

## MARKETING OF PATTACHITRA IN NAYA VILLAGE, PINGLA: AN OVERVIEW

**Ms. Pinki Dey**

Research Scholar

**Dr. Nilanjan Ray**

Associate Professor, Department of Management

Department of Management, Business Schools And Economics, Adamas  
University

### ***Abstract***

*Pattachitra is one of the most popular handicraft product in India. Odisha and West Bengal are most popular states for pattachitra painting. In West Bengal Midnapore, Bankura, Birbhum, Kolkata, are popular for pattachitra painting in Naya village in Pingla Block, West Midnapore is very popular for its pattachitra painting into the national and international markets. In this paper researcher focus on the marketing strategies adopted by the patuas in Naya village, Pingla. Researcher use both primary and secondary data to analyze the problem faced by the patuas for marketing their products into the market. Researcher also analyses SWOT of marketing strategies adopted by the patuas in Naya village, Pingla in West Midnapore.*

*Key Words: Pattachitra, Handicraft Product, Patuas, Strategies.*

### **Introduction**

Pattachitra is a traditional handicraft product of India as well as West Bengal. Since the ancient past pattachitra painting is going on. Patuas of Midnapore districts make scroll painting from the pre-era of British kingdom. In the present era Naya village, Pingla make a popular identification by making beautiful pattachitra into the national and international markets. By seeing the current demand, consumer taste, preferences, present fashions, patuas of the study area make pattachitra not only on the piece of paper and cloths, they also make beautiful scroll painting on utensils, home decorating items, saree, t-

shirts, kurta, salwar suits, dupatta, men's garments like Punjabi, kurta, umbrella and on so many things. This pattachitra items mostly used as a gift items in various occasions at a pocket friendly budgets. Many travellers come in the study area to visit and purchase various items for their personal use purpose or may be provide as a gift items to their beloved ones or relatives. Many intermediaries also purchase products from the patuas of this village and sell them comparatively at a higher price rather than the patuas to the final consumers. Though pattachitra of Naya village is most popular but the patuas of this study area have faced problems of inadequate marketing facilities of their scroll painting. Most of the patuas of the study area is illiterate or low level of educational status. They have no ideas about the modern marketing strategies which mostly influenced to the final consumers for purchasing the craft items. Shayamsundar Chitrakar, Swarna Chitrakar, Mamoni Chitrakar, Moyna Chitrakar are some renowned artists who visit abroad many times to demonstrate their traditional artwork with beautiful pater song in front of the potential and real consumer into the international market. But unfortunately these renowned artists also have no shops for selling their craft items. They use their verandah as their workshop place, and from there they sell and demonstrate their products in fronts of the tourists who visit that place. Central Govt., State Govt. collaboration with MSME department, local administration, universities, colleges, NGOs like Bangla Natok.com, Chokher Alo, and so many organisations, some Bollywood stars i.e. Jackey Shroff, Vibek Oberoi make direct contact with these scroll painters and invite them in various exhibitions and fairs.

### **Literature review**

- According to Pallavi Kanungo, Narayan Sethi, Pritam Biswal(2020), inadequate distribution channel, poor marketing strategies adopted by the marketers, lack of storing facilities of pattachitra make strong demotivation among the patuas of Naya village, Pingla in West Midnapore.

- According to Pilar Jefferson(2014) Bangla Natok.Com, Daricha Foundation work on the development of the patuas and their pattachitra in Pingla. Bangla Natok.Com has only two store through which they sell pattachitra from the patuas to final customer. Daricha foundation also take initiation for the development of patuas. But there has a huge communication gap between the patuas and consumers due to poor word of communication, lack of knowledge among the stake holders, inadequate initiation taken by the local govt., West Bengal Govt., and Central Govt. of India also.
- According to Sumant Kumar(2018),Bangla natok.com work greatly on the development of the artistic performance of the patuas. Increasing market exposure, innovation of new product development on their scroll painting, Govt. initiation for free promotional strategies help patuas to exists and carry on their artwork.
- According to Uttara Gangopadhyay(2018), West Bengal Govt. have decided to make a Rural Craft Hub make tie up with UNESCO for selling of pattachitra in Pingla. But Most of the patuas are fully unaware about it. They sell their scroll paintings in the verandah of their house, where they also produce the traditional artwork. They have no shop or market places for selling their artwork.
- According to Keya Mondal(2017), Though CentralGovt. And State Govt. take some initiation and policy framework for the development of the patuas of Pingla, they worst effect of Globalisation make negative impact on the commercialization of the pattachitra infront of the tourists.
- According to Mehk Chakraborty(2017), the Pat Maya Mela organized by the local Administration of Pingla, collaboration with West Bengal State govt. In this fair most of the patuas of Naya village take participation to sell and demonstrate their traditional artwork.

