

Incredible Indian Handicrafts: Reworking the Unsung Saga

World Trade Center Jaipur and Craft Council of Weavers and Artisans organized a webinar to mark the birth anniversary of Padma Vibhushan Kamladevi Chattopaddhyay (a driving force behind promoting Indian handicrafts, handlooms, theatre and the upliftment of the socio-economic standards of Indian women.)

The webinar brought together stalwarts and avid supporters from the handicraft sector to discuss the various successful arts practiced over generations in India.

Chief Guest, Ms. Rupa Naik, Senior Director, World Trade Center Mumbai appreciated the initiatives and assured World Trade Center's continued patronage to the field of Art and Craft. Ms. Naik was instrumental in giving the artisans of Gujarat and Rajasthan an opportunity to showcase their products at World Trade Center Mumbai Exhibition Center during an event named 'World Trade Expo' which was organized by WTC Mumbai.

Notable Guest Speakers at the webinar were Padma Shree Shakir Ali, Jaipur, Dr. Anjali Karolia, Baroda, Mr. Prasad Bidapa, Bengaluru, Ms. Purvi Patel, Bengaluru, Padma Shree Tilak Gital, Jaipur, Mr. Brij Ballabh Udaiwal, Jaipur, Mr. Chandra Shekhar Bheda, Delhi, Mr. Vikram Joshi, Jaipur, Mr. Kevin Patel, Gujarat, Mr. Vinod Joshi, Jaipur, Mr. Anant Murty, Bengaluru and Mr. Deepak Sankit, Jaipur.

Guest of Honour Prof. (Dr.) Anjali Karolia, Dean, Faculty of Family and Community Sciences and Former Head, Department of Clothing & Textiles, The Maharaja Sayajirao, University of Baroda, advocated formal education for youngsters looking forward to make their career in the sector or willing to take up the generation old businesses with responsibility. According to Dr. Karolia, youth entering this sector would lead to increase in creativity and also ensure better level of marketing capabilities for the products manufactured.

Mr. Vikram Joshi, a textile technologist and Managing Director, textile park 'Jaipur Bloc' Jaipur, who contributed significantly to get Geographical Indication for Sanganeri Print, in his address mentioned, "The park is a role model in the craft industry as there are various measures taken to recycle water, collect rain water and use solar energy. This park has been appreciated and acknowledged by the European Union and Stockholm International Water Institute, Sweden and Swedish Industrial Development Agency. The textile park has also been awarded with 'Most responsible Indian Business Membership Organisation' by Ministry of MSME and 'Outstanding Performance for setting up Eco friendly Textile Park for traditional Industry' by Ministry of Textiles, Government of India."

Padma Shree S. Shakir Ali, Jaipur, legendary miniature painter from Rajasthan, in his address while explaining about miniature painting said that this form of art originated in the 16th century, and is known for its incredibly detailed and elaborate style of images created on a highly minute canvas to bring out enchanting visuals. He pointed out that this art form was first commissioned by Rajput kings to preserve the royal festivities in a narrative format. Mr. Ali further informed that the styles and patterns of this art vary from location to location as different places have different stories, such as hunting scenes in Alwar, Deccan and Mughal elements in Bundi, and Hindu myths and legends in Bikaner.

Speaking on Traditional Bandhani art, Special Guest, Ms. Purvi Patel, Handicraft Revivalist, Bengaluru explained that it is a type of tie-dye textile which is decorated by plucking the cloth with the fingernails into many tiny bindings that form a figurative design. The term Bandhani is derived from the Sanskrit word banda ("to tie"). Today, most Bandhini making centers are situated in Gujarat, Rajasthan, Sindh, Punjab region and they are doing extremely well to attract buyers from not just within the country but all over the world.

Speaking on the occasion, Mr. Brij Ballabh Udaiwal, Director, CCWA and pioneer and a master in the art of hand block printing said, "Hand block printing, a craft passed over from generations to generations, is once again in the forefront of the fashion industry today. This ancient craft has seen a major revival over the last two decades and has moved away from its traditional rural hubs to the metropolitan cities of Delhi, Mumbai, Chennai and Bengaluru. India has been renowned for its printed and dyed cotton cloth since the 12th century and the creative processes flourished as the fabric received royal patronage. Though the earliest records mention the printing Centers in the south, the craft seems to have been prevalent all over India over the ages."

Mr. Deepak Sankit, Director, Emporia DR, while explaining about the art of Meenakari mentioned, "A Meenakari artisan often works with a team of craftsmen. The intensive labor, skill and time, as well as the cost of the precious raw materials ensure that the items are purchased for very special occasions. Raja Man Singh of Amer brought master enamellers from Lahore to Jaipur, Rajasthan in the 16th century. Ever since then, Jaipur has become the center of traditional Meenakari production. Intricate Meenakari executed on a base of gold and kundan has long been practiced at Bikaner and Jaipur. Nathdwara, Bikaner and Udaipur are famous for their silver Meenakari. Delhi and Banares are also important centers for Meenakari, while Pratapgarh is known for glass enameling."

