

PRESS RELEASE



NZCC, Patiala



7th CHANDIGARH NATIONAL CRAFTS MELA-2016 at Kalagram, Chandigarh from January 22 to 31, 2016

Chandigarh, January 19, 2016:

The 7th annual Chandigarh National Crafts Mela at Kalagram, Chandigarh is being organised from Friday, January 22, 2016 to Sunday, January 31, 2016. It is a joint venture of the North Zone Cultural Centre (Ministry of Culture, Govt. of India) and Chandigarh Administration.

His Excellency the Governor of Punjab and Haryana and Administrator, U.T. Chandigarh & Chairman, NZCC, Prof. Kaptan Singh Solanki has consented to inaugurate the Mela on Friday, January 22, 2016 at 5.30 pm at Kalagram.

The THEME of the Mela is 'North to North East (Kashmir to Kohima)'. The special focus will be on showcasing folk traditions, arts and crafts of the North to North East regions of India apart from rest of the country. NZCC has invited acclaimed handloom/handicraft artisans which include Shilpa Gurus, National Awardees, Sant Kabir Awardees and Tribal crafts persons especially selected by Tribal Cooperative Marketing Development Federation of India Limited (TRIFED), Ministry of Tribal Affairs, Govt. of India from various parts of the country.

The main objectives of organising this National level annual Mela are as follows:

- To showcase Indian handicrafts, handlooms, folk traditions include authentic fragrances and flavours of rich Indian cuisines, folk music, folk instruments and folk dances of India.
- To provide a platform to the crafts persons and to set up an environment where rural crafts traditions could be displayed.
- Acclaimed craftspersons from the constituent states of North Zone Cultural Centre as well as from other six Zonal Cultural Centres to be invited to display their crafts.
- To provide an opportunity to the travellers from various parts of the country as well as foreigners to have a feel of Indian traditional rural ambiance.

NZCC's Kalagram is a 14 acre vast complex offering many facilities and attractions like Open Air Theatre, Sculpture Park, permanent food

court offering rich Indian cuisines etc. etc. **The six editions of 'Chandigarh National Crafts Mela' held at Kalagram, Manimajra, Chandigarh during the years 2009 to 2014 were a huge success which attracted several lacs of visitors and many craftspersons often ran out of their stocks not once but twice or thrice during the short span of 9-10 days of each edition of Mela.**

NZCC has constructed ethnic stalls made from bamboos/ballies etc. for the forthcoming **'7th Chandigarh National Crafts Mela'** for craftspersons to display their creations. 10 stalls have been earmarked for Chandigarh for which U.T. Administration is selecting the best craftspersons.

Rangoli and Folk Painters' Camp by renowned artists will be an attraction of this Mela. The youth especially the students will get an opportunity to know about the rich cultural heritage of our country.

Celebrated artists will perform daily in the evening at main stage during the Mela (list attached).

NZCC has created ambiance as per the theme of the Crafts Mela and huts/stalls have been raised to enable acclaimed craftsmen to showcase finest specimens of handcrafts and handlooms. There is a specially designed entry gate.

Besides showcasing art and crafts of the country during the forthcoming ten days National Crafts Mela, spectacular cultural programmes by the professionals of the country will be organised **every evening with emphasis on folk music, folk instruments and folk dances from all regions of the country with special focus on North to North East India. Besides this there will be day long performances by renowned folk artistes.** NZCC has invited approx. 300 folk dancers, folk instrumentalists and folk singers from all over the country.

This mega event showcasing crafts of the country and spectacular cultural presentations will provide a grand opportunity for the public in general and youth and students in particular to know about the rich cultural heritage of our composite culture.

Many VVIPs/VIPs and other dignitaries from the Government of India likely to attend the said Mela.

P.S.: Programme Schedule of Cultural Evenings is attached.

7th CHANDIGARH NATIONAL CRAFTS MELA
at Kalagram, Chandigarh
from January 22 to 31, 2016

Programme Schedule of Cultural Evenings:
(Daily at 06.00 pm)

Date	Name of the Event
22.01.2016	Performance by Sh. Gurdas Maan
23.01.2016	Performance by Leprosy Mission Choir Group from Mizoram and Performance by Ms. Sugandha Mishra & Anadi Mishra from Mumbai
24.01.2016	<i>Qawali</i> by Athar Hayat Nizami & group
25.01.2016	Performance by Sh. Manmohan Waris
26.01.2016	Performance by Sh. Lakhwinder Wadali
27.01.2016	Performance by Sh. Sardool Sikandar
28.01.2016	Performance by Ms. Gulrej Akhtar & Sh. Kulwinder Kelly
29.01.2016	<i>Hasya Kavi Sammelan</i> by the eminent poets and Presentation of a fusion of Classical Dance <i>Kathak</i> by Pt. Sandeep Mahavir & Group from Mumbai
30.01.2016	Performance by Mizocardinal Choir Group from Mizoram and Performance by Sh. Satwinder Bugga
31.01.2016	Performance by Sh. Daler Mehandi

Highlights of 7th Chandigarh National Crafts Mela, 2016

1. Theme of the Crafts Mela is 'North to North East (Kashmir to Kohima)'.
2. Launching of website for online booking.
3. Tickets will also be available at E-Sampark Centre and Tourist Information Centre.
4. Increase in number of tickets counters.
5. Total numbers of Huts are 150 wherein 10 stalls have been earmarked for Chandigarh for their best crafts persons of tricity.
6. Food court offering rich Indian cuisines for different traditions.
7. Tunnels + shikaras + Rangoli have been introduced this time.