



### 3

## CONTRIBUTION OF SCHOLARS AND ARTISTS

Dear learner, in the previous lesson we learned folk and tribal art forms. In this lesson we will learn the contribution of scholars and artists. Some of the Indian and Non-Indian scholars have made useful efforts to promote folk and tribal art of India along with rural and tribal culture. Their memorable contributions are enormous. Among these contributors, Dr. Verrier Elwin, Stella Kramrisch, Kamala Devi Chattopadhyaya, Pupul Jayakar, Haku Shah, Rajiv Sethi and Jagadhish Swaminathan should be credited for introducing Indian folk and tribal art and culture to the world during the beginning of 20th Century CE.

A few traditional folk and tribal artists became famous internationally for their styles. Their talents are recognised by the Government of India and other cultural organisations. Some of these honoured artists are Warli painter Jivya Soma Mashe, Gond painter Jangarh Singh Shyam, Bhil painter Bhuri Bai and Lado Bai, Rathawa Pithaura painter Presh Bhai Rathwa, Patua painter Gauri Devi, Phad painter Sreelal Joshi and Shantilal Joshi, Madhubani painter Sita Devi and Ganga Devi and others.



### OBJECTIVES

After studying this lesson, you will be able to:

- learn about those scholars who introduced Indian folk and tribal art to the world;
- identify those foreigners who encouraged the folk and tribal art;

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### Contribution of Scholars and Artists

- state the names of those Indians who contributed to the development of folk and tribal art;
- recognise the folk and tribal artist become internationally famous;
- explain the importance of Indian folk and tribal art

### 3.1 STELLA KRAMRISCH (1896 TO 1993)

Dear learner, now we will get to know some scholars and artists in the field of folk art.

- Title** : Stella Kramrisch  
**Place of Birth** : Austria  
**Date** : 1896 to 1993  
**Contribution** : Indian art and folk art

#### Basic Information

Stella Kramrisch was an Austrian art historian. She became famous for her research on Indian art and folk art when the struggle for freedom and boycott of foreign goods were at their peak in 1921. Rabindranath Tagore invited her to teach art history at Kala Bhavan, Shantiniketan. She was attracted to Indian and folk art and wrote a few books on the subject during this period.



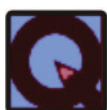
Fig. 3.1: Stella Kramrisch

**General Description**

Stella Kramrisch introduced the art movement of impressionism, post impressionism and cubism to the Indian art student for the first time. She taught the art student how to appreciate a work of art in terms of theme and composition. She was honoured with ‘Deshokottam’ by Visva Bharati and Padma Bhusan by the Government of India in 1947 and 1978, respectively. Her collection of art of Southeast Asia was exhibited in the Philadelphia Museum of Art, the USA, in 1978. This exhibition ‘Unknown India’ showed the royal and common people of Indian culture through artworks. This exhibition attracted art lovers and scholars from the west for the first time towards Indian art. Her important books are ‘Exploring India's Sacred Art’, ‘The Hindu Temple’, ‘Unknown India’, ‘Ritual Art in Tribe’ and ‘Village’ etc.



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**INTEXT QUESTIONS 3.1**

1. Which country did Stella Kramrisch belong to as an expert in Art history?
2. Which place was Stella Kramrisch invited to teach in 1921 by Rabindranath Tagore?
3. How did the Government of India honour Stella Kramrisch?
4. Name the books written by Stella Kramrisch.

**3.2 DR VARRIER ELWIN**

Now we will talk about one of the famous scholar and expert in the field of folk and tribal art.

<b>Title</b>	: <b>Dr. Verrier Elwin</b>
<b>Place of Birth</b>	: <b>England</b>
<b>Date</b>	: <b>29/8/1902 – 22/2/1964</b>
<b>Contribution</b>	: <b>Indian Folk and Tribal Art and Culture</b>

**Basic Information**

Dr. Verrier Elwin was a British anthropologist. He came to India as a missionary, but very soon, he was attracted by the simple and religious tradition of Indian society. He became a follower of Mahatma Gandhi. He studied folk and tribal art of Baiga and Gond of Madhya Pradesh and Odisha. Former Prime Minister Jawaharlal Nehru appointed him as an adviser for Northeast Indian culture. He wrote quite a few books on tribal art and culture.

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Fig. 3.2: Dr. Verrier Elwin

### General Description

Dr. Verrier Elwin’s main contributions are his research work on tribal and folk art of Northeast India, Odisha and Madhya Pradesh. He is considered as an expert in this field. He was awarded by Sahitya Academy for his book ‘The Tribal World of Verrier Elwin’ in 1975.

