Contents

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- Latitudinal & longitudinal location on the map.
- Craft Pockets
- Place / Village etc, with details of the distance from the nearest town or capital

Detailed Description of the craft
- History (reputation & traditional value of the craft)
- Proof & evidences (related articles, newspaper columns, journals etc)
- Raw Material
- Product
- Production (Method / process / technique)

Uniqueness

Value of the Craft

Economic / Emotional / Sentimental

Evolution if it has a commercial value now.

Visual Identity

Traditional Motifs / symbols etc., that is associated with the craft.

Profile of the Crafts People.
- Crafts People Involved at Present (Family detail)
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- Present Economic status
- Market Linkages (Any formal groups etc formed to produce or market the craft products)
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KERALA

MADALLAM

GEOGRAPHICAL LOCATION

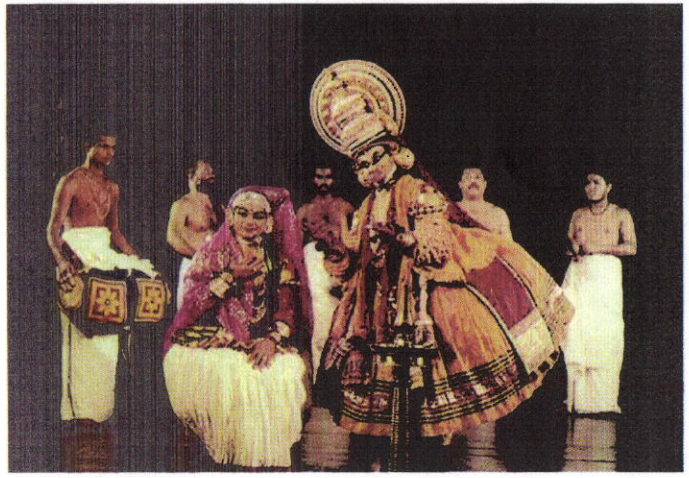
DISTRICTS: THE CRAFT POCKETS

Maddalam is a percussion instrument used in Kerala for the temple art forms like Kathakali, Panchavadyam, keli etc. Maddalam is considered to be a divine instrument or "Deva Vadya" on account of its inclusion as a major accompaniment in the dance of Shiva. Maddalam dates back to 13thCentury. The craft is practiced in Palakkad district of Kerala

The maddalam is the classical drum of South India used as an accompaniment for vocal, instrumental and dance performances.
Cylindrical in shape, maddalam is till today being chiseled out of a single piece of jack wood. The hollow ends of this elongated chiseled out drum are tightly strapped with a combination of cow and buffalo leather to create the required percussion impact. The inner ring is made of cow skin and the outer ring with buffalo skin. At the center of the right head is a permanent spot of black paste. This black spot is responsible for the special tone of the maddalam.

HISTORY-REPUTATION AND TRADITIONAL VALUE

Panchavadyam, an ensemble of five percussion instruments, is traditionally associated with temple festivals in Kerala. Pancha vadyam (the five instruments) is a unique art in which sound emanating from five musical instruments(Maddalam, Idakka, Timila, Kombu and Elathalam) and two auxiliaries, Sankku (conch) and Kuzhal, in varying pitches are syncronised. It is an indispensable accompaniment for the Kathakali and Mohini Attam dance forms. It is very similar to the mridangam. The maddalam is the classical drum of South Indian and is used as an accompaniment for vocal, instrumental and dance performances.
Maddalam like any other percussion instrument used in kerala is connected either with temple rituals and festivals or with temple theatres.



Even the crudest folk varieties have a ritualistic purpose. Interestingly, many of the instruments are common and popular with both Aryan and non-Aryan worshipping centres. Most of them are used even by people belonging to different faiths in their religious and social functions. Like religion, caste too has little significance with the instruments. The people are particular only that they should be handled by traditional families in whose proud heritage there is a long record of their possession, maintenance and presentation.

Of the five types of instruments described in the classics and still prevalent in the state, the drums stand foremost, and have maximum varieties. Ghana or metals come next and then, the sushida or the wind. The stringed instruments have very little significance and representation. One of the reasons for this may be that the stringed instruments with their delicate tones could never identify themselves in the Kerala ensembles which are noted for their loud and open air deliberations.

PROOF AND EVIDENCE

Some newspaper articles and published material which speak of this craft.

