

RAJMORE BINOY VARGHESE PALLAV CHANDER ALOK BAL PRASANTA SAHU VISHAL JOSHI SANJAY BATTACHARYA PARAGBORSE SANDEEP BISWAS KANCHAN CHANDER MONIKKA CHANDRA BATTACHARJEE PRADEEP L. MISHRA SUDHANSHU SUTAR S.G. VASUDEV M.ARPITA REDDY ASIT PATNAIK SHAILESH MOHAN OHJA SHIVANI AGGARWAL MANIL GUPTA SEEMA KOHLI BIRENDRA PANI GOPINATH SUBANNA anoop kamath prasanta mukerjee prerna puja bhari ROY THOMAS TAPAN DASH RAVI DINGRA SRUTI CHANDRA GUPTA AKKITHAM NARAYANAN RUPA PAUL DHIRAJ SINGH PRADOSH SWAIN SUDEEP ROY CHETNA LAISARAM MEENA DEVI RAJENDER TIKKU M. PRAVAT GEORGE MARTINE P.J. GIGI SCARIA ekta gandhi ritu kamath kiyomi radhakrishna rao VASUNDHARA TIWARI BROOTA GOGI SAROJ PAL VEDNAYAR MUKESH SHARMA GOPAL SAMANTRAY USHA BISWAS GOPI GAJWANI SREEDHARIYER ENAS M.J. SANJAY DAS LAXMAN AELAY SHIFFALI WADHWAN SABIA KHAN VIMMI INDRA HEMRAJ REJI K.P. DHARMENDRA RATHORE VIJENDER SHARMA SUPARNA MONDAL PRASANTA KALITA TAPASYA GUPTA NIREN SENGUPTA ILLA MUKHERJEE TAPAS SARCAR SHOVIN BATTACHARJEE DURGA KAINTHOLA P. GOPINATH AMIT LODH PRATUL DASH SANGEETA SINGH ANUP CHAND DILEEP SHARMA MEENA DEORA SUNITA KODAMANA ARZAN KAMBATTA NITASHA JAINI SHAMPA SIRCAR DAS JOSH P. S. AKHILESH RAMESH GOJRALA SAMINDRA MAJUMDAR MAHESH KUMAR MURALI CHEEROTH AVIJIT MUKERJI RAJESH RAM T. V. SANTOSH PRADEEP P. P. BASANTH BARGAV prasanjit sen gupta ravi mandlik manish pushkale kalam PATUA JONTUNSAIN AJAY SHARMA MURALIDHARAN ANWAR KHAN SUJIT S. N. THIRUMALA THIRUPATHI APURBA NANDI NILADRI PAUL RAJAN FULARI SHOBA BROOTA FARHAD HUSSAIN TEJINDER KHANDA VINOD SHARMA NUPUR KUNDU

#### KEKKEYELLAM FOUNDATION



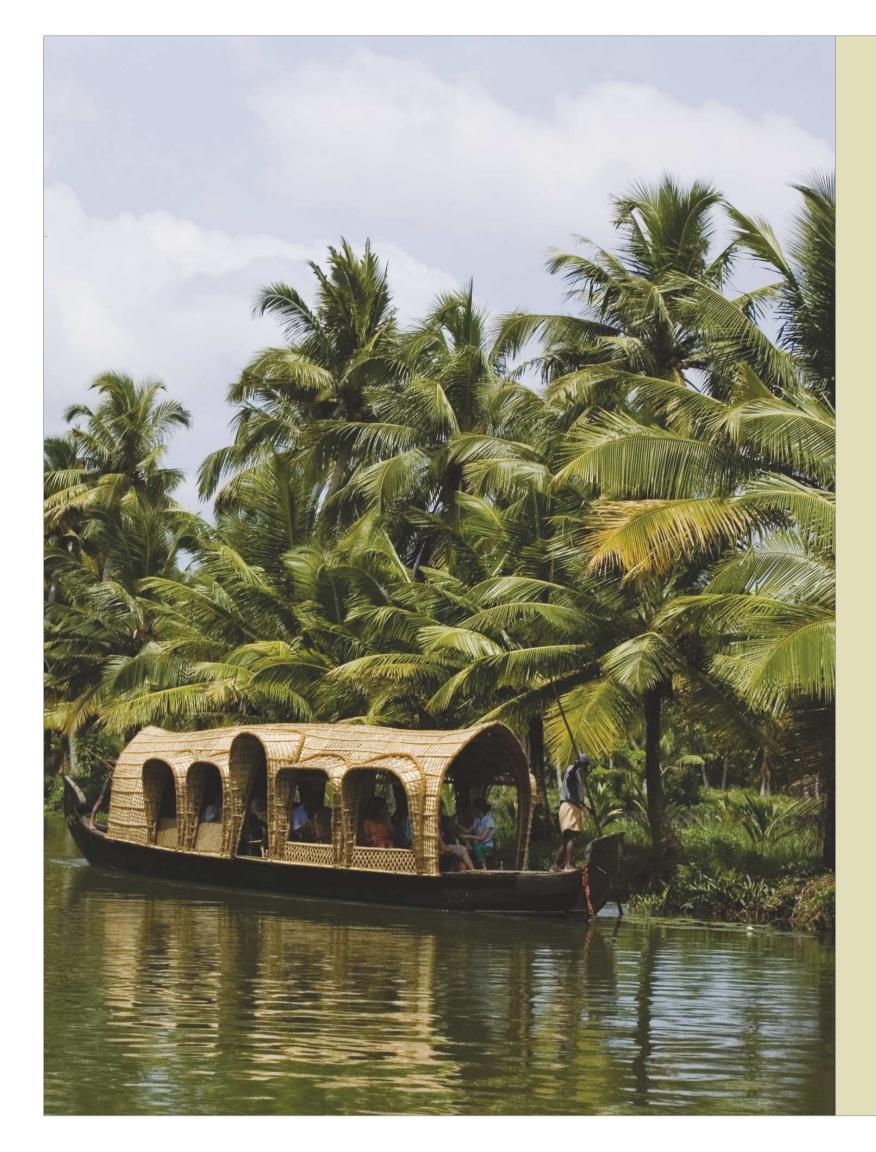
4th - 21st April, 2019

# Arts4AII

W-114, Greater Kailash-2, New Delhi, Delhi 110048

SUPPORTED BY





# **GREEN LINE- A MESSAGE**

Kerala, Gods own country, a state in Southern India is known as a tropical paradise of waving palms and wide sandy beaches. It is a narrow strip of coastal territory that slopes down the Western Ghats in a cascade of lush green vegetation, and reaches to the Arabian sea. It is also known for its backwaters, mountains, coconuts, spices and art forms like Kathakali, Mohini Attam and Kalaripayattu. It is the most literate state in India, and a land of diverse religions and culture, where you can find Hindu temples, mosques, churches, and even synagogues.

