

MODULE – 2

Medium, Techniques and
Styles



Notes



7

POSSIBILITIES AND OPPORTUNITIES

Dear learner, in the previous lesson, we have learnt about the importance and relevance of folk and tribal art in this field. In this lesson, we will learn about the Possibilities and Opportunities in this field. It is quite natural that the students of folk art and their guardians have a question to ask about possibilities and opportunities in this field after the training studying this subject. Though folk art is the oldest form of art in the world, the study of folk arts is a recent phenomenon. Thus there is not much information about the possibilities and revenues to earn a living out of this profession. Folk art and craft have been a way to make a living for commercial folk artists for generation after generation. The children of these families learn their craft from early childhood by helping their seniors.



OBJECTIVES

After studying this lesson, you will be able to:

- state the new environment and commercial facts of folk art;
- explain the recognition of folk arts of India on the international art scene;
- explain the efforts that have been taken by the government to develop the folk art;
- recognise the possibilities of folk art in the commercial field;
- find an opportunity for self in the field of folk art.

Since the export of folk art and craft has increased thousand of people are engaged in this trade. Delhi, Mumbai, Kolkata, Bhubaneshwar, Ahmedabad, Surat, Jaipur,

Jodhpur, Lucknow, Muradabad, Saharanpur, Firozabad, Agra, Srinagar, Hyderabad and Chennai are the big centres of exports of folk art, crafts and handicraft. A part from these, thousands of NGOs are working to help folk artists and folk art development. They are also running training centres for these crafts., There are hundreds of such training centres in Rajasthan, Gujarat, Odisha, West Bengal, Andhra Pradesh, Tamil Nadu, Delhi, Punjab, Jammu and Kashmir and Northeasterstern India, along with NGOs. These organisations are taking care of more than lakhs of folk artists. These organisations are internationally recognised and help the artist earn crores of rupees.

Folk art and handicrafts are now part of our life. These artwork are currently displayed in the home of every commoner. Designers are in great demand in contemporary Indian society, and many young people are taking it as a profession. Changes are inevitable through time. There are a lot of changes in the traditional forms of folk art. Urbanisation and industrialisation have given a lot of opportunities and possibilities to folk artists.



Notes

7.1 POSSIBILITIES IN THE LOCAL REGION

Dear learners, you need to know the opportunities and possibilities in different regions in the field of folk art.

Title : Raghurajpur (Odisha)

Place : Odisha

Type : Art village

Date : Contemporary

Basic Information

Indian folk art and handicrafts have been making a place in the international arena for the last few decades after 1980. Demand for Indian handicrafts has increased in the global market. At the same time, their abilities to produce good artwork for supply are recognised. The “Bharat Mahotsav”, organised by the Government of India, played a significant role in popularising Indian folk art and handicrafts. This festival was held in Russia, USA, France, Germany and Japan. Many Indian folk artists showed their works and became famous. This festival helped folk art get recognition worldwide and opened new markets for Indian artists. India could earn foreign currency. Folk art and handicrafts became a new avenue of earning for the rural people.



Notes

General Description

About a hundred families of folk artists create art and craft in a village, Raghurajpur near Puri, in Odisha. Each family has separate rooms to practice their traditional art and craft. The art and craft include Patchitra, Tadpatra Chitra, masks, wooden toys and other home decorations. These artists have been practicing these arts and crafts for generations. There have been some changes in technique, but not in the themes. Every family member, be it the senior citizen or youngster, is engaged in this trade.

