

Ahambhumika

gond art embroidery

Visual Communication Project 1
May 2016

Kawalpreet Singh Saroy
VC 156250005

IDC School of Design
IIT Bombay

Declaration

I hereby declare that this written submission submitted to IDC School of Design, IIT Bombay, is a record of an original work done by me. This written submission represents my idea in my words, I have adequately cited and referenced the original source. I also declare that I have adhered to all principles of academic honesty and integrity and have not misprinted or falsified any idea/ fact/ source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Kawalpreet Singh Saroy
156250005



“No one should die due lack of proper clothing. No one should sleep on an empty stomach. Importance of education should be spread far and wide.”

Mr Subrat Goswami, founder, on mission of Ahambhumika

namaste

‘Aham Bhumika’ is an NGO, a group of like minded people based in Bhopal, a city in the state of Madhya Pradesh in India.

The diverse group consists of artists, housewives, engineers, tourist guides, teachers and government employees. As a humble start up, they are striving for the betterment of the underprivileged in rural areas of India.

To help the underprivileged children, destitute and orphans by involving generous people from the cities by collecting material discarded by them (clothes, bicycles, books, toys, newspapers etc.) for the underprivileged people

One can just walk in and join as a volunteer of Aham Bhumika and make your contribution to the betterment of the society.

The main project undertaken is the Embroidery project, in Borda, 4 km away from Bhopal. It is to empower the women folk of the region by generating lively hood through embroidery. These panels are then converted into tote bags, cushion covers, pouches. A fair share of the profit goes to the artians.



They have established collection centres in Bhopal where you can contribute clothes, bicycle, toys, books & grain.

One can also help us by sponsoring various events organized by us, the charges for transportation, printing of literature etc.

They also accept monetary contribution through cheque/demand draft favoring ‘Aham Bhumika Swayam Sevi Sanstha’ payable at Bhopal.

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meet the team

It all started with Mr Subrat Goswami, who came down to Bhopal in 2007, and realized the potential of empowering the rural class by generating livelihood through crafts and gond art.

The diverse group consists of artists, housewives, engineers, tourist guides, teachers and government employees. As a humble start up, they are striving for the betterment of the underprivileged in rural areas of India.

Currently, 25 weavers are associated with the NGO including 5 budding gond artist. Mr Rupa Goswami, looks after the teaching, designing and stitching of the products.

They also have a stitching unit comprising of 4 tailors that look after the stitching and cutting of the fabric.



project undertaken

Task 1 : Embroidery project

Coming from a NIFT, background, I was best suited to join the embroidery project. They already had a system in place and required new designs that were viable for the market and could sell through e-commerce and exhibitions.

They had a stitching unit and artisans who were well versed with various embroidery.

Also, product development in terms of coming up with new products and styles so that there is diverse product mix.

Task 2 : Styling and shooting the products

Once the products were ready, I was supposed to style and shoot the products so they can be used on social media and portfolio of the product line.

Task 3: Craft cluster initiative

The artisans were very skilled in their work, yet they lacked the current market trends that could



enable them to modify/upgrade their designs and make them more viable for buying purpose.

Task 4 : Basic sketching and drawing

As a part of summer workshop at ahambhunika, I was part of basic sketching and drawing session, we met every weekend to practice live sketching concluded by an interactive session.

Handling the social media

I was also responsible for updating the facebook and instagram page for that month, We kept the page live by posting all the current activities and updates for our “coming soon” post, of the new products.

Some of the products go live on Eid this July.



the embroidery project



The Embroidery Project is a small yet meaningful endeavor of Ahambhumika wherein a small group of rural women and girls living on the outskirts of Bhopal are trained in hand embroidery work. The women and girls trained belong to the lowest income stratum of the community. Currently, they are being taught to master Gond Art embroidery, which is a tribal art form of central India.

Ahambhumika's Embroidery Project aims to turn this severely under-resourced section of the society into a self-reliant one. Once taught, these women carry such skills with them to other places where they settle and teach on. The augmented earnings through embroidery and other skills taught have a direct bearing on their quality of living as well as affording better education and healthcare for themselves and their siblings.

There are 25 artisans in this group and we are making effort to source regular work for them. This earning-via-training project follows a plough-back principle - all profits earned from sales of embroidered work is re-invested to train more rural women and girls thus providing them a regular source of self-sustenance.

embroidery



Embroidery in India includes dozens of regional embroidery styles that vary by region on the varied Indian clothing styles.

Designs in Indian embroidery are formed on the basis of the texture and the design of the fabric and the stitch. The dot and the alternate dot, the circle, the square, the triangle and permutations and combinations of these constitute the design.

The basic embroideries we used were, Kantha, Ulti-bakhiya, cross stitch, double cross stitch, jari, net stitch, cross line, double cross line and applique.

We used cotton fabric, called Grey fabric from kutch for all the tote bags. A lighter cotton fabric for cushion covers.



gond art



The Gonds, are the largest Adivasi Community in India and are Dravidian's whose origin can be traced to the pre-Aryan era. They are mainly found in Madhya Pradesh and its surrounding States.

The word Gond comes from Kond, which means green mountains in the dravidian idiom. The Gond called themselves Koi or Koiture. Their language is related to Telugu and other Dravidian languages. About half of Gonds speak Gondi languages, while the rest speak Indo - Aryan languages including Hindi.

The Gonds paint their walls with vibrant depictions of local flora, fauna and gods. Traditionally made on festive occasions, Gond painting depicts various celebrations, rituals and man's relationship with nature. The artists use natural colors derived from charcoal, colored soil, plant sap, leaves, and cow dung. This mystical art form is created by putting together dots and lines. The imaginative use of the line imparts a sense of movement to the still images. The paintings are an offering in worship of nature, and are also a mode of seeking protection and warding off evil.

