

MALABAR CRAFTS MELA 2018



Post Show Report

Submitted by

KERALA BUREAU OF INDUSTRIAL PROMOTION (K-BIP)

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MALABAR CRAFTS MELA 2018

January 16 to 30, 2018 at Indira Gandhi Municipal Stadium, Palakkad

The **Malabar Crafts Mela** was held from **January 16 to 30, 2018 at Indira Gandhi Municipal Stadium in Palakkad**. The Mela was organised by Department of Industries & Commerce, Government of Kerala in association with Directorate of Industries & Commerce, Directorate of Handlooms & Textiles, Palakkad District Administration and other related Agencies of the Government. Kerala Bureau of Industrial Promotion (K-BIP) under Department of Industries & Commerce was the State level Coordinating Agency of Government of Kerala for the successful conduct of the Event.

The Malabar Crafts Mela was organised with the objective to highlight some of the finest handloom and handicraft traditions of the State and from other States of the Country at par with the Surajkund Crafts Mela organised by Haryana Tourism in North India.

Surajkund Mela was the very first effort on organizing cultural events on a national level by Haryana Tourism that began in 1981. The Crafts Mela celebrates the finest handlooms and handicrafts traditions of the Country. It is a fortnight long Event that embodies the spirit that runs through the people of India and its rich culture. It is held in the month of February from 1st to 15th every year.

The objectives of Malabar Crafts Mela are:

- To strengthen and promote the Traditional Industries of the State.
- To introduce a mechanism for interaction with the existing players in the Traditional sector.
- To introduce crafts and crafts persons directly to the buyers and help them find their patrons.

- To identify, nurture and preserve languishing crafts of the State and promote it for posterity.
- To create a rural ambience for the foreign and domestic tourists.
- To educate clients both from abroad, urban centres, educational institutions etc. about the fascinating technique and skills involved in craft creation.

The Malabar Crafts Mela 2018 showcased 134 Nos. exhibition stalls in the form of traditional huts for 112 Nos. Artisans / Craftsmen from Kerala State, 125 Nos. Artisans / Craftsmen from 18 States of India (outside Kerala), 10 Nos. International Artisans from Sri Lanka with more focus on the traditional crafts products and live demonstration of Artisans, 14 Nos. Food Courts for exhibiting ethnic food products, areas for art forms and cultural programmes etc. The Mela will be made as a unique event of Kerala State, India at par with Surajkund and Pushkar Melas in North India.

The Mela selected Artisans / Craftsmen / Non Government Organisations / Organisations from our State in the Traditional Sectors like Handicrafts, Handlooms, Coir, Bamboo, Screwpine, etc. The Skilled artisans / craftsmen from all over the State and from other States of the Country displayed the rich crafts tradition in the typical setting of a rural market place.

Cultural programmes and rural cuisine was part of this colourful Fair. The Mela witnessed the rhythms of folk theatre. Concurrent to the Mela, **Malabar Food Festival** was also organised which provided a forum to showcase unique traditional cuisine of Kerala State for the interest of visitors / tourists. The Food Courts was showcased in traditional styles to cater the popular food dishes of Kerala State especially from the Malabar region.

Inauguration of Malabar Crafts Mela (January 16, 2018)

The Inauguration of the Malabar Crafts Mela 2018 was held at **Indira Gandhi Municipal Stadium in Palakkad** on **January 16, 2018**.



Shri. A.K. Balan, Hon. Minister (Welfare of SC, ST, Backward Classes, Law, Culture & Parliamentary Affairs), Government of Kerala formally inaugurated the Malabar Crafts Mela 2018 in a function presided over by Shri. A.C. Moideen, Hon. Minister (Industries, Sports & Youth Affairs), Government of Kerala.



The Members of Legislative Assembly from Palakkad District, Palakkad District Panchayat President, Palakkad Municipal Chairperson, several dignitaries like Smt.

Heshani Bogollagama, Chairperson, National Crafts Council, Sri Lanka, Political leaders, Senior Government officials etc. were also present for the inaugural function.

Partner Country - Sri Lanka

Sri Lanka has an ancient heritage of creating crafts. Making of crafts has been an ancient art form applied to all most all spheres of the daily lives of the people. Thus, her royalty, kings and queens, who were the traditional patrons of crafts bestowed upon talented craftsperson, grants of state land, and other privileges. Artisanal products of Sri Lanka, contains within itself the incredibly rich philosophy of the country's civilization, its culture, and its practices.

The High Commission of India in Sri Lanka through the National Crafts Council in Sri Lanka had deputed a delegation of 10 members Artisans / Craftsmen and 3 officials including Smt. Heshani Bogollagama, Chairperson, National Crafts Council, Sri Lanka for participation in the Malabar Crafts Mela 2018.



