

# Revival Of Dying Art Forms

**BRIDGING THE GAPS**



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# Naga Shawl Weaving

| Factors for Decline       | Gaps Observed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Proposed Solution                                                                                                                                                                                                                         |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Counterfeit products      | <p>The production and circulation of counterfeit Naga shawls in the market pose a significant threat to the cultural heritage, economic livelihood, and integrity of genuine Naga shawl weaving. These fake shawls undermine the artistic mastery, cultural significance, and economic empowerment of Naga artisans while misleading consumers who seek authentic, culturally rich products. Addressing the issue of counterfeit Naga shawls is crucial to ensure the preservation of this traditional art form and to protect the interests of both artisans and consumers</p> | <p>Enforce stricter regulations on the production and sale of Naga shawls, ensuring that only authentic products can be labeled as such. Penalties for producing or selling counterfeit items should be clearly defined and enforced.</p> |
| Access to Quality Yarn    | <p>The variability in the quality of available yarn directly affects the consistency and quality of the woven Naga shawls. This inconsistency hinders the artisans' ability to create shawls that meet market demands and cultural standards.</p>                                                                                                                                                                                                                                                                                                                               | <p>Establish supply chain partnerships to ensure a consistent and reliable source of quality yarn.</p>                                                                                                                                    |
| End to end manual process | <p>The traditional production of Naga shawls relies on an end-to-end manual process, which poses significant challenges and hinders the art form's sustainability and market viability. This manual approach results in various issues, including slow production, limitations in design innovation, and difficulty in meeting modern market demands. To ensure the preservation and revitalization of Naga Shawl Weaving, it is imperative to address these challenges and find solutions that balance tradition with modernization.</p>                                       | <p>While preserving the traditional aspects of Naga shawl weaving, introduce appropriate technology to streamline time-consuming manual tasks.</p>                                                                                        |

# Baluchari Saree Weaving

| Factors for Decline                                | Gaps Observed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Proposed Solution                                                                                                                                                                                                                             |
|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rise of demand for western machine-made sarees     | The rise in demand for Western machine-made sarees presents a significant challenge to traditional Baluchari sarees. These exquisite handwoven textiles from West Bengal, India, are renowned for their intricate motifs and cultural significance. However, the growing preference for machine-made Western-style sarees threatens the survival and market viability of the Baluchari saree tradition. This poses a multifaceted issue, including a decline in demand, limited market access, and a risk of losing the artisanal skills and cultural heritage associated with Baluchari weaving | Encourage collaborations between traditional Baluchari weavers and contemporary designers. This can lead to the infusion of modern elements into traditional designs, making Baluchari sarees more appealing to a diverse range of consumers. |
| Fewer cocoons being cultivated due to the pandemic | The traditional production of Baluchari sarees, renowned for their intricate silk patterns, faces a critical challenge due to the COVID-19 pandemic. The pandemic has disrupted the cultivation of silk cocoons, resulting in a reduced supply of the essential raw material. This shortage threatens the livelihood of weavers and the sustainability of Baluchari saree production, endangering the preservation of this culturally significant art form.                                                                                                                                      | Collaborate with local silk producers and co-operatives to stockpile silk cocoons during times of surplus. This can help mitigate the impact of sudden supply disruptions during crises.                                                      |

| Factors for Decline | Gaps Observed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Proposed Solution                                                                                                                                                                                                   |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wastage of garment  | <p>The intricate and labor-intensive craft of Chikankari embroidery is facing a critical issue in the form of significant wastage of garments during the production process. This wastage occurs due to design errors, misalignment of motifs, or flawed embroidery, resulting in material and time inefficiencies. The excessive wastage not only hampers the economic sustainability of Chikankari artisans but also poses environmental concerns as it generates unnecessary textile waste.</p> | <p>Implement digital design tools that allow artisans to visualize Chikankari patterns before embroidery begins. This can significantly reduce design errors and misalignment of motifs, minimizing wastage.</p>    |
| High attrition rate | <p>The Chikankari industry, known for its intricate hand-embroidery work, is facing a significant challenge in the form of a high attrition rate among skilled artisans. The attrition rate is negatively impacting the sustainability of this traditional craft, jeopardizing the continuity of Chikankari artistry and leaving a gap in the transmission of this cultural heritage to future generations.</p>                                                                                    | <p>Establish artisan welfare programs that provide financial stability and social security to Chikankari artisans. These programs should include healthcare benefits, insurance coverage, and retirement plans.</p> |

| Factors for Decline                      | Gaps Observed                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Proposed Solution                                                                                                                                                                              |
|------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Economic Struggles                       | Ensure that artisans receive fair compensation for their work, reflecting the time, effort, and artistry put into Chikankari embroidery. Collaborate with ethical fashion brands and retailers that value and promote artisan craftsmanship.                                                                                                                                                                                                                                                                                                             | Collaborate with art associations and galleries to set fair and consistent pricing for Mahbubani artworks, ensuring that artists receive just compensation for their work.                     |
| Absence of an organised marketing system | The Madhubani art form, renowned for its intricate and vibrant paintings, faces a significant challenge due to the absence of an organized marketing system. The lack of a structured and efficient marketing system hampers the visibility, accessibility, and economic sustainability of Madhubani artists and artisans. As a result, these talented individuals struggle to reach wider markets, secure fair compensation for their work, and maintain a consistent livelihood, endangering the continuation of this culturally significant art form. | Organize marketing workshops and skill development programs for Madhubani artists. These programs should focus on self-promotion, branding, and effective communication with potential buyers. |

