

## **Kerala Bamboo Fest 2011**

### *Post Show Report*

The Department of Industries & Commerce, Government of Kerala in association with Kerala Bureau of Industrial Promotion (K-BIP) organized the 8<sup>th</sup> edition of 'Kerala Bamboo Fest' (Kerala Bamboo Fest 2011) at Jawaharlal Nehru International Stadium Ground, Kaloor, Kochi from December 8 to 11, 2011.



The Fest was inaugurated by Shri. K. Babu, Hon'ble Minister (Excise & Ports) in the meeting presided over by Shri. Tony Chammani, Worshipful Mayor, Kochi Corporation on December 8, 2011. Shri. Hibi Eden, Member of Legislative Assembly; Shri. Diwakar Mishra IFS, Mission Director, State Bamboo Mission, Chhattisgarh; Shri. Dilip Das, Divisional Forest Officer, Assam and Shri. B. Siva Prasad, General Manager, District Industries Centre, Ernakulam felicitated the function. Shri. T.O. Sooraj IAS, Director (Industries & Commerce) welcomed the gathering and Shri. V. Rajagopal, Chief Executive Officer, K-BIP proposed vote of thanks for the function.



The previous editions of 'Kerala Bamboo Fest' were held at Town Hall, Kochi during 2004, 2005, 2007, 2008, 2009 & 2010 and at Kozhikode during 2006, as part of Malabar Shopping Festival. The Fest has been organised as part of the exercise of marketing of Bamboo products made in the State.



Kerala Bamboo Fest 2011 showcased products such as Handicrafts, Furniture, Wood substitutes, Building, construction & structural applications, Industrial products, Decorative & artistic products, Research & applications as well as publications. Exhibition stalls were set up to display various products made from Bamboo, Reed, Rattan and Screw pine. Individual Artisans, Master craftsman, NGOs, SHGs, Micro & Small enterprises, Government controlled institutions etc. participated in the Fest.





The Bamboo Fest over the years has been a big success. The Bamboo Fest mainly aims at creating a platform for the artisans and the organizations working in the Bamboo sector to interact and exchange new ideas on Bamboo. The Bamboo Fest brings together artisans and organizations working in Bamboo sector from different parts of the State especially from the North-Eastern States which is famous in the Bamboo sector. The Fest overall conveyed the importance of using natural item such as Bamboo in our day to day activities. It also aims at creating awareness about Bamboo which is fast emerging as substitution of teak wood and other wood materials.



The Bamboo Fest was participated by 67 persons from outside the State. They were from Nagaland, Jharkhand, Arunachal Pradesh, West Bengal, Mizoram, Assam and Tripura. More than 150 artisans from Kerala State also participated in the Fest. Organizations such as Kerala State Bamboo Corporation, Kerala Forest Research Institute, Development Commissioner – Handicrafts also participated in the Fest. The Forest & Wild Life Department through their stalls portrayed the importance of Bamboo.

The Bamboo Fest 2011 was also accompanied by various cultural programmes such as traditional dance by people of bamboo community, various art forms, bamboo music using various musical instruments made out of bamboo conducted by M/s. Polika Folklore group, M/s. Vayali Folklore Group and M/s. Creator.



The Bamboo Fest over the years has turned out to be a pioneer in promoting the Bamboo sector in the State. The Bamboo Fest 2011 was also successfully conducted at Kochi. Over the three days there was lot of visitors to the Fest which conveyed the message that people are interested in Bamboo related products and services . The exhibitors were able to develop business linkages and got opportunity to market their products.



Concurrent to 'Kerala Bamboo Fest 2011', an exhibition of 'Agro Based Food Processing units' was also arranged at the same venue. 25 Nos. Agro Based Food Processing units from Kerala State participated in the exhibition under the Food Zone set up at the stadium ground.



The details of stalls set up in the Event are detailed below:

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|--|---|----------|
| Total No. of stalls setup                  | : | 150 Nos. |
| Total No. of Stalls for Bamboo Products    | : | 120 Nos. |
| Total No. of Stalls for Agri Food Products | : | 30 Nos.  |

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