His other books are ‘Songs of the Forest’, ‘The Agaria’, ‘The Aborigines’ ‘Folk Songs of Mekol Hill’, Folk songs of Chattisgarh, ‘The Muria and their Gholtul’, ‘The tribal Art of middle India’, ‘Traibal Myths of Odissa’, ‘The Art of Northeast Frontier of India’, ‘The Tribal World of Verrier Elwin’, ‘Folk Paintings of India’, ‘The Baiga’ etc. Many more books are written by him on Indian Tribal and rural culture.



### INTEXT QUESTIONS 3.2

1. Which art and culture Dr. Verrier Elwin is considered an expert?
2. Which tribal art and culture are the subjects of his research in middle India?
3. Which book won him Sahitya Academy Award?



### ACTIVITY

Visit your nearest library to learn about Dr. Verrier Elwin’s contribution to tribal and folk art. Write one books review from one of his book written on Indian tribal and rural culture.

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### 3.3 SHRIMATI KAMALA DEVI CHATTOPADHYAY

Now let us discuss the contribution of Shrimati Kamla Devi in the field of Indian folk art.

- Title** : Shrimati Kamala Devi Chattopadhyay  
**Place of Birth** : Mangaluru, Karnataka  
**Date** : 3 April 1903 to 29 October 1988  
**Contribution** : Attracted people towards Folk Art of India

#### Basic Information

Shrimati Kamala Devi Chattopadhyay joined the Non-cooperation movement of Mahatma Gandhi, at the age of 20 years and became the leader of women cell of 'Seva Dal' in 1923. Her attraction toward Indian folk arts, crafts, drama and allied subjects inspired her to contribute to the development of these areas. She wrote a few books on Indian folk art to attract international art lovers of Indian folk art crafts.



Fig. 3.3: Shrimati Kamala Devi Chattopadhyay

#### General Description

Shrimati Kamla Devi was awarded Padma Vibhushan, Padma Bhushan and Magsaysay Award. Kamala Devi was not only a great scholar, social reformer and freedom activist, but her contribution to revive India's folk art is also enormous. She took an active part in the movement to empower women in social and economic status.



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It was due to her initiatives that the National School of Drama, Sangeet Natak Akademy, Central Cottage Industries Emporium and Craft Council of India were founded. The real credit for reviving traditional Indian Art after 200 years of suppression by British Raj goes to Kamala Devi.

Smt. Kamala Devi was responsible for establishing a chain of art and craft museums after independence, which includes the National Crafts Museum at New Delhi. It was Kamala Devi who introduced national awards for traditional artists and craftsmen. The All India Handicrafts Board was founded due to her initiative and she became the first Director of this board. She authored the following books Crafts of India, Indian Carpet, and Floor Coverings, Indian Embroidery, India's Craft Tradition, Indian Handicrafts, Tradition of Indian Folk Dance and Glory of Indian Handicrafts etc.



### INTEXT QUESTIONS 3.3

#### Tick the right answer:

- Write the birthplace of Kamala Devi Chattopadhyay?
  - Mangalure (Karnataka)
  - Udaipur
  - Purulia (West Bengal)
  - Lucknow (Uttar Pradesh)
- Name the title of the books written by Kamala Devi.
  - Craft of India
  - Indian Art
  - Indian Music
  - Drawing and Painting

### 3.4 SHRIMATI PUPUL JAYAKAR

Now learner, we will learn about another very eminent personality in the field of folk art.

**Title** : Shrimati Pupul Jayakar

**Place of Birth** : Etawah, Uttar Pradesh

**Date** : 11 September 1915 to 29 March 1997

**Contribution** : Traditional folk art of India

#### Basic Information

Shrimati Pupul Jayakar was born in a Gujarati Brahmin family. She dedicated her life to revive the traditional art and craft of India. Her efforts to introduce and give



new life to tribal and folk art after independence will remain unforgettable. She organised folk and tribal art festivals of India in France, America and Japan in 1980.



**Fig. 3.4: Shrimati Pupul Jayakar**

Shrimati Pupul Jayakar worked as an adviser of cultural activities in the Indian Government. She helped to uplift the quality and financial position of folk and tribal art for nearly 40 years. She played a crucial role in reviving Madhubani painting, National Museum of Arts and Crafts, Intact, Indira Gandhi National Centre for the Arts and National Fashion Industries. She authored books viz The Earthen Drums, The Earth Mother, Textiles and Embroideries of India.