During the beginning of August, severe floods affected the state of Kerala, due to unusually heavy rainfall during the monsoon season. It was the worst flooding in Kerala in nearly a century. Millions of people were evacuated from various parts of Kerala. Around 14 districts of the state were placed on red alert. The flooding has affected hundreds of villages, destroyed an estimated 10,000 km of roads and thousands of homes have been damaged or destroyed.

Kekkeyellam Foundation would like to step in the relief work by providing necessary fund by raising an Exhibition namely "GREEN LINE "which would include the art works of 108 contemporary artists across India. The show is being organised at Creativity Art Gallery, Hauz Khas, New Delhi from 25<sup>th</sup> to 28<sup>th</sup> October.

BINOY VARGHESE





## **KEKKEYELLAM FOUNDATION PROJECT**

### **CULTURE, ARTS, CRAFTS, INNOVATION, SOCIAL ENTERPRISING**

**Kekkeyellam Foundation** is a collective of artists in diverse art practices, who believe that artists have to look beyond themselves, while watching the world with a different eye, and trying to re-invent it using their own visual information and creativity.

#### Visio

To strive and contribute for the creation of an equitable and inclusive society where the ideals of fraternity, participatory democracy, equal opportunity, freedom of expression and social enterprising will be the guiding principles that could provide support to the intellectual growth and lifestyle development of the target groups to enable them lead a productive, creative, safe and dignified life, through conservation of energy, environment, and culture.

#### Mission

To support and empower the target groups through various programmes of direct intervention in educational, economic and social development areas.

## **Broader Aims and Objectives**

Registered as a non-governmental organization that aims to address issues of deprivation and economic disparity, discrimination, social justice, environmental degradation, equal opportunity and empowerment of the marginalized through the perspectives and tools of artists, writers, film makers and the public spirited people. It will work in tandem with the Governmental agencies by participating and taking up the development projects that could bring in social changes. With a view to have visibility to the projects and its impact on the life of the stakeholders, the activities of Kekkeyellam Foundation will be focused and implemented in specified rural/suburban areas, mostly as pilot projects to be replicated elsewhere. The youths, students, women, Dalits, the elderly and the common people of the area will be participating in the projects along with the artists community.



**Kekkeyellam Foundation** aims to create a stable platform for visual artists for information exchange, interactive communication, critical analysis, reflections and open discussions on art aesthetics and practices. This intellectual space will enable artists from multiple art disciplines, art critics, art activists and connoisseurs of art from different parts of the world to get together and get opportunities to interpenetrate, and interact with the local culture to understand, educate and work with them to develop a sustainable creative interactivity among them.

**Kekkeyellam Foundation** is committed to promote India's culture, ethnic cuisine, medical pluralism, and holistic living concepts. It looks forward to partner in the flagship programs of the Government like Swatch Bharath Abhiyaan, Make in India, and Start Up India. Accordingly, **Kekkeyellam Foundation** will be organising Agri-culture meets, job fair, farmers markets, skill development programs, health awareness campaigns, film shows, healthy waste management practices, organic farming, dairy development, ethnic cuisine outfits, India shoppe, etc. Through a series of exhibitions,

art camps, artists-in-residency, artists entourage, and other constructive programs, Kekkeyellam Foundation envisages to connect the artist community to the development process in the country, and to catalyze their contribution to the cause of nation building. It wants to show case how contemporary art practices in India could take a constructive route and a positive role

Even though in our country, the public and private sectors make massive investment for development, the stakeholders are very narrowly affected, thanks to the excessive diversion of resources towards management and delayed execution. This is akin to attempting to transform the colour of the water in a pond by dropping a bottle of red ink, that gets scattered and immersed in the water body. But a small drop is enough to change the colour of water to RED, if it is dropped into a glass of water, where there is no diversion, no wastage. So, the underlying philosophy of Kekkeyellam Foundation is focused activities for visible development.

## The Command Area Kekkeyellam Foundation

is currently focussing on northern Kerala, particularly Bakel region, which is rich in culture, arts and immense skill.

Kerala's northern coast is far less touristed than the south, which for many is an attraction in its own right. The main draws in this part of coastal Kerala are the beautiful, undeveloped beaches, the enthralling theyyam possession rituals and Kerala's own martial art Kalaripayattu.

Notable places in this region are Kannur, Kozhikode, Wynad, Thalassery and Kasargod, apart from numerous places of interest from the festival's perspective.

Malabar region can be accessed by air (Kannur, Kozhikode, Kochi and Mangalore airports) as well as by train.



# THE PROJECTS TO BE TAKEN UP BY KEKKEYELLAM FOUNDATION

## PPPP- for marginalized empowerment:

Social Enterprising through community participation is yet to gain momentum in our country. It is possible that profitable projects in various sectors could be implemented on Public-Private-People-Partneship, instead of the current PPP model where the ordinary people have no stake. Instead of Public Private Partnership wherein the public resources are placed at the disposal of the private sector, PPPP will have the stakeholders as an active partner. Start ups in various sectors are envisaged to be implemented through PPPP model, where in the poor and marginalized will be the owners of the enterprise in real terms. The projects to be implemented in this manner are detailed here.

# 1 (a) Agri-Culture

There has been a tremendous reduction in the area of cultivation during the last decades. Kerala had 8 lakh hectrares of paddy cultivation in 1970, which was reduced to 2 lakh hectares in 2000. This has to be a concern to everyone including the artists and cultural activists. Agri-Culture would be a process of connecting culture with agriculture by creating a platform where farmers and artists cum together and address issues concerning agriculture. In the practical level the activities would involve series of AgriArt exhibitions, performance of agriculture related folk arts, agriculture installations, vegetable and fruit art, food exhibitions, agricultural implements exhibition and documentation etc. The process envisages providing a respectable space to the farming community.

## 1 (b) Farmers Market

The farmers are the backbone of India's economy. A major issue facing the farmers are the lack of remunerative price for their produce. Farmers now sell their products to the wholesale dealers who in turn sell it to retailers and finally the retailer sells them to the consumer. Farmers market envisages to build up a direct linkage between farmers and consumers, so that farmers are ensured better remunerative prices and the consumers at a lower than market price. Project Red proposes to create a

facility with the support of Information technology by which the consumers can buy the products directly from the farmers online, as well as specially designed Farmers Markets where farmers will be able to sell their products directly to the consumers.

## 2. Arogya - Health Education, Exhibition

Ayurveda, the traditional Indian System of Medicine, Yoga and Naturopathy, the drugless therapies are part of India's pluralistic healthcare system. They have great potential in preventive healthcare. Arogya will focus on the need for people to adopt these system of healthcare practices in their daily life to remain healthy, through a series of educative seminars, exhibitions, workshops, health camps etc

#### 3. Art Exhibitions

In the west there are multitudes of museums that display a wide variety of artistic styles through which most individuals are exposed to the artistic trends from a very early age. In India we do not have such a culture, especially in the remote villages and towns. So the idea is to create a culture of art viewing and awareness at the very early stage. So, Malabar Fest participants will work closely with the local schools and open up to the students the wonderful mosaic of ideas, rich sensual impressions, and exuberant experimentation in the field of art with materials and techniques. This will help them to identify the creativity in them and enable gradually to develop an affinity towards art. As part of the program, series of Art Camps, and Art Exhibitions will be held in the implementing area of the project, so that the youngsters and people at large will be able to understand and experience the magical intellectual exchange of art.

