

## **A Study on Evaluating Government Efforts in Marketing Warli Art as a Sustainable Income Source**

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### **Abstract**

Warli art, originating from the Warli tribe in Maharashtra, India, stands as a testament to the rich cultural heritage of indigenous communities. Known for its simplistic yet captivating geometric patterns, Warli art has transcended local boundaries to gain global recognition and popularity. Despite its cultural significance and potential economic benefits, questions persist regarding the adequacy of governmental support in promoting this art form and ensuring sustainable livelihoods for Warli artists.

This article delves into the dual role of Warli art as both a cultural treasure and a means of income generation for tribal communities. It explores the historical roots and artistic characteristics that define Warli art, highlighting its evolution from traditional mural paintings on mud walls to contemporary applications in textiles, home décor, and fashion.

Government initiatives aimed at promoting Warli art are scrutinized to assess their effectiveness in enhancing market access, skill development, and economic opportunities for Warli artists. The analysis considers various challenges faced by the community, including issues of fair compensation, cultural preservation, and access to modern markets.

By examining case studies and empirical data, this article evaluates the impact of governmental policies and schemes on the socio-economic status of Warli artists. It identifies gaps in current strategies and proposes recommendations for improving the visibility, marketability, and sustainability of Warli art as an income-generating activity.

Ultimately, this study advocates for a holistic approach that integrates cultural preservation with economic empowerment. It calls for collaborative efforts between governmental bodies, corporate stakeholders, and community leaders to secure a prosperous future for Warli art and its practitioners. Through targeted interventions and strategic investments, Warli art can continue to thrive as a symbol of India's artistic legacy while providing sustainable livelihoods for generations to come.

**Keywords:**

Warli art, tribal art, government initiatives, income source, cultural heritage

**Introduction:****Warli Art: A Brief Overview**

Warli painting is an ancient tribal art form originating from the indigenous communities of the North Sahyadri Range in the Western Ghats of the Deccan Plateau, India. Predominantly practiced in areas like Dahanu, Talasari, Jawhar, Palghar, Mokhada, and Vikramgad in Maharashtra's Palghar district, Warli art is believed to have emerged as early as the 10th century AD, making it one of India's oldest art forms.

The term "Warli" comes from "Waral," meaning a small piece of tilled land, highlighting the tribe's deep connection with nature, which is vividly expressed in their art. The customs and traditions of the Warli people, dating back to around 3000 BC, are intrinsically linked to nature. Their mural paintings bear resemblance to those found in the Bhimbetka rock shelters in Madhya Pradesh, which date between 500 and 10,000 BC, underscoring the ancient roots of this art form.

Warli paintings are characterized by their simplistic yet symbolic style, using basic geometric shapes. Circles represent the Sun and Moon, triangles depict mountains, and squares (or "Chauk") symbolize enclosed or sacred areas. Within these squares, Palaghata, the mother goddess symbolizing fertility, is often depicted. Human figures are represented by two inverted triangles within the square. Despite their simplicity, Warli paintings are rich in symbolism, reflecting the tribe's worldview and beliefs.

Traditionally, Warli paintings adorned the walls of mud huts, created with a white adhesive made from rice, water, and amber. Artists used bamboo sticks chewed at the end as rudimentary brushes. Initially, this art form served to decorate homes and celebrate festivals, but it has evolved into a recognized art form, celebrated for its aesthetic appeal and cultural significance.

Warli art gained wider recognition in the 1970s and has since become popular both in India and internationally. Its simplistic charm and ability to blend with contemporary decor have made it sought after by art enthusiasts, collectors, and designers globally. Despite its popularity, Warli art has retained its cultural authenticity and continues to be a powerful storytelling medium for the Warli tribe, preserving their traditions and heritage for future generations.

**Objective :**

The primary objective of this research paper is to explore the tribal art form known as 'Warli' and its role in generating income for the Warli tribe, with a particular focus on the contributions of women. Additionally, the study aims to evaluate the commercial viability of Warli art as a sustainable source of income.

A comprehensive analysis has been conducted on various government schemes that have played a significant role in promoting and disseminating Warli art. These schemes are essential for supporting and sustaining the livelihoods of Warli artists by providing them with platforms to showcase and sell their artwork.

The study also identifies several obstacles faced by the Warli community in fully leveraging the potential of their art form. These challenges include limited market access, lack of training, and insufficient awareness of the art's commercial and cultural value.

To address these challenges and enhance the economic prospects of the Warli community, several recommendations are provided. These include creating more avenues for the sale and promotion of Warli art, offering training and skill development programs for Warli artists, and raising awareness about the cultural and commercial significance of this unique art form.

