

TO STUDY ABOUT RURAL ART INNOVATION CARRIED OUT BY SHABRI EMPORIUM IN THE KONDAGAON DISTRICT

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Abstract

The beauty of Bastar district lies in its natural forest area and various types of Tribals. The total forest area is 7112 sq.km which is more than 75 % of the district's total area. Of the total population more than 70 % are Tribals like Gonds, Abhuj, Darda Maria, Bison Horn Maria, MuniaDoria, Dhruva, Bhatra, Halba etc. Bastar and Raigarh districts of Chhattisgarh are known for Dhokra art, wherein bell metal is commonly used to make dull gold figurines. Tribes like 'Ghadwas' of Bastar and 'Jharas' of Raigarh practice this art form and bring products to life with lost wax technique or hollow casting. Each piece is custom made and no two pieces can ever be the same. The traditional technique of Dhokra is simple but requires great precision and each product, whether it is created for daily use or spiritual purposes, is intricate and detailed. One of the most popular crafts of Chhattisgarh, the excellence of Dhokra appeals to travellers from all over the world and this unique craft represents the state internationally. Kondagaon, in Bastar district, is known for its trademark bell metal (Dhokra) and also a nursery to all tribal art carried out in Chhattisgarh where we see huge innovation and marketing is carried out by shabri emporium, kondagaon

Tribal Art, Innovation, Emporium

1. Introduction

India has always been known for its art and architecture. The history of India in terms of art is very immense. Almost every state has its art which has its specialty. And the art by tribal communities of India is the most vibrant. These tribal arts were rich in symbolic aspects as they had very specific rituals and characteristics. **Bastar Art** derived its name from Bastar, a tribal district of Chhattisgarh with a population of about 70% in the district. In this area, people are divided into different tribes & each tribe has its own culture and a way of living. They are different from each other in many ways such as groups having different traditions, languages they speak differ from each other, attire, worship customs, eating habits and much more. You might find it strange that in the 21st century many tribal groups are living in the deep forest and unaware of this changing world. The tribal society of Bastar is popular for its work that includes magnificent handicrafts in different shapes and sizes. The craftwork incorporates wood-carvings, Bell metal products, terracotta items, bamboo decorative pieces.

Objectives

1. To study an innovative art form that is also used for marketing purposes
2. To study art innovation methods and training given to rural artisan by shabri emporium

2. Background

Kondagaon is currently known as tribal craft capital other than shilpgram Narayanpur. It is traditionally passed down from generation to generation and requires years of practice to gain expertise. Bhupendra Baghel of Kondagaon District, Chhattisgarh is one such master craftsman who has been crafting Dhokra artifacts for over 30 years. He learned the art from his father who, in turn learned it from his father and so on. Chhattisgarh Handicrafts Development Board is an undertaking of the Government of Chhattisgarh. Under Village Industries Handicrafts, artisans are getting employment from this handicraft industry in abundance in rural and urban areas. Schemes are being operated by the Board for promotion of traditional handicrafts through training, technical design workshop and marketing

activities. The basic objective of all the schemes is to bring qualitative improvement in the production of traditional craftsmen and increase the conservation, promotion and development of handicrafts, so that new beneficiaries can get self-employment through training in the field of handicrafts. Chhattisgarh is a heritage of ancient handicrafts arts. At present, about 14 types of crafts are prevalent in the state, mainly among the crafts are Dhokra Craft, Iron Craft, Wood Craft, Stone Craft, Textile, Tattoo Craft, Tumba Craft, Carpet, Tribal Painting. And murals, embroidered crafts etc. are prominent.

3. Methodology

About shabri emporiaum

Shabari Emporium by Chhattisgarh State Hastashilp Vikas Board - is a not for profit Government organization formed in 2012 in Raipur, Chhattisgarh. The main objective is to achieve an all-around development in the field of Handicrafts and to revive the vanishing crafts through training and provide maximum employment opportunities to traditional and non-traditional craftsmen. Shabari emporium provides a marketing platform and support to all the weavers and artisans from across the State. It supports nearly 36,000 artisans working on various crafts such as Bell Metal Dhokra Craft, Wrought Iron Craft, Wood Craft, Jute Craft, Terracotta Craft, Godna(Tattoo Craft), Bhitti Chitra, Tuma Craft, Hand Knotted Carpets, Handloom textile, Sabai Grass Craft, Bamboo Craft, Stone Craft, Cowri Craft, Tuma Craft, Traditional Art & Craft.

About Kondagaon

Kondagaon district is a district of Chhattisgarh, India, and separated from Bastar district on 24 January 2012.^[1] with headquarters in Kondagaon. It is mostly renowned for its bell metal craft and other art forms native to the tribals of Bastar. Also known as the Shilp sheher (lit. craft city) of Chhattisgarh owing to the variety of indigenous crafts produced in the area. The common name for Kondagaon is Kondanar, which means 'village of horses' in Gondi. On 15 August 2011, Chief Minister Raman Singh declared Kondagaon as a separate district.

