

Handicrafts of Rajasthan: Blue pottery Promising a Global Demand and steady Employment

In 2022, the Rajasthan government introduced a New Handicrafts Policy. The goal of this policy was to implement measures that would make artisans employable in rural areas. Simultaneously, it aimed to preserve the ancient arts of Rajasthan, preventing their extinction and working towards their revival.

To promote the policy and connect rural and tribal individuals with blue pottery makers, as well as empower socially underprivileged women to acquire handicraft-making skills, WTC Jaipur organized a workshop and presentation titled "Colors of Jaipur: Blue Pottery, Unraveling the Designs and Motifs by Pioneers." which was attended by 25 participants. The founders of the development center offered valuable insights into the employment potential of the handicraft sector in the rural areas of Rajasthan. It is worth noting that the group holds an authorized Geographical Indication (G.I.) for this art form and has gained widespread recognition in international and national publications, including German newspapers, French magazines, The Hindu, The Times of India, Dainik Bhaskar, and Rajasthan Patrika.

While demonstrating, **Mr. Vimal Prajapati, Head Designer, Ramnarayan (R.N.) Blue Art Potteries** shared, "Blue pottery is one of India's most famous traditional crafts from Jaipur which is popular worldwide. This unique and labor-intensive artform has been practiced since 1900, and it derives its name from the eye-catching blue dye used to color the pottery. In recent times waste marble and dust powder are transformed into glowing pots whose colors are not limited to blue anymore, as more colors and tones have been incorporated to give the finished products a harmonious look. Also, lead-free glaze is used keeping in mind the health of the consumer. With the consumer in mind, we have innovated over a hundred unique designs and shapes tailored for household use, architecture, or commercial display. This attention to detail has made our products a favored choice in hotels and eateries."

Mr. Ramnarayan Prajapati, Founder, Ramnarayan (R.N.) Blue Art Potteries shared, "Through our products, we believe in exemplifying the liveliness and vibrancy of Rajasthan, and work for the upliftment and betterment of his fellow co-artisans. Despite being a small manufacturing unit, we strive to provide employment opportunities and try our best to empower the rural population, and artisans from the Scheduled Castes (SCs), Scheduled Tribes (STs) and historically disadvantaged families in India. The preservation and flourishing of this art form is achieved by engaging unskilled artisans and providing them with training to craft blue pottery articles"

Mr. Vimal expressed the village's concerns, stating, "We have devoted our lives to preserving traditional techniques, using environmentally friendly methods that cause no harm to the environment. Despite our efforts, the slow growth in manufacturing and sales over the years is attributed to a lack of marketing support, limited financial assistance, and a shortage of dedicated exhibition platforms. This has led artisans to abandon this art. To sustain this art form, it requires extensive support from national and international entities, government, and NGOs. A robust worldwide marketing platform with readily available grants is essential. With the organization's assistance, approximately 250 male and female artisans are creating these artistic pieces at their homes. Jaipur blue pottery is not an industrial production; it is entirely eco-friendly and elevates your lifestyle with its beauty and uniqueness. The artisan's creativity is reflected in the pottery, expressing nature through art. These pieces are not just decorations but also practical utility items. To provide a deeper understanding, we request the World Trade Center Jaipur to arrange tourist and industry visits to our research and development center near Kotjewar."

In the pics, aspirant artisans from the village who took part in the demonstration and presentation and the Prajapati family.

The workshop was held on December 17, 2023 at the premises of R.N. Blue Art Potteries, Kotjewar Jaipur.