### **Objective of the study**

- The objectives of this research paper are-

- Impact of marketing strategies on the pattachitra of the study area.
- Which marketing strategies mostly used by the patuas of the study area
- What are the main problems faced by the patuas for adopting new marketing strategies for their craft items of the study areas.

**Methodology**

Researcher of this paper used both primary and secondary data for the collection of data and gathering information. Researcher used research articles, statistical data available in the websites, block reports published each year as a secondary means of data for this research work. Researcher also make open ended questionnaire for collecting data from the individual patuas of Naya village.

**Analysis and Results**

Researcher collect data from 100 patuas of Naya village as a sample population and with a random sampling methods. By using this methodology the analysis and results are



Fig 1: Patuas having fixed shop for marketing

Fig 1 depicts that among the 100 Chitrakars (sample population) only 10 chitrakars has fixed places with workshop for demonstrating their artwork. Rest of 90 artisans make and sell their craft items from their house.

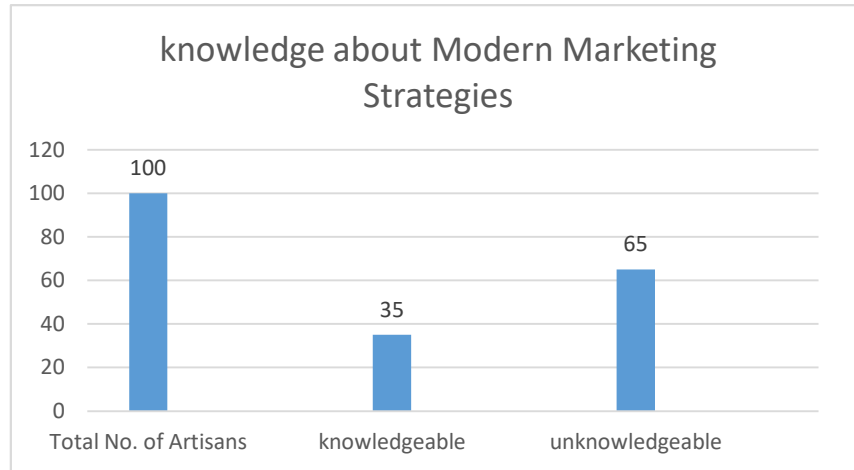


Fig 2: Patuas having Knowledge about Modern Marketing Strategies

Fig 2 explained that only 35 buyers have knowledge about the modern marketing strategies among the 100 artisans whereas rest of 65 buyers have no proper knowledge about the modern ,arketing strategies in the modern era.

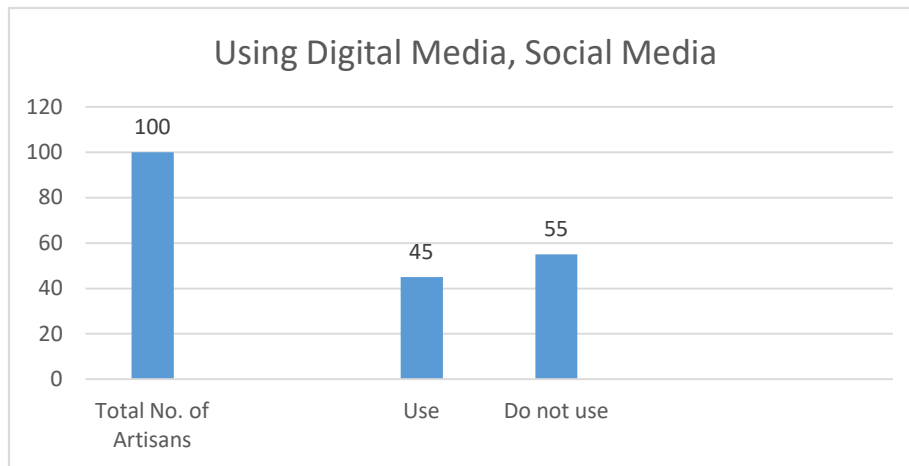


Fig 3: Patuas are using Digital Media, Social Media

Fig 3 stated that Only 45 patuas among the 100 patuas use digital media and social media for demonstrating their craft items, whereas 55 patuas of the study area do not use any social media for their artworks' demonstration.

