



INTACH UTSAV

28th- 31st January '25

INTACH, in the last four decades, has tirelessly worked towards the conservation and preservation of the vast cultural resources of India. The organization has fostered many initiatives to ensure the longevity, preservation and promotion of the cultural assets of the country while simultaneously keeping the long-term needs and development of the associated communities in its ambit.

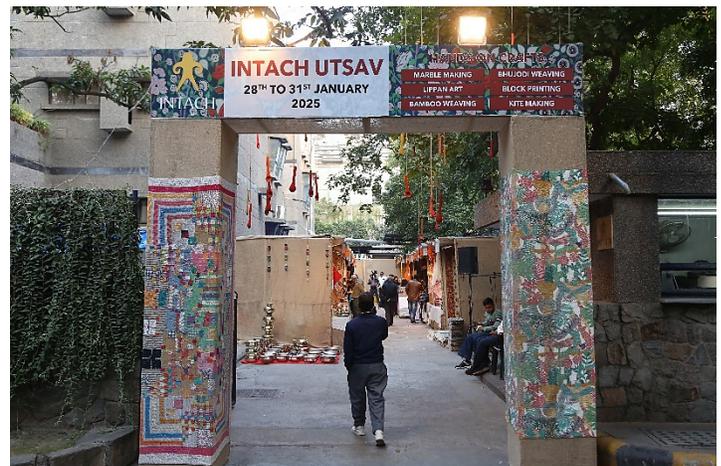
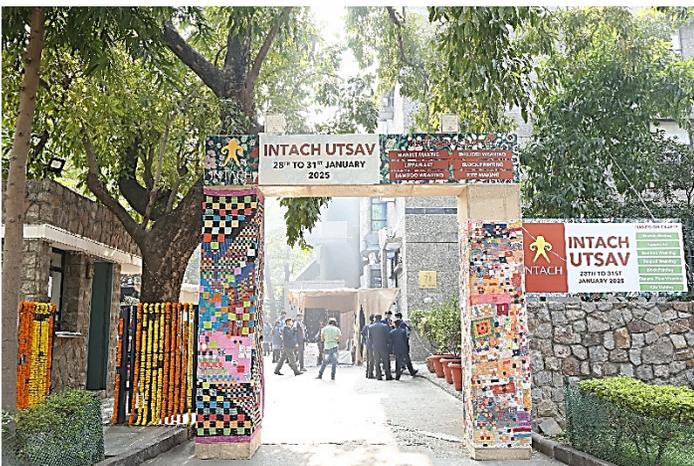
The INTACH Utsav, an annual event started in 2018, is an extension of the ethos of the organization giving a platform to the unrecognized, small artisanal communities to exhibit their products which are the tangible evidence of the craftsmanship and knowledge system that has been nurtured through generations.

The 5th edition of the INTACH Utsav was held from 28th- 31st January '25 at the Delhi headquarters with successful contributions from the INTACH Chapters and divisions in various capacities. The Utsav gave the visitors a glimpse of the rich tapestry of India through various stalls, lectures, heritage walks and hands on craft demonstrations giving an insight of the intricate process involved in making a varied range of traditional crafts synonymous with the identity of India.

FACADE:

The facade of the INTACH premises was adorned with the Siddi quilts, an ode to the Afro-Indian Siddi Community. The quilts have been stitched with bits and patches by the women of the said

community using running stitches.



INAUGURAL SESSION:

The inaugural session was steeped in tradition with Maj. Gen. (Retd.) L.K. Gupta, Chairman-INTACH and Mr. Ravindra Singh (IAS, Retd.) Member Secretary- INTACH lighting the lamp and addressing the artisans and the INTACH staff. It was succeeded by Mani Kirshani and Sabita Sisa of Godaba tribe, Koraput, Odisha blessing the event with a captivating song in their native language to commence the Utsav.



CRAFT STALLS:



HCCD screened and selected a total of 38 artisans from across the country to exhibit their craft and products at the Utsav. We encourage lone artisans practicing unusual and unknown crafts to participate in our Utsav. The stalls were a balanced mix of handloom and handicraft products with the artisans suggested by INTACH Chapters and some supported by HCCD through skill and design development workshops. The emphasis was to bring forth the lost crafts to the public domain and support lone craftspeople and heritage crafts.

The Utsav had an eclectic display of cloth and paper products from Shivpuri, Lippan Artwork, Bhujodhi from Kutch, durries from Kutch, Kasota handloom from Kutch, Banarasi silk products from Azamgarh, silk handloom from Varanasi, mirror work embroidered products from Barmer, Ajrakh printed products from Barmer; Jute products from Uttarakhand; Sabori Natural Dye from Rajsamand; Panja Durries from Mirzapur; Loin Loom Weaving from Arunachal Pradesh; crochet products from Mon Ami Foundation; Maheshwari Silk from Indore; Display of Kerang Fabric weaving from Koraput; Block Printing from Delhi; Kagzipura Paper Products from Aurangabad; Bamboo products from Nagaland; Junagadh, Bead Work from Gujarat; Glass Bead products from Hathras; Terracotta objects made using Molela craft from Rajsamand; Yellow Stone products from Jaissamer; Wooden Toys from Varanasi; Etikoppaka Toys from Kottam; Gem Stone from Rajasthan; Iron Craft from Bastar; Kolhapuri Leather chappals from Kolhapur; Kohabar Art and Patna Kalam from Bihar; Thatera utensils from Punjab; Kite Makers from Rampur; , Gond Painting, Madhya Pradesh; Banana Fiber products from Hampi; Gadiya Lohar

products from Tonk; Cocoon Craft, Manipur and sheesham products from Bijnor.