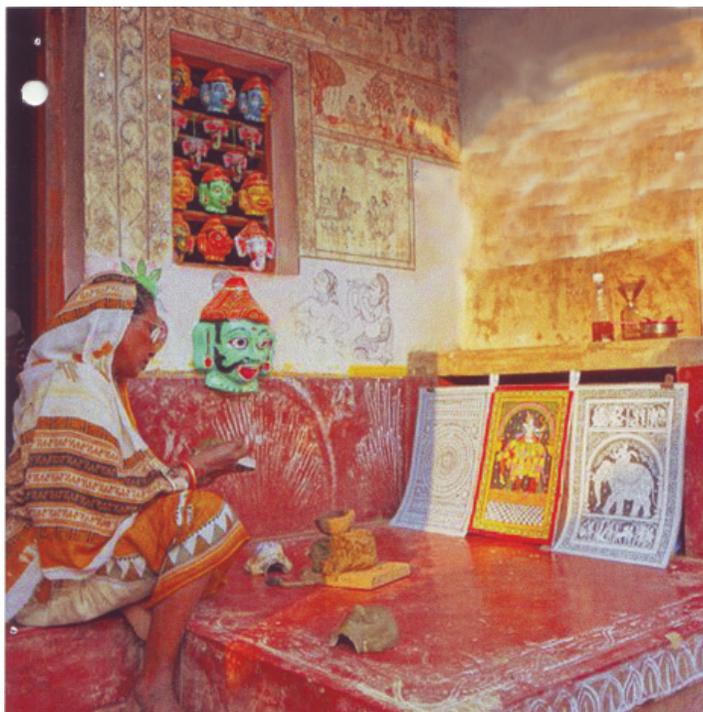


Fig. 7.1: Art village in Raghurajpur, Odisha

The photograph shows a lady of the house in Raghurajpur working on a statue of the Lord Jagannath with colours. Tourists from abroad and India come here to appreciate these works of art. Small Pata Chitras and masks in paper mache are in great demand. The photograph displays different kinds of artwork, especially the bright coloured mask shown in the picture is very attractive.



INTEXT QUESTIONS 7.1

1. Name the site of the artists' village of Odisha.
2. What are the main products of Raghurajpur?
3. What are the main themes of these artworks?

7.2 KALA GHORA FESTIVAL, MUMBAI

Now, you will learn about the Kala Ghora festival held in Mumbai.

Title : Kala Ghora Festival
Place : Mumbai
Type : Craft fair
Time : Contemporary



Notes

Basic Introduction

The interest in folk art is increasing not only in foreign countries but also among the common people of our country. They are looking at it with new interest. The Government of India holds festivals and art fairs in different parts of the country. One such craft fair is organised every year at Surajkund in Faridabad and Kala Ghora in Mumbai.



Fig. 7.2: Kala Ghora Festival, Mumbai

General Description

Encouraged by the success of Surajkund Crafts Mela, many other such fairs are organised. Kala Ghora Festival and Nature Bazar are some such festivals that give earning opportunities to thousands of folk and craft artists.

They provide a permanent and regular source of income to these artists. The government has established Delhi Haat in the capital; encouraged by the success of Delhi Haat, many such markets of handicrafts have been established in cities of India like Mumbai, Kolkata, Bhubaneshwar, Ahmedabad, Bhopal, Agra etc.



Notes



INTEXT QUESTIONS 7.2

Tick the Appropriate Answer:

1. Name any one name of the countries where all these actions had happened.

(i) France	(ii) China
(iii) Korea	(iv) UK

2. Name the important craft fairs of India.

(i) Big Mela	(ii) Surajkund Mela
(iii) Occational Mela	(iv) None of the them

7.3 KALIGHAT PATACHITRA, KOLKATA

Title : Kalighat Patachitra
Place : Kolkata, West Bengal
Type : Patua
Time : Contemporary

Basic Information

Let us learn about the Kalighat Patachitras of Kolkata. Kali temple of Kolkata is a famous pilgrimage for Hindus. Image-makers of gods and goddesses reside in the nearby areas known as Patua pada. These image-makers or Patuas make images of different gods and goddesses all through the year to supply for both personal and community worshipping. These Patuas also make paintings in their typical style, known as Patachitra.



