



TRADITIONAL ARTS AND THEIR ROLE IN PRESERVING CULTURAL HERITAGE

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ABSTRACT

Traditional arts are an important component of cultural heritage and represent the history, identity, values, beliefs, customs, and social experiences of communities. Folk music, classical music, traditional dance, theatre, painting, sculpture, handicrafts, weaving, pottery, embroidery, storytelling, wood carving, and other artistic practices preserve knowledge that has been transmitted across generations. These art forms provide a meaningful connection between the past and the present and help younger generations understand their cultural roots. Traditional artists and craftspeople contribute to the continuity of cultural knowledge by maintaining traditional techniques, materials, designs, symbols, and methods of artistic expression. Community festivals, rituals, performances, exhibitions, and cultural programmes further support the practice and public transmission of traditional arts. Thus, traditional arts contribute not only to artistic expression but also to cultural identity, social cohesion, and collective memory.



The study examines the role of traditional arts in preserving and promoting cultural heritage in the context of social, economic, and technological change. Modernization, globalization, changing lifestyles, commercialization, limited financial opportunities, and declining interest among younger generations can create challenges for traditional art forms. At the same time, educational programmes, cultural institutions, museums, tourism, digital documentation, social media, and online platforms can provide new opportunities for preservation and promotion. Traditional arts can also support the livelihoods of artists and craftspeople and contribute to local cultural development. The study emphasizes the need for community participation, institutional support, skill development, documentation, and intergenerational transmission of traditional knowledge. A balanced approach that combines cultural preservation with suitable innovation can help traditional arts remain relevant in contemporary society while protecting their authenticity, diversity, and cultural significance.

KEYWORDS: *Traditional Arts, Cultural Heritage, Cultural Preservation, Cultural Identity, Folk Arts, Traditional Knowledge, Handicrafts, Folk Music, Traditional Dance, Cultural Diversity, Cultural Transmission, Indigenous Arts, Heritage Conservation, Community Participation, Art and Culture.*

INTRODUCTION

Traditional arts are an essential part of the cultural heritage of every society and reflect the historical experiences, values, beliefs, customs, traditions, and creativity of communities. In India, traditional arts include folk and classical music, dance, theatre, painting, sculpture, handicrafts, weaving,

pottery, embroidery, storytelling, wood carving, metalwork, and various forms of indigenous artistic expression. These art forms have developed over generations and are closely connected with social life, festivals, rituals, occupations, religious practices, and community traditions. Traditional artists and craftspeople preserve specialized skills and knowledge through continuous practice and teaching. The transmission of these skills from elders to younger generations helps maintain cultural continuity and strengthens people's connection with their historical and cultural roots. Traditional arts also preserve collective memories and provide communities with ways to express their identity, values, emotions, and experiences.

In the modern period, traditional arts are influenced by globalization, modernization, technological development, changing lifestyles, and changing consumer preferences. These changes can create challenges such as declining participation, commercialization, loss of traditional skills, and weakening intergenerational transmission. However, contemporary developments also provide opportunities for the preservation and wider promotion of traditional arts through education, cultural institutions, museums, tourism, digital documentation, social media, online exhibitions, and cultural festivals. Traditional arts can provide livelihood opportunities for artists and craftspeople while contributing to cultural tourism and local economic development. The preservation of traditional arts therefore requires cooperation among artists, communities, educational institutions, government agencies, cultural organizations, researchers, and younger generations. Studying traditional arts is important for understanding how cultural heritage is maintained, adapted, and transmitted in changing social conditions. The continued practice and responsible promotion of these art forms can help preserve cultural diversity, strengthen cultural identity, and ensure that valuable traditional knowledge remains meaningful for future generations.

AIMS AND OBJECTIVES

Aim of the Study:

The main aim of the study is to examine the role of traditional arts in preserving, promoting, and transmitting cultural heritage. The study focuses on understanding how traditional artistic practices preserve historical knowledge, cultural values, customs, beliefs, identities, and community traditions across generations. It also aims to examine the contribution of artists, craftspeople, families, communities, educational institutions, and cultural organizations in maintaining traditional arts in changing social conditions. The study seeks to understand the relationship between traditional arts, cultural identity, social continuity, and collective memory. It further considers the challenges faced by traditional artists and the opportunities available for sustaining traditional art forms in contemporary society.

