



Department of Industries & Commerce
Government of Kerala



JANUARY 12 to 17, 2024

Jawaharlal Nehru International
Stadium Ground Kaloor, Kochi

REPORT



National Bamboo
Mission



Kerala State
Bamboo Mission



Directorate of
Industries & Commerce

K-bip

Kerala Bureau of
Industrial Promotion



20th EDITION OF KERALA BAMBOO FEST

Kerala Bamboo Fest is one of the major interventions undertaken by Kerala State Bamboo Mission (KSBM) for the development of marketing of Bamboo sector. It provides a platform for the beneficiaries to widen their market, acquire knowledge about product development and sharing information to each other. The first edition of ‘Kerala Bamboo Fest’ was organized in 2004 at Town Hall, Kochi. The Fest is providing an opportunity and a platform for Bamboo Artisans from the State to interact and share knowledge with the Artisans from all over the Country.





The 20th edition of 'Kerala Bamboo Fest' organised by the Department of Industries & Commerce, Government of Kerala in association with Kerala State Bamboo Mission (KSBM) and Kerala Bureau of Industrial Promotion (KBIP) was held at Jawaharlal Nehru International

Stadium Ground, Kaloor, Ernakulam from January 12 to 17, 2024.

Shri. S. Harikishore IAS, Director of Industries & Commerce & Mission Director, NBM-Kerala delivered the Welcome Address followed by the formal inauguration by the Hon. Minister of Law, Industries & Coir, Shri. P. Rajeev on January 12, 2024 at Jawaharlal Nehru International Stadium Ground, Ernakulam at 07.00 PM.

Shri. T. J. Vinod, Hon. Member of Legislative Assembly, Ernakulam presided over the function. Adv. M. Anil Kumar, Cochin Corporation Mayor delivered Special Address; Shri. Hibi Eden, Hon. Member of Parliament, Ernakulam; Dr. Prabhat Kumar, Mission Director, National Bamboo Mission, New Delhi; Shri NSK Umesh IAS, District Collector, Ernakulam; Adv. Deepthi Mary Varghese, Councilor, Cochin Corporation; Shri. Rajeev G. and Dr. K.S. Kripakumar, Additional Directors of Industries & Commerce; Shri. Suraj S., Chief Executive Officer, Kerala Bureau of Industrial Promotion (KBIP) and Shri. Najeeb P. A., General Manager, District Industries Centre, Ernakulam attended the inaugural function.



Kerala Bamboo Fest, running for over two decades, remains a vibrant tradition. The 20th edition was organised by Kerala Bureau of Industrial Promotion/Kerala State Bamboo Mission, on behalf of Department of Industries & Commerce, Government of Kerala with the support of National Bamboo Mission (NBM), New Delhi. The Kerala Bamboo Fest which has started off with 60 exhibitors in 2004 has grown significantly, with the latest edition boasting the participation of 386 Artisans/Craftsmen/NGOs, Government Organisations/Institutes across the country in 200 Stalls.

This year, the Kerala Bamboo Fest has expanded its scope with International participation, featuring two Bamboo Artisans from Japan nominated through Japan International Cooperation Agency (JICA) showcasing their products in dedicated stalls. Their exquisite baskets and wall decors highlighted Japanese techniques, which added an international flavour to the Fest.



The Kerala Bamboo Fest, a vibrant celebration of craftsmanship and culture, brought together 252 Artisans across Kerala in 126 Stalls showcasing an array of products crafted from Bamboo and reed. The event served as a platform for these Artisans to exhibit their skill and creativity to a wider audience.

A notable aspect of the Fest was the representation of Artisans from almost all Districts of Kerala, with a significant presence from regions like Wayanad and Idukki, known for their abundant raw materials, particularly Bamboo and Reed. This geographical diversity underscored the





widespread engagement of Artisans from various parts of the State in Bamboo-based craftsmanship.



The variety of products on display was impressive, ranging from lampshades to kitchenware, home décor items, utility products, Bamboo furniture and Bamboo bags. This diverse array highlighted the versatility of Bamboo as a material and the exemplary craftsmanship of Artisans from Kerala.

Moreover, the participation of Bamboo Entrepreneurs in 13 Stalls highlighted the growing entrepreneurial ecosystem surrounding Bamboo in Kerala. This indicates not only a cultural appreciation for Bamboo craftsmanship but also its increasing economic significance as a viable business venture.

40 Craftsmen engaged in Bamboo Sector from 10 States namely Mizoram, Tripura, Nagaland, Arunachal Pradesh, Odisha, Madhya Pradesh, Assam, Maharashtra, Manipur and Karnataka contributed to the diverse showcase in the Event.



A Bamboo Gallery was set up for displaying the finest Bamboo products from each Artisan who have undergone Training Programmes under Kerala State Bamboo Mission made a captivating view to the Bamboo sector from the entry of the Fest.





Live Demo Areas located at three distinct spots in the Fest, showing how Bamboo is woven and made into products, really caught the visitors' eyes.

Beyond the stalls, the Fest came alive with a series of Bamboo cultural programmes held every evening, adding an extra layer of festivity and entertainment. From Bamboo flute concerts to Bamboo music bands and traditional art forms, these cultural performances enriched the atmosphere of the event, offering attendees a unique blend of traditional and contemporary Bamboo-inspired entertainment.

The primary objective of the Bamboo Fest is to provide a platform for Artisans and Units in the Bamboo sector to exchange ideas and foster collaboration. The event featured an array of Bamboo products such as lamp shades, utility items, decorative pieces, wall hangings, Jewellery, Bamboo masks, mural paintings, furniture, and Bamboo food products grabbing the attraction of the Visitors.



Furthermore, the Fest provided an array of various Bamboo saplings and seedlings, emphasizing the importance of Bamboo cultivation and conservation. A dedicated section was reserved for Bamboo-based food products including pakodas, pickles and payasam which lured the taste buds of the Visitors.



Summary of outcomes of the Fest

- **Bamboo products exhibited:**
 - ▶ Furniture, different handicraft items, interior decoration items including lamp shades, mural paintings, kitchen utensils, curtains, plant holders, food products using Bamboo rice and shoots.
- Total Participants: 386 participants in 200 Stalls.
- Artisans from Kerala – 270 participants in 126 Stalls.
- International Exhibitors – 2 Artisans from Japan.
- No of States participated - 10 States (Mizoram, Tripura, Nagaland, Arunachal Pradesh, Odisha, Madhya Pradesh, Assam, Maharashtra, Manipur and Karnataka)
- Artisans from outside the State – 40
- Government/Research Institutions – 10 Institutions from Kerala & 2 National Level Institutions (National Institute of Design (NID), Bengaluru & Maharashtra Bamboo Development Board, Nagpur)
- Entrepreneurs from the State – 26 participants from 7 Units
- Bamboo Nurseries - 2
- Bamboo Food items - 4



The greatest achievement of the Fest is that it gave an opportunity to a wide group of Artisans and organisations working in the Bamboo sector from different parts of the State to showcase their products made out of Bamboo and generated profits from the sales of the products through the Fest. The Fest demonstrated a wide variety of Bamboo products that are innovative and eco-friendly in various ways.

20th Edition of Kerala Bamboo Fest brought together Artisans and organisations working in Bamboo sector from different parts of the Country especially from the North-Eastern States which is famous in the Bamboo sector. The Fest overall conveys 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 a substitute for teak wood and other wood materials.