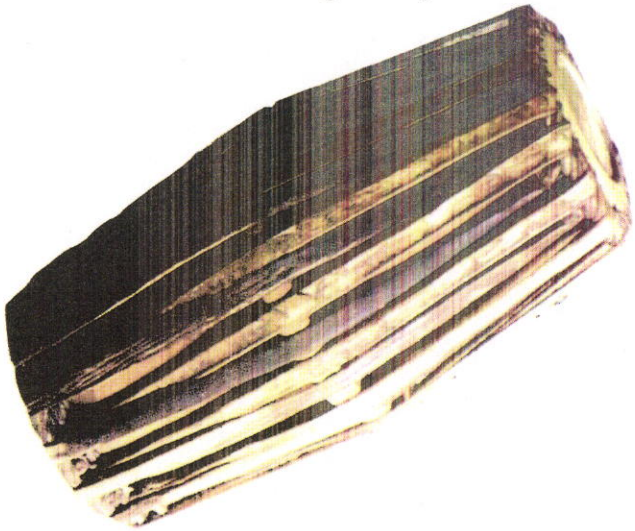
KERALA

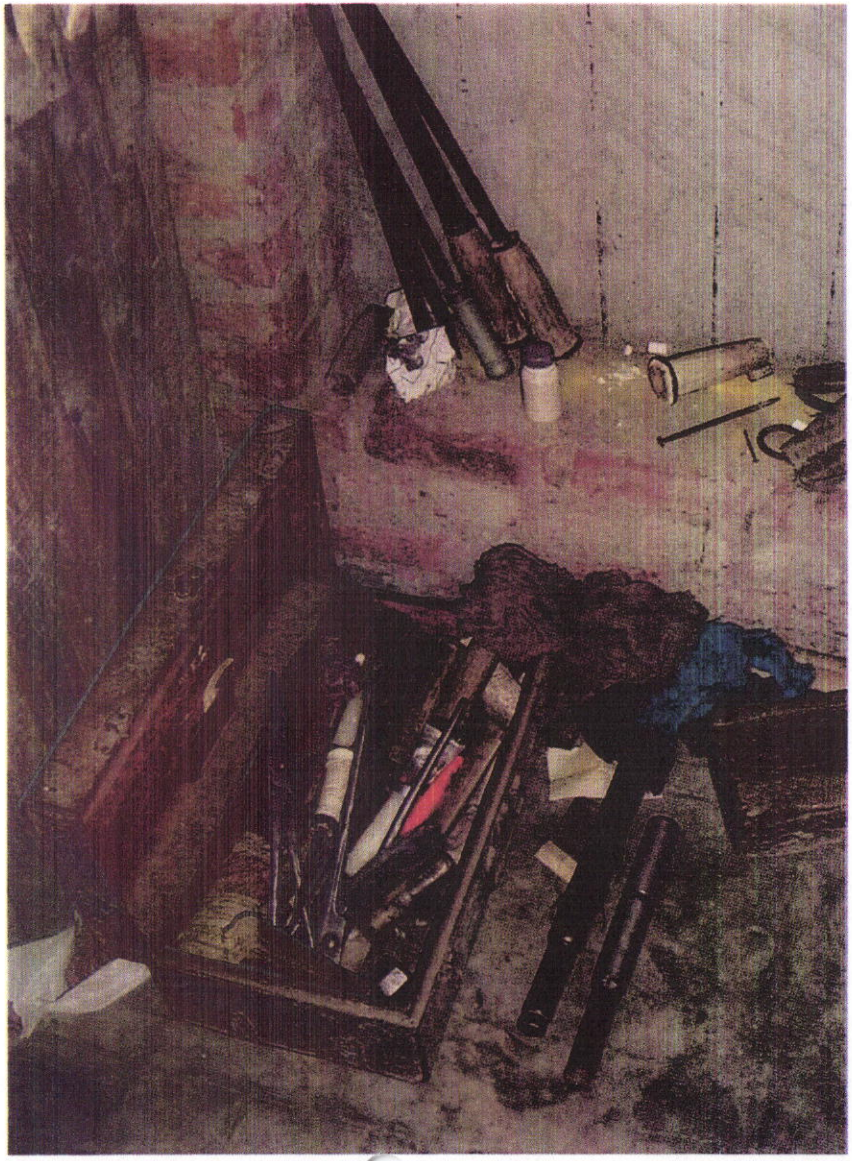
MADALLAM

RAW MATERIAL/TOOLS AND PRODUCT

THE RAW MATERIAL:
Jackfruit wood.
Leather and adhesives.

