

BRIJ BALLABH UDAIWAL

I belong to a family of traditional textile block printers from Sanganer. Sanganer – place which is well known throughout the world for its fine printing with wooden blocks on fabrics.

Being a National Award Winner, year 1991(National Award is conferred to the Crafts persons and weavers in recognition of their outstanding contribution, craftsmanship & development of craft) I have been actively involved and working for the up liftment of craftsmen by running various educational and vocational training centers. I am also energetically involved in the developments which are taking place regarding the future of hand-block printing in Sanganer and providing employment to 85 odd units dealing in hand-block printing, hand embroidery and stitching which are located in Jaipur, Sanganer, Bagru and nearby places and treats every craft person as the original creator of the design and the process because he is the one who knows his job well and has been doing it since ages and thus can create things which are truly his own creations.

I am currently running an NGO in the name of Shilpi Sansthan.

Shilpi Sansthan is an NGO in Sanganer, Jaipur, Rajasthan that for 14 years has been working in the economic development of the surrounding rural area as well as the continued survival and competitiveness of hand-made textiles. It is supported by 13 members and run by 3 officers. All of these are members of the local textile business community and help to financially support the NGO. The organization sees traditional textile manufacturing methods as under threat, and is working to save the same by providing livelihood to the local area at the same time. This is done through providing a common front for some members of the local textile community and the organization and support of 12 Self-Help Groups (SHGs) set up in villages around Sanganer. These groups have been taught to do hand work on textiles and sell them to the local textile distributors. The NGO also makes connections between these labor forces and textile distributors, and connections between the distributors themselves with the goal of helping all. It was founded by myself and I act as secretary and also own a local textile distribution firm, Shilpi, A House of Textiles. This brings a certain business aspect to the NGO and its goals, although the NGO itself, however, cannot officially give financial support to the workers because of its status as a non-profit organization. Instead it organizes the groups and connects them to buyers, or I buy the textiles through Shilpi House of Textiles. Shilpi Sansthan's SHGs are made up entirely of women from the local farming communities who have come to me in order to start SHGs to create additional income. They receive training and support to do handwork on textiles and sell them to local distributors Design development and training with handloom Weavers and Handicraft artisans are some favorite areas of work profile. Providing services such for textile dyeing and textile hand block printing with vegetable dyes are also part of my profile.

We manufacturer and exporter of all types of bed cover, pillows, cushions, cushion covers and hand block printed quilts (Hand Block Printed Home Textiles & Furnishings, Handicrafts and Gifts)

I am always looking for avenues that provides ample opportunity to showcase the excellence of Natural/Vegetable Dyeing and Printing Handicrafts at International as well as National platforms.

SHILPI's range of hand block printed home furnishings that include duvet covers, bed spreads, drapes, cushion covers, curtains, pillow covers, table cloths, valances and shower curtains are sourced from the desert state of Rajasthan, where entire villages derive their livelihood from the craft of hand block

printing. One gets the sense of being caught in a time warp as camel drawn carts, laden with logs of shesham and bales of fabric, sashay their way down chaotic dusty streets, enabling with every step the metamorphosis of their cargo into gorgeously hued hand block printed textiles.

The block-printed cottons of Jaipur have been renowned for their exquisite pattern, and coloring for at least two hundred and fifty years. Traditional prints favored greatly by the Mughal Emperors and their imperial courts, featured delicate floral sprays, spaced evenly on a white, pastel blue or yellow ground of fine cotton. While designing our collection of home furnishings it has been our endeavor to fuse traditional flavor with a good dose of modern aesthetic sensibility.

The tradition of hand block printing has continued to exist on a parallel universe, stubbornly resistant to industrialization, and is to this day practiced without the aid of mechanization or computerization. It is this defiant indifference to mechanization that gives block printing the aura of a pure craft form and makes block printed textiles so esteemed. Traditionally these textiles played an integral part of village life. However, with the introduction of mill prints and easy to maintain wash and wear synthetics, these textiles are gradually losing their appeal to the village consumer. It is only a growing appreciation of this craft in urban and export markets that is keeping this ebbing craft alive.

PERSONAL PROFILE

Fathers Name: Shri Madho lal

Mothers Name: Smt. Durga Devi

Guru's Name: Shri A.K Mehrotra

Age: - 49+ years

COMPANY PROFILE

Company Name: SHILPI

N.G.O. Name: Shilpi Sansthan (Skilled Hand Incorporation)

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Also Visit the Blog: <http://shilpibrij.blogspot.in/>

OBJECTIVE

I'm looking for avenues that provide me ample opportunity to showcase the excellence of Natural/Vegetable Dyeing and Printing Handicrafts at International as well as National platforms, Design development and training with handloom Weavers and Handicraft artisans are some favorite areas of my work profile.

WORK EXPERIENCE

Practicing hand block printing profession for 40 + years

CURRENT PROFILE

I presently work as an independent textile design, dyeing and printing consultant operating from my office at Sanganer, Jaipur. I own a textile firm called 'SHILPI' in SANGANER dealing in fabrics, sarees, dupattas, stitched garments, home furnishings etc.

LAST JOB

Research work on application of Natural/Vegetable dyeing and printing on Natural fibers from 1985 to 1990 at National crafts institute for hand printed textiles Jaipur

PROJECTS

2001 Chanderi, Maheshwari sarees project.

2005 Kota Doria project in collaboration with UNIDO

AWARDS

National Award in 1991 for excellence in Wooden Block printing on Bangalore silk saree with Natural/Vegetable dyes.

State in 1986 for excellence in both side Wooden Block printing on Bangalore silk scarf with Natural/Vegetable dyes, Award of Excellence for Handicrafts

2012 SOUTHEAST ASIA AWARDS

Product Name: Hand Block Printed Silk Cotton Handloom Scarf.

Product Description: The silk-cotton scarf uses natural and herbal dyes and is embellished with gold outlines.

Award of Excellence for Handicrafts

2014 SOUTHEAST ASIA AWARDS