

# P / REFERENCES OF DESIGN

## PATTCHITRA: A PAINTED CULTURE OF INDIA WHICH BINDS THE COMMUNITY TOGETHER.

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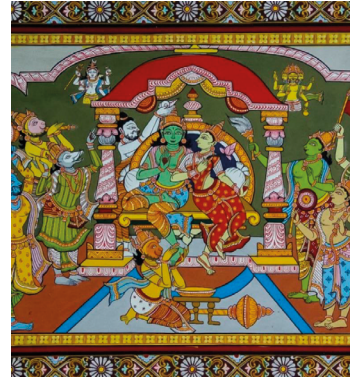
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## ABSTRACT

Amidst the pandemic, Raghurajpur artisans embraced digital tools, preserving the ancient Pattachitra painting tradition. This art form, spanning over 2500 years, blends intricate detailing with vibrant colors, depicting mythological themes. Despite COVID-19 challenges, digital platforms offered rural artisans new opportunities for learning and broader audience reach.

## OBJECTIVES

1. Document and understand COVID-19's impact on the Pattachitra artisan community.
2. Investigate the role of digital platforms in product development and marketing.
3. Assess how digital media enhances artisans' knowledge and skills.
4. Evaluate the pros and cons of social digital platforms for artisans.



## Methodology

## Mixed-Media Approach (Qualitative & Quantitative)

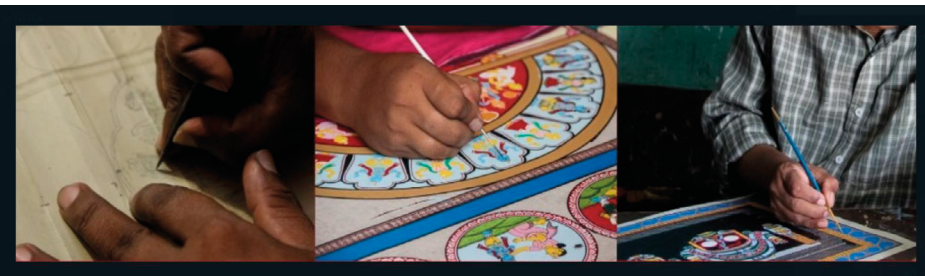
## Primary Interview

## Structured Guides

## Secondary Sources

## Integration of Primary & Secondary Data

## Snowball Sampling Method



## SUMMARY

- Experienced Pattachitra artisans were chosen.
- A government competition in Raghurajpur encouraged house beautification, fostering community unity.
- COVID-19 led 80% of artisans to become technologically literate, facing challenges in adapting to new sales platforms.
- Learning phone photography was challenging, with most artisans learning from younger generations.
- Over 80% utilized WhatsApp and Instagram for sales, citing WhatsApp's ease and negotiation suitability.



In conclusion, digital platforms have united artisans and consumers, narrowing generational divides, while COVID-19 spurred mutual learning and heritage appreciation among younger generations. Utilizing digital media helped artisans comprehend market trends, showcasing the adaptability of communities in the face of adversity.

Picture Credits: Haritha Bhaskar, Prisha Prakash, Saumya Vibhor, Srishti Lal, Surya Pratap Rana, Sweety Sharma, Tanya Sachdeva (Students of TD 6 NIFT Delhi).  
CRD Document of TD Batch 2022-2025.



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