

## **BASTAR ART: CONTEMPLATION OF AESTHETIC INVENTIVENESS AND CONSUMMATE FINESSE**

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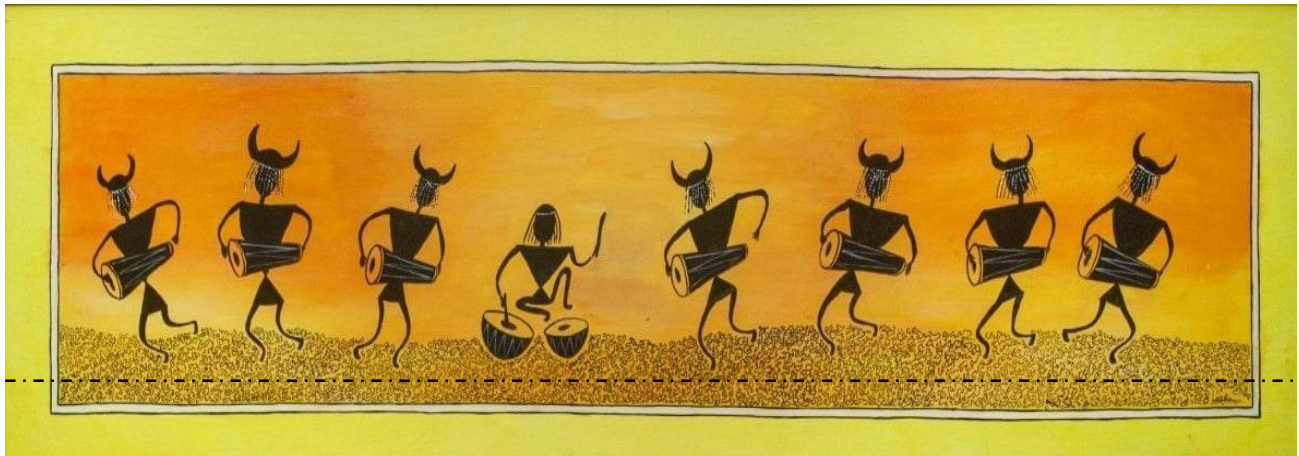
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### **Abstract**

The tribal handicraft of Chhattisgarh region is an astounding segment in modern times and has been element of ruckus since years. The artisans from Bastar district of Chhattisgarh hold prowess in propagation of array of craft works that are developed exquisitely. Some of the popular art forms of this region include: dhokra craft or bell metal art, wooden art, sisal art, tumba art/bottle gourd art, stone art, wrought iron craft , terracotta art, dry flower art, kosa art, shell craft, tribal paintings etc. The regions specified in generation of dhokra art are Chilkuti, Sidmud,Raigarh,Alwahi ,Kondagaon,Erakote etc. In case of wrought iron art, sisal art and wooden art the regions popularly known for generating these craft works are Kondagaon, Bhond,Lamker, Nagarnar , Taragaon, Balenga ,Parchanpal , Gudiapadar etc . There is spiraling demand for these craft works in domestic as well as international markets.

This segment of artistry provides employment to various tribal artisans from Bastar. The brilliance in creation and fine finishing of these art pieces are a reflection of mastery in carving possessed by the craftsmen. These art works are exceptional medium of representing the culture of these tribals. Presently very few categories of such art works are available in domestic and international markets. These art works are available in wide range of products such as items of daily utility , gift items , home décor items, functional items , and items for religious purpose.

**Keywords: *Bastar Art, Sisal Art, Dhokra Art, Wrought Iron Craft, Tribal Art, Wooden Art etc.***



### **Dhokra/Bell Metal Craft**

One of the age old popular technique of casting metal is dhokra art casting which is practiced by the tribals of bastar district. Pieces of metal analogous to the dhokra articles have been found during Mohenjodaro and Harappan period, which indicates that this craft is associated to the antediluvian times. In today's time this dhokra art is practiced exclusively in Bastar district of Chhattisgarh along with other parts of Chhattisgarh such as Sarguja and Raigarh region. Bell metal technique indicates casting brass or metal with the help of lost wax technique . The tribe that is primarily indulged in development of these craft works is the Ghadwa tribe. One of the interesting fact is that as per the local etymology "Ghadwa" means 'to create or to shape'. There are wide variety of products that are generated by these tribals such as vessels, jewellery, home accessories, office accessories etc.

