



“The Remaining Essence of Rogan Art: In context of Innovative Business Practices of craft Heritage”

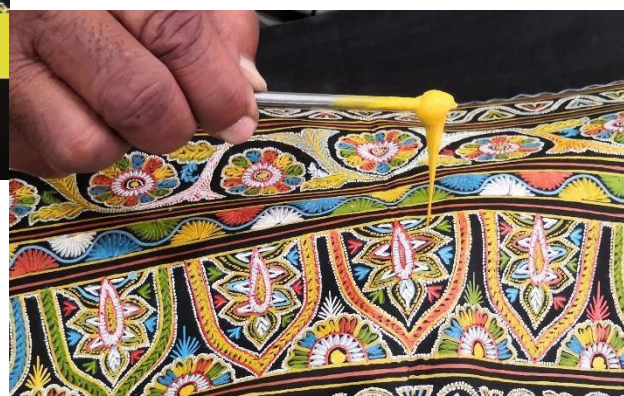
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Abstract – The art and craft of India are to die for but some of them are dyeing instead. The art of Rogan Painting from Kutch in Gujarat region of India, began deteriorating from collective memory of its originators, but nine members of the khatri ancestry in Nirona, are the ultimate surviving protector of the art form. Traditionally, the craft was made up to enhance bridal clothing of the native tribes, alluring borders, & flowery motifs, on ghagras, odhni and bead spreads painstakingly painted.

Keywords – Persian, India, Gujarat, Nirona, Rogan, Khatri, P.M.'s Pick, The Tree of life.

Introduction – Rogan is a craft which runs after different fabrics to enhance their beauty. The keen eye will be able to pick out this form while it may seem like fabric painting. The craft nearly died out in the 20th century with Rogan painting being run through by only two families in the same village. ‘Rogan’ art is believed to have emerge in Persia 300 years back. & was traditionally, made up to enhance bridal clothing of the native tribes, alluring borders, flowery motifs, on ghagras, odhni and bead spreads painstakingly painted. As it crossed-borders, it began deteriorating from collective memory of its originators, but nine members of the khatri ancestry in Nirona, are the ultimate surviving protector of the art form. The khatri circle previously did ‘Rogan Kaam’ on the fabric of regional animal drover’s & farming group’s, but difficulties came when mechanical textiles became more reasonable substitute & khatri teens lost attentiveness in training the art, Rogan began to fade. The artisans do not use any foregoing outline patterns. And is free hand painting technique. This intricate work is done on one side of the fabric and then folded onto the other half of the side to create a perfect mirror image.



Process of Rogan Painting-

Rogan is a type of textile painting which uses a rich, eye-catching colors made from castor oil & natural colors. The complex motifs- geometric, floral, peacocks, or nature inspired motifs, the tree of life, etc. are sketched from the history & traditional culture of the Kutch region.

The creation of the Rogan mixture takes place in the outside of the Nirona village where no one lives, considering high risk of inflammation. The first and the foremost step is to boil the castor oil in Handio in the furnace. The temperature has to be in controlled cause if it rises result in flames inside the container. The process of preparing the mixture takes 3-4 days.

Fabric painting- firstly the craftsman clips the fabric next to back-cloth, to his pants, so when he wants the fabric to stretched, he simply stretches his leg. The craftsman straightly begins to use the paste to a customary motif without any pre-drawn sketches, or traces. The craftsman uses only one hand for working with kalam, while the index finger leads to roll of the paste from underneath the fabric, the fabric is turn up & pressed against the outline motif to get a mirror image.

Drying- once the sketches are done the fabric is dried under the sunlight for almost 4-5 hours. This confirms that the color is dried onto the surface of the fabric. The rest colors from the kalam or pen are rolled back & stored with water in small vessels.

