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## REVIVAL OF TRADITIONAL USTA ART FROM CAMEL HIDE TO FABRIC

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### Abstract

As we all know that the Indian traditional craft is widely accepted and appreciated by almost all over the world. It has also been acknowledged that indigenous transformations are critical for any heritage, but it is necessary to revive the art forms to achieve progressive growth economically as well as socially. The study entitled "Revival of traditional Usta Art from Camel hide to Fabric" was done to get the reviews of other researchers. The Purpose of the study is to reshape and expand a traditional Usta Art for new interventions. The aim of the investigation is to modify and reconstruct this art from camel hide to wearable garments. Moreover, the new interventions are executed for revitalizing the traditional Craft. In this review paper an attempt has been made to conceive a process with some appropriate modifications for the revival of traditional Ustacraft and develop new products to create livelihood.

**Key words:** Usta Art, Revival, Fabric Painting

### INTRODUCTION

India is the Multicultural country enriched with remarkable heritage. The Art & Craft of India consists of various forms and traditions which include woodwork, metal work, blue pottery, embroidery, weaving and many more. "Art is discovery and development of elementary principles of nature into beautiful forms suitable for Human use". (Frank Lloyd Wright)

As we all know that Indian craft is broadly scattered all over the world and India is the only country in the world where people involve and practice for the production of Handicrafts. Apart from this, the art forms are propitious for the economic growth of the country. Indian Art and Craft is widely admired and exported almost all countries of the world as these art forms contribute in the major part of Indian economy. Individuals from different castes, states and cultures produce a variety of artistic craft using different techniques and procedures.

### Bikaner Art

Bikaner is the majestic city of Rajasthan which is known for its rich culture and Royal Palaces. The vibrancy and rich culture of Bikaner portrays the royal life and spectacular Handicraft. Impressions of all the art forms of Rajasthan are seen in its meticulous

Naqqashi in Junagarh Fort, AnupMahal and Chandra kalamahal. Moreover, Matheran art, Bhatti Chitrakala, Murti Kala, Usta Art, Manoti Art of Bikaner are enriched with wide expression of excellence.

### History of Usta Art

Usta art is the art of Bikaner which is inherited from Russian word "USTAD" described as master of Specific Art. This unique form of art is regarded as one of the flourished Art in MughalDarbar. Ancient ruler Raja RaiSingla, the king of Bikaner intermingled this art with an Indian Culture. This is the art which is being done on camel hide and metal. The artisans of Usta played an indispensable role not only in paintings but they are also expert craftsmen in Naqqashi ManotiArt. This vibrant art of Bikaner is famous for its multi-dimensional appearance like Golden meenakari, camel hide, and metal work. The USTAD of "USTA" named "Mohammad IsmileUsta" is the master craftsman of USTA KAAM, dwelling in 'USTON KI BAARI' Bikaner. His son Ajmal Hussain Usta followed family tradition since his childhood.

In the modern world, everyone is constantly calling of something creative and different. Surface ornamentation by using blue pottery motifs for apparel designing was an innovative experiment for those who endorse their tradition and culture with modernization. However, the design variation in this blue pottery motif became famous and appreciated by aspirants. (Dr. ShristiPurwar, 2019)

According to (Nupur Srivastva, Alka Goel, Sonu Rani, 2019), Utrakhand traditional mandala art motifs were feasible for innovation and adaptation. The tailored motifs had been used for the improvement of the layout. Screen printing technique was adapted to create apparel products from creative mandala motifs. Furthermore, the evaluated designs may be applied for the preparation of furnishing products, clothing and add by using screen printing technique. In addition, study disclosed that it was for feasible to combine Mandala layout on fabric surface. The products created with the layout on fabric surface were widely accepted by the consumers.

The study done by (Sharma Ekta, 2015) states that India is enriched with the wealthy conventional background of its tribe, art and craft since the time of flying past for the different art work and cultures developed by the tribal community of India. Community tribes of India had persisted to evince their culture. Folk art of paintings has the wealthy background. The vibrancy of their art and culture is distinguished in their lifestyle. Development in this folk art contributed for their source of income rather than agriculture. Due to the increasing demand for this painting craft in the national as well as the international art market, some Government Agencies motivating artists to provide their conventional artwork on homemade paper for Industrial sale. Indian art and craft organizations helped the artisans by running numerous exhibitions, displays and training to sustain their artform.

