

REPORT



KERALA CRAFTS FAIR 2013

December 20 to 24, 2013
Rena Event Hub & Koker's Media City
Kaloor, Kochi

KERALA CRAFTS FAIR 2013

The Department of Industries & Commerce, Government of Kerala organised the **KERALA CRAFTS FAIR 2013** at Rena Event Hub and Koker's Media City, Kaloor, Kochi from December 20 to 24, 2013.



The objective of conducting such Fairs is to promote the Traditional Crafts and Handlooms of Kerala and to create a venue for the Artisans from different places of Kerala to work together or individually to market their products in an organised way and thereby increasing their income and in turn the economic development of the Artisanal community.

Objectives

- To create a platform for traditional products in arts, crafts especially tribal crafts and cultural items by providing a common market for the all types of crafts and other traditional products from all over Kerala.
- To support a large number of people who are depending on craft oriented business and other traditional activities by giving an opportunity to demonstrate and sell their products.

- To promote Crafts, Handlooms and other Traditional Products of Kerala by positioning ecofriendly as an advantage to get benefit to the lower income people especially from the backward communities around the State.
- To create a venue for the Artisans from different places of Kerala to work together or individually to market their products in an organized way and thereby increasing their income and in turn the economic development of the Artisanal community.

KERALA CRAFT FAIR 2013

The KERALA CRAFT FAIR 2013 was organised at Rena Event Hub and Koker's Media City, Kaloor, Kochi from December 20 to 24, 2013. The Fair had been organised as part of the exercise of marketing the Traditional Craft Products, Handloom & Eco friendly Products made in the State.

The Kerala Crafts Fair 2013 was organised by Department of Industries & Commerce, Government of Kerala in association with Directorate of Industries & Commerce, Directorate of Handlooms & Textiles, Directorate of Coir Development, Handicrafts Development Corporation Kerala (HDCK), Kerala Artisans Development Corporation (KADCO), Kerala State Handcrafts Apex Cooperative Society Ltd. (SURABHI), Kerala State Handloom Weavers Cooperative Society Ltd. (HANTEK), Kerala State Handloom Development Corporation Ltd. (HANVEEV), etc.

Kerala Bureau of Industrial Promotion (K-BIP) was the Coordinating Agency on behalf of the Department for the successful conduct of the Event.

Inaugural Function

The Inaugural function of 'Kerala Crafts Fair 2013' was held on December 20, 2013 at Rena Event Hub, Kaloor, Kochi.

The Kerala Crafts Fair 2013 was inaugurated by **Shri. V.K. Ibrahim Kunju, Hon'ble Minister (Works) on December 20, 2013** at Rena Event Hub, Kaloor, Kochi.



The inaugural function of the Fair was presided by Shri. Hibi Eden, Member of Legislative Assembly. Shri. Dominic Presentation, Member of Legislative Assembly and Shri. Benny Behanan, Member of Legislative Assembly delivered the special address during the inaugural function.

Shri. K. Purushothaman, Chairman, Kerala Artisans Development Corporation (KADCO) and Smt. P.G. Thankamma, Vice President, Kerala State Handcrafts Apex Cooperative Society Ltd. (SURABHI) also addressed the gathering.

Shri. P.H. Kurian IAS, Principal Secretary (Industries & IT), Government of Kerala welcomed the gathering and Shri. V. Rajagopal, Chief Executive Officer, Kerala Bureau of industrial Promotion (K-BIP) proposed vote of thanks in the inaugural function.

Products on display

The Kerala Craft Fair 2013 showcased **Handicraft Products** like Woodcrafts, Coconut Wood & Shell based products, Bell Metal Products, Sandalwood Crafts, Collection items based on traditional motifs, Traditional Handicraft Products produced only in Kerala like Aranmula Kannadi, Nettoor Petti, Jewel Box, Kathakali Masks, Idols, Elephants carved in rose wood, etc., **Handloom Products** like Fabric Materials, Furnishing Materials, Fashion Wears, Cotton Wears, Traditional designs offered by Kerala like Sarees, Dhotis, Shirts etc. and **Eco friendly Products** like Bamboo, Bamboo Handicrafts, Bamboo Interiors, Bamboo & Cane Furniture, Screwpine Products etc.



Kerala Crafts Fair 2013 displayed products and skills of 160 Nos. Artisans / Craftsmen from various parts of Kerala in full fledged modular stalls provided for the exhibitors at Rena Event Hub and Koker's Media City.

Exclusive Pavilions were set up by the Government Agencies like Kerala Artisans Development Corporation (KADCO) & Kerala State Handcrafts Apex Cooperative Society Ltd. (SURABHI) and facilitated the participation of their registered Artisans / Craftsmen to display their products and skills.



The Fair also witnessed the rhythms of folk theatre. There were cultural events staged at the venue during the Fair.



The Kerala Crafts Fair 2013 became a platform to promote the ethnic crafts & handloom products of Kerala exclusively produced by the Artisanal community from Kerala and to improve, diversify and expand the marketing of the Traditional products of Kerala State. The Fair also highlighted the competency of the Artisanal community of Kerala in core sectors like Traditional products of Handicrafts, Handlooms, Ecofriendly products, etc.