PRODUCT:
Maddalam is a percussion instrument used in Kerala for the temple art forms like Kathakali, Panchavadyam, keli etc
TOOLS:
Valchu uli(bent chisel), vattavayan uli(chisel with curved end), two irumbu kotti(iron tools used for hitting,used like a hammer), two kai eda tharan uli(special shaped chisels)Kodil(plier), tiruli(pointed tool for making holes in leather), tiruli(without a sharp tip used for widening existing holes), valkathi(used for scraping surface of the leather),koluthu & kacha(hook & cloth tied around the waist used for tightening the leather braces)

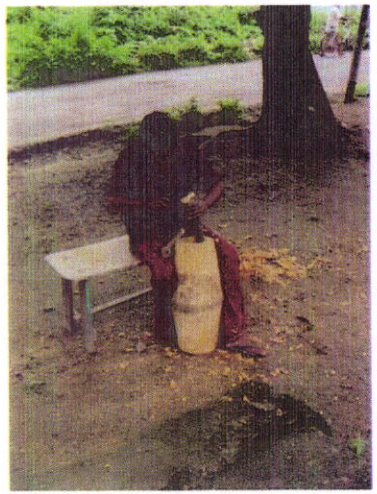




KERALA
MADALLAM

PROCESS

A wooden log is cut into the required size and a hole is chiseled in the log.The edges are smoothened using a file. The lathe machine is alternatively used to obtain the required form of the maddalam.
Appropriate leather is selected, which is first scraped & then dried.
The leather is then cut into circular form & also into strips which are both used in making the madallam
Firstly the leather thongs for tying the leather hoops over the drum body are straightened.
After which a circle cut of buffalo hide is finely trimmed. The inner face of a circular skin is cleaned by scraping it & the outer surface is scraped to roughen its surface. Four holes are punched through the skins with all the upper skins slightly shifted inward. After which slots are punched with chisel. The composite of hide



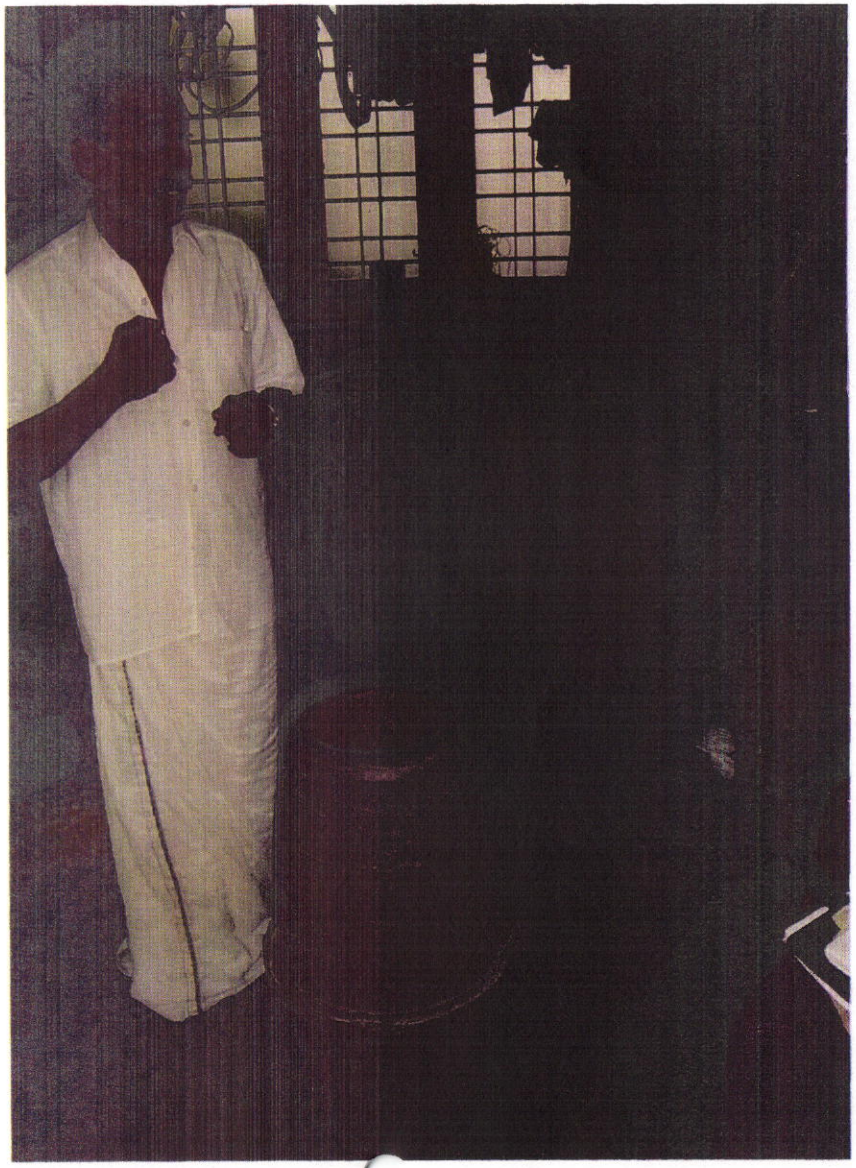
circles are fastened on the edge with four leather strips.
Marks are made for further slots with help of a template & the 34 slots are punched for the hoop to be interlaced through. Then a leather brace is threaded into the first slot The plaiting work has thus begun, two further straps are inserted into the center of the plait. The plait becomes tensioned after each threading.

