

Protection of Handicrafts & Intellectual Property Rights: A Study of Odisha

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ABSTRACT

This article is an attempt made by the author to reflect the concept of handicraft and its protection in India. The work which originates from human intellect and by use of hand skill a masterpiece is produced has to be protected under the law. Intellectual Property Rights is one of the key legislation which protects the rights of the manufacturer and consumer in the market. A study has been made to discuss the various handicrafts goods that have taken birth in the state of Odisha basing upon its culture, heritage and region.

1. Introduction

The term 'handicrafts' refers to a broad range of artisans' product. This term is in India locally referred as "hastkala" which means art of hand or "hastsilp" means fabrics of hand. The legacy of Indian crafts has the alike history that of Indian civilization. The Indus valley civilization which started from 300 B.C to 1700 B.C reflects the first and primitive reference about the richness and pride of the craftsmanship of artisans of India.

Handicraft has also been described by many international legal instruments. The International Labour Organization (ILO) as a part of economic activity featured by specific characteristics like local available resources, skill and traditional technology. The accepted definitions of handicrafts coined by UNESCO-UNCTAD/WTO (ITC) ⁱ that, "artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant." In other words the objects or the things made by hand and with human skill with the help of simple ordinary apparatus which includes artistic and/or conventional in character. Handicraft is one of the key components of Indian trade and business with much involvement contributions from the artisans. Each object is having a natural shape before it gets a shape by the artisans. When these objects are worked out to create a new shape on a surface, a new object emerges through the artistic hand of artisans. The history of ancient India has also witnessed the craftsmen and their massive strength on the use of different factors of art which includes color, texture and designed to make an antique piece of craft. This cultivated sense of work may be related to their inbuilt spirituality and religiosity which is evident by the stone sculptures during Emperor Ashoka's reign. The tale of Indian handicrafts work returns into middle of ancient times when the account of man himself started to be enunciated, when limit of the hands to make was regarded, even treated with adoration. Indian crafted works flourished

through the ages invigorated by a fiery society custom, a generous culture and during a time when individualism was cherished. ⁱⁱ The character of handicrafts work and their craftsman's are basically a coordinated piece of the humanity and are religious in their compatibility. The craftsmen are said to be the relatives of the Lord "Viswakarma". ⁱⁱⁱ The hobby of the workmanship craftsmen is an occupation received from "Viswakarma, Lord of the Arts, Master of thousand Handicrafts, Carpenter of the Gods and Builder of their place of perfect, Fashioner of each gem, First of skilled worker, by whose workmanship men live and whom as an incredible and deathless God, they persistently revere" ^{iv}

The creations of crafts of old Indian experts hold the way to affirm the high craftsmanship in specialty manifestations of Konark, Puri and Bhubaneswar; and the Ajanta and Ellora of Khajuraho and numerous other amazing engineering manifestations of the nation.

2. Odisha and Its Potential

Odisha, the place that is known for charming magnificence is well known for its handicrafts. The State was known as Utkal, which is also called the place of art of highest degree. It has a rich culture of handicrafts work, special in its qualities that have advanced alongside its specialty and figure, architecture in temple, art in folk, music and dance. Each region of the State of Odisha makes a rich commitment to the various scopes of handicrafts articles which are accessible to the people of the country. A gigantic prospective exists in the state for economic advancement in rural areas through the work and by promoting handicrafts works. The ancient tradition of making unique arts and crafts by the hands of Odia are quite remarkable in the market not limited to India but spreads all over the world. There are great deals of arts and crafts that have been running as the existence drive in the social place where there is Odisha has achieved a global recognition in this area. Some of which incorporate Stone Carving Patta Chitra, Silver Filigree, making Puppets, Sand Art, Metal Work, and Masks and so forth. These unique pieces of arts and crafts are highlighted below.

Applique Work

The Applique work is a traditional patchwork art and has long history in Odisha. The work involved is mostly with the human intellect and of hand. This Applique work is famous at various geographical region of Odisha like Pipili, Tushra, Butapalli, Khallikote and Chikiti. These are also known for their bold character and vitality. The artisans neatly stitch customary motifs such as elephants, peacocks and flowers on umbrellas, canopies, lamp shades wall hangings on the cloth background to form harmonious and colorful patterns with embroidery work. The root of this inspiration for this art and work derives mainly from religious involvement. The umbrellas and canopies for Lord Jagannath, Lord Balabhadra, Goddess Subhadra and other deities carry some of the finest examples of Applique work of Odisha.

Art Textiles

The traditions of Art Textiles in handloom is centuries old and ancient. In all over the world the tie & dye fabrics of Odisha also known as Bandha are acknowledged and for its durability, colour combination and artisans designs. Odisha is represented by the Handloom which has become a traditional way of life. The human intellect and skill absorbed over the generations and has given to Odisha an unparallel profundity & variety of craftiness & heartiness. The typical facet of Odisha textile business is the design called "Ikat". This design is having nexus with the maritime facts and activities of South-East Asia. There are typical varieties of women clothes or Sarees are Passapali alike to Chess Board from Sambalpur and Balangir districts. The double Ikats designs such as Bichitrapuri woven into temple motifs such as lion, fish etc. It is also seen in Sambalpur district and Sonepuri woven in Zari thread from Sonepur district. Apart from that, the other form of handicrafts includes Bomkai, Saktapada, Tarabali, Khanduas etc. Tassar silk is also used widely in the state of Odisha.