**The Economic Potential of Warli Art**

Warli art's economic potential transcends its aesthetic appeal, offering a sustainable source of income for the tribal communities that practice it. This traditional art form, with its distinct and simplistic style, has become a vital means of livelihood, especially for Warli women, who use their artistic skills to supplement family incomes and improve their quality of life. By marketing and selling their artwork, these artists not only support themselves but also play a crucial role in preserving their cultural heritage.

The adaptability and versatility of Warli art have been key factors in its success as an income-generating activity. Historically, Warli paintings adorned the mud walls and pottery of tribal homes, serving primarily decorative and ceremonial purposes. However, contemporary Warli artists have innovated and expanded the application of their art to textiles, fabrics, and various other mediums. This expansion has significantly broadened the reach and appeal of Warli art, making it accessible to a diverse and larger audience.

Characterized by its elegance and simplicity, Warli art draws inspiration from nature and everyday tribal life. This artistic style has made its way into the home decoration industry, where it is

increasingly used to adorn a wide array of products, from wall hangings and cushion covers to furniture and accessories. The incorporation of Warli motifs in interior design showcases the art's adaptability and appeal in modern settings, further boosting its marketability.

A study conducted by S. Joshitha, A. Yakshitha, and Mariyam Adnan (2023) sheds light on the growing popularity of Warli art on fabrics and clothing. Their survey revealed that 70% of respondents preferred purchasing clothing featuring Warli art, indicating a substantial demand for such products. The study also found that these items are typically sold at prices ranging from Rs. 300 to Rs. 800 each, making them both affordable and attractive to consumers. These products can be effectively marketed through various channels, including craft fairs, trade fairs, college festivals, online platforms, and kiosks in malls, thereby further expanding their reach and impact.

The income generated from the sale of Warli art not only provides financial stability to the Warli community but also acts as a lifeline, enabling access to essential services such as education and healthcare, and improving living conditions. Moreover, it empowers women within the community, offering them a sense of financial independence and a platform to showcase their talent and creativity. This empowerment extends beyond economic benefits, fostering social and cultural recognition and pride among Warli women and their communities.

Despite its growing popularity and commercial success, Warli art faces several challenges that hinder its full economic potential. Limited market access, inadequate training, and insufficient awareness of the art's cultural and commercial value are significant obstacles. To overcome these challenges and enhance the economic prospects of the Warli community, several measures can be recommended. Creating more avenues for the sale and promotion of Warli art, such as dedicated marketplaces and online platforms, is crucial. Providing training and skill development programs for Warli artists can enhance their capabilities and help them innovate further. Additionally, raising awareness about the cultural and commercial significance of Warli art through campaigns and educational programs can attract more buyers and supporters.

As Warli art continues to evolve and gain recognition, it serves not only as a means of economic development but also as a powerful medium for preserving a rich cultural heritage. The success of Warli art underscores the importance of supporting traditional art forms and the communities that sustain them, ensuring that they thrive in the modern world while retaining their cultural authenticity. By embracing and promoting Warli art, we contribute to the economic empowerment and cultural preservation of tribal communities in India, ensuring a vibrant and sustainable future for this unique artistic tradition.

## Government Schemes for Warli Artisans

While the Government of India lacks specific schemes exclusively for Warli artisans, it has increasingly focused on developing enterprises and generating income through self-employment in rural areas. To support these goals, various schemes and programs have been launched across different ministries to benefit artisans, including those practicing Warli art.

### Role of the Ministry of Textiles

The Ministry of Textiles, as the primary government body responsible for the development of handicrafts, plays a crucial role in supporting artisans. Through centrally-sponsored schemes, the ministry offers a wide range of assistance aimed at enhancing the livelihoods of artisans. These include:

1. **Collectivization and Enterprise Formation/Formalization:** Encouraging artisans to form collectives and formal enterprises to improve their bargaining power and market presence.
2. **Skills Training:** Providing training programs to upgrade the skills of artisans, ensuring they can produce high-quality products that meet market demands.
3. **Infrastructure Development:** Investing in infrastructure to support production, such as common facility centers where artisans can access necessary tools and equipment.
4. **Input Supply for Production:** Ensuring that artisans have access to the raw materials they need to create their art, thereby reducing production costs and improving efficiency.
5. **Quality Control Mechanisms:** Implementing systems to maintain and enhance the quality of handcrafted products, which is crucial for gaining consumer trust and expanding market reach.
6. **Design Education, Innovation, and Upgradation:** Offering design education and encouraging innovation to help artisans create contemporary products that appeal to modern tastes while preserving traditional techniques.
7. **Market Access and Facilitation:** Assisting artisans in accessing broader markets through participation in fairs, exhibitions, and online platforms, thus increasing their sales opportunities.
8. **Financial Assistance:** Providing financial aid and facilitating access to credit to help artisans invest in their enterprises and scale up production.
9. **Certification and Promotion:** Certifying authentic crafts to protect against imitations and promoting these certified products in national and international markets.