Review of literature:

1. **Rogan, the traditional hand painted textile of Gujarat by Amita Pandya & Arpita Vishwakarma on October 2010 Indian Journal of Traditional Knowledge.** The study attempts to rematerialize the traditional art of Rogan painting by documenting its glorious textile which has reached the verge of extinction.
2. **Revival & Application of Rogan Painting on Waterproof Reversible Denim Jackets by SWETHA.R.G assistant professor fashion art & design T JOHN college 88/1 GOTTIGERE. Volume 5, issue 4 December 2014.** This study has been is undertaken to revive Rogan painting. Rogan Painting is on the verge of extinction as only two families in Nirona village of Kutch & three families in Viramgam, wadhwan & Ahmedabad are practicing this craft.
3. **Rogan Painting of Kutch: Exploratory study for its sustainability by Ms. Aarushee Agnihotri, Dr. Falguni Patel, volume 8, issue: 12 December 2018.** The study was an effort to trace the present status of the art for the sustenance in the market through designing Rogan Painting in monochromatic colors on khadi & handloom fabrics. The study is also focused on the market acceptance and the promotion of designed product range.
4. **A glorious journey of Rogan Painting from Kutch, India. By Batham Meena & Arora Chitra available online at: www.isca.in, www.isca.me. Accepted on 25th January 2014.** The study was carried out to create awareness on to exquisite value of the ancient art of Rogan Painting on fabric.
5. **The intricate whorls of Rogan Art by Hitee Singh** the study was an effort to provide awareness about the painstaking process, prospective clients may have reached out for Rogan Art. There is still time to save this centuries old art form.

Aim & Objectives –

1. to study and review the traditional rogan art motifs.
2. to study and document the rogan painting, technique and colors used.
3. to provide the idea of innovative practice.
4. Modification and futuristic approach by diversifying the craft with the introduction of new products.
5. Incorporation of digital media by Live streaming on Instagram, facebook & you tube.

Methodology –

The main objective of the study was to document the history, process, fabric used, motifs, colors, modification of motifs and futuristic approach of Rogan painted textiles of Gujarat. A descriptive research has been designed. To attain complete and authentic information the interviews were scheduled with artisans along with observation method. The questioner consisted of closed and open ended questions. The questions were based on demographic details, history of craft, process of craft, color, motif, products produced. Purposive sampling method was adopted for selection of sample. A multi visit, interview method was implemented along with documentation. The sample sizes comprised of five families of artisans from Nirona village of Kutch & Viragam of Ahemadabad.

Innovative Business Practices –

As per the article published in **The Hindu by Neerja Murthy on Rogan Art's Connect during COVID – 19 – sept 2020** say's that the centuries old tradition of hand painting on cloth, Rogan art – practiced by Khatri's has been shifted to online mode in the absence of physical conduction of craft workshops for students in collaborations with various design colleges. A new dimension of being online through digital platform was added to the craft as per the demand of time. Khatri's also got a chance to collaborate themselves with India craft week, Delhi & Paramparik Karigar – Mumbai showcasing their collection in online exhibition.

Jabbar ArabKhatri was happy with online initiative and has prepared few masks with the traditional art. They have enjoyed live streaming of their craft on Instagram, Facebook & You tube through Paramparik karigar.

Result-

Traditionally, it was discovered in the various types of products made using Rogan process. Where is no assemble market set for them hence, they face struggle in selling their products, the youth have better approach in learning skill & technical knowledge. Hardly one or two less-skilled youngsters are following this craft engaging other laborers.

Conclusion:

The art of Rogan painting is famous for its unique style of fabric painting but have limited market for its products as the products are not easily available in the market. The art requires high skills and time to produce single product and does not get the enough amounts of returns on it. The art hence, the well-planned designed products can support the artisans to encase on this weakness of the art. The present study aimed at the exploration of various fabric thicknesses and enhancement of the Khadi by using this unique art also the new monochromatic colour scheme palette was introduced in this art to bring the innovation in the art. The craftsmen were aware about the history of this art and craft. The method has change to great extent in order to meet the growing demand in the market. Though the production process didn't change but there was an advanced change in the natural materials used. There is no established market for the artist or the sellers of this astonishing art which is still standing as a barrier.

The younger generation have greater avenues in learning skill and technical knowledge. They have mostly moved out of the villages, only few less skilled youngsters are persuading this profession engaging other labours.

Recognition:

- The 'Tree of life' design is the most famous design in Rogan painting. It is inspired by traditional Persian designs. The Prime Minister of India, Narendra Modi, gifted Rogan painting to the USA president, Barack Obama, during his first visit to the USA in 2014.
- The nine artists from Khatri family have six national awards and six state awards between them.



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