

Indira Gandhi National Centre for the Arts

Kala Nidhi Division

Cordially invites you to

A Lecture on

"Dynamics of Product Designing in Flexible Brass Craft of Belaguntha, Odisha"

— Speaker —



Dr. Santosh Kumar Jha

Ph.D.-Crafts Design, PGD-Crafts Design-IICD
MBA Marketing (Handicrafts)
Associate Professor (Design), Shilp Mandir
Banasthali Vidyapith, Rajasthan

— Chair —



Prof. (Dr.) Ramesh C. Gaur

Director & Head – Kala Nidhi Division
& Dean (Administration)
IGNCA

About Lecture:

This presentation inscribes seven primary sub-sections, those are moving around the Ph.D. research titled: "Dynamics of Product Designing in Flexible Brass Craft of Belaguntha, Odisha", which was carried out by - Dr. Santosh Kumar Jha, under supervision of Dr. Alekha Charan Sahoo – a prominent Art Historian of Odisha, and Ex-Principal of the B. K. College of Arts and Craft Bhubaneswar. This thesis was awarded by the Utkal University of Culture, Bhubaneswar in 2023.

Subsections of this presentation are as follows:

1. Crafts-Place and its general area studies.
2. Artisan Settlement with their issues and perspectives.
3. A comparative study of the Flexible Brass Craft with other 5 major metal crafts of Odisha.
4. Study of pre-existing craft product forms.
5. Identification of different existing craftsmanship-based-technical aspects, its weaknesses and remedial suggestive(s).
6. Identification of different existing Design related limitations and its multi-directional & multi-layered remedial suggestive(s).
7. Limitations, futuristic suggestive(s), etc.



17th May, 2024
3.30 PM

Venue:

Umang Conference Room, 4th Floor, Auditorium Building
IGNCA, Janpath Building, Janpath, New Delhi - 110001



outreach.ignca@gmail.com



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