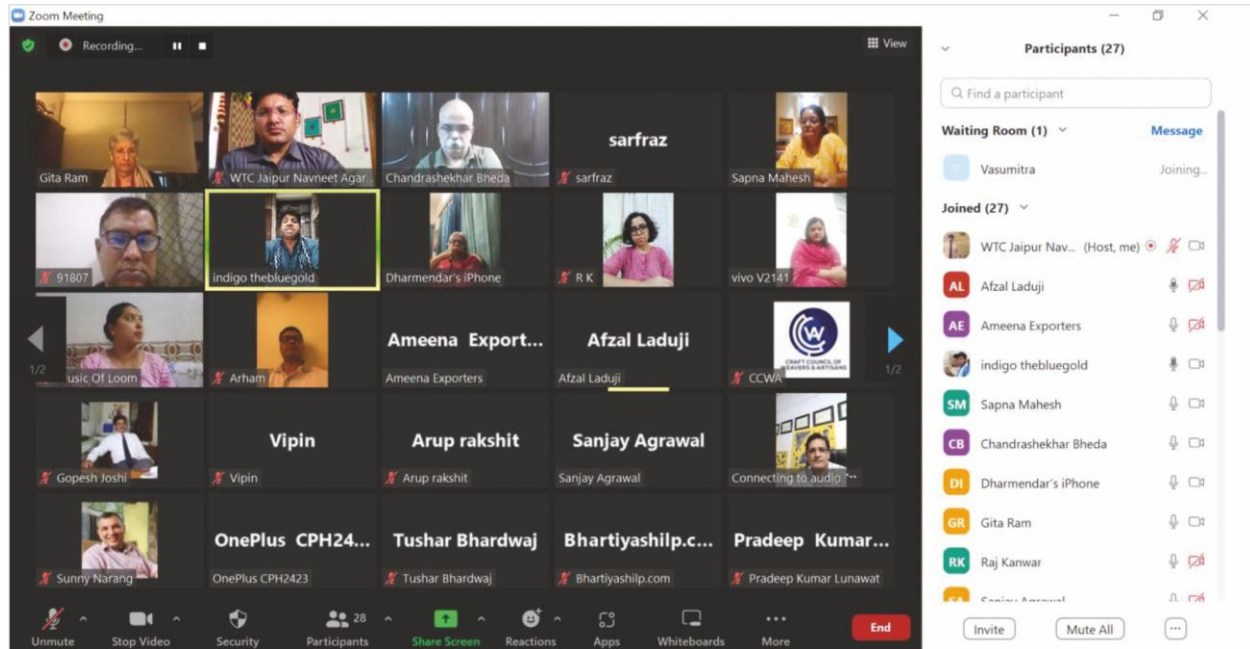


## Stakeholder consultation meeting for promotion of Hand Block Printing

To deliberate upon the rising fascination of the western world toward Rajasthan's Art & crafts and underlying business opportunities in the sector, World Trade Center Jaipur in association with the Craft Council of Weavers and Artisans - Jaipur, organized a webinar bringing together more than 75 manufacturers and buyers who discussed the export potential and techniques of printing.



Mr. Brij Ballabh Udaiwal, Director, Shilpi Sansthan citing Department of Industries, Government of Rajasthan's description of Hand Block Printing, "Block Printing is an ancient art form originated in Rajasthan that is being practiced using natural colors on cotton fabrics since time immemorial. The process of block printing flourished since the 12th century when the art received royal patronage from the kings of the era. Till date Rajasthani block printed cloths are considered the most popular and best of all other designs. While explaining the entire process of block printing in details, Mr. Udaiwal mentioned "traditionally natural and vegetable sources were used for dyes, but with the advent of synthetic dyes, things have changed, and not necessarily for the good. The ease of usage and the availability of synthetic dyes have replaced vegetable dyes in many cases."

Mr. Vikram Joshi, Director, Jaipur Block spoke about the significance and the process of dyeing, as well as preparation of dyes. He also mentioned that Rajasthan's predominant Dabu print, and Gujarat's Ajrakh, both stand tall and symbolize our vast cultural heritage and environmentally friendly printing techniques. Renowned places in Rajasthan for block printing are Jaipur, Bagru, Sanganer and Barmer where printing is done with a lot of imagination and creativity, he remarked.

Many notable participants such as Ms. Sadhana Garg, Gurukul Trust; Mr. Tapan Sharma, Weavers Service Center; Mr. Ashok Aatrey, Sashakt Foundation; Mr. Hemant Doraya, The Block Story; Mr. Deepak Sankit, CCWA Jaipur; Mr. Dinesh Chipa, Save The Hand Block Printing; Mr. Bhim Singh Saini, Devlok; Ms. Anu Sharma, Apex Group of Institutions, Mansarovar Jaipur; Mr. Arup Rakshit, GMMS and

Mr. Madan Meena, Kota Heritage Foundation graced the occasion and shared their views and suggestions.

Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur, proposed formal vote of thanks.

The Webinar was held on October 26, 2022.