



AN INDO-SWISS SOCIO-CULTURAL
ORGANIZATION IN SWITZERLAND
P.O. Box 300, 8952 Schlieren. www.keliswiss.org



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Best Pravasi
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KELI SWITZERLAND



Hollywood star **S.WEAVER**
(Avatar, Ghostbusters, Alien etc.)
inaugurated the
15th Kalamela by
accepting the first
registration

15th KELI
INTERNATIONAL

Kalamela

a festival of arts

19 and 20 May 2018

MEHRZWECKHALLE HEIGET, SCHULHAUSSTRASSE 8,
8320 FEHRALTORF, SWITZERLAND

Registration only through www.kalamela.com
last date for registration : 15th April 2018





15th KELI
INTERNATIONAL
Kalamela
a festival of arts

Namaste,

KELI welcomes all art lovers to the 15th Keli International Kalamela 2018, a Festival of Arts on 19th and 20th May 2018, at Fehraltorf, Switzerland. This festival is a kaleidoscope of art forms, literary and contemporary skills. It provides a platform for all to celebrate the richness and goodness of art forms which are unique to India whilst competing intensely to prove their mettle. Kalamela is a hunt for talent for coveted titles such as Soorya India Kalathilakam, Keli Kalaratna and Fr. Abel Memorial Trophy and cash award for the best short film.

15 years of Kalamela has set the stage for over 3000 talented artists from over 6 countries showcasing more than 35 different categories. Every event in this competition is a window to India's rich and varied heritage. The who is who of the art fraternity, from India and other countries, are specially flown in to judge the candidates in the different categories.

Food, an inseparable part of Indian culture is yet another highlight of Keli International Kalamela. Various authentic South and North Indian and Indo-Chinese cuisines are served for the guests during the festival. The spread is nothing short of a food festival of India. The highlight of the 2 - day festival is the grand closing ceremony showcasing the best from the experts themselves. We welcome each one of you to a world of art and culture.

Keli International Kalamela – the mecca for Indophiles!

For KELI Switzerland

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പിണറായി വിജയൻ
മുഖ്യമന്ത്രി



കേരള സർക്കാർ

സെക്രട്ടേറിയറ്റ്
തിരുവനന്തപുരം-695 001

MESSAGE

I am happy to note that Keli, the Swiss Malayalee Association, Zurich, is organising its 15th Keli International Kalamela on 19th and 20th May 2018 in Zurich, Switzerland.

Hope the Kalamela will be a Kaleidoscope of young talents in the field of art and literature.

I extend my good wishes to the Kalamela.

Pinarayi Vijayan



K. K. SHAILAJA TEACHER
MINISTER FOR HEALTH AND SOCIAL JUSTICE

Government of Kerala

Thiruvananthapuram

Message

I am happy to know that Indo-Swiss Socio-Cultural Organisation in Switzerland is organising 15th Keli International Kalamela. I hope the kalamela will be a platform for expressing the artistic talents of the Keralites. I appreciate your initiative and wish you all success in this endeavour.

K K Shailaja Teacher



15th KELI
INTERNATIONAL

Kalamela
a festival of arts

PROGRAM

Saturday, 19th May 2018

09.00	:	Inauguration
09.30 - 19.00	:	Competitions
19.00	:	Audience voting for selecting JANAPRIYA AWARDS in Photography, Open Painting and Short film

Sunday, 20th May 2018

09.00 - 18.00	:	Competitions
18.00 - 19.00	:	Dinner
19.00	:	Grand Closing Ceremony, Kalamela 2018 Chief Guest: HE Mr. Sibi George, Indian Ambassador to Switzerland and the Holy See
	:	Colorful Cultural Program
	:	Prize Distribution
	:	National Anthem

TERMS & CONDITIONS



1. Age Group

FOR SINGLE EVENTS

Minis	Date of birth between	01.01.2011 and 31.12.2014
Sub Junior	Date of birth between	01.01.2007 and 31.12.2010
Junior	Date of birth between	01.01.2003 and 31.12.2006
Senior	Date of birth between	01.01.1984 and 31.12.2002

FOR GROUP EVENTS

Sub Junior	Date of birth between	01.01.2007 and 31.12.2010
Junior	Date of birth between	01.01.2003 and 31.12.2006
Senior	Date of birth between	01.01.1984 and 31.12.2002

