

National Kala Mela - 2020 in Delhi

Introduction/History

Lalit Kala Akademi, National Academy of Art, New Delhi was set up by the Government of India as an autonomous body, on 5th August, 1954.

The Akademi was given statutory authority in 1957, under the Societies Registration Act 1860. Since its establishment it has been serving the entire country by promoting the creative endeavors of Indian artists and bringing their arts to bear upon a large number of people, thereby playing an important role in defining and redefining, the sensibility of an entire culture, falling under the visual arts spectrum.

Lalit Kala Akademi is an institution that has rendered service to the arts in the nation long before the world woke up to the global impact of Indian art. Through the leadership of its members and staff, the Lalit Kala Akademi manifests a commitment to the service of the visual arts by establishing, preserving and documenting visual art of the highest order that in turn reflects the vitality, complexity and unfolding patterns of ancient, modern and contemporary art in India.

As a cultural body that hovers above the entire Indian subcontinent, it plays a role in inter-linking the diverse cultures of India to weave an aesthetic spread that is noted for its colorful threads of creative genius and brilliant designs that delineate fascinating features of Indian life. Perceiving Indian culture comprehensively with all its artistic impulses, conflicts, contradictions and limitations, the Akademi has been functioning with the panoramic view of involving all genres of creativity in its activities. It has a vision that takes care of the traditional art of India as well as of helping artists to imbibe many of the contemporary happenings in the international art scene.

The Kala Mela provides an open forum to all the creative artists of the country and abroad. The Mela will serve as a meeting ground for various styles, Schools of art, works for young and old artists, veteran and novice, rural and urban, sophisticated and rustic. Like rivers joining the sea, artists of all kinds and temperaments will come and mingle in this great art event. Kala Mela also gives a feel of Kala Kutumbakam.

This year, Capital of India – New Delhi plays the role of host and venue is the premises of Lalit Kala Akademi, Rabindra Bhavan, 35, Ferozshah Road, New Delhi.

Inauguration

The inauguration of the Kala Mela is scheduled on **4th March, 2020**

Duration and Timings

The Kala Mela will remain open for public from **4th to 9th March, 2020** between 11.00 am & 7.30 pm daily. (The timings are subject to change if needed.)

RULES FOR PARTICIPATION

Individual/Organization may send their duly filled in form for participating in the Kala Mela. The following participation fee will be applicable.

Participation Fee for each stall

Sr. No.	Category	Amount INR	GST 18%	Total
1	Individual Artist (Solo)	15,000/-	2,700/-	17,700/-
2	Artists Group (Not exceeding 3artists in one group/stall)	20,000/-	3,600/-	23,600/-
3	Registered Art Institutions	30,000/-	5,400/-	35,400/-
4	Commercial Art Galleries/Art Organization/Art Materials	40,000/-	7,200/-	47,200/-

*Not more than one stall will be allotted for sr. no. 1 & 2.

ALLOTMENT OF STALLS/SPACE

Allotment of Stalls will be made on request on prescribed form (attached) duly completed and sent along with the participation fee. The approximate size of the stall will be 2 x 3 metre. Structural changes if any, will not affect the wall/space. The allotment of stalls will be made by a Committee of the Lalit Kala Akademi, New Delhi and its decision will be final and binding in all respect. Requests for cancellation of stalls/space will not be entertained once the same is allotted. Non allotted applicants will get the refund of participation fee later.

LAST DATES FOR SUBMISSION OF REQUESTS

The last date for receiving of requests on the prescribed form along with the fees is 31st January, 2020. The requests received after the last date will not be considered.

PARTICIPATION FEE

The participation fee should be remitted by Demand Drafts only RTGS payable to the Secretary, Lalit Kala Akademi, New Delhi.

The Akademi may be contacted in case of non-receipt of acknowledgement for amount remitted and other details of the Kala Mela within a period of three weeks from the date of their submission of requests and remittances. The telephones Nos. are 011-23009281, 23009223. Email: programme@lalitkala.gov.in

OCCUPATION AND VACATION OF STALLS.

