

Evolution of Blue Pottery Industry in Rajasthan

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ABSTRACT

This article is about Blue Pottery industry in Jaipur(Rajasthan).Blue Pottery is commonly acknowledged as an exceptional craft of Jaipur. People admire blue pottery due to its uniqueness of design. It provides lavish appearance to interior of any household although process of making Blue Pottery is quite lengthy.Some of the benefits of Blue Pottery industry is well studies under this article.At present blue pottery industry provides employment to many people in Jaipur and it is well appreciated in all over the world. Blue Pottery of Jaipur is absolutely hand painted, ceramic is well suitable for the hot and dry climate of the area.Presently Blue Pottery Industry in Rajasthan is facing so many difficulties ; still industry is doing quite well in all aspects. A brief analysis of the industry is done and some suggestions are given.

Keywords: Blue Pottery, Jaipur(Rajasthan),Process, benefits and difficulties

Introduction

Blue Pottery is commonlyacknowledged as anexceptional craft of Jaipur(Rajasthan).The name 'blue pottery' comes from the attention-grabbing blue dye used to color the pottery. Blue Pottery is made mixing quartz stone powder, powdered glass, Fuller's Earth, borax, gum and water it is garlanded by with animal and bird motifs.

History of Blue Pottery

Blue Pottery was primary developed by Mongols who pooled Chinese expertisewith Persian art. This technique travelled east to India with early Turkic conquest in the fourteen century. After some time, the Mughals started using blue pottery in India. From there, the technique travelled to the plains of Delhi and in the seventeenth century came into Jaipur. In the early nineteen century Sawai Ram Singh IIbrought blue pottery into the glimpses of Jaipur. But after some time its popularity went down;but it was re-introduced through the efforts of the muralist and painter Kripal Singh Shekhawat, with the support of patrons such as KamladeviChattopadhaya and Rajmata Gayatri Devi.¹

Jaipur's *blue pottery* is essentially decorative².At present blue pottery industry provides employment to many people in Jaipur. The traditional designs have been adapted, and now, apart from the usual urns, jars, pots and vases, can find tea sets, cups and saucers, plates and glasses, jugs, ashtrays and napkin rings are being introduced.³It is labourconcentrated and uses conventionaltechniques for production of pottery. The artisans of most of the units are using traditional designs for products or depend on exporters. The marketing system of these units are fully controlled by the exporters and traders. Most of the units do not have any marketing techniques of their own.⁴

Major Blue Pottery Centers of Rajasthan

Blue Pottery is well-liked in the state of Rajasthan. Major clusters of Blue Pottery are Kotjewar, Muhana, Mehla and Neota. Among all people of Kotjewar are very much involed in the art of making Blue Pottery from the bottom of their heart.

Benefits of Blue Pottery Industry in Jaipur(Rajasthan)

Blue Pottery grabs attention of many people due to Blue Pottery its distinctive style and art. Blue pottery provides a deluxe look to interior of any house. This industry is absolutely environment friendly industry of India. Blue Pottery of Jaipur is absolutely hand painted, the quartz concerto of the ceramic is well suitable for the hot and dehydrated climate of the area of Rajasthan. Blue pottery is resistant, germ-free, and suitable for daily use. The product is exceptional because it does not develop any cracks. Although khurjapottery of Uttar Pradesh is quite popular in India and abroad due to its economical price but in terms of quality and uniqueness Blue Pottery of Jaipur is far more better.⁵

Objectives

- To study the current trends in blue pottery industry in Rajasthan.
- To study problems faced by blue pottery industry in Rajasthan.
- To study the Buyer's Behavior of Consumers in Blue Pottery Industry.
- To study the challenges faced by workers in Blue Pottery Industry.