- Eligibility Criteria: Open to any person without nationality restrictions.
- The organizers have the right to verify the validity of entries whenever necessary. All the participants have to produce their ID proof at the Registration Desk for verification.
- Registrations will be accepted only through our website: www.kalamela.com
- Competition in an event will be conducted only if there are minimum of 3 valid entries, as on the last date of registration, for the respective event.
- If there are only 1 or 2 participants in any event, they will be allowed to perform or compete, and trophies and Certificates will be given accordingly. However, they shall not be considered for the special awards (Kalathilakam, Kalaprabhitha, Keli Kalaratna and Fr. Abel memorial trophy) Please read Para 8 also for more clarification.
- An individual can participate in a maximum of four single events and 2 group events listed in Annexure 1. Additionally, the individual can also participate in any events listed in Annexure 3.
- A maximum of two additional options may also be registered provisionally in the order of their priority, which will be kept open until registrations are closed. If the minimum entry requirement is not met in any of the registered events, the Registration Convenor will personally contact the participants via email within three days after the official closing of the registration to inform the changes in their entries.
- All events are common for male and female participants. Group events may be performed jointly or separately among males and females.
- Solo songs (without Karaoke Music) are to be performed without track or background music. Participants may use any official Indian language, including English.
- For solo songs with Karaoke Music, any official Indian language, including English, may be used.
- The language for the Elocution competition may be Malayalam, English or German. It will be conducted as one single event for all these languages.

- For the elocution competition, one topic will be selected and announced 3 weeks before the event. The selected topic will be published on our website: www.kalamela.com.
- For the pencil drawing competition, one topic will be selected and announced 3 weeks before the event. The selected topic will be published on our website: www.kalamela.com. Materials for drawing will be provided and participants are not permitted to use any personal items in the competition hall.
- For the maximum duration of each performing event, please see Annexures 1 & 2.
- Fancy dress should be performed in single. Masks covering the face are not permitted; dialogues and sound tracks may be used. The stage performance should not be static. The stage arrangement is the sole responsibility of the participants. A maximum of 4 minutes shall be allowed in total to set up and clear out the settings. It is expected that all the materials brought to the stage are cleared and taken away from the Kalamela premises. It is advised to contact the stage manager in advance in order to get any clarification in this regard.
- Folk dance competition, only pure folk dances shall be allowed.
- For cinematic group dance event, a minimum of three participants and a maximum of ten participants will be allowed. Any type of Indian song may be used. In this event, the lower age limit may be waived enabling them to contest in the next immediate higher group (and not vice versa). The stage arrangement is the sole responsibility of the participants. A maximum of 4 minutes shall be allowed in total to set up and clear out the settings. It is expected that all the materials brought to the stage are cleared and taken away from the Kalamela premises. It is advised to contact the stage manager in advance in order to get any clarification in this regard.
- For classical group dance event, a minimum of three participants and a maximum of ten participants will be allowed. Any known form of Indian classical dance may be performed purely or in fusion form. In this event, the lower age limit may be waived enabling them to contest in the next immediate higher group (and not vice versa). The stage arrangement is the sole responsibility of the participants. A maximum of 4 minutes shall be allowed in total to set up and clear out the settings. It is expected that all the materials brought to the stage are cleared and taken away from the Kalamela premises. It is advised to contact the stage manager in advance in order to get any clarification in this regard.
- Background music, track music etc., wherever applicable as per rules, should be recorded on USB sticks (only one track per storage medium) and should be submitted to the stage manager at least 30 minutes before the start of the event on stage. Organizers will not be responsible for any malfunctioning of the storage mediums provided by the contestant. It is advised to have a 2nd backup of the USB stick to avoid delays and disruption.
- For the Short Film competition, there will not be any age restrictions. The online registration on or before last date of registration is mandatory for short film competition. Last date for submitting the short film is 13th May 2018. It is not mandatory for the participants of the short film competition to be present at the Kalamela venue. But the registration fee CHF 20 per each entry should be remitted at the time of registration in the following Account. Bank: Post Finance ; Beneficiary: KELI, 8952 Schlieren, IBAN

TERMS & CONDITIONS

Kalamela
a festival of arts

Account Nr. CH22 0900 0000 6052 6733 4 with remarks "Kalamela, Short Film Competition". Short film shall not be older than 6 months, as on 13th May 2018. The maximum duration of the film should not exceed 5 minutes. English, German or any Indian languages may be used. If the language is other than English or Malayalam, subtitles in English should be integrated in the film, in real time mode, as a supplementary requirement. The film must not be a copy of any existing medium and must not violate any applicable laws (privacy rights, pornography, crime, religious or political emotions, etc.). Animations and innovative techniques may be used. Keli will not be held responsible for any violations committed against the rule mentioned in this clause. Short Films for the competition should reach the Registration Committee Convenor on or before 13th May 2018 (Upload to Google Drive and send link to the registration convenor is the preferred option). Only one film per participant will be accepted. Keli Switzerland reserves the right to publish the selected films.