For pre-stretching, cow skin is tied with a rope onto the drum & tied against the valayam at the other end. The membrane in the hoop becomes strengthened with cow leather strips. The strips are then stuck onto the membrane border, & it is pressed in its place.
The heads are pushed onto the drum & temporary fastening of the heads on the body is done.

The fastening brace is replaced by the permanent buffalo leather brace. Tightening of the brace & tuning is done & the maddalam is ready for use.

UNIQUENESS

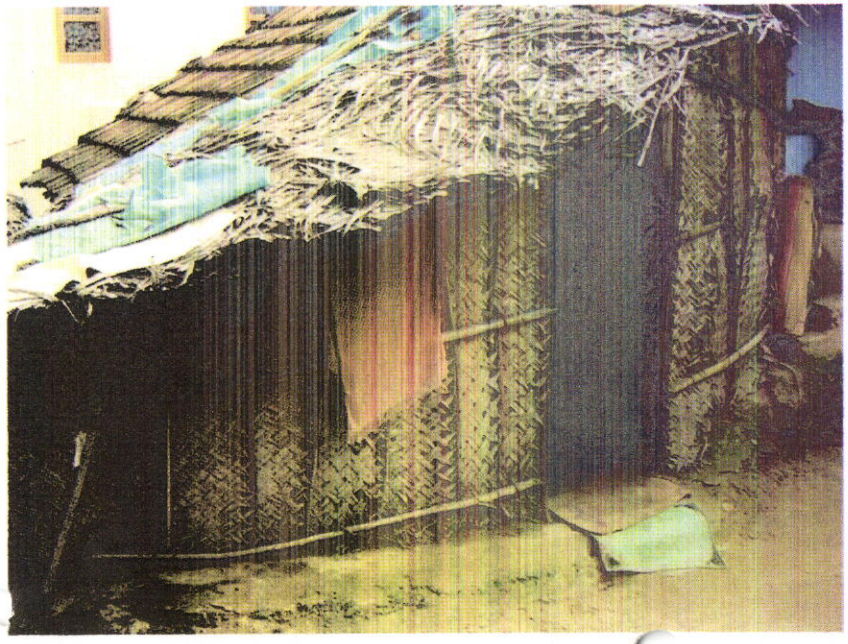
The product is an inseparable part of Panchavadyam an ensemble of five percussion instruments, traditionally and culturally associated with temple festivals in Kerala. Pancha vadyas (the five instruments) are the drums timila, maddalam and edaykka, the cymbals ilathalam and the kombu horn. The hourglass-shaped drum timila and edaykka and the maddalam barrel drum players improvise in turn. The huge brass cymbals ilatalam maintain the intricate rhythm patterns, and the kombu C-shaped horn embellish and prolong the drum strokes of the percussionists.