### **Wrought Iron Art**

The representation of one's skills and imagination can be witnessed via the graceful and dark raw metal art works and figurines of Chhattisgarh. Raw material for the wrought iron craft is collected via rich mines in the region of Chirangdongri or by recycling iron scrap pieces , and the exemplary relationship between the nature and the tribal craftsmen allows these people to do so. These tribal art works are carved comprehensively in the regions of Kondagaon also known as Kondanar and Nagarnaar region of Chhattisgarh, these blacksmiths guilefully forge the elements via utilizing rudimentary tools. The wrought iron art is also known as Lohashilp and is one of the primitive art forms practiced in Chhattisgarh. This art form is originated via ironsmith community , this community used to develop hunting and farming tools for the tribal people in ancient times. Over past few years this exceptional art work has amazingly progressed into artistic structure and has regulated to generate demand worldwide.

### **Wooden Art**

Majority of the land portion of the state of Chhattisgarh is surrounded by astounding forests. The artisans use sivna and sagon woods for crafting art works. The wood is crafted into various utility items and decorative pieces both of these have their own importance in terms of handicrafts of this region. These wooden art pieces consist of white woods and teak wood. Amongst the products generated via wooden carvings cot with space for storage is very popular among customers, as it consists of various emblems of tribal lifestyles and other interesting designs. As these art works hold rising demand from foreign countries , these craft works are also exported world wide via various institutions working for the artisans. In ancient times these tribals utilized woods from forests to prepare shelter and to cook food for themselves , it's only after a period of time they realized that it could be utilized as raw material for wooden craft works . The tribe that is indulged in carving these craft works is Badhais ; who are categorized into two segments one who develops agricultural instruments and the other segment that develops decorative pillars and other accessories.

### **Objective Of Study:**

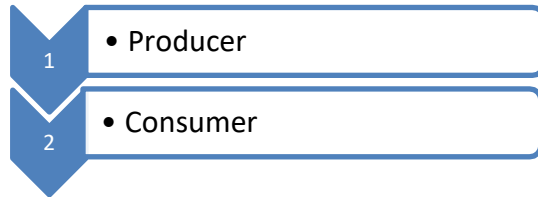
To study the Bastar Art Market its opportunities and challenges.

### **Research Methodology:**

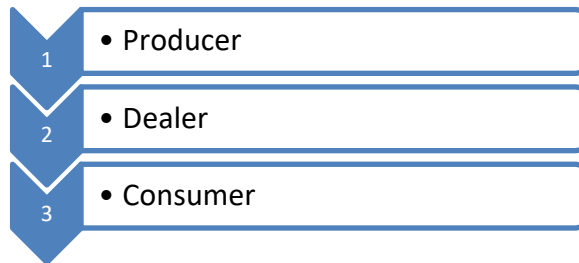
This research paper is based upon exploratory research. The data for this paper is collected via various secondary sources.

### **Various Selling Modes:**

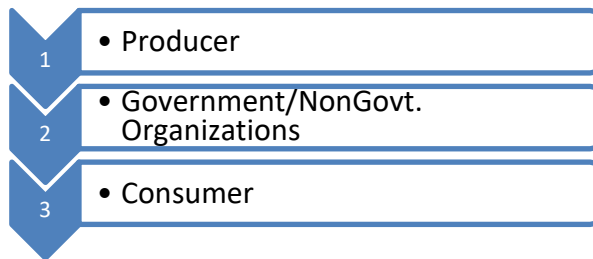
Model : Producer to Consumer



Mode2: Producers sell their products to dealer who sell it to consumers



Mode 3: Producers sell their products either to government organizations or NGOs which in turn sell it to the end consumer.