22. For the Photography competition, there will be no age restrictions. The photos submitting for the competition should be an impression of any happening at the Kalamela 2018 venue. It should be submitted to the Registration Committee Convenor on or before 4:00 pm on 19th May 2018 (first day of Kalamela 2018), saved to a USB stick or an SD card. The participant may submit only one photo and the submitting medium should have only one photo saved on it. The participants can also transfer the images through WhatsApp/Bluetooth to the judgement committee in charge, from their registered mobile numbers given during the registration. Only for this event the registration is open to until 4:00 PM on 19th May 2018. Strictly one photo per participant shall be accepted. Keli shall not be responsible for any technical issues or delays related to image transfer through WhatsApp/Bluetooth. The contact number for WhatsApp shall be provided at the registration desk upon the confirmation of registration. It is the responsibility of the participants to ensure that the photos reach the registration in charge before 4:00 pm on 19th May 2018. The Janapriya Award will be held on 19th May 2018, Saturday evening. The copyright of the submitted photos belong to Keli Switzerland.

23. For the open painting competition, there will be no age restrictions. Participants should register under the "Media Registration" on www.kalamela.com. Keli Switzerland shall hold the right to publish selected Works of Art and shall not be held responsible for any violations committed against the rules mentioned. The Art work (Painting) should be done on A3 size white Art-Paper only. The participant may submit only one painting. Creative, individual reflections and expressions in the designs are expected from the participants. For colour application, participants shall use water colour medium or any mixed media of their choice except oil colour medium. Being an open event, there will be no restrictions on the time or venue. The theme for the 2018 Kalamela Painting Competition will be given before 3 weeks of Kalamela. The presence of the participants is mandatory while submitting the "Original Hand work" to the Registration Committee Convenor on 19.05.2018 (Saturday) before 2.00 pm.

24. Accommodation for international participants will have to be handled bilaterally between interested families of foreign participants and their relatives or friends in Switzerland. Keli shall assist them in finding sponsor families or hotels, if contacted.

25. Trophies and Certificates shall be awarded to each winner of the positions 1st, 2nd and 3rd in all competing events (see Annexure 4).

26. The best female OR male performer, "Kalathilakam" or "Kalaprabhitha" respectively, will be awarded the renowned Soorya India Trophy.

To be honoured with this award, the following criteria must be met:

At least one first prize in any dance and non-dance events each.

Only prize winners (1st, 2nd, or 3rd) with scores above 50% will be considered.

A minimum of 60% marks has to be achieved as an aggregate (in winning events).

Method of calculation

Both points based on marks scored and positions achieved will be applied for the selection of the winners.

• Points based on Positions.

Decimal fraction of marks scored will be allotted for each event. Ex.: 72.5 marks will score 7.25 points.

• Points based on Positions.

1st Prize = 5 points; 2nd Prize = 3 points; 3rd Prize = 1 point;

If more than one participant scores equal points, the average of their individual scores from all individual events considered for the primary calculation will be taken into account. If a tie prevails even after this stage of tabulation, both candidates will be declared as Kalathilakam or as Kalaprabhitha.

27. Fr. Abel Memorial Trophy will be awarded to the overall champion in non-dance events who attains maximum points based on positions, with at least one 1st prize. Similarly, Keli Kalaratna Trophy will be awarded to the overall champion in dance events who attains maximum points based on positions, with at least one 1st prize.

• Points based on Positions. 1st Prize = 5 points; 2nd Prize = 3 points; 3rd Prize = 1 point;

If more than one participant scores equal points, the average of their individual scores from all individual events considered for the primary calculation will be taken into account. If a tie prevails even after this stage of tabulation, both candidates will be declared as winners.

Winner of "Kalathilakam" or "Kalaprabhitha" will not be considered for "Kalaratna" and "Fr. Abel Memorial awards". This is aimed to widen the spectrum of encouragement for more talents with Keli's Prestigious awards.

28. If a tie occurs between two or more participants in any competition event, all those participants will be declared as winners.

