

Pune's 'Banjara' chosen for Kala Ghoda festival



What is so special about Kala Ghoda festival?

Accomplished artists from across India, belonging to various fields- painters, potters, photographers, weavers, embroiders, sculptors and designers (textile, jewellery etc) showcase their best creations and artistic talent to the developed urban taste of a metro. People from all walks of life, right from students, young corporates, professionals, expats, foreign tourists and celebrities make it an annual ritual to visit this fest. A lot of Puneites and connoisseurs from all over the nation too take that extra mile to visit this very prestigious festival.

How does it feel to be selected for it? What kind of preparations have you done?

Top of the world!! The entire team at Banjaras is

taking a lot of effort and putting in their finest creative talent to display the best. Artisans, dyers, embroiders, printers, weavers, tailors, painters and job workers are working day and night to achieve the finest of what we can produce. The team is extremely excited to work on this project as it gives them exposure and recognition in the fashion capital of India.

What kind of things is Banjaras all about?

Essentially, Banjaras is about rural craftsmanship, displaying the most exquisite hand crafted fabrics from across 10 Indian states- Madhya Pradesh, Uttar Pradesh, Orissa, Chattisgarh, Tamil Nadu, Andhra Pradesh, West Bengal and Manipur, thus trying to promote these art forms in the urban market and keeping them alive. Banjaras also offer its patrons in-house designing and tailoring. It also has a section of fabric made gift

articles, accessories and jewellery. Stoles, duppattas and sarees are our USP which is what we will be displaying.

Did you try to be a part of Kala Ghoda before?

Not really. This is the first time we had applied and we are ecstatic to have been selected from amongst over 1000 participants after a personal interview with our product range with the Kala Ghoda Association committee members.

What kind of response do you get and how does it help?

This is our first time there, thus opening out an entirely new metro market for us. It helps us to interact with the sheer numbers, quality of visitors across a vast spectrum over a span of 9 days. This will also help us introducing our brand to Mumbai.

-PRACHI BARI