### 4. Artist-in-Residency:

Artist-in-Residency provides a platform for the artists from different cultures to live like in a commune, work independently and together, understand the local traditions, be part of the contemporary art practices, and to interact meaningfully with the art audience. It would simultaneously create situations for co-participation and collaborative art practices.









GLIMPSES FROM MONSOON ART REDICENCY BY THE FOUNDATION WAS CONDUCTED IN OTTAPALAM, KERALA, IN JUNE 2016

Artists are offered multiple opportunities- to individualistic studio environment, post studio practices, to creatively indulge in collaborative and collective works, to partner with social art enterprising with the support of the local organisations.

### 5. Making the Model Village

Making a Model Village is a great task. It would need to address areas other than providing basic amenities, including better rural roads, decent transportation, safe drinking water, quality primary education, basic healthcare, etc. While Kekkeyellam Foundation will work in co-ordination with the local MLA/MP to support the core areas in making a Model Village, it will also focus on areas like setting up Cultural Centre to house Library, Art Gallery, performing arts, theater, film shows, seminar halls etc. **Kekkeyellam Foundation** also plan to artistically landscape the village by setting up public gardens, play grounds, community halls etc. **Kekkeyellam Foundation** will set up People's collectives for executing these ideas and will function in an advisory role and provide all inputs on channelizing required funds

## 6. Sadhya: Promoting Kerala Ethnic Cuisine

**Kekkeyellam Foundation** believes that food is an integral part of culture. Every state, community, religion has its own unique cuisine, which need to be retained and conserved. But this is not happening now. Kerala, where the Project area is situated, too has its own unique ethnic cuisine. From the sadhya served on a banana leaf, the famous appam, puttu to kappa and meen, its cuisine is diverse and well appreciated by food critics. It is in this backdrop Kekkeyellam Foundation plans to set up "Sadhya" - an eatery serving ethnic Kerala cuisine in a modern environment.

### 7. Swatch Bharath, Swasth Bharath

Environmental pollution is the root cause for many diseases. Solid waste disposal has not been addressed in a holistic and environment friendly manner by any agency so far. The SBSB program will be taking up a pilot program in the project area, where in the waste will be segregated at source and the biodegradable solid waste will be converted into compost, to be used for organic farming. The dry waste will be recycled and reused. The idea would be processing of the waste at the source itself and consuming it locally. There will not be any transportation of the waste to landfills or processing plants. The program will also include maintaining the project area totally clean and tidy

## 8. Preserving the Unique Cityscape

The Kerala has its own unique architecture influenced by European rule and practiced by scholarly local craftsmen of yester years. This distinctive traditional architecture is now facing extinction thanks to the advent of modern building technology. The present day Kerala towns lack a planned and systematic urban growth.

As an integral part of Kerala culture, it is necessary to preserve whichever remaining old buildings and structures in the cityscape of the state. These buildings need to be conserved as a living symbol of Kerala architecture that help us to understand the history and formation of the complex societies as well as changes and causes of changes that have occurred in Kerala cultures over time.

**Kekkeyellam Foundation** plans to engage the artists, architects, landscape artists, town planners to make awareness on the preservation of Kerala architecture and also to transform the present cityscape into a renovated and refreshed area with all citizen amenities. It also envisage to provide required beautification, colour scheming, gardens, pathways, etc. to reinforce the character of local Kerala towns as vibrant convergence of rural and urban life.

#### Funding

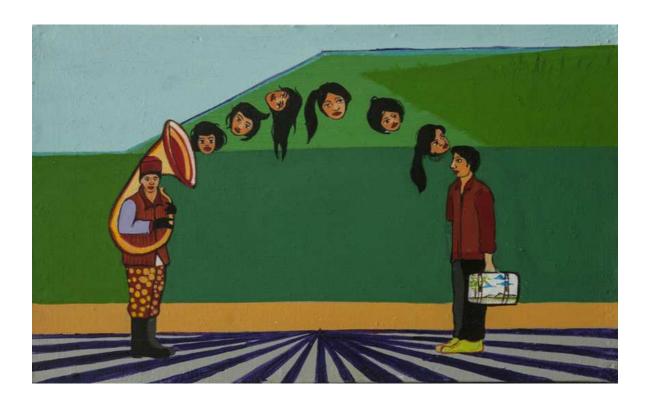
To implement the above programmes, **Kekkeyellam Foundation** plans to raise funds through its various social enterprising activities as well as looking for Governmental support in the form of grantin-aids and Corporate Sector by way of CSR funds.

People Behind the Initiative
Founding Members
Binoy Varghese, Visual Artist and President
Susan Joseph Vice-president