1. The stalls/space should be used only for the purpose of which it has been allotted. The stall holders will ensure that no structural changes are made without obtaining permission in writing from the Akademi.
2. The stall holders will be responsible for maintenance and upkeep of the stalls/space.
3. The allottee will hand over the charge of the stalls to the Akademi after the Kala Mela is over.
4. The stall holders will be responsible for the materials goods/exhibits brought and displayed by them in the stalls. The Akademi shall not be held responsible for any loss theft or damage etc.
5. Facia decorations of the stalls can only be done after obtaining the approval of the designs from the Akademi in writing. Nail or any other things which may damage the structure should not be used in any part of the stalls nor any accessories be spoiled in any manner whatsoever.
6. The transfer or subletting of the stalls or any of its part is not permitted.

7. The stall holders will not be permitted to interfere in the general landscaping and total decoration of the Mela.
8. The stalls will not be allowed to be opened beyond the prescribed timings and no one shall be allowed to enter inside the stalls after closure of the Mela.
9. The stall holders will not be allowed to extend the boundaries of their stalls under any circumstances.
10. In case of failure of electricity installations, the occupants will not be permitted to interfere with the electricity installations. This will be looked after by the concerned persons.
11. The stall holders or Purchaser will not be allowed to remove any article or exhibit out of the Kala Mela premises without the proper permission/ or gate pass to be issued by the Akademi.
12. Though the Akademi will take all precautions for the safety of the exhibits/materials on display In the stalls In the Kala Mela, but it will not accept any responsibility for any damage, or loss through fire, theft, breakage or otherwise during the Mela. The participants shall have their own arrangements of Security or otherwise.
13. The Akademi is also at liberty to impose any fresh conditions if necessary.

POSSESSION OF STALLS

Stalls/Space will be allotted one day before the opening of the Kala Mela. Allottees will be required to vacate the same at next day after closure of the Kala Mela. However specific **Date/Time** etc. will be intimated to all the participants if there will be any change in the schedule.

INSURANCE:

The Akademi will not accept any responsibility of damage, theft, loss etc. of the exhibits/materials and occupants are required to make their own arrangements for security and insurance if this is required by them.

MINIMUM BOOKING SPACE

One Stall

MODE OF PAYMENT

Participation fee are payable by Demand Draft/Pay Order/RTGS drawn in favor of Secretary, Lalit Kala Akademi payable at New Delhi, along with filled-up application form for booking of stalls. Participation fee can also be sent through bank transfer to Lalit Kala Akademi Account. RTGS details are as under:

Name of the Beneficiary: Secretary, Lalit Kala Akademi

Name of the Bank: State Bank of India

Branch Address: 11, Parliament Street New Delhi– 110001

Account No. : 38648443355

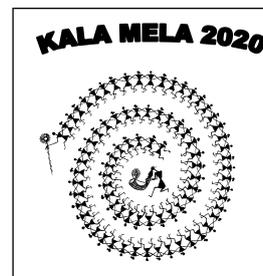
IFSC Code: SBIN0000691,

MICER Code: 110002087,

PAN No.: AAAAL2089H

(*) Lalit Kala Akademi provisional GSTIN : 07AAAAL2089H1ZM

**PARTIPATION FORM for booking of Stalls/Pavilions for
Participation in the Kala Mela-2020 at Delhi**



To,

The Secretary I/c
Lalit Kala Akademi
Rabindra Bhavan,
New Delhi – 110001

Dear Sir,

Having accepted the rules and regulations in the participation in the National Kala Mela 2020. I/We forwarded herewith the application form duly filled and completed in all respect for participation in the Kala Mela. The participation fee amount to Rs. _____

(Rupees _____)

Is remitted herewith by Cash/Demand Draft/RTGS No. _____

Dated _____ drawn on _____

1. Name of the Organization _____ (In Block Letters)
2. Postal Address _____
Pin Code _____ Mobile No: _____
Email id: _____

3. Registration No. & Date _____
4. Represented by _____
5. PAN No. /GST No. _____
6. Category of participation
Tick

	Individual Artist (Solo)		Commercial Art Galleries/Art Organization/Art Materials
	Artist Group (Max. 3 artists per stall)		
	Registered Art Institutions		

Colour Photographs 'A4' size of works to be enclose with the application.

Sr. No.	Artists Names	Title of Original Exhibits	Medium	Size in Cms.
1				
2				
3				

7. Number of Stalls to applied _____
Each stall will be 2 x 3 Metre.

Thanking you

Yours faithfully,

Signature of the Applicant

Date:

Full Name _____

Seal