Objectives of the Study:

The study aims to identify major forms of traditional arts and their cultural significance. It seeks to examine the role of traditional arts in preserving cultural identity, historical knowledge, customs, beliefs, and community values. It aims to understand the process of transmitting traditional artistic skills and knowledge from one generation to another. The study examines the contribution of traditional artists and craftspeople to cultural preservation. It also studies the influence of education, cultural institutions, museums, festivals, tourism, and government initiatives on the promotion of traditional arts. The study explores the role of digital technology, social media, and online platforms in documenting and promoting traditional artistic practices. It further identifies challenges such as modernization, globalization, commercialization, declining participation, and loss of traditional skills. Finally, the study aims to suggest suitable measures for strengthening traditional arts, encouraging youth participation, supporting artists and craftspeople, and ensuring the sustainable preservation of cultural heritage.

REVIEW OF LITERATURE:

Traditional arts have been widely discussed by scholars as important instruments for preserving cultural heritage, collective identity, and historical memory. Researchers have emphasized that folk painting, sculpture, handicrafts, traditional music, dance, theatre, storytelling, weaving, embroidery, and other artistic practices carry knowledge from one generation to another. Studies suggest that traditional arts preserve the customs, beliefs, values, rituals, and social practices of communities. Scholars have also highlighted the role of oral traditions and performing arts in maintaining cultural continuity, particularly where written historical records are limited. UNESCO-related studies on intangible cultural heritage recognize traditional artistic expressions as significant components of community identity and cultural diversity. Researchers have observed that participation in traditional artistic activities strengthens people's connection with their local history and cultural environment. Studies of Indian traditional arts have examined forms such as Warli painting, Madhubani painting, Pattachitra, folk theatre, classical and folk dances, handicrafts, handloom weaving, and indigenous musical traditions. Literature further indicates that artisans and cultural practitioners serve as important carriers of traditional knowledge. Several studies have examined how families, communities, schools, cultural organizations, museums, and festivals contribute to transmitting traditional artistic knowledge. Researchers have also identified globalization, urbanization, commercialization, changing lifestyles, and declining interest among younger generations as major challenges to traditional arts. At the same time, literature indicates that education, cultural tourism, digital documentation, and government support can create new opportunities for preservation.

Recent studies have increasingly focused on the relationship between traditional arts and sustainable cultural development. Researchers argue that preservation should not simply involve keeping traditional objects in museums but should encourage living cultural practices within communities. Studies have shown that involving young people in workshops, educational programmes, festivals, and community-based artistic activities can promote intergenerational transmission of cultural knowledge. Digital technology has also been identified as an emerging tool for documenting traditional techniques, recording performances, creating online archives, and increasing public awareness. Literature on cultural industries suggests that responsible commercialization can provide economic opportunities for artisans while supporting the continuation of traditional practices, although excessive commercialization may alter their cultural meanings and authenticity. Research has also highlighted the importance of intellectual property protection and recognition of indigenous and community ownership of cultural expressions. Community participation is consistently identified as an important element of successful heritage preservation. Scholars further suggest that traditional arts contribute to social cohesion by creating shared spaces for cultural expression and interaction. Traditional artistic practices can also support local livelihoods and strengthen cultural tourism when developed responsibly. Overall, the reviewed literature establishes that traditional arts function as dynamic forms of cultural heritage rather than merely historical remnants. However, further research is needed to examine how traditional arts can be preserved while adapting to contemporary social, technological, and economic conditions, particularly from the perspectives of younger generations and local artist communities.

RESEARCH METHODOLOGY:

The present study adopts a descriptive and analytical research methodology to examine the role of traditional arts in preserving cultural heritage. The study focuses on traditional painting, folk music, dance, theatre, handicrafts, handloom, sculpture, embroidery, storytelling, and other community-based artistic practices. Both primary and secondary sources of data are used for the study. Primary data may be collected through structured questionnaires, interviews, observations, and discussions with artists,

artisans, students, teachers, cultural practitioners, and community members. A sample of respondents can be selected through purposive and convenient sampling methods according to the objectives of the study. The questionnaire includes questions related to awareness of traditional arts, participation in cultural activities, transmission of artistic knowledge, attitudes toward cultural heritage, and perceived importance of traditional arts. Personal interviews with artists and practitioners provide qualitative information about traditional techniques, cultural meanings, challenges, and changes in artistic practices. Direct observation is used to understand the practical performance and transmission of traditional artistic activities. The study also considers differences in perceptions according to age, educational background, occupation, and level of involvement in traditional arts. Ethical principles such as voluntary participation, informed consent, confidentiality, and appropriate use of information are maintained throughout the research process.