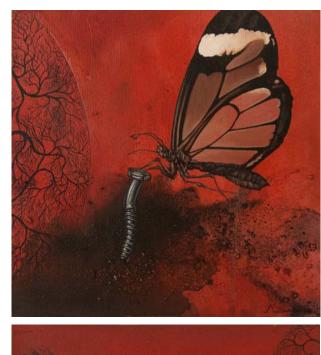


ALOK BAL-36X48INCH,TITLE-UNTITLED,ACRYLIC ON CANVAS

AMIT LODH-8X13INCH-UNTITLED-ACRYLIC ON BOARD















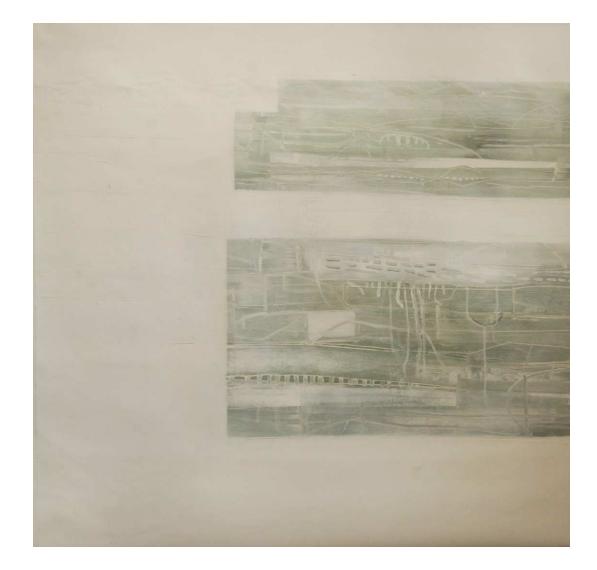


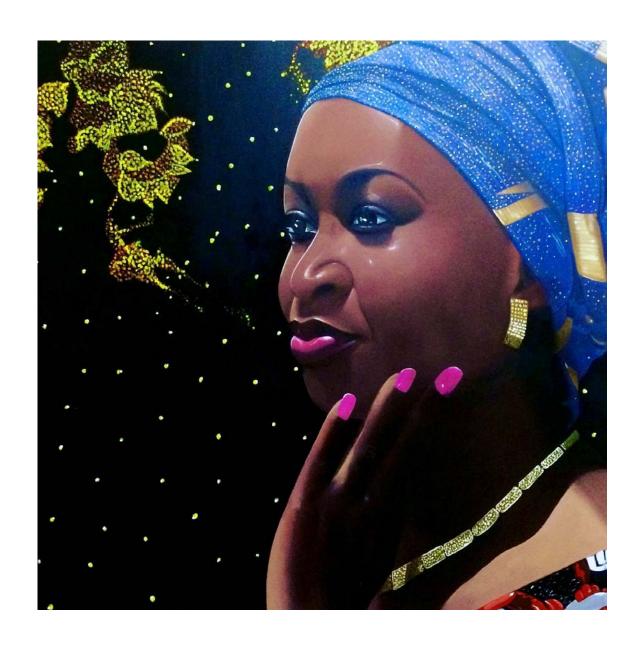


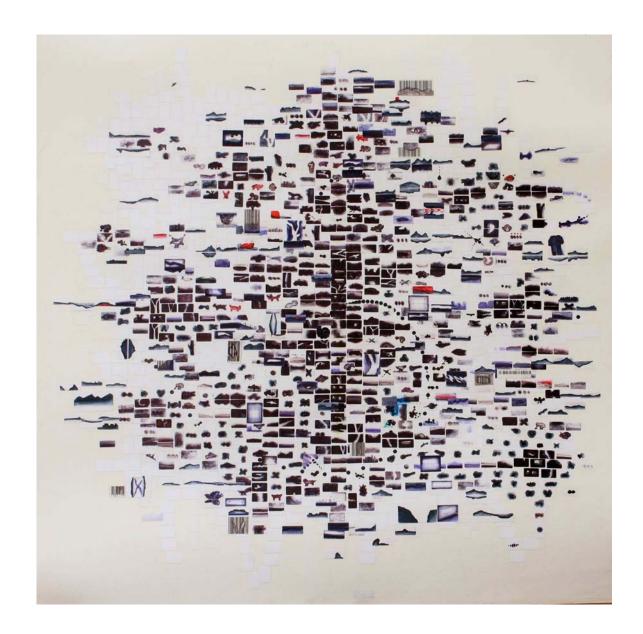






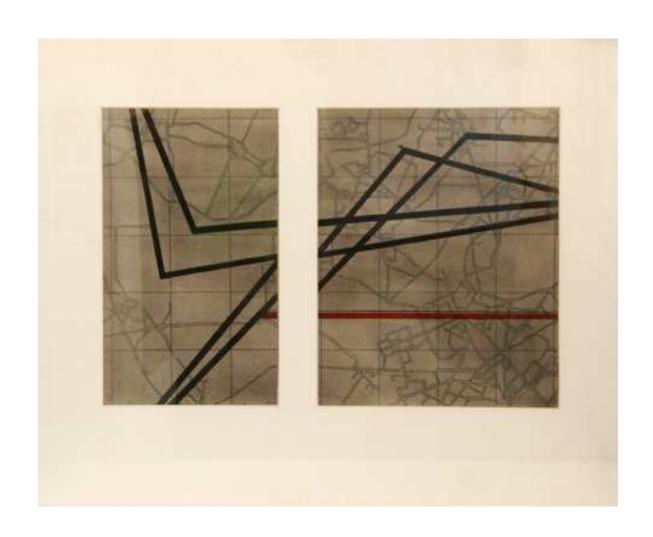


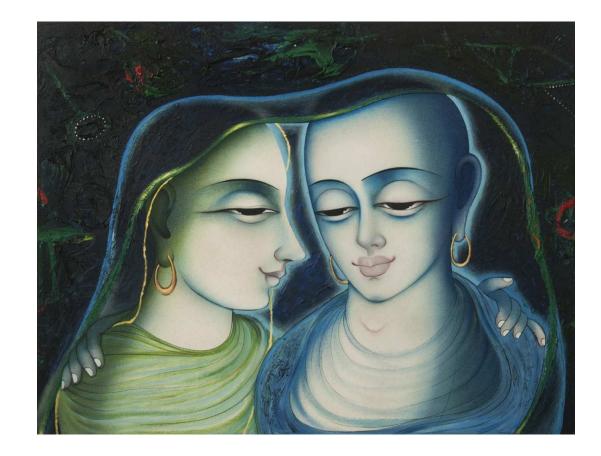






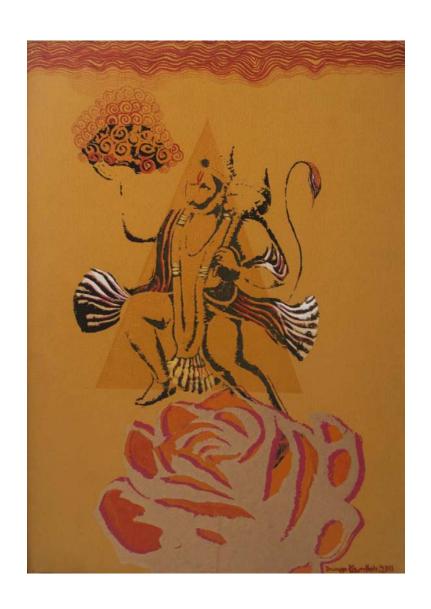


























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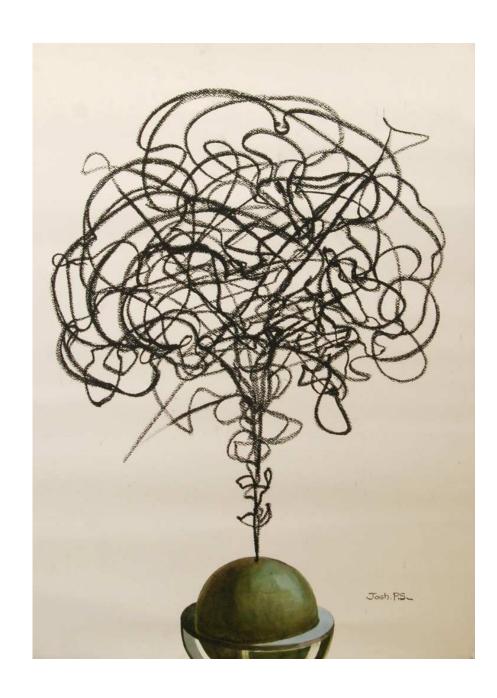


