsmen from Kerala and from other States of the Country. Cultural programmes and rural cuisine is a part of this colourful Fair. The Mela will have areas for art forms and cultural programmes and food courts for exhibiting ethnic food products. The Mela will witness the rhythms of folk theatre.

Display of unique handicrafts and handloom products from all over the country.

Cultural evenings featuring eminent artists at Swapna Nagari Ground, Kozhikode.

Food Courts for savoring exclusive Keralite culinary delights.

FACILITIES FOR ARTISANS

Free Stall, DA & Accommodation during Event Days

In short, Malabar Crafts Mela is an avenue for all those who wish to explore new ways of business in a cost-effective manner. Those who wish to be a part of it can fill in the Registration Form and submit to Kerala Bureau of Industrial Promotion (KBIP) on or before July 30, 2022.

MALABAR

Crafts Mela 2022



Nearest
Railway Station
Kozhikode



The
Registration Form
should reach the
below mentioned
office on or before
July 30, 2022

2, Vidhya Nagar, Opposite Police Ground,
Thycaud P.O, Thiruvananthapuram - 695 014, Kerala.
Tel: +91 471 2321882, Fax: +91 471 2322883
E-mail: kbip@keralaindustry.org
www.kbip.org | www.keralaindustry.org

K-bip

KERALA BUREAU OF INDUSTRIAL PROMOTION

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Swapna Nagari Ground, Kozhikode, Kerala

REGISTRATION FORM

Name of the Unit / Artisan : _____

Name of the Contact Person : _____

Designation : _____

Address for Correspondence : _____
: _____

District and Pincode : _____

State : _____

Country : _____

Telephone (with STD / ISD code) : _____

Mobile : _____

Email : _____

Website : _____

Sector : _____

Main Products

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Place: _____

Date: _____

Signature & Seal of
Authorised Representative

The filled up form may please be send to:

K-bip

KERALA BUREAU OF INDUSTRIAL PROMOTION

2, Vidhya Nagar, Opposite Police Ground, Thiruvananthapuram - 695 014, Kerala.
Tel: +91 471 2321882 | Fax: +91 471 2322883 | E-mail: kbip@keralaindustry.org | www.keralaindustry.org

(The Registration Form should reach the office in the above address on or before July 30, 2022)

**N.B. The Artisans/Craftsmen who are confirmed by KBIP will only be allotted Stalls
for participation in Malabar Crafts Mela 2022**