



भारतीय प्रौद्योगिकी संस्थान भुवनेश्वर  
Indian Institute of Technology Bhubaneswar

Press Release

**Workshop on "Adding Value to Pattachitra Painting" Held at Raghurajpur to boost Innovation, Entrepreneurship and Global Reach**

**Bhubaneswar, 4<sup>th</sup> March 2025:** The renowned heritage village of Raghurajpur, famous for its intricate Pattachitra paintings, witnessed an inspiring transformation with the workshop "Adding Value to Pattachitra Painting." The event, aimed at infusing innovation into this centuries-old art form, was sponsored by One District One Product (ODOP) Invest India, DPIIT, and jointly organized by the Research & Entrepreneurship Park, IIT Bhubaneswar, and NIFT Bhubaneswar.

The workshop focused on modernizing and diversifying Pattachitra beyond traditional scrolls and canvases by integrating it into textiles, home decor, fashion accessories, and lifestyle products. Experts and artisans came together to explore how contemporary aesthetics can be blended with traditional craftsmanship to enhance its appeal in global markets.

Speaking on the occasion, Prof. Shreepad Karmalkar, Director, IIT Bhubaneswar said that this programme has been designed to encourage the talented local artisans to internationalize their art and products by providing them with insights on diversifying their work and marketing these products in innovative ways. "This effort made jointly by IIT Bhubaneswar and NIFT Bhubaneswar will help the artists reach to the national and international platforms without the interference of middle-men and enhance their business acumen," he said. He also added that IIT Bhubaneswar and its Research and Entrepreneurship Park is taking up several initiatives towards boosting innovation and developing an entrepreneurial ecosystem in Odisha.

Dr. Naresh Chandra Sahu, convener of the workshop, emphasized the need to preserve the authenticity of Pattachitra while adapting its themes and applications to resonate with international consumers. He highlighted the potential of entrepreneurship and startups in transforming traditional art into sustainable business ventures, urging artisans to embrace innovation, explore new markets, and develop scalable business models. By understanding global trends and adopting digital platforms, artisans can position Pattachitra as a competitive creative industry, fostering economic empowerment and self-sufficiency.

The event highlighted the critical role of adaptation and creativity in keeping traditional arts relevant. A live demonstration session showcased the application of Pattachitra on various mediums, including wooden artifacts, jewelry, sunglasses, papier-mâché, cow dung artifacts, sarees, and dupattas. The hands-on experience provided artisans with practical skills to expand their craft beyond its conventional formats.

Prof. Susmita Behera and Manas Sahoo led insightful sessions on design modifications for international markets, discussing color adaptations, thematic variations, and contemporary product designs to align with diverse cultural and aesthetic preferences worldwide.

As the workshop concluded, Dr. Santosh Tarai, event coordinator, extended a heartfelt vote of thanks during the valedictory session, acknowledging the collective efforts to redefine Pattachitra's artistic and economic potential.

The workshop marked a significant step towards revitalizing Pattachitra through innovation, entrepreneurship, and global market integration. By equipping artisans with modern design insights, startup strategies, and market-driven approaches, the initiative aims to transform the heritage art form into a dynamic, globally recognized craft, ensuring its sustainability and economic viability for future generations.

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