GOPINATHSUBANNA-13X15X10INCH,UNTITLED,CERAMICS

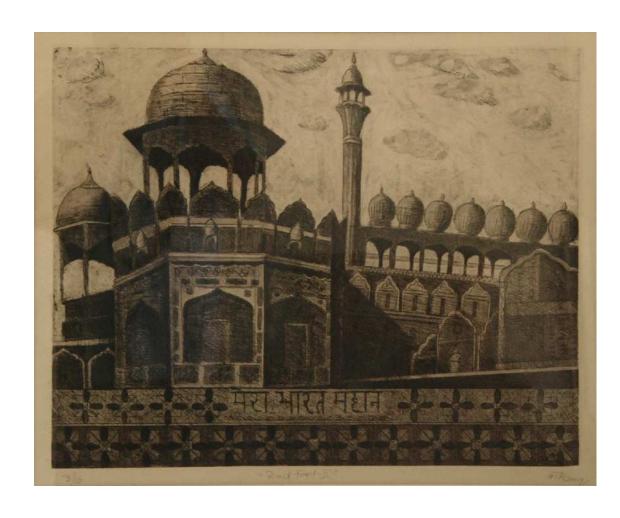
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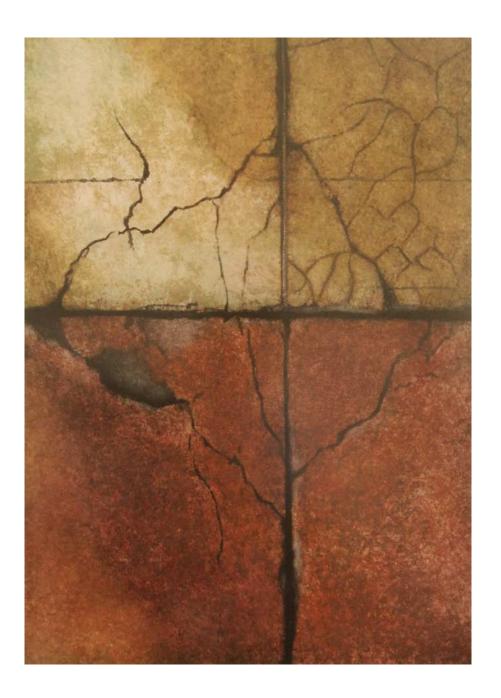




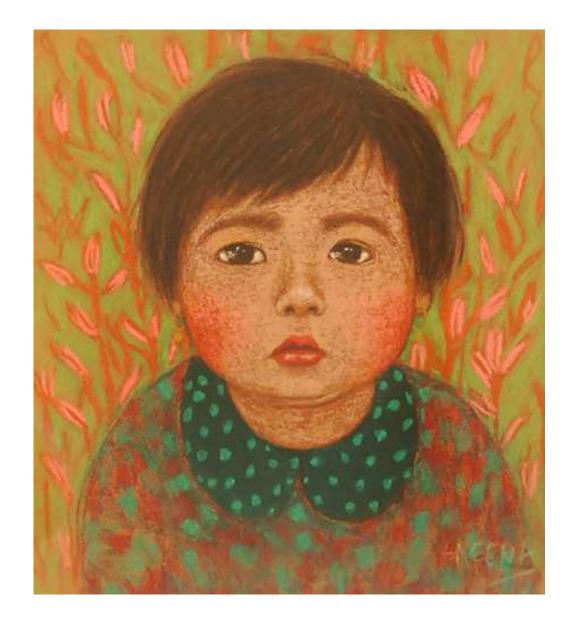


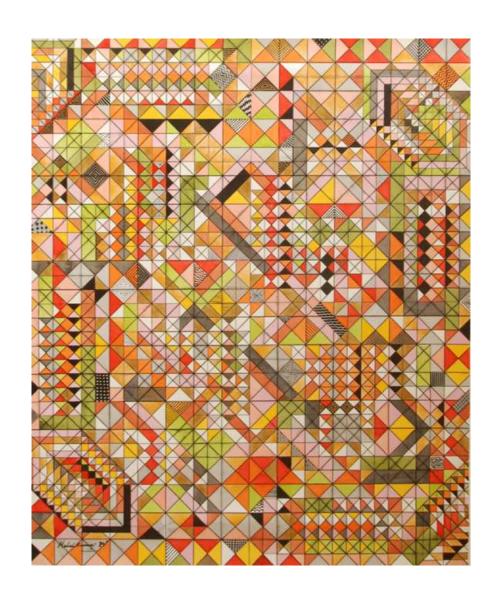






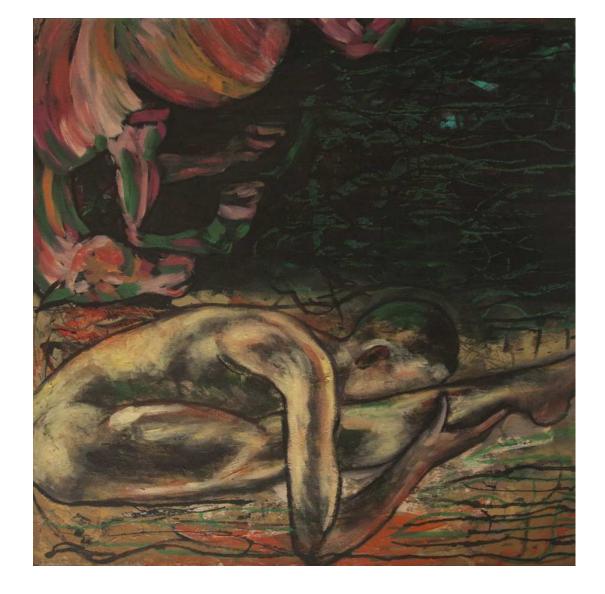


















M.PRAVAT-13X16INCH-UNCONSEIOUS GEOMETRY OF TIME-ACRYLIC ON PAPER









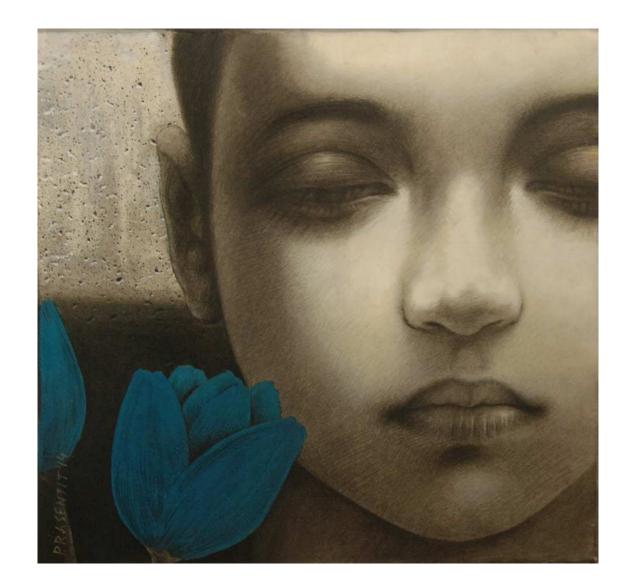












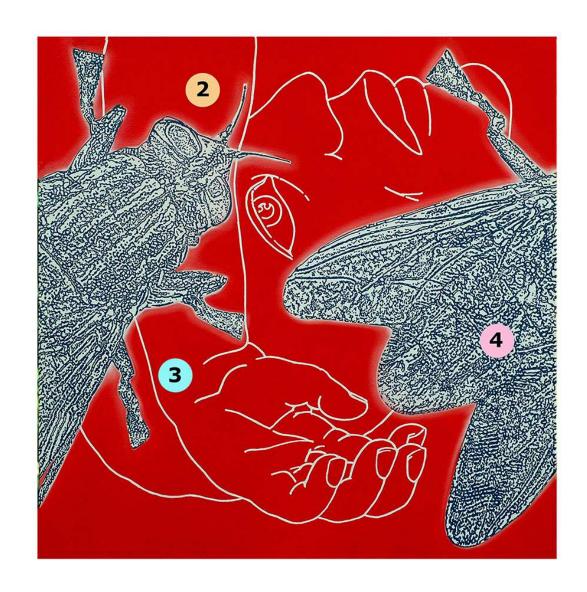


















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PRASANTA KALITA-14X14INCH-UNTITLED-MIXMEDIA