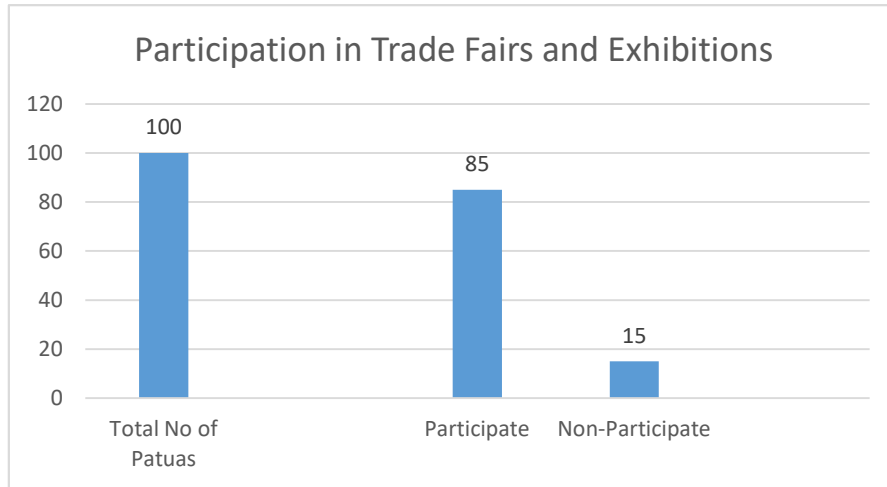


Fig 4: Patuas Participation in Trade Fairs and Exhibitions

Fig 4 stated that patuas of Naya village mostly attend various trade fairs and exhibitions in national and international level, only 15 patuas who are still minor among the 100 patuas yet not take participation in any trade fairs and exhibitions due to they are still in a trainee periods of their artisans' life.

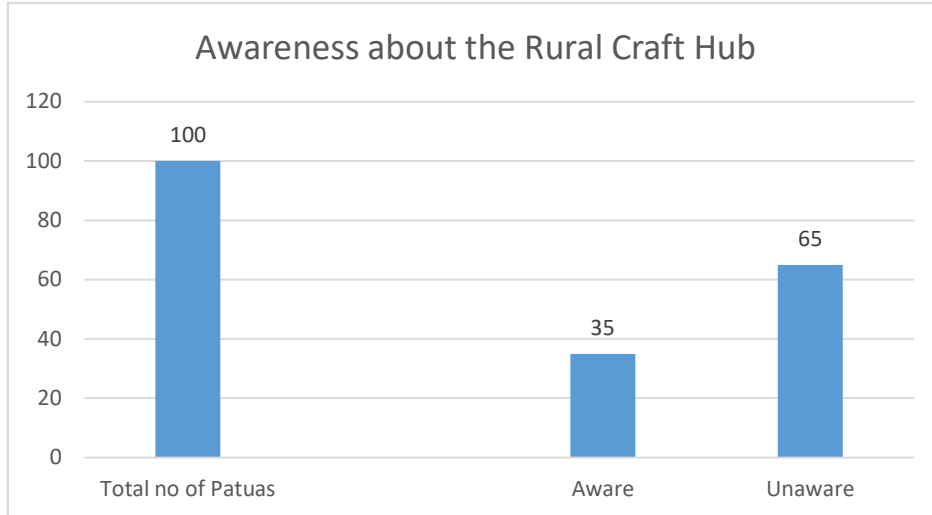


Fig 5: Awareness about the Rural Craft Hub

Fig 5 depicts that in Midnapore district West Bengal Govt. takes the decision to establish a rural craft hub making collaboration with UNESCO which is aware

only by 35 patuas of the study area whereas 65 patuas are unaware about the craft hub.

