



CULTURE AND CONFLICT

UKRI GCRF Gender, Justice and Security Hub Transformation & Empowerment Stream

Project Pari
Product Design Training
18th-22nd December, 2022
Jammu, Kashmir





Presented by:

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Day 1 17/Dec/2022:

Every one arrived at hotel and start thinking about the training which will be held in Government Polytechnic College Jammu.

Day 2 18/Dec/2022:

The Artists and the researchers arrived at Government Polytechnic College Jammu, where the training will be held. There were 11 artists in the group who were dealing with Basohli paintings. **Basholi** painting is a reputed school of miniature paintings known for its vivid, evocative colors, bold lines, and deep-set facial patterns. This style of painting saw its best years in the 17-18th century. Basholi (Basoli) is a town in Kathua district in the state of Jammu and Kashmir, India. It was founded by Raja Bhupat Pal in the 16th century. Basholi paintings are considered as the first school of Pahari paintings, many of which have evolved into the much more detailed and widespread style of Kangra painting school. The Basholi paintings had obscure beginnings, although Raja Bhupat Pal is widely credited as its founder.

The Training started with the introduction activity. Firstly **Piyush** and **Neelam** started by introducing themselves and about the training procedure followed by the artists. In this activity all artists were given 5 minutes of time to give brief introduction about themselves and this helped us and trainers get to know about the artists very well and this thing will help in complete training workshop as there is a very famous saying every student is different and a good teacher is a one who understands that and teaches them based on their strengths and weakness.

Observation of the day:

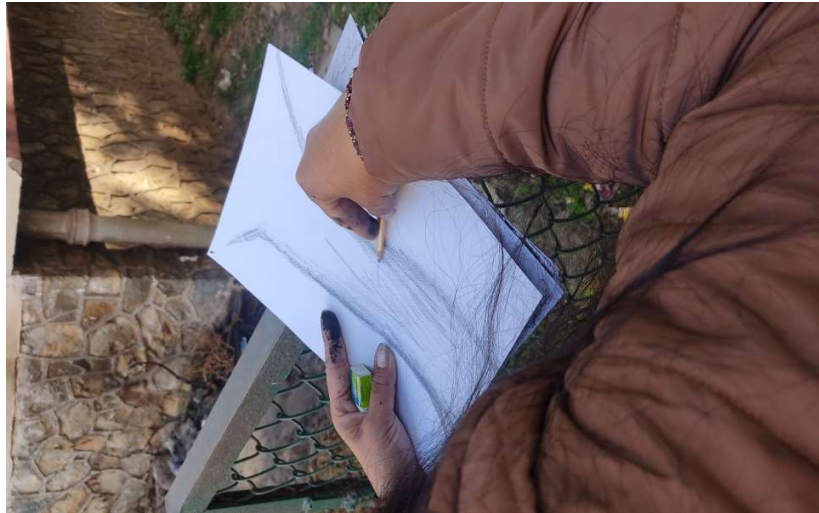
In the first day Piyush told every artist to write 10 words each about the basholi paintings and the importance of this art in their life. One similarity what I observed in there answer and this activity was that they were very shy infact when we were asking them anything they were feeling little shy to answer and the other important thing that I realized was they were restricting themselves to learn something new, on learning some art we think we have mastered that but there is an abundance knowledge in this world that any human being can't master inches entire life.

Then came the time of next activity. Piyush gave 30 minutes to artists and in those 30 minutes all the artists have to make a story on the basholi painting they had.

It was more like a story telling as they had to make up a story, write that on piece of paper and they had to narrate the story. Then after that every one wrote there story related to that Basholi painting and everyone wrote things like they are dancing in rain and singing, it was just a visual thing about their painting which they can narrate. Some of them narrated their story that they are waiting for their loved one and some are sad but one thing that stood up for me was that they were not taking the name of their loved one like BF or Husband, but they were using the word ____ (dash) for the name of their loved one and it was the clear example of how shy they used to feel and they lacked openness in their nature and there way of talking. All of us were able to see those restrictions in there paintings as well.

Then Piyush came up with a new activity in that activity they don't had to use designs but they had to use texture from natural environment like shades of trees, stones leaves etc. Apart from design or any character they had to just focus on texture not designs. During this activity one of the participant told me that in her childhood she had done things like that casually, like playing with the stones, car tyres and what not but she was always stopped by elders with saying that you are a girl, you can't play like this you have to be more modest and cannot be like that roaming around streets sitting at roadside and play like that, but now she was able to do that in this activity as she felt like she was living her childhood again and she is doing those things that she always wanted to do and I was clearly able to see the happiness in her face and she was enjoying every moment of it. One of the artists said that in basholi painting there is a fixed type of work and someone can't go beyond that, there is like some restrictions in the art but from this activity they learned new things and created new type of textures and modern style of paintings, some of the artists put only designs because being an artist they only want perfection in there paintings but it's all about texture be imperfect and don't stop yourself and your hand just go with the flow. Some of them were like we don't want to learn because we are perfect and there is no need for us to learn new things as we are complete as an artist. Today the artists learned some textures with lines, shades, trees, roses, leaves etc.