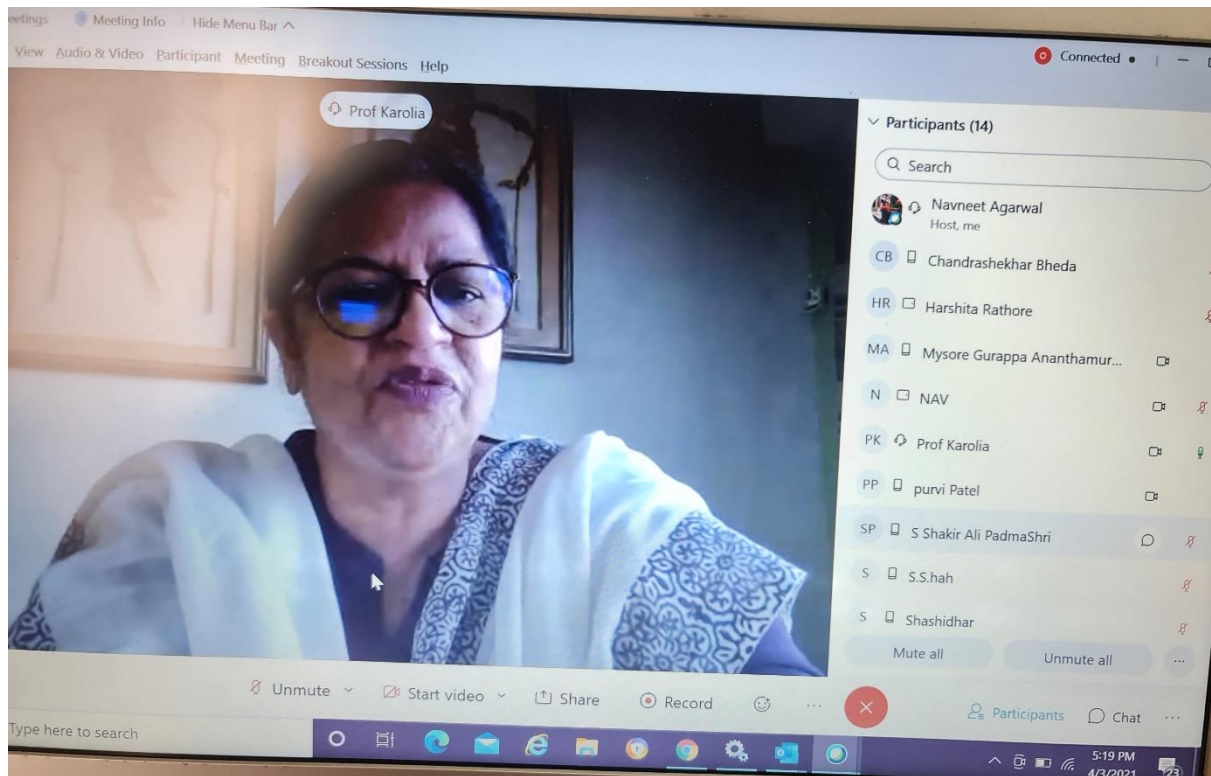
The webinar was attended by participants from across India.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur. proposed vote of thanks for the webinar.