From the above analysis researcher find out the results which are as follows

- Patuas of the study area have no fixed shops for demonstrating their products
- Patuas have inadequate knowledge about the modern marketing strategies in the present era.
- Most of the elder patuas do not use any digital media, social media for demonstrating their artwork.
- Most of the patuas of the study area take participation into the trade fairs and exhibitions. But most of them yet not get chance into the international trade fairs and exhibitions due to the skill discrimination among them.
- Most of the tourists come to visit Naya village in winter season. So in this season patuas get more revenue rather than the rest of the seasons through
- Patuas of this village have no idea about catalogue marketing. Some of the patuas recently started to use e-mail, facebook, whatsapp for getting and communicating with the final consumer.
- Local administration, State Govt. have no initiation for developing and facilitating strong marketing opportunities to the patuas.
- Patuas sell and demonstrate their artwork on their own skill. No other means like appointment of sales personnel they use to sell their product into the market.
- Intermediaries play foul role between the artisans and the consumer. They charge high price rather than the actual selling price of the patuas.

## SWOT Analysis

The **strengths** of the study area observed by the researcher are-

- International and National tourists only visit Naya Village for Pattachitra only.
- Patuas have intentions to demonstrate their product at any time in a day.
- Patuas charge reasonable price for national and international tourists.
- Many patuas take participation into the national and international trade fairs and exhibitions.

The **Weakness** of the study area are-

- Patuas have no fixed place or shops for sell their products.
- Patuas have lack of knowledge about the modern marketing strategies
- Patuas are unaware about the catalogue marketing.
- Very few patuas are able to use digital marketing
- Price hike of raw materials, transportation costs, low profit, make demotivated them to continue their business.

The **Opportunities** of the study area are-

- Pattachitra of Naya village make job Opportunities for the local artisans and people.
- Naya village will become an international tourists place due to the pattachitra.
- G,I. tags of pattachitra make an unique identification of this place.

The **Threats** of the study area are-

- Low educational level of the patuas.
- Inadequate skill development of the patuas.



- Young generation of the patuas lost interest to carry on their traditional artwork. They migrate their profession into another sections rather than the scroll paintings.
- Poor financial conditions of the patuas demotivated themselves for adopting best marketing strategies for their product.
- Unawareness about the Govt. policies and framework for the development of the patuas in their livelihood.

### **Conclusion and Recommendation**

From the above discussion it has been concluded that patuas of Naya village accept modernization in their scroll painting, but due to the unskillness of using internet, most of the patuas do not use digital marketing, catalogue marketing for their craft items. They yet not use any modern marketing strategies like sample distribution, Window display, selling their products by appointed a skillful sales person due to their low level of income from their craft items, no ideas about the proper promotional strategies. Local administration of Pingla block, West Bengal govt. should provide separate shop facilities to the individual patuas at a free of cost and should make a separate channels where only the craft items' advertisement demonstrate whole the day. Which bring more popularity of the study area into the national and international level. All this things motivate the young generation to carry on their traditional businesses.

### **References:**

Pallavi Kanungo, Narayan Sethi, Pritam Biswal: A POLICY FRAMEWORK FOR THE CREATIVE PATTACHITRA ARTISANS AT THE CROSSROAD OF FINANCIAL SCARCITY AND CHANGING TRENDS.( ISSN 2345-0479 / e-ISSN 2345-04872020 Volume 13 Issue 1: 114-135)

PilarJefferson (2014): The Art of Survival: Bengali Pats, Patuas and theEvolution of Folk Art in India

Sumant Kumar: A Folk Tale Of Pattachitra,( National Institute of Design, 2018)

Uttara Gangopadhyay: The traditional 'jorano pata' narrative of Bengal goes much beyond art; it is a lesson in religious tolerance too( September 21 , 2018, <https://www.outlookindia.com/>)

Keya Mandal: Patuas of Purba Medinipur - A Study of Economic Perspective (International Journal of Humanities and Social Science Invention ISSN (Online): 2319 - 7722, ISSN (Print): 2319 - 7714 [www.ijhssi.org](http://www.ijhssi.org) | |Volume 6 Issue 10 | |October. 2017 | | PP.44-47).

Mehk Chakraborty: Patachitra: Ancient scroll painting of Bengal Storytelling through song and art( April 26,2017)

