



**Department of Tourism**

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**PRESS RELEASE**

**'Utsavam 2020' set to commence on Feb. 22**

*Tourism Minister to open 7-day folk art fest to be held at 28 venues across state*

**Thiruvananthapuram, Feb.20:** Showcasing Kerala's rich and diverse folk and ritualistic art traditions, the week-long 'Utsavam 2020' is all set to get off to a colorful start here on February 22.

Over 5000 artistes, representing a wide variety of folk and ethnic traditions that flourished in different parts of the state, will perform during the next seven days in the 12<sup>th</sup> edition of the cultural extravaganza being organized by Kerala Tourism Jointly with Kerala Folklore Academy and District Tourism Promotion Councils.

A spectacular fusion of sight and sound at 28 venues across the state, the festival will showcase an array of ethnic and rural art forms.

Hon'ble Minister for Co-operation, Tourism and Devaswoms Shri Kadakampally Surendran will inaugurate 'Utsavam 2020' on February 22 at Madavoorpara near here at 6pm.

Hon'ble Minister for Ports, Museums, Archaeology and Archives Shri Ramachandran Kadannappally will deliver the keynote address at the function. Actor Shri Nedumudi Venu will be the chief guest.

Leading folklore artists representing various traditions will be honoured at the function. They include Shri Mannur Chandran (Porattu Kali), Shri Parappil Karumban (Kakkarassi Natakam), SmtAmbujakshi (Pulluvanpattu), Sister. Immanuel Prakash (Margam Kali), Shri Thambi Payyappalli (ChavittuNatakam), Shri P Kunhrama Peruvannan (Theyyam), Shri NazarKappad (Mappila kala), Shri Aruvi Arumughan (Paliyanritham), Smt Rajamma Mullankuzhi (Parunthu kali), and Smt Sreedevi Srikumar (Nadan Pattu).

The artists being honored and the performers for the festival were selected by a two-member panel comprising Folklore Academy Chairman Shri C J Kuttappan and Bharat Bhavan member secretary Shri Pramod Payyannur.

Shri K. Sreekumar, Mayor, Thiruvananthapuram; Shri Shashi Tharoor MP; Smt Rani George IAS, Secretary Tourism; Shri M. Vijayakumar, Chairman, KTDC; Shri V.K. Madhu, President, District Panchayat; Shri K. Gopalakrishnan, District Collector; and Shri P Bala Kiran IAS, Director, Tourism, will also attend.



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The folk arts festival aims at providing a platform to state's traditional folk arts, many of which are on the verge of being pushed to oblivion. The event also opens a window to the state's rich cultural heritage and artistic talents of folklore performers and troupes.

**ENDS**