

Case studies: Odisha: Pattachitra



Binodini Das, a 34-year-old housewife from Odisha is a vital part of her family's Pattachitra art tradition. For the past 10 years, Binodini and her husband have been working together to keep this beautiful art form alive. Binodini's journey in Pattachitra began by supporting her husband in their art. However, her contribution goes beyond mere help. She actively works on the Pattachitra pieces, constantly seeking ways to improve her skills and create more intricate designs.

The income they generate, around Rs. 7,000, has brought a positive change to their lifestyle. Binodini highlights the initial struggles they faced when Pattachitra wasn't as recognized. However, their dedication and hard work have helped them overcome those challenges. Binodini's investment in the art form is minimal, with raw materials costing around Rs. 1,500. But the return on this investment is significant, not just financially but also in the sense of accomplishment and cultural preservation.

Despite being a housewife, Binodini manages to find time to contribute to the family's art business. The income she generates goes directly towards supporting her family. Looking ahead, Binodini aspires to continuously improve her Pattachitra skills. She has expressed a desire for Palm leaf design training, something she believes Tisser and LTI Mindtree could provide.

Binodini's story is a testament to the vital role women play in keeping traditional art forms alive. Her dedication to her family's craft and her desire to learn and grow make her an inspiration to aspiring artists.





Radha Maharana is a 45-year-old woman deeply embedded in the artistic heritage of Pattachitra painting. For the past 25 years, her life has revolved around this vibrant art form.

Radha's story extends beyond just her own journey. It's a testament to the collaborative spirit of Pattachitra. Her family, a remarkable five-member unit, works together to create these beautiful artworks. Radha's journey began without prior knowledge of Pattachitra. However, with dedication and perseverance, she has honed her skills and become a valuable contributor to the family's artistic practice and finances.

Radha's role within the family is multifaceted. She skillfully handles the intricate task of palm leaf cutting and black pasting, alongside her domestic responsibilities as a caring mother. This highlights the collaborative nature of Pattachitra creation, where each member contributes to the final masterpiece. Their hard work has brought a sense of financial stability to their lives. They manage to earn a decent Rs. 5,000 per month, which has improved their quality of life.

Looking ahead, Radha aspires to continuously refine her skills and dedicate more time to her artistic pursuits. Her suggestion for improved support from Tisser and LTI Mindtree involves access to tussar silk, a special fabric used in Pattachitra, and pre-designed palm leaf patterns. This would allow her family to streamline their processes and potentially increase their output.

Radha Maharana's story exemplifies the dedication and collaborative spirit that keeps the traditions of Pattachitra alive. Her journey is an inspiration for aspiring artists and a reminder of the importance of supporting traditional art forms.

Rena Nayak, a 42-year-old housewife and resident artist, embodies the power of family support and self-reliance. While her official title might be "housewife," Rena's life revolves around a vibrant artistic tradition - Pattachitra, a unique form of Odisha's folk art. Rena's journey began 20 years ago, when her children started earning a combined monthly income of ₹7,000. This newfound financial security sparked a transformation. With her family's support, Rena, who initially lacked formal Pattachitra training, embarked on a path of learning this intricate art form.

This decision not only empowered Rena but also strengthened the family unit. Her children's income covered essential household expenses, freeing Rena to dedicate time to perfecting her skills. With support from Tisser and LTI Mindtree, Rena blossomed into an expert in coconut painting, a highly sought-after style within Pattachitra. The intricate designs on coconut shells, coveted by tourists, have become a significant source of income for the family.

Rena's future is firmly rooted in this artistic pursuit. She plans to continue honing her craft and exploring new creative avenues within the Pattachitra tradition. She is grateful for the opportunities provided by Tisser and LTI Mindtree and expects more advance trainings to improve business.

Rena's experience serves as a testament to the power of family support, personal growth, and the ability to find economic opportunity through traditional art forms. By supporting Rena and artists like her, we can empower local communities, preserve cultural traditions, and create sustainable livelihoods.