10. **Crafts Awareness and Demonstration Programs:** Conducting programs to raise awareness about traditional crafts and demonstrate the skills involved, thereby attracting interest and support.
11. **Mapping and Need Assessment:** Mapping the presence of artisans and assessing their needs to tailor support programs effectively.
12. **Conservation of Craft Skills:** Preserving traditional craft skills through documentation and training to ensure that these techniques are not lost over time.
13. **Social Welfare of Artisans:** Implementing social welfare schemes to improve the overall well-being of artisans and their families, addressing health, education, and living conditions.

Through these initiatives, the Ministry of Textiles aims to provide comprehensive support to artisans, including Warli artists, enhancing their skills, promoting their products, and improving their socio-economic status. These efforts are part of the government's broader strategy to empower rural communities, promote indigenous crafts, and create sustainable livelihoods.

### **Comprehensive Handloom Cluster Development Scheme (CHCDS)**

The Ministry of Textiles has been actively promoting the development of cluster assets and community infrastructure through the Comprehensive Handloom Cluster Development Scheme (CHCDS). This scheme focuses on establishing common facility centers, raw material banks, resource centers, and essential physical infrastructure such as roads, water supply, and power in selected clusters. These efforts are designed to enhance the efficiency and competitiveness of artisans, including Warli artists, by providing better access to essential resources and infrastructure.

### **Maharashtra Small Scale Industries Development Corporation (MSSIDC)**

At the state level, the Maharashtra Small Scale Industries Development Corporation (MSSIDC) serves as the primary agency for implementing various schemes dedicated to handicrafts development and the preservation of traditional arts in Maharashtra. MSSIDC is responsible for implementing both state government and Government of India schemes, ensuring comprehensive support for artisans in the state.

Furthermore, the Maharashtra State Rural Livelihoods Mission (MSRLM), known as 'Umed,' plays a crucial role in supporting vulnerable women artisans. Through a variety of schemes, MSRLM provides these artisans with a platform to showcase and market their products, notably

through the annual 'Saras Mela.' This initiative not only helps artisans generate income but also promotes their traditional crafts and enhances their socio-economic status.

### **Supporting Infrastructure and Resources**

CHCDS aims to significantly improve the working conditions and productivity of artisans by providing them with better infrastructure. Common facility centers offer shared workspaces equipped with necessary tools and machinery, reducing individual costs and improving efficiency. Raw material banks ensure a steady supply of essential materials at reasonable prices, helping artisans manage their production more effectively. Resource centers provide access to information and training, enabling artisans to upgrade their skills and stay updated with market trends.

### **Marketing and Promotion**

The CHCDS also focuses on enhancing market access for artisans. By organizing fairs, exhibitions, and trade shows, the scheme provides artisans with opportunities to showcase their products to a wider audience. Additionally, initiatives such as the 'Saras Mela' under MSRLM offer dedicated platforms for women artisans to sell their crafts directly to consumers, increasing their earnings and promoting their work.

### **Enhancing Socio-Economic Status**

The combined efforts of CHCDS and MSSIDC aim to improve the socio-economic status of artisans by providing them with sustainable livelihoods. By investing in infrastructure and resources, these initiatives help artisans increase their productivity and income. The emphasis on promoting traditional crafts ensures the preservation of cultural heritage, while the focus on market access helps artisans reach new customers and expand their businesses.

### **Empowering Women Artisans**

A key aspect of these initiatives is the empowerment of women artisans. By providing dedicated platforms like the 'Saras Mela,' MSRLM helps women artisans gain financial independence and recognition for their work. This empowerment extends beyond economic benefits, fostering social and cultural recognition and pride among women artisans and their communities.

### **The Role of Corporates in Promoting Warli Art**

Corporates have significantly contributed to preserving and promoting Warli art, engaging in various ground-level initiatives that have positively impacted the community. Companies like L&T Infotech, Tata Steel, and the Nuclear Power Corporation of India have leveraged their Corporate Social Responsibility (CSR) programs to create sustainable employment opportunities for Warli artists. These efforts have not only commercialized the art form but also enhanced the overall well-being of the community.