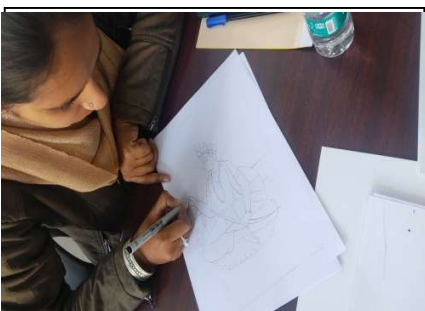
One of the artist used texture of tree

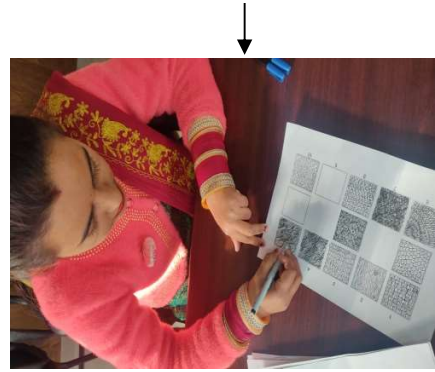
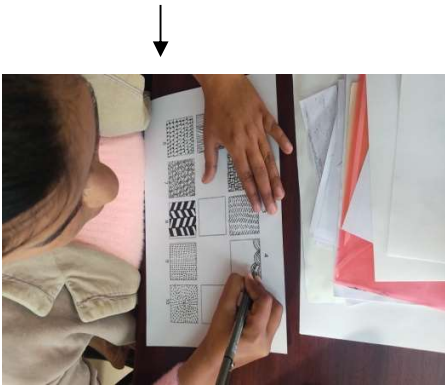


Day 3 19/Dec/2022:

Next day the artists started the practice of textures, they feel shy to ask questions, some of them were acting uninterested as they were not ready to do training and something new. They were stuck on their point that whatever we had learned from our Guru in past is sufficient and we don't want to learn something new or add something to the art. It felt like they were in the Training just for fun and adventure but with the passage of time they started showing interest in learning something new. Piyush gave them the idea that if they want to sell anything it's not mandatory to draw again and again you can just make photocopies and sell them at low price so that all can have access to buy basholi paintings. Playing with textures and learning new things the artists seemed happy to see their paintings with new effects; happiness is quite visible in their faces.

Practicing of Textures





Day 4 20/Dec/2022:

Today training of online marketing was given to artists by Piyush, He said that we can use Basoli paintings in different products like mugs, shirts, mats, trays, Pots. They were given training on how to sell their products online to the bigger world and bigger audience as in today's era world is a small place because of internet and the artists were trained on how to use the power of internet to show their art to the entire world and how to sell online.

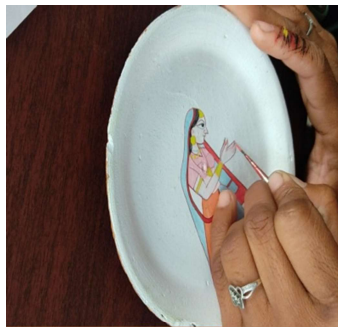
During the valedictory Mr. Arun Bangotra, Principal Government Polytechnic College welcomed Ms. Avni Lavasa (IAS), Deputy Commissioner Jammu and ADDC Mr. Ramesh Chander (JKAS) who felicitated the artist. Mr. Vikas Gupta, Director Handicrafts and Handlooms Jammu office was represented by Development Officer Public Mr. Fareed Kohli. Also present were, Mr. Khalid Sheikh,

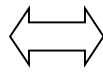
Coordinator Skill Development Mission and Mr. Rajan Kumar, Jammu Coordinator for Mahatma Gandhi National Fellows. They asked some questions to artists like what new things you have learned so far and how will you move this training further on and they artists replied that they learned the concept of using textures and using these paintings in new products. Various workshops were held before but this was the first time this kind of training was held. We feel pleased that we are part of this. Before that Basholi was only used on flat surface but for the first time they are doing it on all shapes.



Visit of some officials

Process of Making Final Product





OVERALL OBSERVATION:

From their pre experience to post, quite difference was witnessed as per the artists they were unable to understand what was this training about but now they can see the different version of basholi paintings, Earlier Basholi was only used on paper but now new ideas emerged in the workshop, Now they can make these designs on round shaped things like glasses plates etc. One of the artists discussed about the new features of basholi paintings, She said that they used basholi only on flat surfaces but this is their first experience to use similar paintings in different products and in different shapes and this opened the opportunity of exploring things in this art and now they can use this art in multiple things that will eventually lead to new business opportunities for them, they all were happy with the training they received in the workshop. The question raised here is that only girls are doing this work because of no validation in this work, A rigid mindset was there but due to this workshop new ray of hope was clearly visible, some of the artists were not from Basholi,so emotional breakdown was witnessed because of the reason they always suffer from all the people that you cannot do this painting because your roots are not linked to that, you are not from basoli so how can you understand this work very well. Despite being this mindset the other people are doing it so well

and avoid all the harsh words because they believe that PASSION IS MORE DEVELOPED THAN DISCOVERED.

THANK YOU

