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Press Release

Tap online potential to market handicraft products globally: Kerala CM

- **CM opens Kerala Arts & Crafts Village at Vellar**



Thiruvananthapuram, Jan. 16: Kerala Chief Minister Shri Pinarayi Vijayan today said it is important to tap the possibilities of online marketing for handicraft products to preserve and promote the state's widely-acclaimed art and craft traditions and enhance their global appeal.

The Chief Minister was speaking after dedicating the first phase of Kerala Arts & Crafts Village (KACV) at Vellar near Kovalam here, as a sprawling campus to showcase Kerala's vibrant art and cultural heritage.

"The project is aimed at preserving our traditional arts and handicrafts. By lending a unique appeal to arts and crafts, we have to raise them to global standards. It is also important to explore the opportunity of online marketing of our handicraft products," said Shri Vijayan, while inaugurating the facility through video conference.



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Noting that it's a proud moment for tourism sector, the Chief Minister said the KACV would be firmly marked on the global tourism map.

“Tourism sector is forging ahead by overcoming so many challenges. Due to Covid-19, the sector has incurred a loss of Rs 40,000 crore. The government is committed to bring about a growth in tourism sector without harming the environment,” he said.

Spread around 8.5 acres of panoramic locale, KACV has been designed and implemented by Uralungal Labour Contract Co-operative Society Ltd (ULCCS Ltd) for Kerala Tourism Department, making it an ideal destination for visitors and art buffs alike to enjoy the best of Kerala's traditional, folk and ethnic art,craft and performing traditions.ULCCS has completed the first phase of the project at a cost of Rs 20 crore.

Shri Vijayan noted that ULCCS has completed the first phase of KACV before the stipulated time.

Tourism Minister Shri Kadakampally Surendran, who presided over the function, said that the government's approach is to promote tourism as an activity for the economic benefit of the common people. “In that sense, KACV is a shining model and it will definitely elevate the position of Kerala, especially Kovalam and the capital city, on the global tourism map to the golden status.”

Shri Surendran also launched KACV Kalari Academy Concept Book by handing it over to Kalaripayattu practitioner Padma Shri Smt Meenakshi Amma.

Shri Shashi Tharoor MP gave his message on the occasion through video conference.

In her welcome address, Smt Rani George, Principal Secretary, Tourism, said that KACV is going to be another sought-after destination for domestic and foreign tourists.

Presenting the report on the project, Tourism Director Shri P Bala Kiran said the capital city is now passing through the golden era of tourism development considering the number of projects being implemented by the government.

Shri EM Najeeb, Senior Vice President, IATO; Adv. D. Suresh Kumar, President, District Panchayath, Thiruvananthapuram; Shri M.V. Manmohan, President, Block Panchayath, Athiyannoor; Shri R.S. Sreekumar, President, Grama Panchayath, Venganoor; and Shri Rameshan Paleri, Chairman, ULCCS Ltd., were also present.

Shri Shaju S, Managing Director, ULCCS Ltd., proposed a vote of thanks.



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The key features of the complex include an amphitheatre, museums, studios for craftspeople to work and an art gallery, enabling the visitors to have a hands-on feel of the rich and diverse heritage of Kerala handed down through centuries.

The campus has dedicated spaces for artisans and craftspeople, mostly from south Kerala, to work and sell their exquisite and authentic products. Visitors can buy souvenirs and curios to add to their collection.

Developed on the model of Sargalaya at Iringal in Kozhikode district, Kerala Arts& Crafts Village has design strategy lab, game zones, handloom village, reading rooms, food courts, walkways and rest areas, making it an all-inclusive leisure spot.

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