| Factors for Decline                                        | Gaps Observed                                                                                                                                                                                                                                                                 | Proposed Solution                                                                                                                                                                                                   |
|------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Rising cost of silver                                      | The traditional bidriware industry is facing a growing challenge due to the escalating cost of silver, a crucial component of bidriware crafting. As the price of silver continues to rise, artisans, manufacturers, and consumers are grappling with several critical issues | Implement efficient production techniques that reduce wastage of silver and optimize its usage. This can include better design planning, precise metal inlay work, and improved finishing processes.                |
| Non-availability of soil which is used in making the mould | The unavailability of the specific soil used for making moulds disrupts the production process, causing delays and potentially preventing artisans from creating bidriware products.                                                                                          | Explore different regions or areas for potential sources of the specialized soil. This may involve collaborating with geological experts and conducting soil surveys to identify suitable locations for extraction. |

# Nakshikantha Embroidery

| Factors for Decline   | Gaps Observed                                                                                                                                                                                                                                                                             | Proposed Solution                                                                                                                                                                                                                                                                              |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Climate Change        | Climate change is causing an increase in extreme weather events such as cyclones, floods, and erratic rainfall patterns. These events can lead to damage and destruction of the homes of the artisans and the materials used in its production.                                           | Facilitate community-driven climate adaptation strategies, empowering nakshi kantha artisans and local communities to develop their resilience plans. This may include setting up community climate adaptation committees, access to climate information, and climate-smart training programs. |
| Limited Market Access | The traditional craft of nakshi kantha, known for its exquisite embroidered quilts and textiles, is facing a critical challenge due to limited market access. The constrained reach of nakshi kantha products in both domestic and international markets presents several pressing issues | Establish an online presence for nakshi kantha products by creating e-commerce websites or partnering with existing online marketplaces. This can significantly expand the reach of these crafts to a global audience.                                                                         |

# Cheriyal Scroll Paintings

| Factors for Decline            | Gaps Observed                                                                                                                                                                                                                                                                                          | Proposed Solution                                                                                                                                                                                                  |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Changing artistic preferences  | The traditional art of Cheriyal Scroll Paintings, known for its distinctive storytelling through vibrant and detailed art on scrolls, is facing a critical challenge due to changing artistic preferences. As contemporary tastes evolve, the cherished craft encounters several interconnected issues | Promote Cheriyal Scroll Paintings as a unique medium for storytelling. Host workshops that focus on storytelling techniques to help artisans create pieces that resonate with modern audiences.                    |
| Competition from digital media | The growing popularity of digital art forms has led to a decreased demand for Cheriyal Scroll Paintings, impacting the economic sustainability of the artisans and the preservation of this traditional craft                                                                                          | Blend digital technologies with traditional Cheriyal Scroll Painting techniques to create hybrid art forms. This approach can bridge the gap between traditional and digital art and appeal to a broader audience. |

| Factors for Decline             | Gaps Observed                                                                                                                                                              | Proposed Solution                                                                                                                                                                          |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Resource Constraints            | The art relies on natural materials like rice powder and pigments, which can be affected by changing agricultural practices, climate change, or environmental degradation. | Explore options for recycling or reusing natural materials in Kalamezhuthu painting. Some materials can be repurposed for multiple artworks, reducing the need for constant replenishment. |
| Availability of skilled artists | Many existing Kalamezhuthu artists are from older generations, and there is a lack of younger artists who are willing to learn and continue the tradition                  | Organize workshops and training sessions conducted by experienced artists for aspiring Kalamezhuthu painters. These workshops can help in skill development and knowledge transfer.        |

| Factors for Decline       | Gaps Observed                                                                                                                                                                                                          | Proposed Solution                                                                                                                                                                    |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lack of credit facilities | Tanjore artists and artisans often face financial limitations in procuring high-quality materials such as gold leaf, gemstones, and authentic pigments, which are essential for creating traditional Tanjore paintings | Establish specialized credit programs tailored for Tanjore artists and artisans. These programs can offer low-interest loans or credit lines to help them procure quality materials. |
| Limited Market Reach      | Tanjore paintings are often confined to a niche market, limiting exposure and accessibility to a broader audience. The art form struggles to reach beyond specific cultural or regional boundaries.                    | Partner with established online art platforms and galleries to feature Tanjore paintings, giving artists access to a larger customer base.                                           |

| Factors for Decline                          | Gaps Observed                                                                                                                                                                                                                                            | Proposed Solution                                                                                                                                                           |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Illiteracy of the artisans                   | Illiteracy can impede artisans from effectively navigating markets, accessing financial resources, and engaging in business negotiations. This limitation can hinder their ability to sustain themselves economically through the sale of their artwork. | Organize workshops and training sessions conducted by experienced artists for aspiring artisans. These workshops can help in skill development and knowledge transfer       |
| Absence of a formal financial credit process | The lack of a formal financial credit process can hinder the economic sustainability of Pattachitra artists and their communities, making it challenging for them to invest in their practice and livelihood.                                            | Establish specialized credit programs tailored for pattachitra artists. These programs can offer low-interest loans or credit lines to help them procure quality materials. |