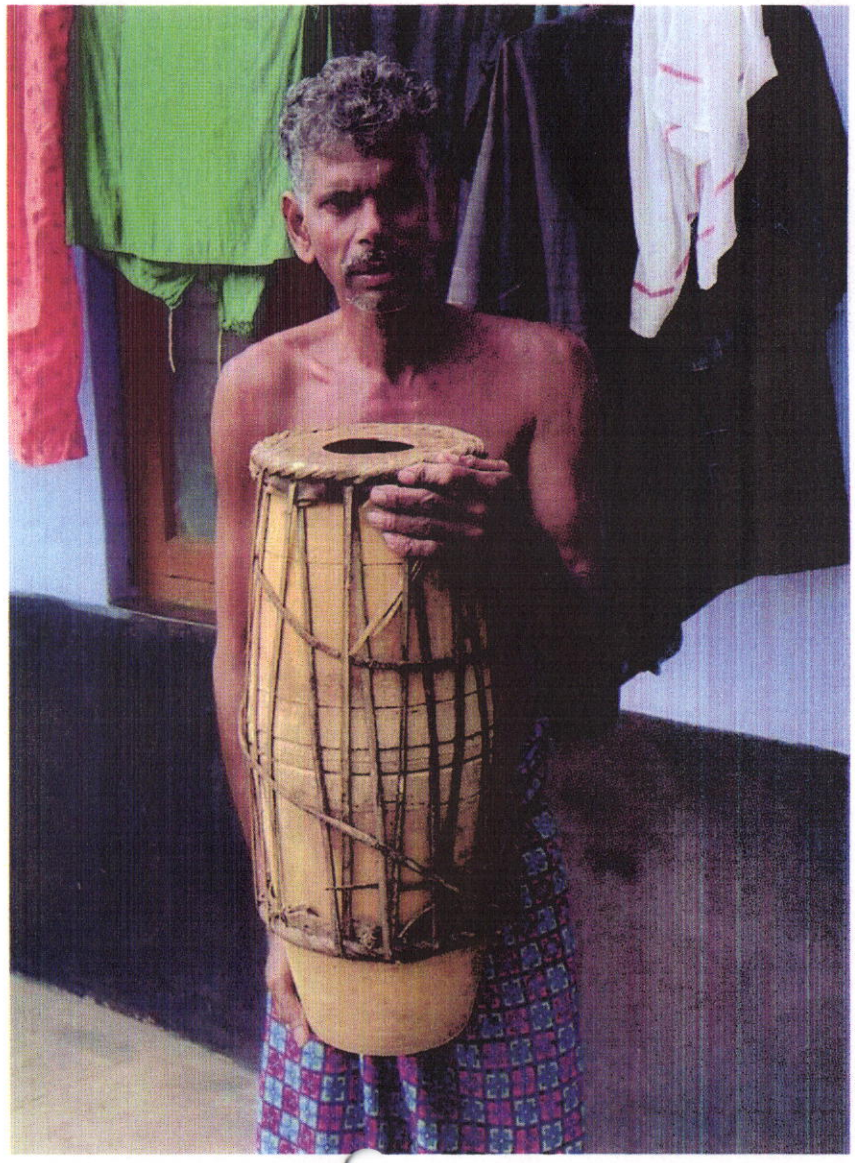


ECONOMIC ASPECT

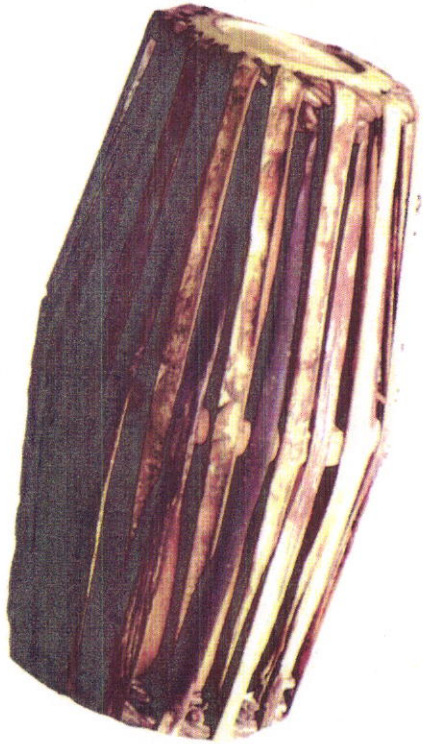
The product is an important sound element in the traditional dance forms of Kerala, therefore it has tremendous importance in the traditional context of the state.

The product is bought by people involved & interested in the traditional dance forms like Kathakali, Mohniattam etc. Madallam is bought andsold locally. There is good possibility of selling them through Kerala handicraft shops giving tags of the manufacturer, so that the customer can contact the craftsmen directly for repair of the instrument.





VISUAL IDENTITY



KERALA

MADALLAM

ARTISAN PROFILE

PRESENT ECONOMIC STATUS:
The average earning capacity of a craftsman is around Rs. 90,000 per annum

MARKETING LINKAGES:
The products are directly bought on made to order basis by the consumer. The musicians give order to the craftsmen who make the product in a month's time frame. After 2 years the product would require changing of leather, etc which is done by the craftsmen themselves.
The craftsmen involved in the projects are:
R. Rajan, S/O. V.Ramachandran,
Thabla & Miruthangam Works,
"Sruthilayam",House,
Peruvembar,P.O.
Palakkad-678 531
Palakkad

A.Krishnan,
Maddalam & leather works,Manythala Parambu,
Peruvembu(P.O),
Palakkad-678531

COST & PRICE:

It takes one month to make a single madallam.. During the rainy seasons the craftsmen don't practice the craft due to the non availability of dry wood. The product is sold at an average price of Rs.9000 which includes labour charges.