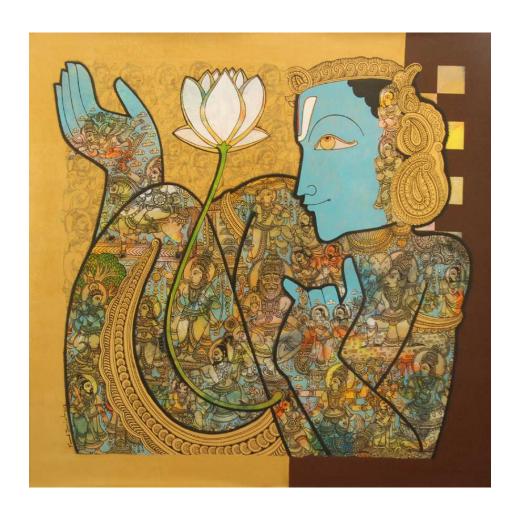
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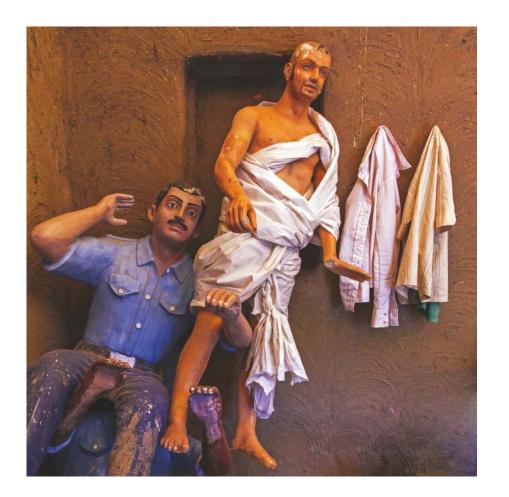




























SABIA KHAN-12X12INCH-UNTITLED-OIL ON CANVAS

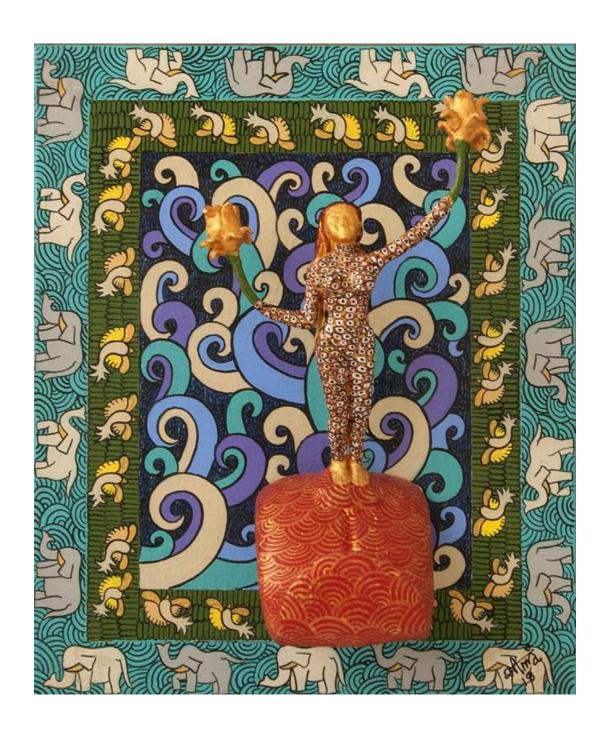
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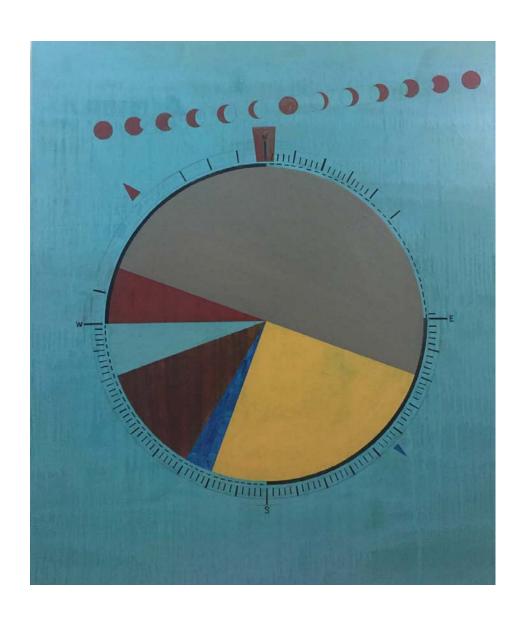




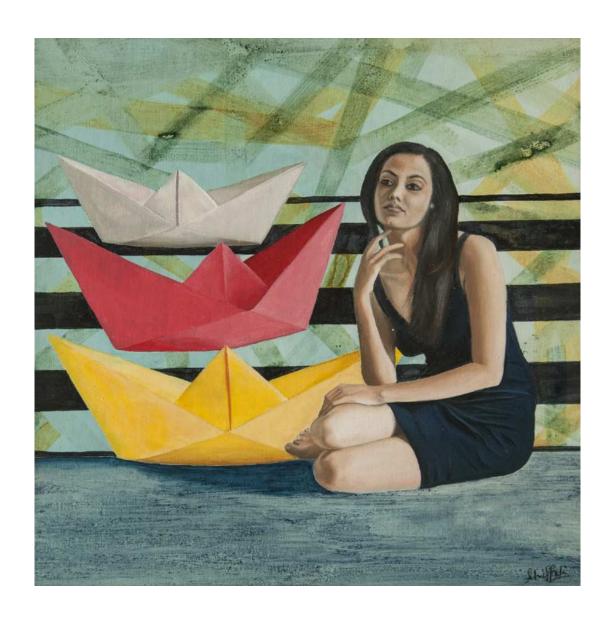


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S.G VASUDEV-27.5X27.5INCH-TREE OF LIFE,OIL ON CANVAS





