

# MALABAR CRAFTS MELA 2019



## Post Show Report

*Submitted by*

**KERALA BUREAU OF INDUSTRIAL PROMOTION (K-BIP)**  
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# **MALABAR CRAFTS MELA 2019**

**February 24 to March 9, 2019 at Police Ground, Kannur**

The Malabar Crafts Mela 2019 was organised from February 24, 2019 to March 9, 2019 at Police Ground in Kannur in Palakkad. The Mela is organised by Department of Industries & Commerce, Government of Kerala in association with Directorate of Industries & Commerce, Directorate of Handlooms & Textiles and District Industries Centre, Kannur. Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency of Department of Industries & Commerce, 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 at par with the Surajkund Crafts Mela organised by Haryana Tourism in North India.

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 showcased 151 exhibition stalls in the form of traditional huts for 100 Artisans / Craftsmen from Kerala State, 211 National Artisans / Craftsmen from 22 States of India and 10 International Artisans / Craftsmen from Sri Lanka with more focus on the traditional crafts products and live demonstration of Artisans / Craftsmen, 10 Food Courts for exhibiting ethnic food products, areas for art forms and cultural programmes etc. The Mela is being made as a unique event of Kerala State, India at par with Surajkund and Pushkar Melas in North India.



The Malabar Crafts Mela 2019 witnessed the participation of Artisans / Craftsmen / Non-Government Organisations / Organisations from our State and outside the 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. The Mela witnessed the rhythms of folk theatre. Each day evening, there were cultural events staged at the venue.

### Inauguration of Malabar Crafts Mela (February 24, 2019)

The Inauguration of the Malabar Crafts Mela 2019 was held at Police Ground in Kannur on February 24, 2019.



**Shri. E.P. Jayarajan, Hon. Minister (Industries, Sports & Youth Affairs), Government of Kerala formally inaugurated the Malabar Crafts Mela 2019 in a function presided over by Shri. Ramachandran Kadannapally, Hon. Minister (Ports, Museums, Archaeology & Archives), Government of Kerala.**





Smt. P.K. Sreemathi Teacher, Member of Parliament, Kannur delivered the special address and Smt. E.P. Latha, Hon. Mayor, Kannur Corporation, Shri. K.V. Sumesh, President, District Panachayat, Kannur and Shri. A.M. Rismi, Director General, Sri Lanka Humanitarian Crafts Bureau felicitated the gathering during the inaugural function of Malabar Crafts Mela 2019.

Shri. Biju K. IAS, Director (Industries and Commerce) formally welcomed the dignitaries and the exhibitors and delivered the introductory address. Shri. P.N. Anil Kumar, General Manager, District Industries Centre, Kannur proposed the vote of thanks.

### International Participation



Sri Lanka through the Srilankan Humanitarian Crafts Bureau had deputed a delegation of 10 members Artisans / Craftsmen and 1

official (Director General) from Humanitarian Crafts Bureau, Sri Lanka for participation in the Malabar Crafts Mela 2019.



The Sri Lankan Artisans / Craftsmen displayed their products and skills in the Crafts Mela in 2 Traditional Huts. The participating Artisans / Craftsmen from Sri Lanka displayed traditional srilankan paintings, handloom products, coconut shell products, paper craft, clay & wooden handicrafts, etc.

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



211 National Artisans / Craftsmen from 22 States of India (Outside Kerala) registered and participated in the Mela in 98 traditional huts



and in live demo areas. These National Artisans / Craftsmen displayed variety of Handicrafts, Handlooms & Textiles and other traditional products manufactured in various parts of India.



Sl. No.	States	No. of Artisans
1	Andhra Pradesh	2
2	Assam	7
3	Bihar	11
4	Delhi	9
5	Goa	2
6	Gujarat	5
7	Haryana	4
8	Karnataka	8
9	Madhya Pradesh	6
10	Maharashtra	6
11	Manipur	2
12	Mizoram	2
13	Nagaland	2
14	Odisha	8
15	Puducherry	13
16	Punjab	4
17	Rajasthan	26
18	Tamil Nadu	26
19	Telangana	7

20	Uttar Pradesh	45
21	Uttrakhand	2
22	West Bengal	14
TOTAL		211



**Artisans / Craftsmen participated from Kerala**

85 Artisans / Craftsmen from the 14 Districts of Kerala and 5 Artisans / Craftsmen from Sargaalaya, Iringal Craft Village displayed their products and skills in 41 Nos. traditional huts for the Mela.



There were variety of traditional Kerala products such as Handicrafts Items, Handlooms & Textile Products, Bamboo Products, Wood Products, etc. in the





10 Artisans from Directorate of Handlooms & Textiles displayed their products and skills in 10 traditional huts for the Mela. The Artisans from Directorate of Handlooms & Textiles displayed handloom sarees, shirting materials, shirts, dhoties, bed sheets, towels, furnishing materials, etc.

### Bamboo Crafts Gallery by Kerala State Bamboo Mission



Kerala State Bamboo Mission had set up a Bamboo Crafts Gallery at Malabar Crafts Mela 2019 and displayed the selected bamboo products of Artisans/ Craftsmen from Kerala.

### 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 Bamboo Music, Classical Panchavadyam, Gazal, Padayani, Tholppavakoothu, etc. were displayed apart from the rich folk dances and musical evenings.



### Valedictory Function (March 9, 2019 Evening)

The Valedictory Function of the Malabar Crafts Mela 2019 was held on March 9, 2019 at Police Ground, Kannur. The Valedictory Function of the Malabar Crafts Mela 2019 was inaugurated by **Shri. E.P. Jayarajan, Hon. Minister (Industries, Sports & Youth Affairs), Government of Kerala.**



During the Valedictory Function, Awards were distributed by the Hon. Minister (Industries, Sports & Youth Affairs) to the International



Exhibitor (Sri Lanka), Best National Exhibitor (Shri. Dhiraj Rajboneshi from Assam) and Best Kerala Exhibitors (Shri. S. Vincent & Shri. Gopinathan T.V. from Thiruvananthapuram).



The Malabar Crafts Mela 2019 witnessed the participation of huge crowd for the entire 14 days from February 24, 2019 to March 9, 2019 at Police Ground in Kannur. It is estimated that more than 5 Lakhs people from all over the State including National & Foreign Tourists visited Malabar Crafts Mela 2019.