



Rural
Craft
Hub

Chau Mask

Charida
Purulia

Chau Mukhosh Shilpi Sangha

Supported by the Department of MSME&T, Government of West Bengal and
West Bengal Khadi & Village Industries Board

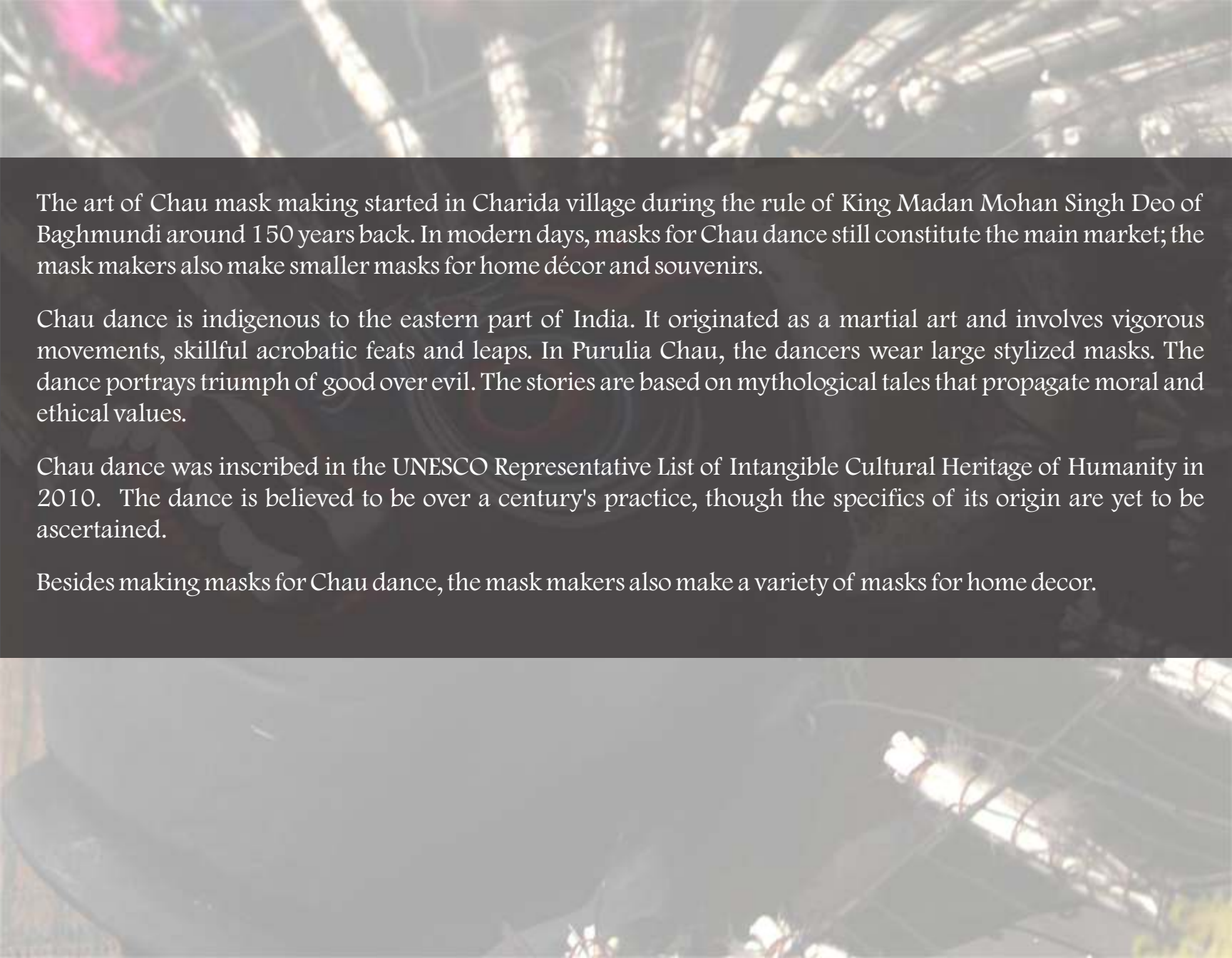


Rural Craft Hubs Of West Bengal



Handicrafts of Bengal embody our rich heritage of aesthetics, creativity and artistry. The craft sector provides low cost, green livelihood opportunities to more than 5.5 lakh men and women. The sector represents economic lifeline of the vulnerable sections of the society, with women accounting for around 50% of the crafts persons and a significant number belonging to the scheduled castes, tribes and religious minorities. In today's globalised world, the growing retail industry, fashion and luxury markets, demand for green production, potential for e-commerce have created new opportunities for developing a vibrant craft economy thereby providing increased income opportunities to the craft communities like the Patuas, potters, weavers, wood carvers, Dokra makers etc. Besides its high potential for employment, the craft sector is economically important from the point of low capital investment, high ratio of value addition, and high potential for export and foreign exchange earnings for the country. The Government of West Bengal thus aims to unleash the potential of the sector in terms of employment, enterprises, export and growth.

The Department of MSME&T, Government of West Bengal in collaboration with UNESCO, New Delhi is developing 10 rural craft hubs in the state. The vision is to develop the villages with families traditionally skilled in craft traditions like Sitalpati, Madurkathi, Terracotta, Patachitra, Dokra, Wooden and Chau masks, Wooden and Clay doll making and Kantha as vibrant craft hubs connected to national and international market.



The art of Chau mask making started in Charida village during the rule of King Madan Mohan Singh Deo of Baghmundi around 150 years back. In modern days, masks for Chau dance still constitute the main market; the mask makers also make smaller masks for home décor and souvenirs.

Chau dance is indigenous to the eastern part of India. It originated as a martial art and involves vigorous movements, skillful acrobatic feats and leaps. In Purulia Chau, the dancers wear large stylized masks. The dance portrays triumph of good over evil. The stories are based on mythological tales that propagate moral and ethical values.

Chau dance was inscribed in the UNESCO Representative List of Intangible Cultural Heritage of Humanity in 2010. The dance is believed to be over a century's practice, though the specifics of its origin are yet to be ascertained.

Besides making masks for Chau dance, the mask makers also make a variety of masks for home decor.



Ganesha Mask

S: 11 x 11 x 3.5 inch

Code: HD134

RCH: Charida



Durga Mask

S: 11 x 14 x 5.5 inch

Code: HD167

RCH: Charida



Durga Mask

S: 54 x 42 inch
Code: HD168
RCH: Charida



Santhal Couple Mask

S: 6 x 6 x 4 inch
Code: HD136
RCH: Charida



Santhal Male Mask

S: 5.4 x 2 inch
Code: HD139
RCH: Charida



Deer Mask

S: 10.5 x 7.3 x 9.2 inch
Code: HD138
RCH: Charida



Saraswati Mask

S: 5.5 x 4 inch
Code: HD132
RCH: Charida



Durga Mask

S: 5.5 x 4 inch
Code: HD133
RCH: Charida



Lion Mask

S: 10 x 10 inch
Code: HD131
RCH: Charida



Kathakali Mask

S: 10 x 10 x 5 inch
Code: HD166
RCH: Charida



Modified Theater Mask

S: 10 x 10 inch
Code: HD130
RCH: Charida



Modified Shiva Mask

S: 10 x 15 x 6.5 inch
Code: HD169
RCH: Charida



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