

## **SURAJKUND INTERNATIONAL CRAFTS MELA 2024: TANZANIAN RHYTHMS AND ARTISTRY CRAFTSMANSHIP**

“A splash of colours, rhythm of drum beats and joy de-vivre merge at Surajkund in Faridabad, Haryana during the first fortnight of each February. The curtains go up on the acclaimed annual Surajkund International Crafts Mela from 1st February onwards, a celebration of Indian folk traditions and cultural heritage.”

International fairs are commercial forums that are designed to throw light on growing sustainability of manufacturers and distributors on a global theme. India’s international fairs are majorly centred on evolving ideas of trade agencies, indigenous firms and government initiatives for future ideals. Surajkund is one of India’s international fairs that is organised in February every year. This is an occasion that brings out new excitement and colours every time. This fair not only represents our country but also, every year, collaborates with a different nation to present a unique blend, allowing visitors to experience a newness. This year, Surajkund's partner nation is **Tanzania**. The central attraction of the fair aims at showcasing the richness of regional and international traditions. It is also called the “ Fair of Crafts” and the central theme of the fair is “a stunning insight into the historical background and traditional beauty of hidden India”.

The vibrant theme of the fair reflects the reason for having Tanzania as a partner nation. The organising body of the fair describes the reason for choosing the nation that Tanzania, is a country renowned for its magnificent scenery and varied fauna, serves as a platform for dynamic artistic expression and an abundance of cultural legacy. Tanzania's native arts and crafts industry is a monument to the inventiveness and traditions of the nation, ranging from the Maasai people's elaborate beadwork to the contemporary art scenes in urban centres. Tanzanian artists will take the tourist on a tour into the fascinating realm of Tanzanian art, where one may discover modern pieces, traditional crafts, and the skilled local creators who created them. Tanzania's art scene is centred around a strong sense of cultural heritage. Generation after generation, traditional crafts demonstrate the artistic abilities of many ethnic groups. Renowned for their exquisite beadwork, the Maasai produce exquisite apparel, decorations, and jewellery that honour their traditional heritage. The Makonde people are renowned for their exquisite wood carvings, while the Chaga people are skilled at using indigenous materials to create baskets, mats, and utensils.

All these attractions are part of the fair. The craft fair initiated the depiction of Tanzania's heritage by allowing the indigenous population of Tanzania to put up the stalls on their own. Both India and Tanzania have shared historical ties since ancient times. This major Surajkund is the perfect platform to allow understanding of the blend of cultures between two nations, nation or a state, state and state. India welcomes such initiatives on the very urge it to enlarge the youth's understanding of the culture that contributed majorly to our future vision. In 2013 also African nations participated as partner nations. Also, the government launched an app "Hamara app NaMo App" to connect with people who want to enjoy the essence of Fair. This is a great opportunity for both nations to showcase the collaboration on international terms.

\* Views are personal.



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