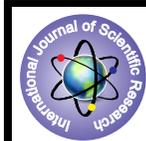


Growth and Development of Bronze Sculptures in Swamimalai



Commerce

KEYWORDS : FUNCTIONS, BOARDS AND PROMOTIONAL ACTIVITIES

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ABSTRACT

Preparation of metal icon at Swamimalai is unique in many respects. Each piece is to be prepared and individual attention is needed right from the beginning to the final stage. The main factors which determine the cost of productions of the icon at Swamimalai are the quality and the price and the artistic excellence in the icon. The demand for icons depicting Hindu Gods and Goddesses are more in the country and also in the other countries.

INTRODUCTION:

The significant fact about the market for bronze sculptures is that the craftsmen executes orders and does not produce for market with its rise and fall of price levels. In ancient stage, the sthaphathis (craftsmen) and their products are only meant for the temples especially in stone statues. Later period the images in bronze metal get popularized. Kamalpathy Chatobhataya was the first chairman who finds out the sthaphathis and the bronze sculptures in the area respect to Swamimalai.

MARKETING FUNCTION:

The marketing of icon is concerned mainly with

a) The Swamimalai icon manufactures co-operative cottage industrial society ltd.:

The society has produced icon according to the order received from the public. At the same time, the society has purchased the icons from the members, which is easily movable in the markets.

b) Private manufacturers in Swamimalai.:

The main occupation in Swamimalai is making of bronze icons. Maximum numbers of the people are engaged in this metal work. They received orders from the public and also from the society.

BOARDS:

1. The "Tamil Nadu Handicrafts Development Corporation Ltd., was started its activities in the year 1956 and they have their own showrooms in the centre's at Mumbai, Calcutta and Delhi.
2. The "All Handicrafts Board also started their correspondence in the similar year itself.
3. The Office of the Development Commissioner for Handicrafts established at Bangalore, Mumbai and Delhi to carry out the research work with a view to revive and revitalize the hereditary crafts.
4. The Tamil Nadu Handicrafts Co-operative Marketing Federation Ltd is an artisan's co-operative enterprise promoted by the Government of Tamil Nadu.

AIMS AND OBJECTIVES:

The main aim and objectives of this boards and centre's are to concentrates on the development of crafts like metal carvings, wood carvings, stone carvings, pottery, costume and jewelers with metal were.

PROMOTIONAL ACTIVITIES:

The above said boards and centre's is entrusted with the job of catering to the needs of the southern states namely, Andhra Pradesh, Tamil Nadu, Kerala, Karnataka, Pondicherry, Lakshadweep and Andaman and Nicobar Islands for development of Handicrafts.

"The design being the artery of a craft", the centre's takes up the work of creating new designs that may have a popular appeal.

Special surveys are taken by this centre for the purpose of collecting information about the existing and languishing including tribal, folk and other cults in the region, along with the photographs and sketches of old and traditional motifs and designs and to build up a library.

Survey of languishing crafts including the existing ones in the region are undertaken periodically by the technical staff of the centre and suitable measures to bring them to light are worked out by means of providing training, technical and design guidance and financial assistance through banks and the State Industries Development.

Design and technical assistance is extended to crafts persons, co-operative, craft industries, marketing agencies, exporters, etc, in the region by providing actual samples of new designs produces at the centre or through working drawings.

The centre provides training facilities to craftsmen in faster production process use of improved tools and equipments and use of diverse media in designing and processing of materials used for handicrafts. The designs are prepared to suit the taste and need of the internal and overseas market.

Besides having a permanent showroom in the centre, display of primary examples at regular intervals are carried out through Regional Office, Marketing Enterprises Emporia, etc. The centre also participates in exhibition organized by the private and Government agencies and thus given an opportunity to craftsmen and customers alike to view the new designs of sculptures.

Craft festival in metropolitan city was registered in the year 1984. In this festival all the private craftsmen and also the society was attended. Craft Mela in the places like Delhi, Haryana and Calcutta was started ones in the year.

Poompuhar and other showrooms were started to increase the sale. Merely 25 to 30 numbers of showrooms as poompuhar in Tamil Nadu itself. State Level Marketing Workshop was conducted by State Corporation.

In Delhi, at Hatt, an exhibition for the metal icons is conducted in once in a year. World Trade Centre in Prahadeen Maidan at Delhi is having permanent Handicraft showroom.

Conclusion:

The standard of production varies with the type and source of orders received. Talent and experience differ from craftsmen. Orders when they come from temples or individual buyers generally go to the talented craftsmen and are very exacting. In this case the concerned craftsmen charges a contract price for the execution of an image, design, but the buyer will buy the sculpture when it is satisfactory to him. The best images produced, are in regard to this type orders and they form a class apart.

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