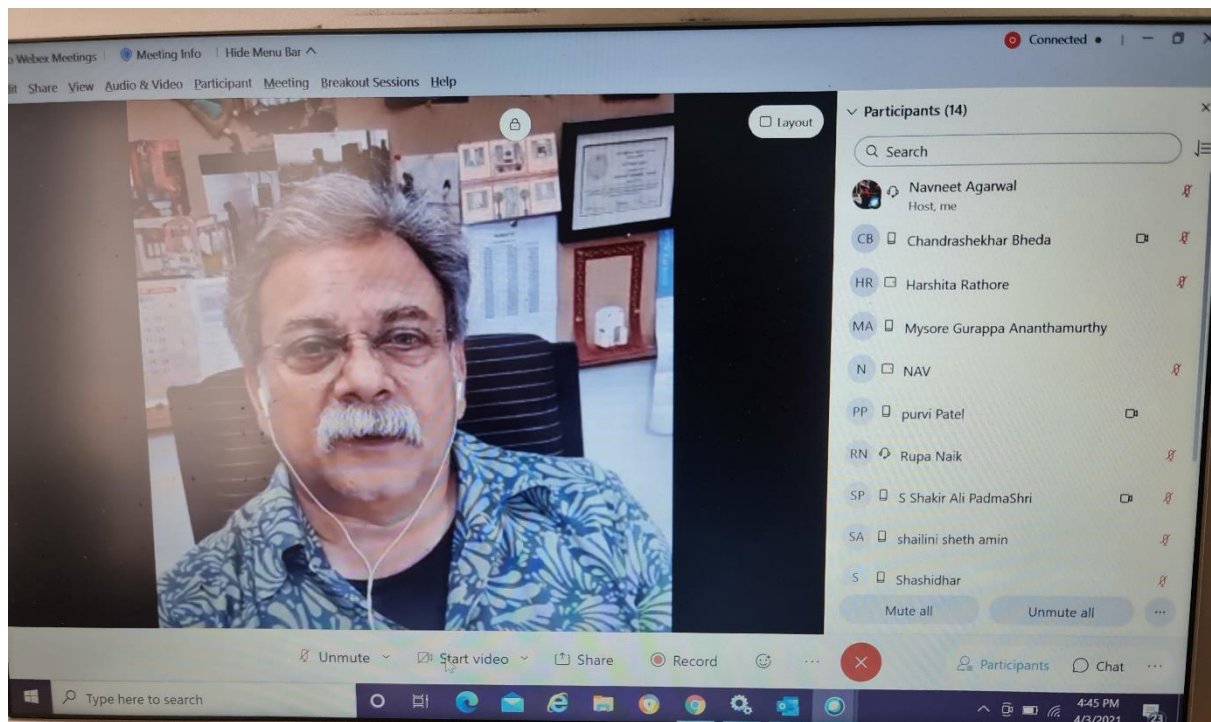
The Webinar was held on April 3, 2021



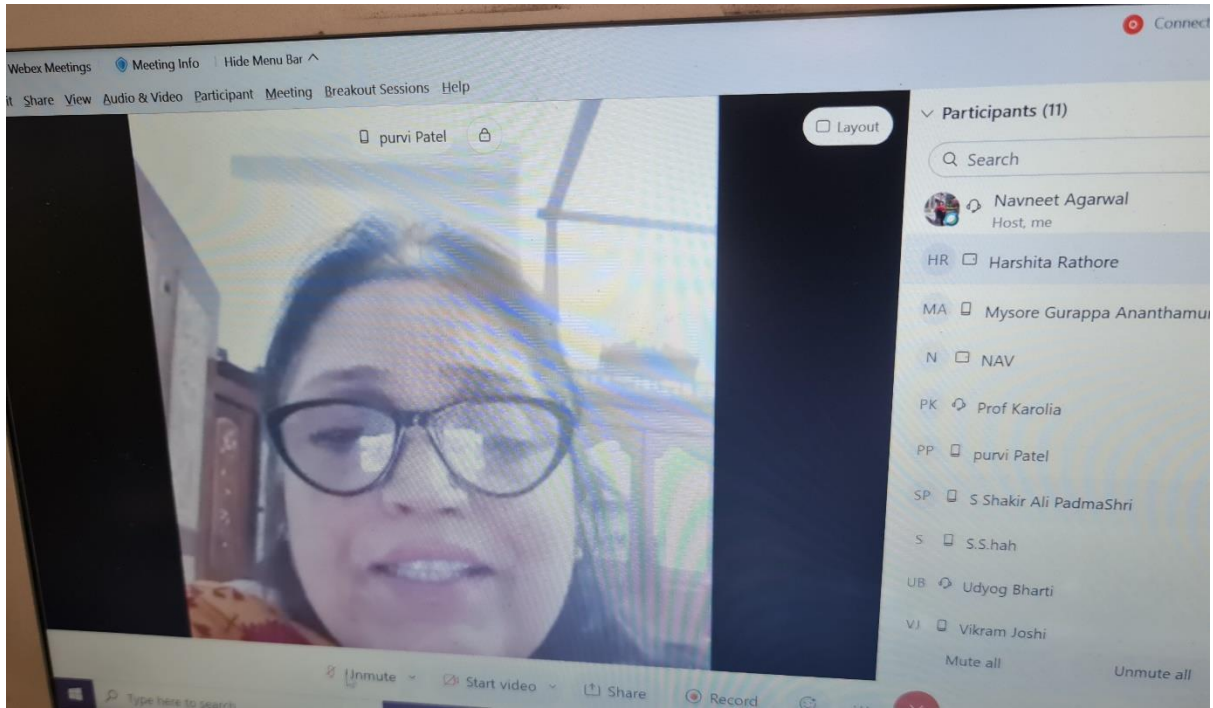
Mrs. Rupa Naik



Prof. (Dr.) Anjali Karolia



Mr. Vikram Joshi



Ms. Purvi Patel