Fig. 7.3: Kalighat Patachitra

General Description

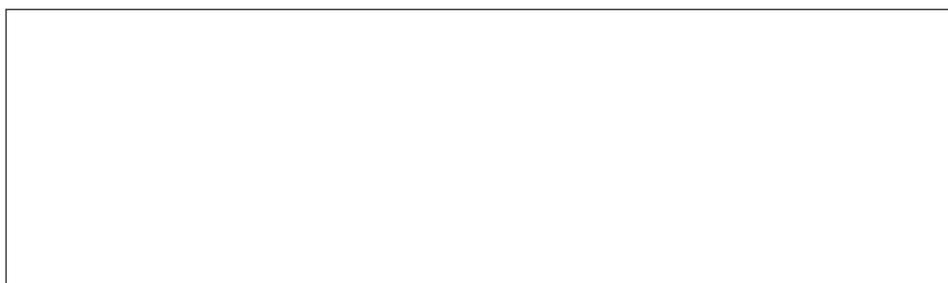
The painters of Kalighat use very simple materials like paper, cloth and earthen pots. Though traditionally they used vegetable colours, they now opt for ready-made colours from the market. The photograph shows a Patua is painting sitting on a mat in a very simple environment. Patuas have been using the same themes for these paintings for fast hundred years. The images of gods and goddesses are predominant, but during the beginning of the 20th Century AD, Patuas painted themes related to social, political and economic problems. At present, they limit themselves to painting the images of gods and goddesses like Durga, Kali, Saraswati etc.

**Notes****INTEXT QUESTION 7.3**

1. What is the main centre of folk art in Kolkata?
2. In what terms these artists are known?
3. Name the God and Goddess painted by Patua artists.
4. Write any two materials used by the painters of Kalighat.

**ACTIVITY**

Visit a library or art gallery in your locality. Collect different types of Patachitra, and paste into a 1/2 imperial size drawing sheet and make a beautiful collage with these photographs.

**7.4 PRIVATE OPPORTUNITIES**

Most of you are already aware of the Delhi Haat. Now you will learn it in detail.

Title : Delhi Haat
Place : Delhi
Type : Fair (mela)
Date : Contemporary



Notes

Basic Information

This lesson aims to prepare educated people who can understand different aspects of folk art and handicrafts of India, so that they can not only start up the trade of folk art and handicrafts but also manage to help the artists and themselves earn with their expertise. Many international corporate houses deal in folk art and handicrafts. They have established offices in India. They engage these artists to produce artifacts according to the buyers' demand. Many foreign importers visit these folk art centres and handicrafts to purchase different items. Many agencies act as middlemen between the importers, artists and craftsmen. Thus there are a lot of possibilities for the knowledgeable workers in this field.

Delhi Haat was established to encourage the development of folk art in Delhi Haat means market. The artists and craftsmen come here to show and sell their work in the permanent shops. There are some temporary shops too. The exhibits keep on changing after every 15 days. Sometimes exhibitions of tribal art and sometimes those of folk art are organised. The 'Delhi Haat' was founded by Delhi Tourist and Transportation Development Corporation.



Fig. 7.4: Delhi Haat

General Description

One feels to be in a village after entering Delhi Haat. The exhibits from small villages of states in the centre of a city are enough to attract the visitors. The Haat is designed so that any art loving visitor, either foreigner, or local can enjoy the ambience of the village. Nobody, either foreigner or Indian, should ever miss the opportunity to visit this place at least once. A variety of food from different states is also available alongside the exhibit. The folk artists also demonstrate their skill

in these shops. The weaver weaves cloth, the painter paints and they interact with the visitors. The visitors can learn about the art of that particular state. Embroidered clothes, silk, cotton, woollen clothes and home decoration are available here. Performances of folk dance, music and cultural programmes are held here.



INTEXT QUESTIONS 7.4

1. What are the possibilities for the learner of folk art as a private entrepreneur?
2. What are the opportunities for the learner of folk art in foreign exports?
3. Name the city of India which is the main centre exporting handicrafts?
4. When was this site of folk art established?



ACTIVITY

Visit any craft mela held in your locality. Now write your experience with the Mela and try to illustrate anything you find interesting in the Mela.

7.5 OPPORTUNITIES IN THE FIELD OF GOVERNMENT ESTABLISHMENTS

Learners, you will learn about the opportunities in the field of government establishments in detail.

- Title** : Surajkund Craft Mela
Festival : Annual Fair
Type : Craft Mela
Date : Contemporary

Basic Information

The centre and state governments are making many efforts to protect and provide amenities for folk artists and handicrafts by establishing offices all over the country.