The research done by (Dr. Mohini Gupta, SwatiGagwar, 2016) explains art work Madhubani is one of the most adapted handicrafts. The use of natural ingredients effectively depicts the elements of tribal lifestyle. A combination of traditional art Madhubani with hand-painting provides respondents to accept their culture in quite modern way. Designs were easily adapted and modified so that they are easier to manufacture and maintain. In the changing fashion scenario, textile industry needs new distinct and innovative designs which give ability to be in touch with traditional culture. Products created by this technique is preferred by the concerned viewers. In this way within the material division the adjusted plan can be utilized through the surface enhancement for item broadening and esteem expansion. The proceedings showcased the talent of Mithila ladies who have effectively exchanged these traditional art form with pottery through the medium of paper and have stood up to embrace their conventional plans as well as open interests of individuals. This sort of work encouraged people to motivate themselves with brilliant art work.

The study done by (Shalini Singh, 2018) explores that consumers are now more aware of fashion and trends. Satisfying them effectively is a difficult task. They are exceptionally solid on their tastes and inclinations, keeping this in intellect, the innovators keep a lean line both the periods and not overcompensating either of them. This was one of the major reasons as to why buyers are willing to accept the distinction made within conventional craftsmanship. The craftsmanship can interface all the time periods. It moreover demonstrates the paint that indeed 3000 years of ancient craft can still be positioned in five-star hotel which indicates that art can be combined with any time period. Thus, the research was begun with the thought of bringing around development in kalamkari prints. While investigating market it was noticed that numerous industry specialists reverberate the reality that it isn't

well known among youth. In spite of all, the modern outfit made out of Kalamkari. The decided plan of research was youth-centric and reasonable. Plans were made taking a subject of a winged creature. The colors and methods utilized were conventional as the extreme point it to be able to open a market for the skilled workers. Through this paper, an antiquated art form frame was considered and adjusted with more current patterns. It acts as an asset for any future designer wanted to investigate. Kalamkari strategy and themes additionally for innovators who wish to investigate more youth markets.

The article by (Rubal Babel and Tejaswini Chauhan, 2017) said that thought of bunging around development with Kalamkari Portray can be valuable as a self-employment venture by utilizing them in making a distinctive plan of shoes for a deal through boutiques or retailers additionally a great exertion to boost the self-innovation and creativity. It would demonstrate a shining future in the field of craftsmanship.

It was examined in the study of (Dr. Mohini Gupta, 2016) that one of the foremost celebrated crafts from Bihar is fulfilled by the era of skilled artists. Madhubani works of art prevailing imaginative expressions with numerous folk-Art forms which are very close to way of lifestyle of Maithali. The people are similarly dynamic. In this continuously changing world, the blend of Madhubani plan with hand portray is giving a creative and new collection to the individuals who need to embrace their convention with modern way adaptation and progress. The creative ideas allude to adjust it such that it will be simpler to produce or simpler to preserve. With the fast-moving world of fashion, it's urging to the unique, distinctive and new plans which offer us the chance to utilize the creative traditional themes. This sort of work moreover spurs individuals to come up with a brilliant work, which is a roundabout help in overhauling the traditional art and craft.

It was suggested in the study of (Shweta R.G, 2017) that reversible denim jacket embellished with Rogan printing art was broadly accepted by consumers during the market survey. Moreover around 95% of respondents endeavor and acknowledged the revival of this art on reversible jackets which was constructed with special feature of waterproof and denim fabric. Most of the viewers expressed that this Rogan portray is excellent for its motif selection, color matching and placements.

In the study of (Kolaya S, 2016) where she suggested that the rejuvenation of Indian craft guild is necessary during the collaboration between the designer and artisans. They play an essential role to control the center path of the craftsmanship shape. Moreover by teaching more individuals, new media applications were investigated more for legacy preservation using these new innovations and usual communication plan can be advanced to achieve the data to target audience. Numerous of the Indian conventional art form has colossal possibility to be embraced into modern new media. Usual investigation of new art forms in contemporary way is the need of the hour for awareness building before the heritage guilds blur.

