

Kerala shopping festival to promote traditional craft

The second edition of the 46-day Grand Kerala Shopping Festival (GKSF), to start later this year, would promote the traditional and tribal crafts of the state.

'The festival will open Dec 1, and unlike the first one held last year, this time it would be held in each and every municipality and corporation across the state,' state Tourism Minister Kodyeri Balakrishnan told reporters Wednesday.

He said the highlight of the second GKSF would be ethnic 'melas' (fairs) to be held to promote state's products like coir, spices, handloom. An 'adivasi' (tribal) fair would be held in the Wayanad district.

'Since we are planning this (festival) in advance, we would highlight the ethnic melas in all our tourism promotion and marketing activities,' added Balakrishnan.

The government has earmarked Rs.200 million for this year's GKSF.

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