### **Economic Opportunities through CSR Initiatives**

Through their CSR programs, these corporations have implemented initiatives that provide Warli artists with new economic opportunities. By supporting the commercialization of Warli art, they have enabled local artists to showcase their skills in diverse formats such as apparel, home décor, accessories, and motifs. This commercialization has broadened the scope for Warli art, allowing it to reach new markets and consumer bases.

### **Collaborations and Royalty Agreements**

One significant outcome of corporate involvement has been the facilitation of collaborations between local Warli artists and designer houses. These collaborations often result in unique and innovative products that blend traditional art with contemporary design. Such partnerships typically include royalty agreements, ensuring that the artists receive a regular income from their creations. This not only provides financial stability but also encourages artists to continue innovating and expanding their artistic repertoire.

### **National and International Recognition**

The efforts of corporates, coupled with the increasing visibility of Warli art through art galleries, online platforms, and exhibitions, have brought national and international recognition to this traditional art form. This heightened visibility has expanded the consumer base for Warli art, allowing artists to reach a broader audience. As a result, Warli artists can sell their artwork at better prices, improving their economic prospects and enhancing the value of their cultural heritage.

### **Sustaining Cultural Heritage**

By integrating Warli art into various commercial products and ensuring fair compensation through royalty agreements, these corporate initiatives have played a crucial role in sustaining the cultural heritage of the Warli community. The commercialization of the art form has not only provided a



source of income but also ensured that the traditional techniques and motifs are preserved and appreciated by a wider audience.

### **Enhancing Community Well-Being**

The economic benefits derived from these initiatives have had a ripple effect on the overall well-being of the Warli community. Improved financial stability has enabled access to better education, healthcare, and living conditions for the artists and their families. Moreover, the recognition and appreciation of their work have instilled a sense of pride and empowerment within the community, fostering a stronger cultural identity.

### **Obstacles in Supporting Warli Artisans**

Despite commendable efforts to support Warli artisans and rural communities, significant challenges persist that hinder the effective implementation of these schemes. One major obstacle is the gap in education and understanding between artisans and the complex requirements of government programs. The intricacies of these schemes, often spread across various ministries, make it difficult for artisans to navigate the application processes and fully benefit from the initiatives.

#### **Educational and Bureaucratic Barriers**

Many Warli artisans lack the formal education needed to understand the detailed and often bureaucratic processes involved in accessing government schemes. The complexity of these schemes, which require navigating multiple government departments, creates a barrier for artisans who are not familiar with administrative procedures. This gap in understanding prevents many from taking full advantage of the support available to them.

#### **Limited Access to Financial Services**

Access to credit services provided by scheduled banks remains a significant hurdle for Warli artisans. Many artisans do not have the necessary documentation or credit history required by banks, making it difficult for them to secure loans. This lack of financial empowerment limits their ability to invest in materials, tools, and infrastructure that could enhance their productivity and market reach.

### Inadequate Monitoring and Evaluation

The absence of robust evaluation and monitoring processes is another critical issue. Effective monitoring would allow for the measurement of the benefits and outcomes of these schemes, ensuring that they are achieving their intended goals. Without such mechanisms, it is challenging to assess the impact of the programs and make necessary adjustments to improve their effectiveness.

### Lack of Knowledge Resources

There is also a notable absence of knowledge products that could benefit the handicraft sector as a whole. These include accessible databases of designers, business service providers, market standards, benchmarks for various crafts, and information on national and international design trends and consumer preferences. Such resources would provide artisans with valuable insights and connections, helping them to better understand market demands and improve their products accordingly.

### Cultural Appropriation and Exploitation

Concerns about cultural appropriation add another layer of complexity to the challenges faced by Warli artisans. Individuals outside the Adivasi community have started replicating the Warli art form without giving due recognition or compensation to the original artists. Additionally, some commercial ventures have been accused of overexploiting artisans by denying them fair compensation for their work. This not only undermines the cultural heritage of the Warli community but also deprives the artists of their rightful earnings.

### Addressing the Challenges

Addressing these challenges requires a holistic approach. Simplifying application processes and providing clear, accessible information about government schemes would help artisans navigate these programs more effectively. Improving access to credit services by tailoring financial products to the needs of artisans could empower them economically. Implementing robust monitoring and evaluation mechanisms would ensure that the benefits of these schemes are reaching the intended beneficiaries and achieving their goals.

Promoting awareness about the cultural significance of Warli art is also crucial. This can help prevent cultural appropriation and ensure that artisans receive fair recognition and compensation for their work. Encouraging collaborations between artisans and business service providers,

designers, and market experts can bridge the knowledge gap and help artisans enhance their products and market presence.

