

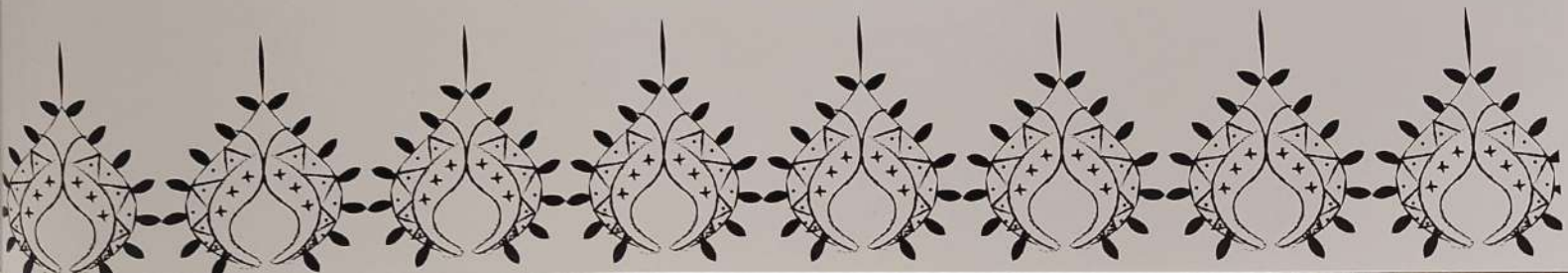
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# MÉMOIRE

GRADUATION PROJECT

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## ABSTRACT

Beauty and legacy of traditional handicrafts of the rural India has always been the centre of attraction of art and craft appreciators. Batik is quite a vast artform and an important tradition in various cultures dating back several centuries. Though every different region has their own speciality and mark in Batik painting. In this project multi method approach was adopted for the data collection. The international as well as domestic market, historical impact and eventually the craft to the region itself, are critically analysed. The strengths and weaknesses along with opportunities and hindrances met along the way are compiled in this research document. From understanding the craft and in turn creating awareness, realising the demands and desires of the communities involved. Government organisation and NGOs strived to uplift the craft where, income generation and preservation of craft was the main objective. The measures taken could not reach to the artisans effectively due to lack of promotion. craft that could be lost in history. It is essential to preserve the traditional characteristics of the craft as it always serves as source of knowledge and inspiration for people in various fields.

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