



PATACHITRA

finds new expressions



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PATACHITRA

Journey through painted frames



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Journey through painted frames.



This is the story of scroll painters of Bengal. They paint stories from epics and mythologies on long scrolls. They also depict diverse themes like forest conservation, ravages of Tsunami or social menaces like human trafficking. They sing the stories as they unfurl the scrolls to show their paintings, usually five to fifteen feet long.

PATACHITRA

Journey through painted frames.

Till even a few decades back, the Patuas used to go from village to village, singing Pater Gaan and showing the scrolls in return for alms. In today's fast paced lifestyle and razzmatazz of the world of entertainment, leisurely listening to Pater Gaan is no longer in vogue. Many Patuas thus started giving up painting. Only handful were known and acclaimed by scholars and connoisseurs of folk art forms.

The Eastern Zonal Cultural Centre under the Ministry of Culture, Government of India, has taken up a unique and ambitious initiative of reviving and revitalizing performing folk art forms as means of sustainable livelihood. The Departments of Panchayat and Rural Development and Information and Cultural Affairs of the Government of West Bengal are also partners in this initiative.

PATACHITRA

Journey through painted frames.

More than 310 Patuas from Chandipur, Nandakumar, Kakharda areas of Purba Medinipur and Daspur and Pingla areas of Paschim Medinipur have formed 29 Self Help Groups (SHGs). Innovation has been the key in rejuvenation of this art form. The Patuas are now painting not only on scrolls but also on leather, terracotta, acrylic, wrought iron and other media. They are painting on diverse products like apparel, stationery items, lamp shades, coasters, organisers, bags, wine casks and even mouse pads.



This unique folk art form is called Patachitra. The Sanskrit word *Patta* means a piece of cloth and *Chitra* means painting. The painters are called Patuas or Chitrakars. The songs are called Pater Gaan. These songs have been passed down orally through generations.



The Patuas welcome your participation and patronage to promote this unique folk art heritage. Your support and assistance will help in building a cultural industry based on this unique legacy of creative talent.

