

MALABAR CRAFTS MELA 2008 - Post Show Report

To highlight the finest handloom and handicraft traditions of Kerala State and different parts of the Country, Government of Kerala decided to organise '*Malabar Craft Mela*' in our State annually at **Kottakunnu Maidan, Malappuram, Kerala in December every year** at par with the Surajkund Crafts Mela organised by Haryana Tourism.

Objectives

- 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.

Venue

A spectacular handloom and handicrafts fair '*Malabar Crafts Mela 2008*' was organised in a rural setting at Kottakunnu Maidan in the vicinity of Malappuram District in Kerala State.

Kottakunnu Maidan in Malappuram District in Kerala is a beautiful tourist location of Kerala Tourism. The Malappuram District Tourism Promotion Council has developed the area as a tourist spot.

Although Malappuram district lags behind the State's other districts in terms of standards of literacy and education, paradoxically, the district has contributed in large measure to Kerala's cultural traditions. It has been a Centre for Vedic learning and teaching and Ponnani enjoyed a similar status as an important center for education in the philosophy of Islam. Celebrated Mappilla poets and the famous dance, 'opana pattu' of Mappilla women originated here.

MALABAR CRAFTS MELA 2008

The Malabar Crafts Mela 2008 was organised from **December 16 to 30, 2008** at Kottakunnu Maidan in Malappuram District in Kerala State under the aegis of Government of Kerala along with the related Departments like Tourism, Industries & Commerce etc.

The Malabar Crafts Mela 2008 was inaugurated by the Hon'ble Minister for Industries & Commerce, Government of Kerala Shri. Elamaram Kareem on December 16, 2008 along with other dignitaries from various Government Departments and Agencies.



In the beautiful setting of Kottakunnu Maidan at Malappuram, diamond cutters, metal workers, stone and wood carvers, crafts persons, embroiders, lace makers, textiles printers, producers of handloom fabrics, coir weavers, sculptors etc. from Kerala and other parts of the Country executed their skills. Skilled artisans from all over the country from Kashmir to Kerala displayed their rich crafts tradition in the typical setting of a rural market place.



Cultural programmes and rural cuisine were also a part of this colourful fair. The Mela also witnessed the rhythms of folk theatre. The important folk art forms of Malappuram like Kolkai, Daffmuttu, Arbanamuttu Chavittukali or Cherumakkali were displayed apart from the rich folk dances and musical evenings.



Some of the popular food traditions from the Malabar region were introduced in the Mela and '*Malabar Food Festival*' was also be 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.

Event Structure

- The whole event area was separated into different Traditional Huts.
- Live demonstration of rich crafts tradition by skilled artisans from Kerala State and from other States of the country in each product category in the typical setting of a rural market place.
- The Mela witnessed the rhythms of folk theatre. Each day evening, there were cultural events staged at the venue.
- Food Courts were showcased in traditional styles to cater the popular food dishes of Kerala especially from the Malabar region.

Exhibitor Statistics

- 100 Nos. Exhibitors (Artisans / Craftsmen) from Kerala
- 151 Nos. Artisans / Craftsmen from outside Kerala.

100 Nos. Exhibitors from various parts of Kerala State displayed their traditional products made out of Bamboo, Coir, etc. To introduce the rich traditions of Crafts from different parts of the Country, opportunity was provided for the Artisans / Craftsmen from different States to display their handloom and handicrafts products in Malabar Crafts Mela 2008. 151 Nos. Artisans from 17 States of the Country participated in the Malabar Crafts Mela 2008 and the State wise list of participants is as given below:

Sl. No.	State	No. of Artisans Participated
1.	Arunachal Pradesh	11 Nos.
2.	Chhattisgarh	8 Nos.
3.	Delhi	2 Nos.
4.	Gujarat	22 Nos.
5.	Haryana	4 No.
6.	Jammu & Kashmir	7 Nos.
7.	Karnataka	9 Nos.
8.	Manipur	3 Nos.
9.	Madhya Pradesh	23 Nos.
10.	Maharashtra	7 Nos.
11.	Orissa	7 Nos.
12.	Pondicherry	4 Nos.
13.	Rajasthan	23 Nos.
14.	Tamil Nadu	8 Nos.
15.	Uttar Pradesh	2 Nos.
16.	Uttarkhand	1 No.
17.	West Bengal	10 Nos.
	TOTAL	151 Nos.

The Artisans / Craftsmen were entitled with the following Facilities:

- Traditional Huts, free of cost, for display of products.
- Free Accommodation.

- Food Allowance
- Dearness Allowance
- Travel Allowance

Organisers & Supporting Agencies

1. Department of Industries & Commerce, Government of Kerala
2. Department of Tourism, Government of Kerala
3. Development Commissioner (Handicrafts), Government of India
4. Directorate of Industries & Commerce, Government of Kerala
5. Directorate of Handlooms & Textiles, Government of Kerala
6. Directorate of Coir Development, Government of Kerala
7. Handicrafts Development Corporation of Kerala Ltd.
8. Kerala Bureau of Industrial Promotion (K-BIP)
9. Kerala State Sericulture Co-operative Federation Ltd. (SERIFED)
10. Kerala State Handlooms Weavers Co-operative Society (HANTEX)

RESULTS

With increasing acceptability of eco friendly products around the world, Kerala State is at the vanguard for popularizing the traditional products and crafts. The Malabar Crafts Mela created a platform to bring together various Traditional Craftsmen / Artisans from different parts of India to promote their rich skills and traditions. Moreover this event presented the quality and depth of Traditional Products of Kerala State and from different parts of the country to the National / International Tourists and Buyers.

Malabar Crafts Mela 2008- Snap Shots

Front Arch



Products on Display





Live Demonstration



Food Courts



Cultural Evenings