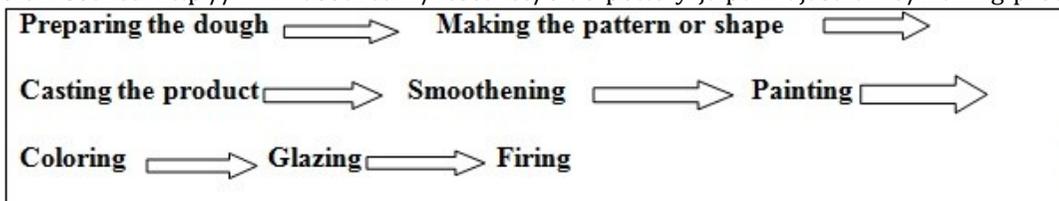
Research Methodology:

- Questionnaire and survey of units associated with blue pottery industry.
- Self-examination and analysis

Blue pottery making process:

Blue Pottery involves Preparing the dough, Making the pattern or shape, Casting the product, Smoothing, Painting, Colouring the pottery, Glazing and Firing and afterwards blue pottery product is ready to sell in Market. A brief description of the process is given below:

Table 1:Source: <http://www.dsource.in/resource/blue-pottery-jaipur-rajasthan-0/making-process>



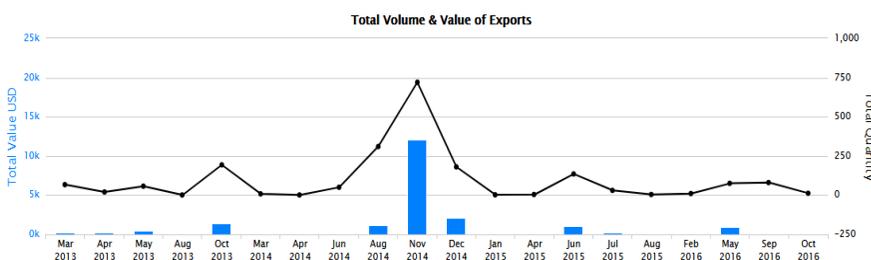
Blue Pottery making is quite lengthy process. It requires lot of patience and effort. Every stage involves so many people and efficiency.

S.N.	Category of Workers	Number of Workers
1.	Manufacturing figure of Pottery	17
2.	All steps in process	47
3.	Designing & Colouring	08
4.	Colouring	12
5.	Crushing of Glass	04
6.	Preparation of Colours	03
	Total	91

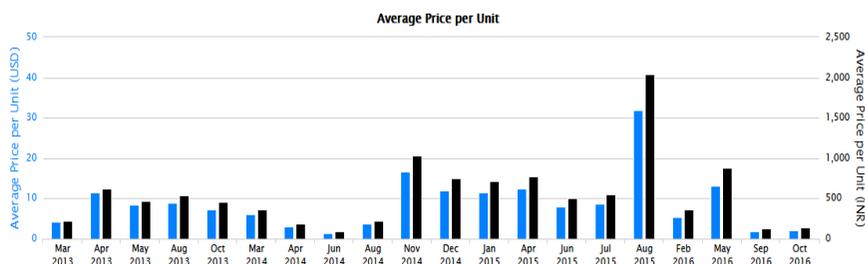
Table 1.1 :Source: “**Environment, Occupational Health & Safety in Craft Sector in India**”. Switch Asia. All India Artist Craftworkers Welfare Association ,2010.

So above process depicts that in total approximately ninety-one people are involved. In every stage different ratio of people are working hard to make blue pottery craft.

Following graphs and Pie Charts are showing export of Blue Pottery in the year 2013-16



Graph1 :Source: <https://www.zauba.com/exportanalysis-blue+pottery+plate-report>
 According to above graph blue pottery is showing an increase mostly in the year of 2013 and 2014 but greatest increase is shown in the year of 2014 afterwards it has started declining.



Graph1. 1: Source: <https://www.zauba.com/exportanalysis-blue+pottery+plate-report>

Major blue pottery exporting countries from India

1. United States of America
2. France
3. United Arab Emirates
4. Australia
5. Japan
6. Singapore
7. United Kingdom
8. Norway

Table 1.2 : Source: Global Export Import Market Intelligence Info drive India(1996-2018)

The above table depicts that major blue pottery is exported to USA from India from the year 1996 to 2018.