Rich in detail, color, mystery and humor, these tribal artworks brilliantly employ modern means to evoke the pre-modern psyche.

existing design



I went through the existing products before starting off my own design ideas. They were intricately made and clearly showed the skills of the artisans.

Though much could be done by changing the **color scheme and motifs**.

Also I noticed there was no particular theme in the product line, and products were **not coherent when put together**.

Most of the design were net downloaded template and lacked uniqueness and finesse

Possible alteration in the existing design

I also took feedback from some buyers and was told that the design are too loud when used for home decor, example the cushion covers were too colorful (given the gond art reference).

Also, the embroidery took inspiration from gond motif, but the design were as it is taken and rendered in thread, hence the look of the product was not same as that of the painting.

I kept in in that one has to incorporate the design in the manner that the motif and color scheme complements each other.

I came up with fabric painting plus embroidery for all the proposed batch.

Also I incorporated my own style of illustration in the design but incorporated gond motif, so that it looks interesting.

We decided to create two sample of each design that I made here, so one could be used for my presentation and other could be used by them for reference for mass production.

Digital printing was also an option but we kept the whole look as hand made, hence we dropped that option.



collection 1
gond
embroidery
totebags



inspiration : humans of Bhopal



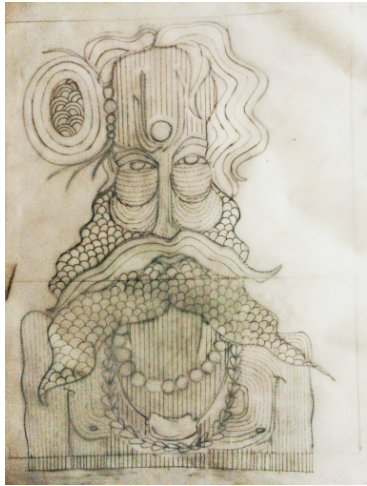
Bhopal is known as a place for - Zarda, Parda and Naamarda. Soorma Bhopali is one typical character you will see at every street, spitting paan in oversized kurta with zardozi waistcoat.

Specially during Ramazan, Women folk will flock at each shop clad in burqa, bargaining for the last sitara suit.

While Sihansth kumbh mela will attract thousands of sadhu clad in saffron and ashes heading for Ujjain.



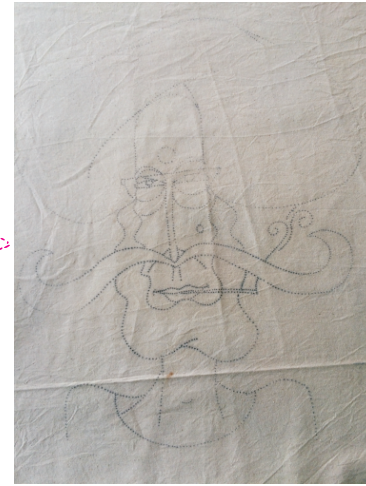
the process



butter dot paper



applying colored kerosene oil for impression on cloth



impression on the cloth



sent for embroidery



gond fabric painting on the panel



sent to stitching unit for final assembly and cutting



finished product



Sadhu
totebag



Sooorma
totebag



Burqa
totebag



Kisaan
totebag



Toran
totebag



bird
pouch

collection 2

gond
embroidery
cushion
covers



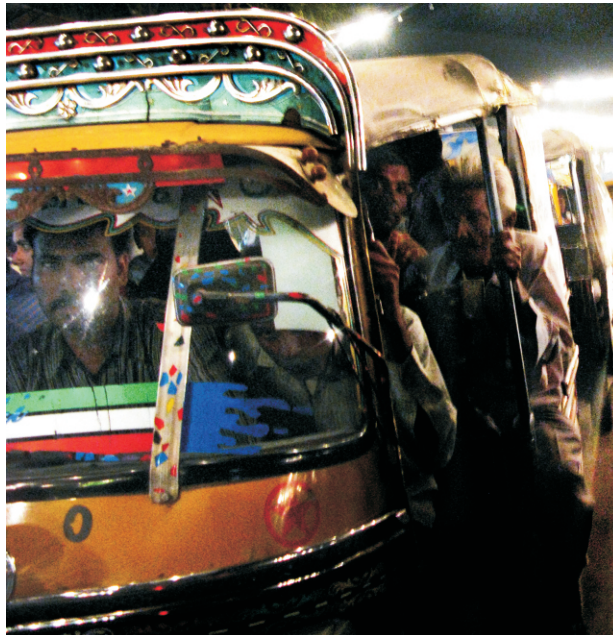
inspiration : gond in our times

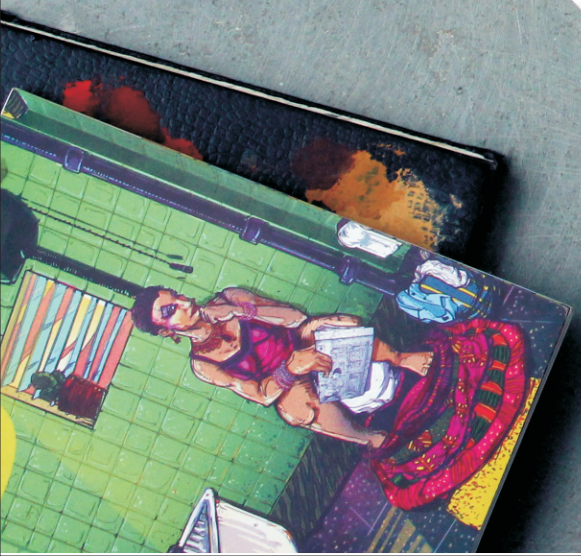


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Minar
cushion



Taar
cushion