Notes

**Notes**

Thousands of people are employed to serve them. The offices of handicraft development corporations are spread over the country to help the marketing of these artworks. Special training is given to improve techniques and designs over here. Many of programmes have been introduced to make the foreign countries aware of Indian folk art and crafts. State Handicraft Board in every state is working on this. Handicraft showrooms and emporiums have been established to promote folk art in the big cities of these countries.

Surajkund Craft Mela is the major art fair in India. Hundreds of artisans come here from different parts of India, and lakhs of people buy their products. This annual fair is held in Surajkund of Hararyana state. The art work and artists are also available in the SAARC countries.



Fig. 7.5: Surajkund Crafts Mela

General Description

Surajkund Mela was held for the first time at Faridabad in 1987. The painters, sculptors, weavers and artists came to show their work. Each state has its separate stalls to exhibit artifacts where the artists and craftsmen explain and demonstrate their skills. The Mela remains open for 17 days, and an award is given to the best stall. Different kinds of cultural programmes are also performed. Surajkund Mela is an avenue for skilled and unskilled artisans to show how they have brought unity despite the diversity in Indian culture and art. These artists get opportunities to visit SAARC countries to show their work.

**INTEXT QUESTIONS 7.5**

1. State the site of Surajkund Mela and the name of the state and city.
2. How many items in a year this Mela is held?
3. Which year, for the first time, this Mela was held?



ACTIVITY

Visit any craft-mela held at your locality. Now, write your experience about the Mela and try to illustrate anything you find interesting in the Mela.

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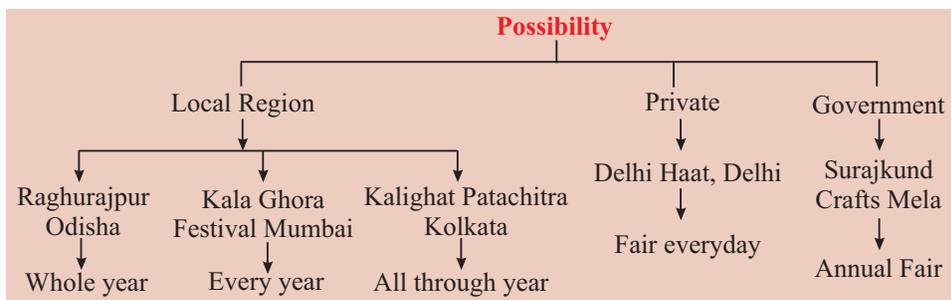
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Notes



WHAT YOU HAVE LEARNT



LEARNING OUTCOMES

The learner can

- exhibit artworks created on their own;
- make new art form by mixing folk and tribal styles.



TERMINAL EXERCISE

1. How did Indian folk art get recognition in the international market?
2. Name some of the important craft festivals of India.
3. Name the cities with Hat (market) to promote the business of handicrafts.
4. Which is the main export centre of Indian Handicrafts?
5. Which are the departments of the central and state Government responsible for the development of Indian Handicrafts?
6. What are the possibilities to earn a living from folk art for the learners?



Notes



ANSWERS TO INTEXT QUESTIONS

7.1

1. A small village, Raghurajpur, near Puri town of Odisha.
2. Kala gram produces, Talpatrachitra, masks, wooden toys and objects of interior decorations.
3. Major artworks related to Lord Jagannath, Balram's image and paintings. Cloth and earthen pots.

7.2

1. (i) France
2. (ii) Surajkund Mela

7.3

1. Kalibari is situated in Kolkata, the main centre of folk art.
2. These artists are called 'Patua'.
3. They make images of Durga, Kali, Saraswati etc.

7.4

1. They can provide service to the National and International fields of art and craft.
2. They can work as the middle man between foreign importers and local artists.
3. Delhi, Mumbai, Kolkata, Bhuvaneshwar, Ahemdabad, Surat, Jaipur, Jodhpur, Lucknow, Muradabad, Saharanpur, Firozabad, Agra, Srinagar, Hyderabad and Chennai.
4. It was started in 1994.

7.5

1. Surajkund Mela is held in Faridabad of Harayana state.
2. Once
3. 1987

GLOSSARY

Avenue : Source

Environment : The condition in which we live