### INTEXT QUESTIONS 3.4

1. What efforts did Shrimati Pupul Jayakar make to popularise Indian traditional art abroad?
2. Name the birth place of Shrimati Pupul Jayakar.
3. Name those museums, which were founded due to the Jayakars initiative?
4. Name the books authored by Shrimati Pupul Jayakar?



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### 3.5 SHRIMATI SEETA DEVI

Shrimati Seeta Devi contributed a lot to the field of Madhubani art. Let us know about her contribution to this field.

- Title** : **Shrimati Seeta Devi**  
**Place of Birth** : **Jitwarpur Madhubani, Bihar**  
**Date** : **1914-2005**  
**Contribution** : **Madhubani painting**

#### Basic Information

Seeta Devi was born in the Madhubani district of Bihar. She is recognised as the first person who brought these paintings to art lovers on paper from the wall of rural houses. She was honoured by Bihar Government in 1969 for her contribution to folk art. She was given the National award in 1975 and Padmashree in 1981. Bihar State Government awarded her ‘Bihar Ratna’ in 1984. She was named ‘Jagatma’ in her village Jitwarpur. Seeta Devi trained at least 1000 villagers to paint Madhubani style. A primary school was established, and a paved road was constructed in her village due to her effort.



Fig. 3.5: Shrimati Seeta Devi

#### General Description

Seeta Devi’s paintings were appreciated by former president of India, former Prime Minister of India, and many other intellectuals and art lovers.



Most of her paintings have red or pink borders and look a door frames. The central figures are painted in the centre in an effortless manner. The background is decorated with foliage and figures of animals and birds. The figures are characterised by long eyes. Her painting became more illustrative in the later phase. The painting ‘Ardhanariswar’ in this text was painted in the later phase. There is an old tradition to worship Bhagavati Gauri as Shakti in Mithila. Shiva and Parvati are considered an ideal couple in this area. Seeta Devi was quite aware of this tradition and used her knowledge to paint this composition. Red, orange, yellow, light black and bright green are used. The lines are simple in black colour but full of expressions. The borders are decorated with foliage. The centre of attraction of composition is the figures.



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### INTEXT QUESTIONS 3.5

1. Where did Seeta Devi born?
2. What is the folk style of Seeta Devi?
3. Name the most important awards Seeta Devi’s got for her work?

### 3.6 GURUPPA CHETTY

Dear learner, now we will get to know about the famous Kalamkari artist Guruppa Chetty.

**Title** : Guruppa Chetty  
**Place of Birth** : Srikalahasti, Andhrapradesh  
**Date** : 1937  
**Contribution** : Kalamkari painting

#### Basic Information

Well-known Kalamkari painter Guruppa was born into the family of traditional artists in 1937 at Shrikalahasti of Andhrapradesh. He was trained in Kalamkari from early childhood and achieved mastery in this art. He developed his own style after learning the traditional forms in depth. He developed the traditional form of art created by the old generation would lead the new and young artists to keep this style alive. He wrote many books both in English and Telugu on this subject. His Telugu book titles are ‘Bhagavat Manimala’, ‘Brath Pani Kalamkari’, and ‘Bharat Ratnamala’. ‘Pashpali’ is the title of his English book. He organised quite a few artist camps for Kalamkari. He also demonstrated the technique of Kalamkari in India and abroad.

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Fig. 3.6: Guruppa Chetty



Fig. 3.7

### General Description

The Government of India awarded him National Award in 1976 for his contribution to developing and popularising Kalamkari. He was honoured with ‘Shilpa Guru’ Award by Central Government in 2008. Recently he has received Padmashree from the Government of India.

Post-independence Kalamkari art was almost at the stage of extinction still, it was revived by Guruppa Chetty and some other enthusiast painters. Guruppa Chetty not only brought a new contemporary style and technique of hand printing and painting but also created an international market for this art. Kalamkari clothes are also recognised as an environmentally friendly material.



### INTEXT QUESTIONS 3.6

1. For which style Guruppa Chetty is famous?
2. Write the place of birth and date of Guruppa Chetty.
3. How did the Government of India honour him for his contribution to Kalamkari painting?
4. Name the books written by him.

### 3.7 JIVYA SOMA MASE

You must have seen some artwork done by famous folk artist Jivya Soma Mase. We are going to learn in detail about the artist.

