ABSTRACT

“Art & Crafts of West Bengal - scope for Marketing Prosperity Through Folk-Art Museum”

The study of folk art and crafts is essential key to the understanding of the common man’s culture. In West Bengal the folk crafts have an importance all their own. They express the great tradition and cultural heritage of West Bengal. The reason for their preservation and development lies in the fact that they are the material symbols of Bengal’s unique folk cultural ethos.

Folk art describes a wide range of objects that reflects crafts tradition and traditional social values of various social groups. The folk artisans useally make works of art with traditional techniques, content and styles handed over through generations.

The folk art of West Bengal has a great potentiality in the international market because of its traditional aesthetic sensibility and authenticity. The province is quite popular among the foreign tourists because of their crafts and traditional beauty. It is high time to promote our folk art and crafts and to develop a trade link with the global market. There is reason to believe that Bengal’s folk art would play significant role in building up a stable economy in our country. In fact there is not yet a wide recognition of economic potentialities of folk art & crafts in global market.

But the varied productions and their regional consumption and limited foreign exports of the crafts objects help us to understand that there is ample scope to build up a nationwide market and ultimately they will get access to the foreign markets. In view of the large export potentialities of some of the Bengal’s crafts, it is necessary to have a constant touch with the artisan classes, to improve their skill by providing some facilities. This can be given by either by Govt., NGO or especially by the folk out museums. Admittedly folk art museums has a specific aim for promoting folk aspect of any region.

The market facilities and the role of folk museums in developing the concern society, in the disbursonent of the folk products are very negligible in regard to the rich heritage of Bengal. In this respect folk museum can take significant steps for marketing prosperity.