GUIDED WALKTHROUGH - HCCD:

Ms. Vandana Bindu Manchanda (Head, HCCD) and Ms. Radhika Malhotra (Project Associate, HCCD) took turns to take school students, college students as well as other visitors through the stalls and craft demonstration at the Utsav. They explained to them about the various crafts at display, their origin, significance and the need to document and preserve them. It also gave the students an opportunity to interact with the artisans and participate in the craft making process being demonstrated by the artisans stationed here. The reactions from the students were heartwarming with many students not wanting to leave the Utsav and were heard pleading with their teachers. Some students spent all their time learning the crafts from the craftspeople and were left fascinated.





WALK TO THE CONSERVATION LAB: A& M H DIVISION ART & MATERIAL HERITAGE

Ms. Merrin Anil (Centre Coordinator, ICI Delhi) led the walkthrough the conservation lab. She gave insights into the wide range of artefacts like paintings, sculptures, textiles, etc. being conserved at the lab by trained conservators to the visitors.

TALKS :

1. Lecture on Vernacular Architecture by T.S. Randhawa delivered on 28th January '25 traced his journey documenting the eclectic features, materials and the craftsmanship of the Indian natives across the country.



2. Ms. Sentila T. Yanger dived into the intricate world of Crafts of Nagaland through her talk on 29th January'25. She talked about the resilience as well as the various facets of bamboo, an integral part of the Naga lifestyle, especially in the realm of craft.



3. An intriguing lecture on the Traditional Temple Towns in Tamil Nadu by Dr. S. Suresh on 30th January'25 revolved around the sacred connection between the deity and the natives living in proximity to the temple complexes.



CRAFT DEMONSTRATIONS:

The greatest attraction of the Utsav remained the craft demonstrations conducted by the artisans representing the intricate process of producing traditional goods. The Molela artisans engaged the crowd, especially school students, with clay molding hands on demonstration while the kite makers from Uttar Pradesh demonstrated the process of making a kite from scratch. The handmade paper makers from Kagzipura left the visitors amazed with the centuries old paper making technique while on the other hand, people watched Mr. Abdul Sattar turn glass sticks into marvelous beads and bangles. However, it was the tribal ladies, Mani Kirshani and Sabita Sisa from Koraput, Odisha who, through their demonstration of weaving the Kerang fabric, drew visitors from all walks of life.



CERTIFICATE DISTRIBUTION:

The Utsav culminated with the 38 artisans being felicitated with a participation certificate each on 31st January, 2025. Mr. Ravindra Singh (IAS, Retd.), Member Secretary- INTACH and Ms. Vandana Bindu Manchanda, Head, HCCD visited each stall and interacted with the artisans while awarding them with the certificate.



VISITOR PROFILE:

The Utsav garnered a huge footfall with students, officials and other visitors attending the event from the following prestigious institutions:

1. US Embassy
2. World Bank
3. WWF
4. IIAD
5. Greenfields School, Safdarjung Enclave
6. Sardar Patel Vidyalaya
7. Modern School, Barakhamba
8. Army Public School, Dhaula Kuan
9. Army Public School, Shankar Vihar
10. Shriram Millennium School, Faridabad
11. The Mann School
12. UNDP
13. IGNCA

FEEDBACK:

- Congratulations on the excellent work that you are doing in preserving India's rich and historic crafts, that would languish without your and INTACH's support. - *Visitors from the U.S. Embassy*
- The event was incredibly enriching, and we truly valued the opportunity to engage with traditional crafts and the lime workshop in such a meaningful way. - *Indian Institute of Art & Design (IIAD)*
- This Utsav has helped me connect to the craftspeople in a personal way, '*apna pan hai yahan*'- *School teacher*
- A good learning experience for children – *The Mann School*

- To participate and collaborate next time at INTACH UTSAV as it would be an engaging opportunity for school children- *Shriram Millennium School, Faridabad*

SOCIAL MEDIA IMPACT:

The HCCD Team used the its Instagram page to promote the INTACH Utsav through recurent post and stories. The programme schedule was widely circulated which resulted in a huge footfall at the Utsav. A huge number of college students as well as influencers made reels and post about the craft stalls, demonstrations and described their experience, which furthermore intrigued the interest of people. One of the most successful posts about the Utsav uploaded on Instagram received 67 thousand views reflecting the wide reach and the impact of promotion of the event on social media.