29. The name in full, date of birth, events participating, etc. should be registered online via www.kalamela.com latest by 15th April 2018. All participants will receive a confirmation of their registration details via email. If any participant has not received confirmation, they are requested to contact the Registration Officer directly over telephone, not later than 18th April 2018.

30. As a general rule, a person who carries out a particular Art as a profession (Professional) is not allowed to contest.



Ihr Partner für die umfassende Wohneigentumsberatung

**Raiffeisenbank Rapperswil-Jona
Genossenschaft**

Geschäftsstelle Egg, Christian Darbre

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RAIFFEISEN

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Wir machen den Weg frei

TERMS & CONDITIONS



31. Stage performances for all competition events have to be strictly done by participants holding chest numbers. Any interfering support from others is not permitted.
32. A strict time schedule shall be maintained throughout the Kalamela. Performers should report to the stage manager 30 minutes before their scheduled stage appearance. Performers who fail to meet this requirement will run the risk of not getting a chance to perform their event on the stage.
33. Judgement shall be based on pre-defined criteria for all events. Criteria will be published on the Kalamela Website and will be provided to the jury. The verdict of the jury will be final and unquestionable.
34. Any queries regarding the judgement during the entire Kalamela event should be placed to the Judgement Committee Convener. Participants or their parents/guardians are not allowed to contact any jury member regarding judgement issues.
35. Any dispute over Kalamela shall be referred to the Executive Committee of KELI Switzerland.

ANNEXURE 1

SINGLE EVENTS

Age Group: Sub Junior / Junior / Senior

Sl. No:	Event	Duration in minutes
1	Elocution (Malayalam / English / German)	05
2	Fancy Dress	02
3	Solo Song (without Karaoke music)	05
4	Solo Song with Karaoke music	07
5	Mono Act	05
6	Pencil Drawing	60
7	Folk Dance	05
8	Kuchipudi	10
9	Bharathanatyam	10
10	Mohiniyattam	10

GROUP EVENTS

Age Group: Sub Junior / Junior / Senior

Sl. No:	Event	Duration in minutes
1	Classical Dance - Group	10
2	Cinematic Dance – Group	07

ANNEXURE 2

These competition events have prizes 1st, 2nd and 3rd in their own disciplines and shall have no relevance on the criteria for winning the prestigious awards Kalalathilakam or Kalaprathibha, Kalaratna and Fr. Abel Memorial Trophies.

SINGLE EVENTS

Age Group: Minis

Sl. No:	Event	Duration in minutes
1	Story Telling (Malayalam/English/German)	05
2	Fancy Dress	02
3	Solo Song (without Karaoke music)	05
4	Solo Song with Karaoke music	07
5	Pencil Drawing	60



BERATUNGEN

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TERMS & CONDITIONS



ANNEXURE 3

These competition events have prizes 1st, 2nd and 3rd in their own disciplines and shall have no relevance on the criteria for winning the prestigious awards Kalalathilakam or Kalaprathibha, Kalaratna and Fr. Abel Memorial Trophies. Besides, there shall be the JANAPRIYA AWARDS, based on public voting, to be won for the following Media events.

MEDIA EVENTS

Age Group: No Age Restrictions

Sl. No:	Event	Duration in minutes
1	Short Film	5
2	Photography	
3	Open Painting	

ANNEXURE 4

PRIZES / TROPHIES / AWARDS
SINGLE EVENTS & MEDIA EVENTS

Sl. No:	Positions	Award
1	First Position	Trophy and Certificate
2	Second Position	Trophy and Certificate
3	Third Position	Trophy and Certificate

GROUP EVENTS

Sl. No:	Positions	Award	Remarks
1	First Position	Trophy and Certificate	for each winner
2	Second Position	Trophy and Certificate	for each winner
3	Third Position	Trophy and Certificate	for each winner

SPECIAL AWARDS

Sl. No:	Special Award	Criteria
1	Soorya India Kalathilakam or Kalaprathibha Trophy and Certificate	For the best performing female or male artist
2	Fr. Abel Memorial Trophy and Certificate	For the overall champion in non-dance events
3	Keli Kalaratna Trophy and Certificate	For the overall champion in dance events
4	Janapriya Awards	Janapriya Awards will be given for the media events (Photography, Short film and painting) based on public voting
5	Cash Award	Only for short film Jury first Prize winner will be given a cash award of INR. 25,000/- or equal in Swiss Franc



*The executive committee of Keli
invites you all with family and
friends to celebrate*

20th Keli Onam

on Saturday 8th September 2018
at Heslibachstrasse 33,
8700 Kuesnacht, Zürich.