# Kavad Storytelling Boxes

| Factors for Decline             | Gaps Observed                                                                                                                                                                                           | Proposed Solution                                                                                                                                                     |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High price of the raw materials | The natural materials required for crafting Kavad storytelling boxes, such as wood, paints, and dyes, have become increasingly expensive, making it financially burdensome for artists to procure them. | Collaborate with suppliers and natural material providers to negotiate bulk purchasing agreements or discounted rates for artists specializing in Kavad storytelling. |
| Lack of sturdy wood             | The wood available for crafting Kavad storytelling boxes may lack the necessary sturdiness and durability required for the long-lasting preservation of these intricate artworks.                       | Conduct a thorough assessment of the available wood types and their quality to determine their suitability for crafting Kavad boxes                                   |

| Factors for Decline                     | Gaps Observed                                                                                                                                                                                        | Proposed Solution                                                                                                                                                                                                  |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lack of design innovativeness           | The absence of fresh, innovative designs can make Rogan painting less appealing to modern art enthusiasts and collectors, leading to reduced market demand                                           | Host workshops that bring together artists, designers, and artisans to explore new design concepts, materials, and techniques that can be integrated into Rogan painting.                                          |
| Commercialization in the craft industry | The traditional art of Rogan painting, renowned for its intricate and vibrant textile designs, is confronting a critical challenge due to the increasing commercialization within the craft industry | Establish fair trade practices and organizations that connect Rogan artists directly with ethical markets and consumers who appreciate and are willing to pay a premium for authentic, handcrafted Rogan paintings |

# Bandel Cheese-making

| Factors for Decline            | Gaps Observed                                                                                                                                                                                                                   | Proposed Solution                                                                                                                                                          |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lack of consistency in quality | Bandel cheese often lacks uniformity in flavor, texture, and quality, which can lead to consumer dissatisfaction and hinder market demand.                                                                                      | Develop and implement standardized quality control measures and criteria for Bandel cheese production. These standards should cover taste, texture, aroma, and appearance. |
| Lack of demand                 | Consumers' tastes and preferences have shifted away from traditional cheese varieties like Bandel cheese. This shift may be due to changes in dietary habits, cultural influences, or the availability of alternative products. | Conduct in-depth market research to understand the evolving preferences and needs of consumers.                                                                            |

| Factors for Decline | Gaps Observed                                                                                                                                                                                                              | Proposed Solution                                                                                                                                                      |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Limited reach       | Association with only temples are only limiting the reach of the Chitrakathi paintings                                                                                                                                     | Partner with established online art platforms and galleries to feature chitrakathi paintings, giving artists access to a larger customer base.                         |
| Economic Struggles  | Ensure that artisans receive fair compensation for their work, reflecting the time, effort, and artistry put into Chitrakathi Paintings. Collaborate with ethical fashion brands and retailers that value and promote art. | Collaborate with art associations and galleries to set fair and consistent pricing for such paintings, ensuring that artists receive just compensation for their work. |

| Factors for Decline               | Gaps Observed                                                                                                                                                                                                          | Proposed Solution                                                                                                                                                                                                    |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lack of access to working capital | Kalamkari artisans and businesses struggle to obtain the necessary capital to procure raw materials, pay skilled labor, and cover operational expenses.                                                                | Partner with microfinance institutions to provide tailored financial products and loans with reasonable interest rates to Kalamkari artisans.                                                                        |
| Increasing cost of raw materials  | Kalamkari paintings are traditionally created using natural dyes obtained from plants and minerals. The availability of these resources can be unpredictable, leading to supply shortages and further price volatility | Encourage and support the cultivation of plants used for natural dyes in regions where Kalamkari painting is prevalent. This not only stabilizes the supply but also offers economic opportunities to local farmers. |

| Factors for Decline       | Gaps Observed                                                                                                                                                                                                                                                                                          | Proposed Solution                                                                                                                                                                                                                                                          |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| High cost of blocks       | The wooden blocks used in Ajrakh block printing are traditionally hand-carved from specific types of wood, which can be costly. The expense of procuring these blocks significantly impacts the overall production cost.                                                                               | Encourage the use of sustainably sourced wood for block carving. Work with local forest authorities and communities to ensure responsible harvesting and replanting of wood resources.                                                                                     |
| Crunch of water resources | The Ajrakh block printing industry is heavily dependent on groundwater for dyeing and rinsing fabrics. The over-extraction of groundwater for both industrial and agricultural purposes is leading to a significant drop in water tables, making water resources scarcer and more costly for artisans. | Implement water recycling systems within Ajrakh block printing units. This involves capturing wastewater from the dyeing process, treating it, and reusing it for subsequent dyeing. Invest in low-cost, efficient water treatment technologies to maintain water quality. |



# Thank You

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