### **Suggestions for Enhancing the Impact of Warli Art Initiatives**

Currently, there is a noticeable lack of prominent consumer campaigns aimed at establishing Indian handicrafts, including Warli art, as a recognized brand among both domestic and international consumers. To enhance the effectiveness of these campaigns, the government needs to assess their impact through various means.

#### **Analyze Income and Livelihood Improvement**

Firstly, analyzing data on income levels and livelihood improvements among Warli artisans can provide valuable insights into how effective these campaigns are in generating sustainable income. This data can help identify whether the initiatives are making a tangible difference in the economic status of the artisans.

#### **Evaluate Market Reach**

Additionally, evaluating the market reach of these efforts can be achieved through metrics related to the geographic distribution of Warli art product sales. Understanding where these products are being sold and how widely they are distributed can highlight areas where the campaigns are succeeding and where there is room for growth.

#### **Conduct Surveys and Interviews**

Conducting surveys and interviews with Warli artists is crucial to ensure they receive fair compensation for their work. This qualitative approach will help gather firsthand accounts of the economic impact of these initiatives on the artisans' lives. It will also provide insights into any challenges they face in the market and areas where additional support is needed.

#### **Assess Skills and Knowledge Preservation**

Furthermore, research should be conducted to assess whether there is an increase in the number of skilled Warli artists and whether traditional techniques are being preserved and passed down through generations. This will help determine the sustainability of the art form and the effectiveness of efforts aimed at preserving traditional knowledge. Ensuring that the younger generation is engaged in the art form is vital for its long-term survival.

### **Comprehensive Impact Analysis**

By analyzing these factors, a clear picture of the impact of government and corporate initiatives on Warli art as an income source will emerge. This comprehensive analysis will highlight the successes and areas needing improvement.

### **Strategic Recommendations**

Based on the findings, strategies can be devised to further promote and sustain Warli art. For instance, targeted consumer campaigns can be launched to raise awareness about the cultural significance of Warli art and its unique aesthetic appeal. Collaborations with designers and brands can be encouraged to create contemporary products that appeal to a broader audience while maintaining the traditional essence of Warli art.

### **Strengthen Support Systems**

Strengthening support systems for artisans, such as providing easier access to credit and training programs, can empower them to innovate and expand their businesses. Ensuring fair trade practices and preventing cultural appropriation will protect the interests of Warli artists and ensure they receive due recognition and compensation.

### **Conclusion**

Tribal communities in India, particularly the Adivasis, remain among the most marginalized and oppressed groups. With half of the Adivasi population lacking access to land, their socio-economic challenges are profound. According to the 2011 census, Adivasis make up approximately 8.6% of the total population, with Maharashtra having the second-largest tribal population in India, constituting 9.35% of the state's population. Despite their significant numbers, the Adivasi community has faced historical neglect, both before and after independence, leading to numerous socio-economic challenges and livelihood concerns.

Warli art, named after the word 'waral,' meaning a small piece of tilled land, reflects the tribes' deep connection with nature. Dating back to between 500 and 10,000 BC, Warli art includes murals depicting sacred areas, geometric designs, and elements of nature. Despite its rich cultural significance, Warli art has not received adequate attention or support from the government, causing many artists to abandon the art form in search of other livelihoods.

The Indian government has introduced various provisions and schemes aimed at tribal communities, including efforts to promote Warli art on international platforms. However, these initiatives have been inconsistent and lack sustained support, resulting in many artists leaving Warli art and facing increased socio-economic challenges.

To improve the livelihoods of tribal communities, the government must encourage them to leverage their traditional knowledge and skills. One way to achieve this is by creating opportunities for Adivasis to recreate their forest ecosystems and traditional livelihoods. These communities, accustomed to living in harmony with nature, require minimal resources to live contentedly. However, decades of neglect have left them in destitution.

Addressing these issues requires a concerted effort to provide sustainable support and opportunities for tribal communities to thrive. This involves not only consistent and effective implementation of government schemes but also a genuine effort to understand and respect the unique cultural heritage of the Adivasis. By fostering an environment where traditional arts like Warli can flourish, the government can help preserve these cultural treasures while simultaneously improving the economic prospects of the communities.

In conclusion, Warli art represents not just an art form, but a way of life deeply rooted in the traditions and environment of the Warli tribe. By providing consistent support, fostering market opportunities, and ensuring fair compensation for their work, the government and other stakeholders can help Warli artists continue their craft, thus preserving their cultural heritage and improving their livelihoods. A concerted, multi-faceted approach is essential to uplift these marginalized communities, ensuring they receive the recognition and support they deserve.

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