*Details follows....
Wait for delicious surprises.*

KINDER FOR KINDER

A project of Keli Switzerland

Kinder for Kinder is a social work Project under Keli Switzerland, committed to the educational support for children in need in India. The project is based on annual sponsorships - 60 CHF/year helps to cover the educational expense of a child. The sponsor gets regular reports from the social workers to be updated about the sponsored child. Fund for additional projects (e.g. Buds School, several single donations) are raised through regular Charity Shows. Furthermore we also support students in completing their higher education, of 4 years with the annual sponsorship fee of 300 CHF, the education of a student is guaranteed. More Details can be found on www.kinderforkinder.org. If you have any questions please contact us @ kinderforkinder.keliswiss@gmail.com





അംഗവൈകല്യം മൂലം സമൂഹത്തിൽ പാർശ്വൽക്കരിക്കപ്പെട്ടവർക്കായുള്ള കേളി പ്രോജക്ടാണ് തണൽ 20 വർഷത്തെ കേളിയുടെ സാമൂഹിക സേവനത്തിന്റെ ജൂബലി ആഘോഷിക്കുന്ന ഈ വേളയിൽ ഒരു ലക്ഷം സിസ്റ്റ് ഫ്രാങ്ക് സമാഹരിച്ച് അർഹരായവർക്കായി വിതരണം ചെയ്യാൻ ആഗ്രഹിക്കുന്നു. സുമനസ്സുകളായ നിങ്ങളുടെ സഹകരണം പ്രതീക്ഷിക്കുന്നു
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KELI INTERNATIONAL KALAMELA

SHORT FILM COMPETITION 2018

Jury includes
super film director
MARTIN PRAKAT



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to be won,
based on
public
voting

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Last date of registration 15th April 2018
For details please visit www.kalamela.com



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Ruby K. John

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Avail our 5-10% Early-Birds Discounts with min 3 months prior booking with 30% of adv. payment of the package price. (Exception "Cruises")



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HOLY LAND 08.03 - 15.03.18
(CHF 1340)

HOLY LAND 21.10 - 28.10.18
(CHF 1290)

HOLY LAND 27.12 - 03.01.19
(CHF 1340)

MEDJUGORJE

(with live apparition of Our Lady on 02.05 & 02.10), VENICE, PADUA, ROSA MISTICA (MONTICHIARY)
Pkg1 : 28.04 - 03.05.18 (CHF 450)
Pkg2: 28.09 - 03.10.18 (CHF 450)

FATIMA & LISSABON
(29.05.18 - 31.05.18)
CHF 490

AUGSBURG, ALTODTING & MÜNCHEN
(01.06.18 - 03.06.18)
CHF 320

LOURDES, NEVERS, MONTE CARLO, MILAN etc.
(14.07.18 - 18.07.18)
CHF 420

LA SALETTE & ARS
(01.09.18 - 02.09.18)
CHF 220

ITALY

Milan, Padua, Venice, Pissa, Frassasi, Assisi, Loreto, Ortona, Lanciano, San Giovanni Rotondo, Rome & Vatican etc.
(05.11.18 - 12.11.18)
CHF 750

POLAND & PRAG

(18.05.18 - 22.05.18)
CHF 480

ZITEIL, DAVOS & ST. MORITZ
(17.08.18 - 19.08.18)
CHF 220

CRUISE SHIP TOURS

MEDITERANIAN

21.04 - 28.04.2018
Costa Diadema):
(Italy, France, Spain, Sicily)
(CHF 860 onwards)

MEDITERANIAN - 13.10 - 18.10.2018
(MSC Poesia): Italy, Greece & Malta (CHF 550 onwards)

MEDITERANIAN

06.10 - 13.10.2018
(Costa Luminosa):
Italy, Greece, Monte Negro, Croatia
(CHF 790 onwards)

PILGRIMAGE Cum SIGHT-SEEING TOURS

BELGIUM, NETHERLANDS & LUXEMBOURG
(11.04.18 - 15.04.18)
CHF 490

LISUEX & PARIS
(26.07.18 - 30.07.18)
CHF 480

SIGHT-SEEING TOURS

SINGAPORE, THAILAND & MALAYSIA
(19.03.18 - 29.03.18)
CHF 1760

BERLIN
(07.06.18 - 10.06.18)
CHF 450

AUSTRIA & HUNGARY
(15.06.18 - 23.06.18)
CHF 590

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