

Report on Viksit Bharat Event

“Traditional Art Workshop”

ORGANIZED BY: The Department of Management

DATE: 20th March 2024

TIME: 10 AM

LOCATION: Room No. 4, Mgmt Block, IGDTUW

NAME OF THE STUDENT COORDINATOR: Shristi Minakshi, Pallavi Tiwari

FACULTY COORDINATOR: Ms. Priyamvada Mathur

PARTICIPANTS: University Students

Overview

On 20th March, 2024 a “Traditional Art Workshop” was organized by the Department of Management, IGDTUW under the Viksit Bharat @2047 program. The event was an effort to raise awareness among students about the rich cultural heritage of our country and to impart the significance of art form as building blocks of a community. The event aimed to highlight the role of art in preserving and transmitting cultural heritage and to encourage pride in cultural identity and heritage among students.



Ms. Shristi Minakshi, student of BBA 2nd year, known for her expertise in Madhubani art form imparted knowledge about the cultural heritage of this traditional art form to her peers. Delving

into the origins, evolution, and contemporary significance of Madhubani art, she provided an enlightening overview of its journey through time. She emphasized the cultural significance of Madhubani art and its integral role in Mithila's cultural practices, festivities, rituals, and ceremonies. Shristi showcased her skills by demonstrating the intricacies of the art form, bringing to life its vibrant colors and symbolic motifs. Following the demonstration, she led a guided hands-on art workshop, allowing participants to immerse themselves in the techniques and intricacies of Madhubani art under her expert guidance.



Some of the highlights of the session included:

1. Introduction to the Madhubani art form - also known as Mithila painting. Literal meaning of "madhubani" is forest of honey and is characterized by its eye-catching geometric patterns, bold colors, and themes drawn from mythology, nature, and rural life.
2. Origin of the art - Madhubani paintings designs are supposed to have originated during the Ramayana when King Janaka commissioned artists to depict his daughter Sita's wedding

3. During the demonstration, Shristi shared that traditionally Madhubani art is created using natural pigments derived from plants, minerals, and other organic sources and has different styles namely Kohbar style, Tantrik style, Katchni style, Godna style, and Bharni style.
4. While elaborating the role of Madhubani in the cultural heritage of the region, Shristi also mentioned how the art has led to economic growth of the region and is globally recognised by awarding it a Geographical Identification tag.
5. The Madhubani art has been recently celebrated at the G20 platform where the painting titled “Chandrayaan-3” by Shanti Devi won the national award.



In conclusion, the Traditional Art Workshop at IGDTUW proved to be a resounding success in achieving its objectives of promoting cultural awareness and diversity among students. Through the session participants gained valuable insights into the cultural heritage of Madhubani art and its significance in Indian society. The workshop served as a testament to the enduring legacy of traditional art forms in shaping community identity and fostering cultural pride. As Dr. Meha Joshi, HoD Management IGDTUW, remarked in her closing remarks, initiatives like the Traditional Art Workshop are essential for enriching the educational experience and promoting cultural diversity in academic settings. With continued support and engagement, such initiatives can play a vital role in preserving and promoting India's rich cultural heritage for generations to come.

