

MALAPPURAM CRAFTS MELA 2009



Post Show Report

Submitted by

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MALAPPURAM CRAFTS MELA 2009 **December 16 to 30, 2009 at Kottakunnu Maidan, Malappuram**

The third edition of **Malappuram Crafts Mela** was held from **December 16 to 30, 2009 at Kottakunnu Maidan, Malappuram**. The Mela was organised by Department of Industries & Commerce, Government of Kerala in association with Department of Tourism and other related Departments / Agencies. 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 Event was organised as part of the Grand Kerala Shopping Festival organised by Government of Kerala.

The Malappuram 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 Malappuram 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 Malappuram Crafts Mela 2009 showcased 120 Nos. exhibition stalls in the form of traditional huts for 258 Artisans / Craftsmen from Kerala State and other States of India with more focus on the traditional crafts products and live demonstration of artisans, 12 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.

This year Mela selected 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 especially from Malabar region 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 was organised by Department of Industries & Commerce, Government of Kerala in association with the Tourism Department / Grand Kerala Shopping Festival, District Industries Centre, Malappuram and Malappuram District Administration. Kerala

Bureau of Industrial Promotion (K-BIP) was the State level coordinating Agency on behalf of Department of Industries & Commerce, Government of Kerala for the successful conduct of the Mela.

Inauguration of the Mela (December 17, 2009 Evening)

The Inauguration of the Malappuram Crafts Mela 2009 was held at Kottakkunnu Maidan, Malappuram on **December 17, 2009 at 5.30 PM.**

Mr. Kodyeri Balakrishan, Hon'ble Minister for Home, Vigilance & Tourism, Government of Kerala formally inaugurated the Mela.



Mr. Elamaram Kareem, Hon'ble Minister for Industries & Commerce, Government of Kerala formally inaugurated the Exhibition Pavilions.

Mrs. Issmut Al Hallabi, Ministry of Tourism, Syria addressed the gathering during the inaugural function and **Mr. Samer Mahder, Syria** and the Syrian delegation participated in the inaugural function. Several dignitaries, Political leaders, Senior Government officials etc were also present for the inaugural function.

The performance of the Syrian Cultural Troupe was held after the inaugural function.

Partner Country - [Syria](#)

Syria is a Country with traditional society and a long cultural history. The importance is placed on family, religion, education and self discipline and respect.

Syrian Handicrafts are a vital part of the aesthetic culture that characterized Syrians across history. The skill of Syrian craftsmen, inherited over thousands of years, helped them to craft innovations that became models of precision, finesse and creativity. Most of traditional handicrafts are an important tourist attraction that contains a variety of handicrafts ranging from Damascus swords, wood carvings, Damascene wood mosaics, Damask, and more.

The Syrian's taste for the traditional arts is expressed in dances such as the al-Samah, the Dabkeh in all their variations and the sword dance. The marriage ceremonies and the birth of children are occasions for the lively demonstration of folk customs.

The Syrian Ministry of Culture deputed a delegation of 18 members consisting of 12 members traditional Cultural Artists from Syria along with 6 members Artisans / Craftsmen for participation in the Malappuram Crafts Mela 2009.



The Syrian Artisans / Craftsmen displayed their products and skills in the Mela. The traditional Cultural Artists from Syria performed their art forms for 3 days in Malappuram Crafts Mela, 2 days in Beypore Fest 2009 and each day in neighboring towns of Malappuram District and Kozhikode District as part of Grand Kerala Shopping Festival. The performance of the Cultural troupe was a unique item in all the places and was well appreciated by the general public.



Government of Kerala was proud and thankful to the Government of Syria, the Ministry of Tourism, Syria and the Embassy of India in Syria for their efforts in associating Syria as the **‘Partner Country’** for the Malappuram Crafts Mela 2009 organised at Kottakkunnu Maidan, Malappuram District, Kerala from December 16 to 30, 2009. The participating Artisans / Craftsmen and the traditional Cultural Artists from Syria were provided the entire local hospitality including accommodation, food, local conveyance etc.

Artisans / Craftsmen participated from Kerala



100 Nos. Artisans / Craftsmen from the 14 Districts of Kerala State displayed their products and skills in 50 Nos. traditional huts for the Mela. There were varieties of traditional Kerala products such as Aranmula Kannadi, Coir Products, Handlooms & Textile Products, Bamboo Products, Wood Products, Handicraft Items etc.

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



158 Nos. Artisans / Craftsmen from 19 States of India (Outside Kerala) registered and participated in the Mela in 70 Nos. traditional huts. They displayed variety of products like Handicrafts, Handlooms & Textiles, Cane & Bamboo Handicrafts, Handmade

ornaments, Brass items, Wood carving, Pottery, Leather products, Ceramic Products, Soft Toys, Paintings, Sandal Wood products, Dry Flowers, Decoration items and other traditional products manufactured in various parts of India.

Sl. No.	State	No. of Artisans
1.	Andhra Pradesh	3
2.	Assam	2
3.	Bihar	3
4.	Chhatthisgargh	9
5.	Delhi	4
6.	Gujarat	37
7.	Haryana	2
8.	Jammu & Kashmir	2
9.	Jharkand	11
10.	Karnataka	2
11.	Manipur	2
12.	Orissa	4
13.	Puducherry	12
14.	Punjab	2
15.	Rajasthan	16
16.	Tamil Nadu	5
17.	Tripura	6
18.	Uttar Pradesh	7
19.	West Bengal	29
Total		158 Nos.

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. 12 Nos. traditional Food Courts displayed the ethnic dishes of Malabar region of Kerala State. This included traditional Malabar Biryani, Malabar sweets, Malabar fruit products etc. The Food Festival attracted huge crowd and the ethnic dishes of Malabar region was appreciated by the visitors.



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 Malappuram like Kolkai, Daffmuttu, Arbanamuttu Chavittukali or Cherumakkali were displayed apart from the rich folk dances and musical evenings.



Valedictory Function (December 30, 2009 Evening)

The Valedictory Function of the Malappuram Crafts Mela 2009 was held on December 30, 2009 at Kottakunnu Open Air Auditorium, Malappuram.

Awards were distributed for the best National Exhibitor, Exhibitor from Kerala State, Best Food Court and to the Media. A special memento and an exclusive Handicraft product of Kerala, '*Pavithra Mothiram*' was presented to the Syrian delegation. Individual Participation certificates were also presented to all the participants including cultural troupe from Syria and also to the Exhibitors from Kerala and outside the State.

The Malappuram Crafts Mela 2009 witnessed the participation of huge crowd for the entire 15 days from December 16 to 30, 2009. It is estimated that more than 10.50 Lakhs people from all over the State visited the Mela. The participation of the Partner Country *Syria* was one of the major attractions for the visitors in Malappuram Crafts Mela 2009.