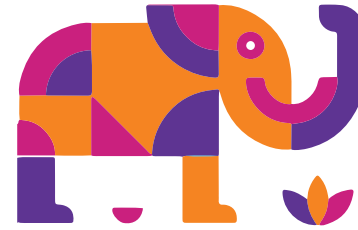




Sargaalaya
KERALA ARTS & CRAFTS VILLAGE IRINGAL

**INTERNATIONAL
ARTS & CRAFTS
FESTIVAL**



A Celebration of Art, Culture, and Creativity

SARGAALAYA INTERNATIONAL ARTS & CRAFTS FESTIVAL 2024

Incredible India
www.incredibleindia.org



Managed by: **The Uralungal Labour Contract Co-operative Society Ltd., No. 10957**





DISCOVER SARGAALAYA

Experience Kerala's Art & Craft Heritage at its Finest

Nestled in the serene village of Iringal, Kerala, Sargaalaya is more than just an arts and crafts village- it's a celebration of tradition and craftsmanship. Here, over 20 traditional craft villages from Kerala come together to create a vibrant tapestry of culture and creativity. This unique space empowers artisans, promotes sustainable livelihoods, and invites visitors into the fascinating world of handcrafted treasures.

At Sargaalaya, visitors can:

- Witness live demonstrations of traditional crafts.
- Participate in hands-on workshops.
- Shop exquisite handmade products from Kerala and beyond.
- Explore specialty units like terracotta sculpture, coir, bamboo, and handloom weaving.

From timeless mural paintings to intricate coconut shell jewellery, every artifact at Sargaalaya tells a story of artistry and heritage.



MARK YOUR CALENDAR: **DECEMBER 20, 2024 - JANUARY 6, 2025**

Sargaalaya International Arts & Crafts Festival (SIACF) 2024

15+ COUNTRIES **24+** STATES **300+** ARTISANS **200+** CRAFT HUBS

Step into a world of wonder at the 12th Sargaalaya International Arts & Crafts Festival! Set against the stunning backdrop of hill, river, and the sea, this year's festival promises to be bigger and better than ever.

What's in Store?



| | | | |
|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|  Underwater Tunnel Aquarium |  Food Festival |  Handloom |  Terracotta |
|  All-Terrain Vehicle |  Kids Entertainment Zone |  Theyyam |  Bamboo Craft |
|  Book Fair |  Pedal/Motor Boating |  Wood Carving |  Arabic Calligraphy |
|  Water Fountain |  Tourism Talk Shows |  Spices |  Kalari |



Craft Theme Villages



LIVE PERFORMANCE

Daily Performances & Entertainment



Experience unforgettable evenings with captivating performances:

FOLK DANCE FEST

South Zone Cultural Centre,
Ministry of Culture, Govt. of India

SOORAJ SANTHOSH

Live Music Band

KANNUR SHERIF

Melodic Mappila Songs

MENTALIST ANANDHU

Mind-Blowing Mentalism Show

RAJESH CHERTHALA

Fusion Performance

ANITHA SHAIQ

Soulful Sufi Songs

11 - THE BAND

Live Performance

JALAM

Contemporary Dance

SARANYA'S

SAHASRA

Kathak Performance

RIYA RAMESH

Swagatha Gaana
Nirthavishkaaram

ASWATHI

Jugalbandi

YOUTH FESTIVAL TEAM

Vibrant Cultural Performance

NAMRATHA

Enchanting Ghazals

RAJIV PULAVAR

Tholpavakooth - Traditional
Shadow Puppetry

SREEJITH IRINGAL

Energetic Group Dance

MINI PS NAIR & TEAM

Bharatanatyam - Graceful Group Performance

ELEVATING MALABAR TOURISM: **TOURISM TALK SERIES**

Innovative Discussions to Shape the Future of Tourism

The festival will host thought-provoking panels with industry leaders, including:

- 1. RE-IMAGINING MALABAR TOURISM:**
Exploring sustainable and digital strategies for growth.
- 2. INTELLECTUAL TOURISM:**
Celebrating Malabar's heritage and knowledge exchange.
- 3. WELLNESS TOURISM:**
Showcasing Kerala as a global wellness destination.
- 4. KADATHANAD KALARI:**
Highlighting Kalaripayattu's global appeal.
- 5. ADVENTURE TOURISM:**
Unlocking the potential of Kerala's geographical diversity.



PLAN YOUR VISIT

Join us for SIACF 2024- Where Art Meets Wonder!

Sargaalaya invites you to immerse yourself in the enchanting world of arts, crafts, culture, and adventure. Let this year's festival be your gateway to a truly unforgettable celebration of heritage and creativity.

VENUE:

Sargaalaya - Kerala Arts and Crafts Village, Iringal

DATES:

December 20, 2024 - January 6, 2025

CONTACT:

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DIGNIFYING LABOUR - ENRICHING LIVES - INSPIRING FUTURE