Present Marketing Scenario and competition:

Consumers give worth to blue pottery products and appreciate the distinctiveness of the product. The units do not have direct market linkages for the sale of goods. Artisans are generally dependent on exporters for the marketing of the product. The use of Lead based glaze also makes it difficult to sell in International Market. Blue Pottery has undergone so many updates in the symphony of unprocessed resources, its dispensation and patterns of designing as well as the use of the product. In the beginning the glaze coating used to have lead in its symphony but now a days the craftsmen use lead for coating the articles. There is no proper costing procedure. Also, the blue pottery items were initially done with floral or geometric designs. Today, the customers desire fabric or abstract designs. The articles which were initially used only as decorative items are now also used as functional ones. They are used as kitchen crockery, toothpaste and pen stands, etc. The reason behind this is the removal of lead from the glaze of blue pottery. ⁶In recent scenario blue pottery is losing its shine due to rising likings for salaried careers, snowballing overheads and stumpy earning. Costing of materials are increasing. Wages related to workers of blue pottery industry are also increasing day by day.⁷

Problems faced by Blue Pottery Industry**1. Lengthy Process**

Making of Blue pottery requires lots of time and energy. It requires lots of endurance while making the art. Therefore, sometimes crafts person is not able to achieve their order of blue pottery according to time.

2. Percentage of literacy and skill is low among laborer's

Mostly tribes are involved in this profession and literacy percentage is low in these people. People who are involved in this field have low experience.⁸

3. Non-existing of Marketing systems

Blue pottery is completely export based. Due to lack of education and training artisans are fully dependent upon exporters; they cannot interact with domestic producers.

4. Deficiency of finance

Most of the people engaged in blue pottery work are facing problems in arrangement capital.⁹

5. Problems in Preparation of Body Composition or (Khamir) Casting or Press Moulding Process

No predetermined measuring equipment is used. Space to store ready dough is not structured. It is kept in a space where people come with shoes which have impurities. The moist ash is kept in unwrapped region, where soil can easily be combined with impurities.

6. Issues in Storage and Availability of Raw Material

Most of the units purchased raw material from the same local dealer or procured directly from Byawar. Although they have not sufficient space for the storage purpose and those who have space, place them carelessly in open area. Due to effect of temperature, the plastic bags burst which are not been taken care. Due to this the raw material get contaminated by the external impurities which come with air, water, dust.

7. No Standard method of preparation of dye.

Very few skilled artisans know the procedure of making dyes and taking moulds. Blue Pottery product requires different mould for every part of the body.

8. Dependency on Sun for drying

Artisan faces difficulties during rainy and winter season for drying. Some of the units do not have cemented or solid floor space to place product.

9. Conventional production technique

Workers in blue pottery industry do not understand new color combination with blue pottery model. The artists replicate each other and make similar patterns. They do not have equipment and upgrade technology of temperature control, which increases the percentage of rejection.

10. Competition from Khurja Craft

Jaipur Blue Pottery is facing rivalry from Khurja Pottery of Uttar Pradesh because it is cheap in price although Jaipur Blue Pottery is better than Khurja in terms of quality.

11. Issues in Preparation of composition.

Composition in blue pottery is totally based on approximation, no definite parameters are defined for preparation of blue pottery.¹⁰

12. Craftsperson dependency on monsoon

Blue Pottery is dependent upon sun for drying its products so in rainy season.

Suggestions

1. Government role in the promotion blue pottery should be encouraged in Jaipur. Government should provide some rebate on blue pottery products.
2. Artist of Blue Pottery should be given some training in respect of making of blue pottery. Some special training centers should be established.
3. Advanced marketing strategies should be introduced in blue pottery industry.
4. Some innovative techniques should be introduced in the making of blue pottery.
5. Some special schemes should be introduced for blue pottery industry in Jaipur.

Conclusion

Blue Pottery is commonly acknowledged as an exceptional craft of Jaipur. At present blue pottery industry provides employment to many people in Jaipur. It is labour concentrated and uses conventional techniques for production of pottery. Blue Pottery making is a lengthy process. The artisans of most of the units are using traditional designs for products or depend on exporters. Blue pottery is resistant, germ-free, and suitable for daily use. Advanced marketing strategies should be introduced in blue pottery industry. This industry is facing ignorance from government and outside world. This industry is waiting for effective Government response and innovative marketing techniques should be increased.

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