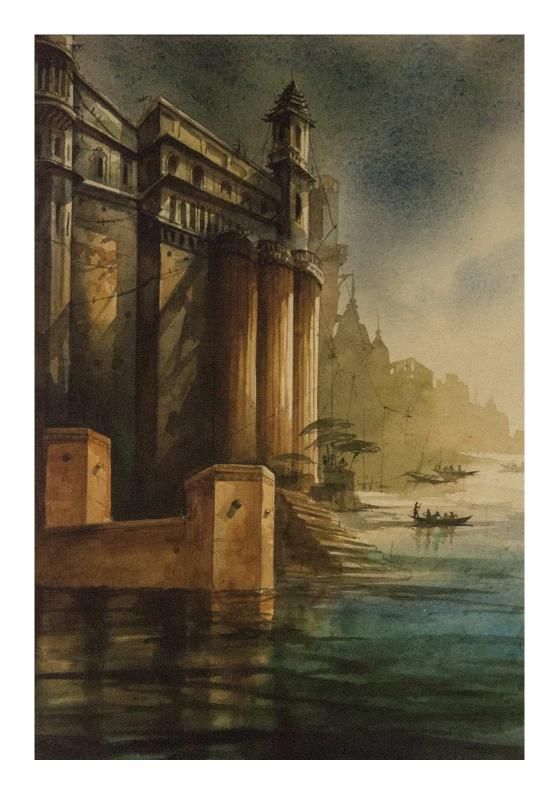


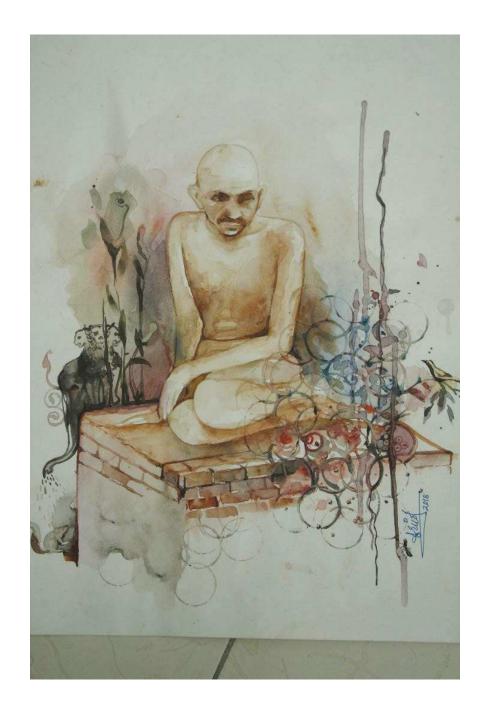










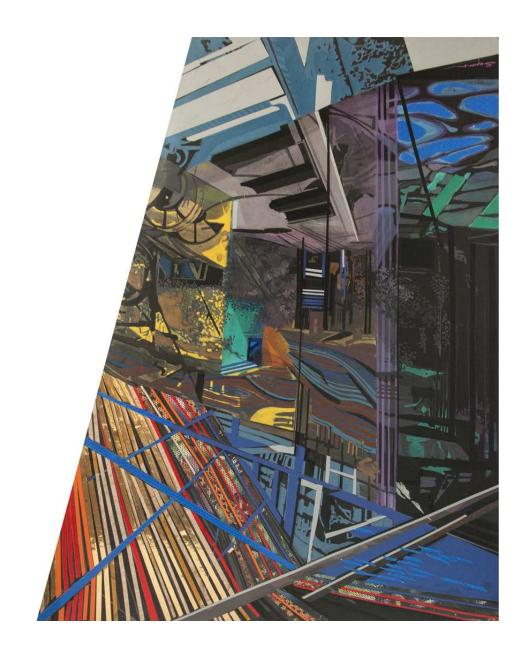






SUJIT S.N-17X14INCHES-(TWO PIECE)WATERCLOUR ON PAPER,UNTITLED





SUNITA KODAMANA-12X10X2INCH-UNTITLED-BRONZE

SUPARNA MONDAL-15X24X30INCH-UNTITLED-MIXMEDIA ON CANVAS





SHOBA BROOTA-UNTITLED

TAPAN DASH-24X24INCH-UNTITLED-ACRYLIC ON CANVAS



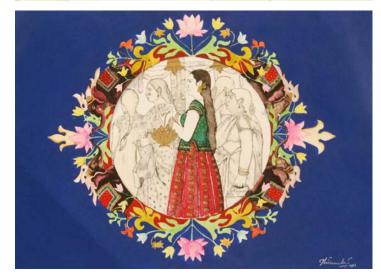


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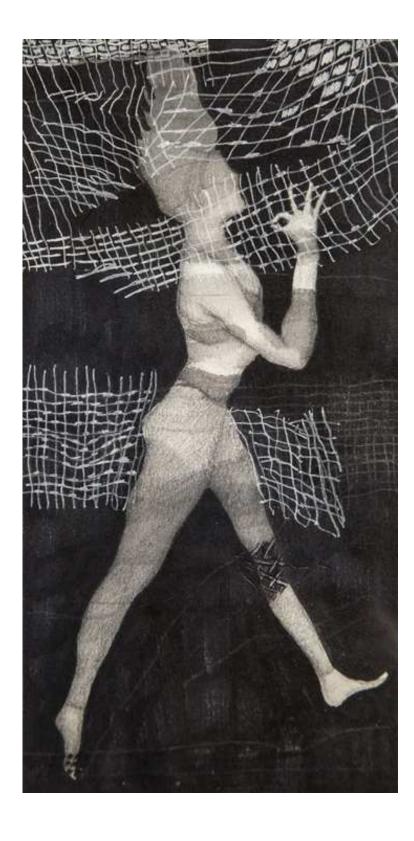
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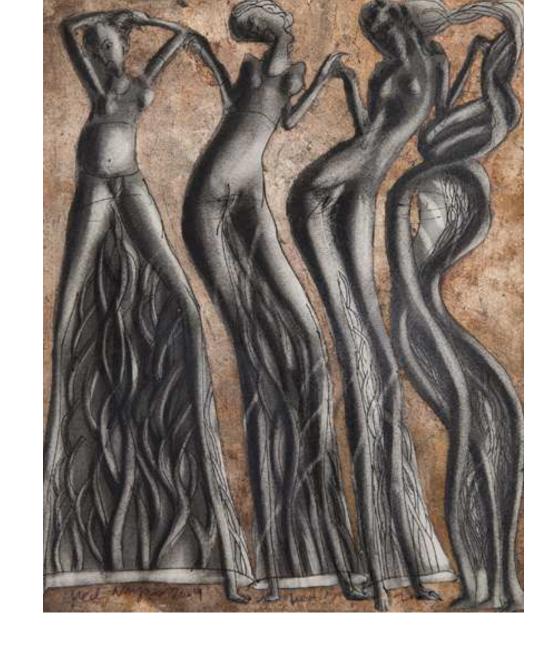