The Srilankan Artisans / Craftsmen displayed their products and skills in the Crafts Mela.

The participating Artisans / Craftsmen from Sri Lanka and Officials from the National Crafts Council in Sri Lanka were provided the entire local hospitality including accommodation, food, local conveyance etc.



Government of Kerala was proud and thankful to the Government of Sri Lanka, National Crafts Council, Sri Lanka and the High Commission of India in Sri Lanka for their efforts in associating Sri Lanka as the '**Partner Country**' for the Malabar Crafts Mela 2018.

Artisans / Craftsmen participated from Kerala

112 Nos. Artisans / Craftsmen from the 14 Districts of Kerala displayed their products and skills in 60 Nos. traditional huts for the Mela.

There was variety of traditional Kerala products such as Handicrafts Items, Handlooms & Textile Products, Coir Products, Bamboo Products, Wood Products, etc.



Artisans / Craftsmen participated from outside Kerala State (from other States of India)

125 Nos. Artisans / Craftsmen from 18 States of India (Outside Kerala) registered and participated in the Mela in 72 Nos. traditional huts. They displayed variety of products like Handicrafts, Handlooms & Textiles, Handmade ornaments, Brass Products, Leather Products, Pottery, Ceramic Products, Paintings, Soft Toys, Sandal Wood products, Cane & Bamboo Handicrafts, Dry Flowers, Decoration items, Wood Carving and other traditional products manufactured in various parts of India.



| Sl. No. | State | No. of Artisans |
|--------------|----------------|-----------------|
| 1 | Andhra Pradesh | 3 |
| 2 | Bihar | 8 |
| 3 | Delhi | 4 |
| 4 | Gujarat | 4 |
| 5 | Haryana | 4 |
| 6 | Karnataka | 2 |
| 7 | Lakshadweep | 5 |
| 8 | Madhya Pradesh | 3 |
| 9 | Maharashtra | 9 |
| 10 | Manipur | 2 |
| 11 | Orissa | 5 |
| 12 | Puducherry | 11 |
| 13 | Punjab | 2 |
| 14 | Rajasthan | 12 |
| 15 | Tamil Nadu | 19 |
| 16 | Telangana | 3 |
| 17 | Uttar Pradesh | 17 |
| 18 | West Bengal | 12 |
| Total | | 125 |

Malabar Food Festival



Some of the popular food traditions from the Malabar region were introduced in the Mela and '*Malabar Food Festival*' was also organised in the two weeks long

celebrations. Popular Chinese foods and snack foods also arrived for the Event along with special stalls where visitors were introduced to the traditional foods of Kerala especially of Malabar region.

14 Nos. traditional Food Courts displayed the ethnic dishes of Malabar region of Kerala like traditional Malabar Biriyanis, Malabar Sweets, Ramassery Idli etc. The food stall by Kudumbasree served traditional foods, tribal foods, sea foods, etc. The Food Festival attracted huge crowd and the ethnic dishes of Malabar region was appreciated by the visitors.

Cultural Evenings



The Mela witnessed the rhythms of folk theatre. Each day evening, there were cultural events staged at the venue. The important folk art forms of Kerala like Otamthullal, Chakyarkootu, Puluvaanpattu, Patturumal, Mapillapattu, Tholppavakoothu, Chavittunadakam etc. were displayed apart from the rich folk dances and musical evenings.

Valedictory Function (January 30, 2018 Evening)

The Valedictory Function of the Malabar Crafts Mela 2018 was held on January 30, 2018 at Indira Gandhi Municipal Stadium, Palakkad.

The Valedictory Function of the Malabar Crafts Mela 2018 was inaugurated by **Shri. A.C. Moideen, Hon. Minister (Industries, Sports & Youth Affairs), Government of Kerala.**

During the Valedictory Function, Awards were distributed to the Partner Country Sri Lanka, Best National Exhibitor, Best Kerala Exhibitor, Best Food Court etc.



The Malabar Crafts Mela 2018 witnessed the participation of huge crowd for the entire 15 days from January 16 to 30, 2018. It is estimated that more than 12.5 Lakhs people from all over the State including National & Foreign Tourists visited the Mela and sales worth Rs.4.25 Crores were generated in the Malabar Crafts Mela 2018.



The Malabar Crafts Mela is organised as part of an overall Crafts, Handlooms & Cultural Mela depicting the traditional background. The main idea is to trigger the promotion of Traditional Sectors like Handicrafts & Handlooms. This Event 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.