

REPORT



HYDERABAD FEST 2018

April 13 to 22, 2018

Telangana Kala Bharathi (NTR Stadium)

Indira Park, Hyderabad

HYDERABAD FEST 2018

Hyderabad Fest 2018 was organised by Spoorthi Progressive Society, Hyderabad from April 13 to 22, 2018 at Telangana Kala Bharathi (NTR Stadium), Indira Park, Hyderabad. Hyderabad Fest was an exhibition with several theme pavilions.

The Fest was lined up with a mix of cultural, science and technology, literature, arts and crafts, public sector and other programmes. This was an exhibition to take knowledge to the people and to make them feel the culture of the Hyderabad city.

Vide G.O. (Rt) No.428/2018/ID dated 09/04/2018, approval was accorded to participate in Hyderabad Fest 2018 Exhibition organised by Spoorthi Progressive Society from April 13 to 22, 2018 at Telangana Kala Bharathi (NTR Stadium), Indira Park, Hyderabad.

An exclusive Kerala State Pavilion was set up in Hyderabad Fest 2018 for the participation of PSUs, Government Agencies, Traditional Products, Start-Ups, etc. together for the Event.

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for the participation of Kerala State and setting up the Kerala State Pavilion in Hyderabad Fest 2018 Exhibition.



The Organisers have informed an exclusive opportunity for promoting the products manufactured from Kerala and requested to participate in the Hyderabad Fest 2018 at Hyderabad. Accordingly 2000 sq.ft. raw space for setting up the Kerala State Pavilion was blocked for the Exhibition. The space was converted into a full-fledged Kerala State Pavilion with the participation of PSUs, Government Agencies, Start-Ups, etc.

The following exhibitors from Kerala participated and displayed their products and technologies in the Kerala State Pavlion at Hyderabad Fest 2018 Exhibition.

Sl. No.	EXHIBITORS
1.	Kerala Public Sector Undertakings
2.	Handicrafts Development Corporation Kerala
3.	Kerala Artisans Development Corporation (KADCO)
4.	Kerala State Handloom Weavers Cooperative Society (HANTEZ)
5.	Kerala State Handloom Development Corporation (HANVEEV)
6.	Kerala Khadi & Village Industries
7.	Kerala State Coir Corporation
8.	Kerala State Bamboo Mission
9.	Kerala Industrial Infrastructure Development Corporation (KINFRA)
10.	Start-Ups from Kerala

The main theme of Kerala Pavilion was to showcase alternate action taken by Government of Kerala for uplifting the industrial sector of Kerala. A promotional film highlighting the industrial growth of Kerala emphasizing the growth of PSUs in Kerala, investment opportunities, major projects, etc. prepared through Centre for Development of Imaging Technology (C-DIT) was displayed in the Kerala Pavilion.



The Kerala State Pavilion was inaugurated by Shri. Etela Rajendar, Hon. Minister for Finance & Planning, Government of Telengana on April 13, 2018 and the Hon. Minister visited the Stalls in the Kerala State Pavilion.



Shri. A.C. Moideen, Hon. Minister (Industries, Commerce, Sports and Youth Affairs), Government of Kerala visited the Kerala State Pavilion along with Shri. T.P. Ramakrishnan, Hon. Minister (Labour & Excise), Government of Kerala.

The Directorate of Industries & Commerce ensured the participation of Government Agencies in the Traditional sector like Handicrafts Development Corporation Kerala, Kerala Artisans Development Corporation (KADCO), Kerala State Coir Corporation, etc. in the State Pavilion.



The Directorate of Handlooms & Textiles ensured the participation of Kerala State Handloom Weavers Cooperative Society (HANTEZ) and Kerala State Handloom Development Corporation (HANVEEV).

The Restructuring & Internal Audit Board (RIAB) ensured the participation of major Public Sector Undertakings from the State in the Kerala Pavilion. The Promotional Agencies under

the Department like Kerala State Industrial Development Corporation (KSIDC) and Kerala Industrial Infrastructure Development Corporation (KINFRA) highlighted the investment opportunities, major projects, infrastructure facilities available in the State etc. in the Event. KSIDC also ensured the participation of Start-Ups from Kerala in the State Pavilion. The participation of Kerala State Bamboo Mission and Bamboo Artisans was ensured by Kerala Bureau of Industrial Promotion (K-BIP).



The Kerala Pavilion showcased the industrial growth of Kerala emphasizing the growth of PSUs in Kerala, Traditional Sectors, investment opportunities, major projects, etc. and the Kerala State Pavilion at Hyderabad Fest 2018 attracted a wide variety of visitors and buyers.

Hyderabad Fest 2018 featured theme pavilions surrounding tourism, education, public sector undertakings, financial institutions, literature and specific sites catering to cultural performances besides short film fests, art, photography exhibitions, etc.

Cultural performances were on at specific sites at the stadium everyday including a mixture of western, classical and folk forms. A wide range of food courts set it eye on the Telangana palette. A Science Fair in memoriam of scientist Stephen Hawking was organised too, presenting the multifaceted advancements in the medical and the health sector over decades. As a special attraction commemorating the holiday season, the section 'Balotsav' targeted at children saw various workshops across arts, crafts, poetry and essay writing arenas. In a bid to generate awareness on rights of women around the state, there was a stall 'Sabala' featuring many success stories of women and aspects that have led to their progress in due course.