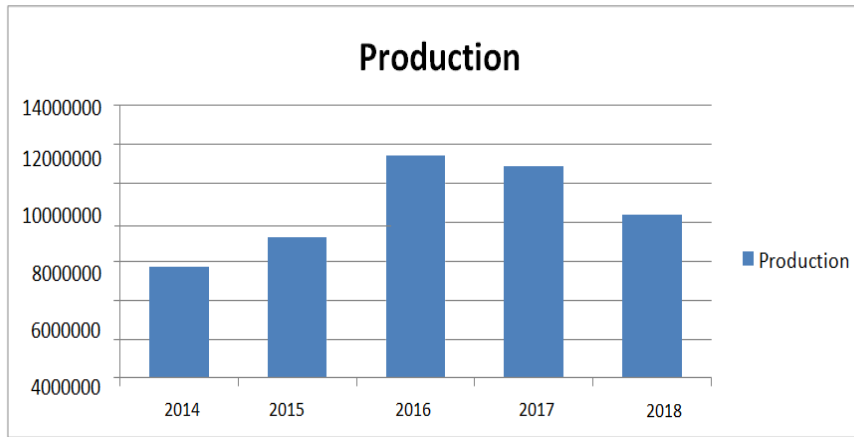


Fig: Representation of production scenario of tribal crafts in Bastar as per tribal marketing federation

### Challenges associated to Bastar Arts:

1. Elevating competition.
2. Lack of apt facility of infrastructure to the craftsmen
3. Reduced returns on tribal Art products of Bastar without the knowledge of total labour involved in developing of the product.
4. Lack of availability of raw materials especially for certain art forms.
5. It is difficult to compete with the (alternatives) machine made products .
6. Difficulties due to presence of intermediaries.
7. Lack of appropriate strategy to market these craft works..
8. Lesser enthusiasm of artisans towards participating in platforms offered by government such as exhibitions, trade fairs etc.

### Existing Government Efforts in Promotion:

For the sake of fortifying the comprehensive expansion of the sector of tribal handicrafts of Bastar region some specific schemes have been instigated:

1. Scheme for support and market service : This is established for creating awareness regarding the art forms amongst the end users and also to enhance financial support to initiate more number of shops/emporiums.
2. Scheme for Research and Development : It is established to generate opinions on fiscal, societal , art related and facets associated to encouragement of these art works.
3. Scheme for Training and Extension : It aims to achieve competence building.
4. Scheme for Special Training Projects associated to Handicrafts: To elevate the opportunities in this segment and to uplift the skills of craftsmen.
5. Baba Saheb Ambedkar Hastship Vikas Yojna: It focuses upon elevating participation of artisans .
6. Export Promoting Plan: It aims in increasing the promotional activities by stressing on some specific art works.
7. Bima Yojna for Artisans: It aims to provide Life insurance to artisans between the age group of 18 to 60 yrs.

**SWOT Analysis:**

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
Extended and vast market  Wide varied art works available  Comparatively less labor cost	Lack of appropriate infrastructure  Lack of technological awareness  Lack of awareness regarding trends of market	Expansion in tourism segment can be focused  Opportunities to tap worldwide markets especially countries like Germany, USA	Threat due to elevated competition in market due to machine made products  Trade strategies adopted by competing countries

**Growth Opportunities:**

There are numerous growth opportunities prevailing in this tribal art segment. There is wide scope for substantial worldwide presence. Also huge number of craftsmen available which means there is capacity to generate skilled manpower by imparting the required training. The exports of tribal art products could be spread to greater extent by generating awareness amongst the worldwide customers and elevating the entire consumption of art works. Various sections contributing in sales of the tribal art works are required to be promoted rigorously like the Tourism segment which is one of the major role player in increasing the sales of such tribal art products.

**Conclusion:**

The craftworks of tribal artisans from Bastar region are highly influenced by their religions along with their rituals. These tribal artworks of Bastar are amazing and because of this reason the customers are attracted to these art works and most of the consumers are even offering to pay higher charges for the tribal art products. Here’s when the role of broker enters into the picture and they try to dupe the consumers and also the artisans by unjust policies of pricing to create profit for themselves. It has become inevitable situation to provide strategic direction for fostering the existing system. Necessary measures should be taken along with the help of technological advancements and innovation to encourage these art works and the artisans as well. So the conclusion drawn out is that there is a necessity of genuine approach towards adopting the fresh modern time approaches and techniques of merchandise communication and marketing.

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