Interview

The data was collected after interview with the staff and authority officer of the shabri emporium where only the focus was to know what innovative method, they are using to promote tribal art and also how they are making people aware to buy their crafts and artwork instead of market available plastic crafts also, what initiative is being taken to hoisting condition of rural artisans.

4. Discussion

Programs and methods for tribal art innovation

Rural art or tribal art is part of the lifestyle of tribes of bastar in that we can see the origin of tribe's culture within the crafts made so here by the government authority of CGHDB take the huge initiative that is as follows: -

The main objectives of Handicrafts Development Board: -

1. To provide employment to traditional/non-traditional handicrafts through training and to develop and expand handicrafts. To provide advanced tools and equipment grants to handicraftsmen. To provide technical and design support to the traditional and non-traditional craftsmen to meet the changing demands of the national and international market.
2. To promote the export of internationally renowned handicraft products of the state. To provide financial assistance from financial institutions to the artisans for the production of handicrafts. Conservation and promotion of the country's most lost craft by reviving it.

Training Scheme

Handicrafts Development Board, by the state's traditional / and traditional craftsmen, agricultural and non = short-term labor laborers and educated unemployed Efforts are made to connect the youth and the girl child with the employment of trained in various crafts. According to the scheme of the government, training is being taken for self-employment. The training program is to be implemented in different areas to make it highly effective so that the craftsmen can compete against their competitors in the open market. Level First Training Period Basic Training 03 Months Second Advanced Training 04 Months Third Technical Design Workshop 02 Months In the above training schemes, budget and

departmental parameters received from the State Government, scholarship and raw material are provided to the trainees during training in crafts.

Innovative product made and sold in emporium



Swinging bamboo chair



Frame made by wrought iron



Clock made by bamboo



Paper weight made by dhokhra art



Wind chain made by thread and wood carving

Marketing Assistance: -

01. Selling through exhibitions

In the exhibitions and crafts markets organized to make the artisans aware of the production capacity, technical knowledge, market demand, knowledge of popular designs, and reasonable price of all categories of craftsmen through exhibitions. artists are invited to sell your product directly to the customers. In which the craftsmen are provided traveling expenses, compensation allowance, transportation expenses, and accommodation as per the provisions of the board.

02. Sales through Shabari Emporium

The facility of sale of handicraft materials produced by craftsmen of the state through job work/collection and sale of craftsmanship is provided under consignment in Shabari Emporiums.

03. Establishment of Mobile Shabari Emporium

With the aim of promoting the sale of craft items made by handicraftsmen of the state, mobile mobile Shabari Emporium is being operated by expanding marketing facilities. Due to which the market system of artisans is being made accessible by selling in different places. Dah (G Jantabar 08.

Various Development Scheme Grants

1. Jobwork and Collection: -

With a view to providing employment to the craftsmen at the local level, the raw material is supplied by the board and the finished goods are produced, so that the craftsmen get working capital. Do not have to take loans from Seth, moneylenders or other means, these facilities are operated in the centres. The materials are being purchased at their produced districts/places only, so that the craftsmen do not have to wander for sale, more time than this. Due to this, production will be more, due to which continuous employment and economic prosperity will increase as well as their standard of living will also improve. They are sent on study stay for 15 days, in which the craftsmen are provided with the facility of traveling allowance, daily allowance, and lodging expenses, which are as per the departmental norms.

2. Study stay

To get high level knowledge of crafts, craftsmen are sent on study stay for 15 days from famous centers of crafts, in which the facility of traveling allowance, daily allowance, and lodging expenses are provided to the craftsmen. Which is as per departmental norms.

3. Technical Design and Guidance: -

In order to remain in the increasing demand and competition in the market, it is necessary that the technical design of the craft keeps on changing from time to time according to the demand and requirement. For this, technical design and workshop are organized in craft-dominated areas through

departmental scheme, in which facilities are provided as follows- 01. Training of craftsmen to make them aware of advanced technology by organizing workshops and seminars.

02. To give training to make new and market useful designs) 09. Crafts for Design and Development Education Scheme - In collaboration with the state government, 12th class passed children of handicraftsmen engaged in craft work, for higher education in craft design, Indian Institute of Crafts for 04 years.

Conclusion

A craftsman or artist in a rural area needs a better recognition that can only be given by taking steps to make a daily use product that can fulfil modern needs so, here is the point where innovation took birth in the rural art all the government programs and methods succeed on a very high point but somewhere there is also a need of people awareness which is a major missing. Tribal art innovation is great and recognizable in shabri emporium, kondagaon, and also products are innovative so as per the artist makes are getting profit from the sale

Bibliography

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