According to (Seth K and Bhatnagar P, 2016) that history of designers were the all-time inspiration for the present designers. In this study some innovative products were developed by taking inspiration from the Mughal Jalli of Agra. By keeping to conserving the art form and culture few modernized and fashionable innovations were created. Modern styles and traditional old motifs were combined to rejuvenation of this historical art Memorable Jalli of the Mughal landmarks of Agra. It was discovered in the study that new historical investigation helps the modern designers to correlate between the historical era and the present period. By utilizing this Jalli of Mughal landmark of Agra it was concluded that these interventions can be used in numerous areas of creative industry. Impact of these designs were not only limited to local market but also explored in European as well as western countries. The multidisciplinary approach to form more upto date plans with respect to different strategies offers an innovative commitment to the fields of imaginative practices. After this designer intervention in Mughal jallis remains the foremost inspiration in the field of Textile design.

(Renu, Arya .N, Chauhan, NS Sodhi, 2018) said in their study that Indian hand embroidery Kasuti was reshaped to develop new products by using hand painting. Many clothing and household articles can be developed. By using this creative innovation in hand painting a small scale business can be taken up by women. Adaptation of kasuti motifs to hand painting can increase the chances of more creativity. Transformation of this traditional kasuti embroidery into hand painting made it more reasonable and less time consuming surface ornamentation technique which was highly appreciated by the consumers.

## Techniques of Usta Art

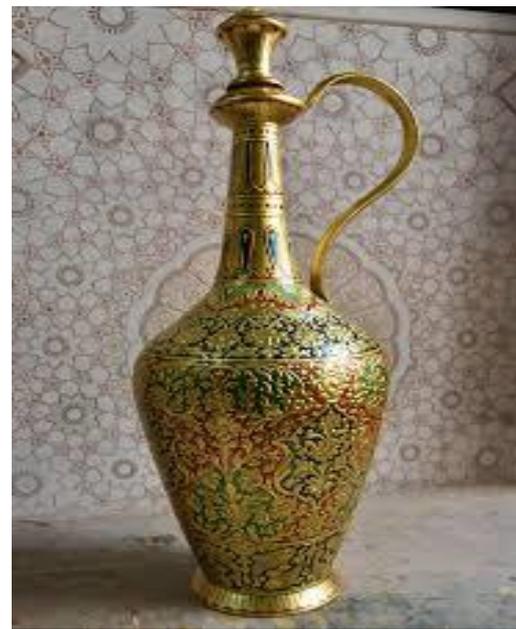
Presently this exclusive art form is found in Ajmer Dargah, Rampuria Haveli, Mazar of Amir Khusra. Usta art is done only by Male members of the family. However, four artisans out of many others remain masters of Usta Art for years Rukn-Ud-Din, RahimJi, ISA (ISSJI), GHULAM (chotu).

UstaArt is fabricated through a prolonged efforts. For that, natural primer is applied to smoothen the surface during the production. Pot clay powder, gum, Jaggery and naushadar are applied for embossing. Lacquer is done by using real gold, homemade paint is applied called Siyahi Technique. Moreover, this artform is not restricted for Golden art on camel hide, Meenakari and miniature painting. Now it has started being produced decorative as well as domestic pon in this continuous changing world.

## Articles made with Usta Art

Ornamentation of this beautiful art has been reflected in few articles like Vases, Wall clocks,

Photo frames, Lamp shades, Key holders, Bangles etc



## Extinction of Usta Art

Due to prolonged and over pricing of this art form, most of the families verge to disappear. Craftsmen started working on the daily wages for the surviving for their livelihood. The effect of modernization in lifestyle brings this art to extinct. As we all know that India is the Heritage of rich culture and traditions so it is essential to review reshape and conserve every art form which is being disappeared. For the protection of this heritage art form, it is necessary to enhance the market penetration entrepreneurial intervention which is required for the art forms to be remaining forever.

## Revival of Usta Art

The famous heritage of Bikaner is restricted to only on camel hide, wall paintings & metal art. Therevival of this traditional UstaArtcan be transformed in to wearable garments. This attempt will help to reshape this traditional art into a new vision. The Traditional UstaArt can be great source of income if it gets recognition as wearable garments. Moreover some designer interventions can give this art a modernized look.

## CONCLUSION

It is concluded from the above study that the traditional Usta is the art most artistic and flourishing art from Bikaner which is sustained by generations of skilled craftsman. The blend of Usta art with hand painting is presents a novel and modern look and also provides a creative and fresh appearance to the individuals who want to endorse their traditional art with modern modifications. It is fascinating that our traditional heritage is now at its modern revival. To sustain this art form from its extinction reshaping and reconstruction of this Usta Art from camel hide to wearable garments will enhance the marketability and productivity to create livelihood. In today's era, revitalizationof traditional art is the need of the hour.

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