Brass & Bell Metal

The two ancient and earliest alloys are Brass & Bell Metal. The superior etching and engravings on Brass & Bell Metal apparatus, bronze bangles and pots is a significant facet of Odisha's home and kitchen. The bendable brass fish of Ganjam, the attractive brass figurine of Khalisahi, the brass & bellmetal wares of Cuttack, Khurda, Dhenkanal, Jajpur and Sambalpur are the marvel work amongst handicrafts. A very unique and non obvious process is applied to manufacture those products that is heating and beating. The shape and metal composition has acquired its own features and best known for using at kitchen and also includes other medicinal properties.

Cane & Bamboo Craft

Many states in India are producing a wide and distinct variety of products made from cane and Bamboo. Odisha is one of the chief and leading states to manufacture cane and bamboo products. This art and work is absolutely extracted from nature and are free from any chemicals and are non hazardous in nature susceptible to environment. The high-tensile potency of bamboo and simple to mould in any shape and form has made it very accessible and popular for architectural uses. These eco-accommodating items are

usually light in weight and have their very own fashion and grace. Now both Cane and Bamboo can be transformed into very strong furniture like bags, handbags, tables etc.

Dhokra Casting

One more paradigm of Odisha's metal ware is Dhokra casting of the "Situlias". Dhokra is an alloy of brass, nickel and zinc which emits traditional look. The procedure of Dhokra casting can be segregated into two kinds: "first the hollow method (lost wax, cire-purdue) and secondly the dense method." This craft is experienced mainly at Adakata in Nayagarh, Sadeibareni in Dhenkanal, Kuliana in Mayurbhanj, Jhigidi in Rayagada and Badamba & Narsinghpur in Cuttack district.

Golden Grass

Golden grass or Vetiver zizanoids, common known locally as "Kaincha" which is a feral grass seen in various regions of the district and other areas of the state as well. It develops to a height of about 5 to 6 feet and the inflorescent stick, which is seen after the monsoon or rain. Golden Grass is the stem of a reed that grows in swamps and marshes and then seasoned under the sun. The stems are woven into stunning box boxes, baskets and mats etc. often in combination of other material & vegetable dyes. These manufactured products are also eco friendly to nature and can be biodegradable easily. These types of products are seen in Jajang & Barua of Kendrapara, Gadamadhpur of Jajpur, Japanga of Sundergarh and Gop in Puri district.

Horn Works

A very unique craft is being prepared and decoration made from the horns of animals. This has placed a remarkable place with tribes not only in Odisha but also in India. Since ages the tribes like Santhals, Oraons and Marijas manufacture those products and use it widely in their region. The modern artisans with the help of cow and buffalo horn make many products like ashtrays, jewelry and combs. At times animal horn and Silver filigree work are used together to make beautiful ornaments and jewelry. This combo design products are more prevalent in Cuttack district as Cuttack is famous for silver filigree. The artisans of Parlakhemeundi and Cuttack dexterously fashion horns into birds arrested in flight, animals of prey caught prowling, fighting bulls, fish-guzzling cranes, deer nuzzling young, elephant rolling logs which are very widely used for home decoration. The other useful objects like Comb, Lamp stands etc are also made with horn.

Patachitra

Amongst all paintings Pattachitra is a traditional way of painting in Odisha. The word 'Patta' virtually means "that cloth and Chitra means that picture in Indo Aryan." The Pattachitra painting tradition is very much associated with the worship and reverence of Lord Jagannatha, and stories from the epic Ramayan, Mahabharath and of Radha & Krishna area unit the opposite main themes. This old age tradition and culture of odia painting still going on in the regions like Puri, Raghurajpur, Paralakhemundi, Chikiti and Sonepur. The artisans of these products are called the Chitrakaras or Moharanas.

Silver Filigree

A unique craft is also made from Filigree work. It has its own complicated structure and magnificent craftsmanship. Cuttack region has a long convention of fastidious and modern craftsmanship in silver filigree works. Privately known as "Tarakasi", the silver filigree of Cuttack is popular for its sensitivity and multifaceted workmanship. The craftsmanship is antiquated which has its cause in Persian nations since fifteenth century. This specialty had adequate support amid the Moghul time frame yet along these lines languished over absence of consolation and marketing services.

3. Protection and Promotion of Handicrafts in India

The Office of the Development Commissioner (Handicrafts) India have introduced various schemes for implementation such as "Baba Saheb Ambedkar Hastship Vikas Yojana, Design and Technical Upgradation, Export Promotion, Marketing Support and Services, Research & Development, Training & Extension, Financial Assistance to State Handicrafts Development Corporation / State Apex Societies and Bima Yojana for Handicrafts Artisans." India has also constituted the "All India Handicrafts Board which is an advisory body under the Chairmanship of Ministry of Textiles

with the Development Commissioner (Handicrafts) as Member Secretary. Its duty is to advise the Government on matters pertaining to the development of the Handicrafts sector in India."

4. Conclusion

The potency of India and Indians is evident by the products originates through its geographical region. The handicrafts sector is chief area for the growth of Indian economy as it is one of the largest employment producers and accounts for a noteworthy share in the nations' exports. The state, regional clusters and the centre should contribute considerably to promote and protect handicrafts export. Indian handicrafts are exported to many geographical areas for the growth of economy. The major areas are United States, the United Kingdom, the United Arab Emirates, Germany, France, Latin American countries, Italy, the Netherlands, Canada and Australia. Above all it should be noted that, the real fruit shall be enjoyed by the craftsman or the artisans. It means sufficient protection and promotion should be rendered to them or else their sincerity, dedication and patience to work skillfully will come to an end.

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