**Title** : Jivya Soma Mase  
**Place of Birth** : Distt. Thane, Maharashtra  
**Date** : 1934  
**Contribution** : Triabla art



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**Basic Information**

Jivya Soma Mase was born in 1934 at Dhaman village of Thane district of Maharashtra in traditional warli family. Traditionally, warli paintings are done by the women of the family. Despite of that, he was inspired to paint Warli painting and lifted the style to a high level of aesthetic quality. An exhibition was organised by the Chemould art gallery of Mumbai in 1975. Jivya was introduced to the art world for the first time and became a living legend.

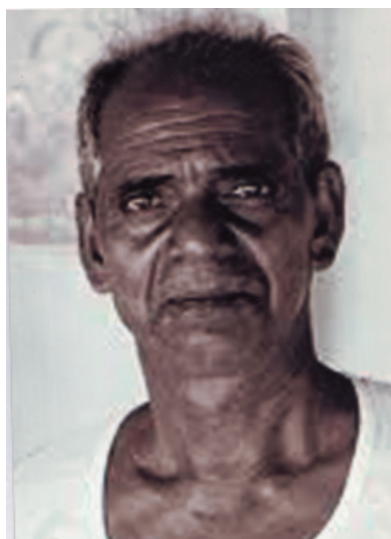


Fig. 3.8: Jivya Soma Mase



Fig. 3.9

**General Description**

Jivya Soma Mase is the first Indian Warli painter to receive National Award in 1976, the Shilpaguru award in 2001, Prince Claus Award from Netherland and Padmashri in 2011. He is the first Indian tribal painter to exhibit his work in many established art galleries both in India and abroad, like Palais de Menton, France in 1976, Pompidour centre, Paris, Museum, Kunst Palast Dusseldorf, Germany, Italy in 2004 and America in 2006 etc.

Jivya Soma Mase was mentioned as an artist who revived the creative language of art, which was on the verge of extinction. He created a kind of art that balanced nature and culture in the Warli tribe’s life philosophy and successfully gave it a

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contemporary form. He contributed to the development of the art and culture of tribal people in this way.



### INTEXT QUESTIONS 3.7

**Tick the right answer:**

- What is the tribal form of Art of Jivya Soma Mase?
  - Kalamkari
  - Madhubani
  - Warli Painting
  - Abstract
- Name the state and year of his birth.
  - Maharashtra, 1934
  - Punjab, 1950
  - Odisha, 1940
  - Bihar, 1955

### 3.8 JANGARH SINGH SHYAM

Dear learner, you must have learnt about a few personalities in folk and tribal art of India. Now, we are going to learn about a Gond painter, Jangarh Singh Shyam.

- Title** : Jangarh Singh Shyam  
**Place of Birth** : Madhya Pradesh  
**Date** : 1960-2001  
**Contribution** : Gond Tribal Painting

#### Basic Information

Jangarh Singh Shyam was born in Patangarh village of Mandala district in Madhya Pradesh in 1960 with a talent for painting. He showed his talent in other creative fields such as sculpture, mural painting, flute playing and printmaking in the technique of screen print lithography. He was also well versed in storytelling art, for which the sub caste Pardhan of the Gond tribe is famous. He was born in this sub-caste. Famous painter Jagdish Swaminathan could recognise his talent and inspired him to carry on painting. Jangarh was successful in evolving a new form of Gond painting with the help of his aesthetic sense. Some scholars gave his style a new name, 'Jangarh Kalam'.

#### General Description

The style of Jangarh was copied and spread over the Gond community. Jangarh not only gave an identity to Gond art in the contemporary art scene but also brought an individual style to this art. He was born in a community who have a tradition



of decorating their home with clay and mural. Jangarh was the first such artist who depicted these forms of God and Goddess in painting with the help of his creative imagination. His fellow tribes could enjoy for the first time the unseen images of their deities in his paintings. He developed his visual language in art. However, his paintings are simple but very attractive due to the use of bright colours. The figures are painted with flat colours and then composed of dots of varied colours.



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Fig. 3.10: Jangarh Singh Shyam



Fig. 3.11

The themes of Jangarh's painting are mainly related to birds, animals and tribal Gods and Goddesses. These paintings are made sporadically. Madhya Pradesh Government awarded 'Shikhar/Samman' to Jangarh in 1985 for developing Gond tribal art. He painted a huge mural on the wall of the assembly building of Madhya Pradesh. His paintings were exhibited in America, England, France, Germany and Japan.

The painting in the text by Jangarh is of an antler. There is no attempt to make it realistic; instead, it is a product of imagination.



### INTEXT QUESTIONS 3.8

1. In which style of tribal art thus Jangarh specialized?
2. In which year Jangarh was born?
3. Who recognised the talent of Jangarh and inspired him to paint?
4. Name the style of Jangarh, as given by some authors.