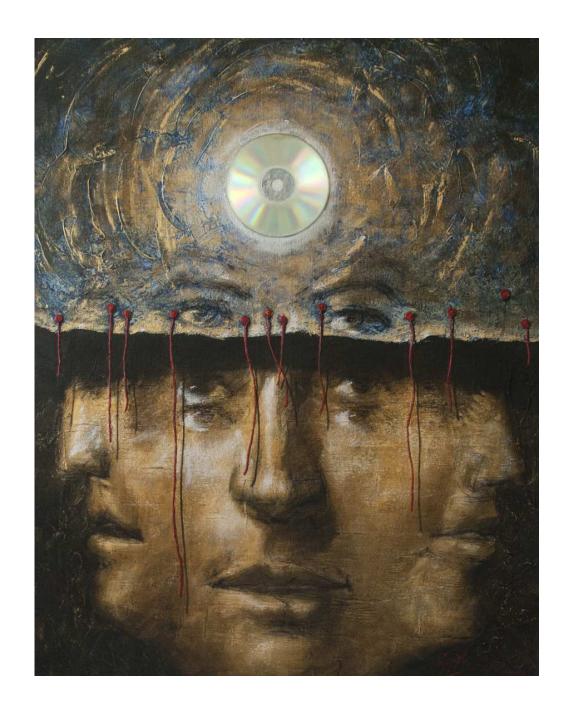






VASUNDHARA TIWARI BROOTA-5X10INCH-UNTITLED-ACRYLIC ON PAPER

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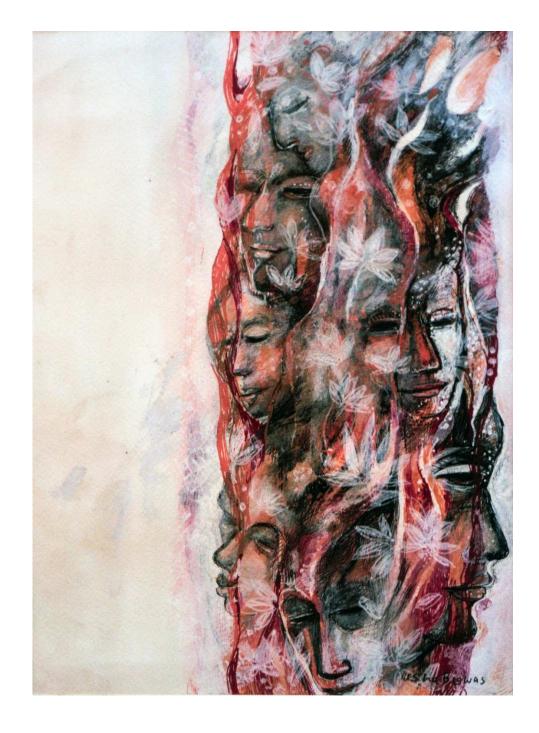




VIJENDER SHARMA-24X30,TRINITY-OIL ON CANVAS

VIMMI INDRA-11.5X16INCH-UNTITLED-OIL ON CANVAS





## **ARTS4ALL**

Arts4All, A4A a self-sustaining not-for-profit foundation with Archana B Sapra and Puja Bahri as the founding trustees, is a multilevel arts forum currently based in New Delhi. It invites, mentors and funds emerging artists from various regions and genres, to create and exhibit their work and help strengthen their careers. Through digital technology, residencies, public art projects and educational initiatives, the Trust brings the rural to the urban and metro tothe roots; thereby help bridge the gap amongst the artists for creative networking and self-sustenance.

Since its inception in 2011, Arts4All has grown to housing artists in its residency programmes, conceptualizing and executing public art projects, conducting art workshops and curating exhibitions. It believes in fostering interactions between artists, curators, scholars, writers and young students through its initiatives. A4A has within its sphere - an Arts Experimental & Research Center and Exhibition Space & Baithak. The Create Studio, which is a separate entity to provide professional art education, is also housed in the same premises.

## **CHAMPATREE**

Champa Tree is a new on the block online gallery, showcasing contemporary Indian Art. Conceptualized by the founders of Arts4All, Champa Tree is designed to curate a vast and exclusive collection of contemporary, original and limited-edition art from across the country. The young talent that we support are promising individuals pursuing art as a formal education who are keen to create a niche of their own and flourish with their art. The initiative aspires to provide its customers art that is affordable and well-researched through an online platform and with a purchasing process that is user friendly and easy to access.

RAJMORE BINOY VARGHESE PALLAV CHANDER ALOK BAL prasanta sahu vishal joshi sanjay battacharya PARAGBORSE SANDEEP BISWAS KANCHAN CHANDER MONIKKA SETH CHANDRA BATTACHARJEE PRADEEP L. MISHRA SUDHANSHU SUTAR S.G. VASUDEV M.ARPITA REDDY ASIT PATNAIK SHAILESH MOHAN OHJA SHIVANI AGGARWAL MANIL GUPTA SEEMA KOHLI BIRENDRA PANI GOPINATH SUBANNA anoop kamath prasanta mukerjee prerna puja bhari ROY THOMAS TAPAN DASH RAVI DINGRA SRUTI CHANDRA GUPTA AKKITHAM NARAYANAN RUPA PAUL DHIRAJ SINGH PRADOSH SWAIN SUDEEP ROY CHETNA LAISARAM MEENA DEVI RAJENDER TIKKU M. PRAVAT GEORGE MARTINE P.J. GIGI SCARIA ekta gandhi ritu kamath kiyomi radhakrishna rao VASUNDHARA TIWARI BROOTA GOGI SAROJ PAL VEDNAYAR MUKESH SHARMA GOPAL SAMANTRAY USHA BISWAS GOPI GAJWANI SREEDHARIYER ENAS M.J. SANJAY DAS LAXMAN AELAY SHIFFALI WADHWAN SABIA KHAN VIMMI INDRA HEMRAJ REJI K.P. DHARMENDRA RATHORE VIJENDER SHARMA SUPARNA MONDAL PRASANTA KALITA TAPASYA GUPTA NIREN SENGUPTA ILLA MUKHERJEE TAPAS SARCAR SHOVIN BATTACHARJEE DURGA KAINTHOLA P. GOPINATH AMIT LODH PRATUL DASH SANGEETA SINGH ANUP CHAND DILEEP SHARMA MEENA DEORA SUNITA KODAMANA ARZAN KAMBATTA NITASHA JAINI SHAMPA SIRCAR DAS JOSH P. S. AKHILESH RAMESH GOJRALA SAMINDRA MAJUMDAR MAHESH KUMAR MURALI CHEEROTH AVIJIT MUKERJI RAJESH RAM T. V. SANTOSH PRADEEP P. P. BASANTH BARGAV Prasanjit sen gupta ravi mandlik manish pushkale kalam PATUA JONTUNSAIN AJAY SHARMA MURALIDHARAN ANWAR KHAN SUJIT S. N. THIRUMALA THIRUPATHI APURBA NANDI NILADRI PAUL RAJAN FULARI SHOBA BROOTA FARHAD HUSSAIN TEJINDER KHANDA VINOD SHARMA NUPUR KUNDU