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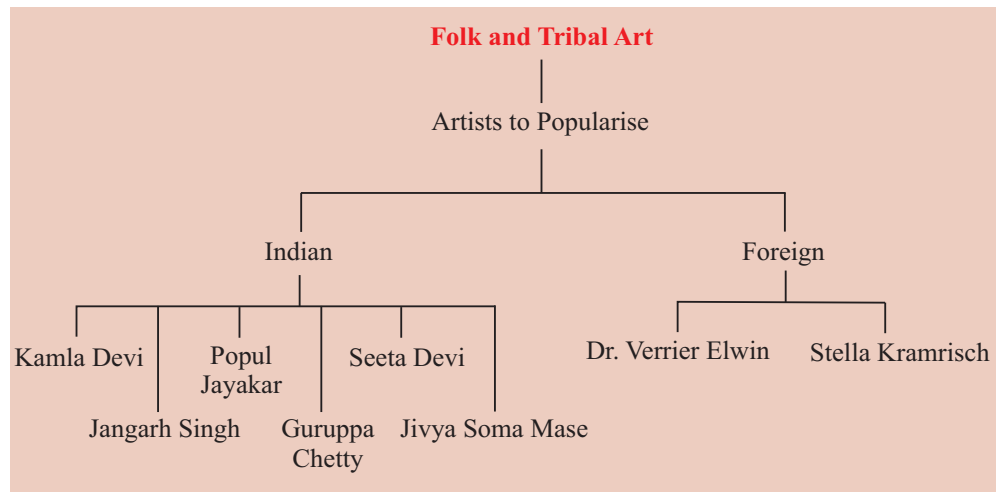
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### WHAT YOU HAVE LEARNT



### LEARNING OUTCOMES

The learner can

- apply the famous artists' methods and elements to produce different works of art.
- use the colour, texture, pattern, unity and variety in their composition.



### TERMINAL EXERCISE

1. Make a list of those selectors who contribute to the development of folk and tribe art.
2. Name the books written by Dr Verrier Elwin.
3. Write about the exhibition of 1968, organised by Stella Kramrisch.
4. What steps did Kamala Devi Chattopadhyay take to develop folk art?
5. What are the efforts taken by Pupul Jayakar to develop folk arts?
6. Describe the painting of Seeta Devi.
7. Describe the successes of famous painter Jivya Soma Mase.
8. To which tribal art style does Jangarh Singh Shyam belong? Through light on his multifaced art talent.
9. Name the books written by Guruppa Chetty.





## ANSWERS TO INTEXT QUESTIONS

### 3.1

1. A scholar of Art and Art history of South East Asia.
2. Rabindranath Tagore invited her to teach in Shantiniketan.
3. Government of India conferred her with Padma Bhushan.
4. Exploring India's Sacred Art, the Hindu Temple, Unknown India, Ritual Art in the Tribe and Village etc.

### 3.2

1. A specialist in Indian tribes and culture.
2. He worked in the Gond and Baiga tribes of Madhya Pradesh.
3. He was awarded the Sahitya Academy award for his book 'The Tribal World of Verrier Elwin.'

### 3.3

1. (i) Mangaluru (Karnataka)
2. (i) Craft of India

### 3.4

1. She organised Indian Festivals in France, America and Japan in 1980.
2. She was born at Etawah, UP.
3. She played a significant role in founding National Museum of Arts and Crafts.
4. Her books are 'The Earthen Drums and Textiles and Embroidery of India.'

### 3.5

1. Seeta Devi was born at Madhubani district of Bihar in 1914.
2. She painted in Madhubani folk style.
3. She was awarded with National Award, Bihar Ratna and Padmashree.

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### 3.6

1. Guruppa Chetty was a famous Kalamkari painter.
2. He was born in Sri Kalahasti of Andhra Pradesh.
3. National Award, Shilpa Guru Award and Padmashri were awarded to him.
4. He wrote Bhagavat Manimala, Brath Pani Kalamkari and Bharat Ratnamala in Telgu.

### 3.7

1. (iii) Warli painter
2. (i) Maharashtra

### 3.8

1. He was a painter in the Gond tribal style.
2. He was a painter, sculptor, singer and flute player.
3. He was discovered by Jagdish Swaminathan, who inspired him to continue painting.
4. Some authors prefer to call contemporary the Gond painting Jangarh Kalam.

### GLOSSARY

- Missionary : A person who preaches religion in a foreign country
- Illustrative : Description by picture
- Foliage : All the leaves of a tree or plant
- Zenith : High point