Secondary data are collected from books, research journals, government publications, UNESCO reports, cultural organization publications, newspapers, websites, theses, dissertations, and relevant academic studies. The collected information is systematically classified and analyzed according to the major themes of the research. Quantitative data obtained through questionnaires are presented using frequencies, percentages, tables, and suitable graphical representations. Qualitative information obtained through interviews and observations is analyzed thematically to identify patterns concerning cultural transmission, community participation, educational value, social identity, economic opportunities, and challenges faced by traditional artists. The methodology also examines the influence of modernization, globalization, urbanization, digital technology, and changing lifestyles on traditional artistic practices. Special attention is given to the role of families, educational institutions, cultural organizations, festivals, museums, government initiatives, and digital platforms in supporting cultural preservation. Comparative analysis may be used to identify similarities and differences among selected traditional art forms. The research period is defined according to the availability and relevance of the collected data. The study is limited to selected traditional arts and respondents, and therefore its findings may not represent every cultural community or artistic tradition. Through this methodology, the study seeks to develop a systematic understanding of how traditional arts contribute to the preservation, transmission, and continuity of cultural heritage.

STATEMENT OF THE PROBLEM:

Traditional arts represent an important part of the cultural heritage of communities and societies. They preserve historical experiences, customs, beliefs, values, traditions, skills, and forms of collective expression developed over generations. Traditional painting, folk music, dance, theatre, handicrafts, weaving, embroidery, sculpture, storytelling, and other artistic practices provide valuable connections between the past and the present. However, rapid social, economic, technological, and cultural changes have affected the continuity of many traditional art forms. Globalization, urbanization, modernization, changing lifestyles, migration, and increasing dependence on mass-produced goods have contributed to declining interest in some traditional artistic practices. Younger generations may have limited opportunities to learn traditional skills from experienced artists and artisans. As a result, valuable knowledge and techniques may gradually disappear when they are not transferred to succeeding generations. The declining number of traditional practitioners and limited economic opportunities can further create difficulties for the survival of traditional arts. These circumstances create a need to examine the present status of traditional arts and their contribution to cultural preservation.

The problem is also associated with inadequate documentation, limited institutional support, commercialization, and changing perceptions of traditional artistic practices. Although traditional arts have cultural and social significance, many artists and artisans face difficulties in obtaining sustainable income,

appropriate recognition, training opportunities, and access to wider markets. Educational institutions and cultural organizations have an important role in creating awareness and encouraging young people to participate in traditional arts. Digital technology provides new opportunities for documentation, promotion, and transmission, but its effective use varies across communities and artistic traditions. Therefore, it is necessary to understand how traditional arts contribute to maintaining cultural identity, transmitting indigenous knowledge, strengthening community participation, and preserving historical memory. The present study seeks to examine the relationship between traditional artistic practices and cultural heritage preservation, while identifying the major challenges affecting their continuity. It also examines the role of families, educational institutions, artists, communities, cultural organizations, government initiatives, festivals, and digital platforms in supporting traditional arts. The study thus addresses the need for systematic understanding of how traditional arts can remain meaningful and sustainable while adapting to contemporary social and technological changes.

NEED OF THE STUDY:

Traditional arts are an important source of cultural knowledge, identity, history, and social values. They provide communities with ways of expressing their beliefs, customs, traditions, experiences, and collective memories. The study is needed to understand how traditional paintings, folk music, dance, theatre, handicrafts, weaving, embroidery, sculpture, storytelling, and other artistic practices contribute to the preservation of cultural heritage. Rapid modernization, globalization, urbanization, migration, changing lifestyles, and technological developments have influenced the practice and transmission of traditional arts. Many traditional art forms face declining participation, particularly among younger generations, creating a need to examine the factors responsible for this change. The study can help identify the importance of intergenerational transmission of traditional artistic knowledge. It is also necessary to understand the role of artists, artisans, families, communities, educational institutions, cultural organizations, and government agencies in maintaining these practices. Documentation of traditional techniques and artistic knowledge is important because the disappearance of practitioners may result in the loss of valuable cultural knowledge. The study can therefore contribute to greater awareness of the cultural significance of traditional arts and the need for their continued practice.

The study is further needed to examine the changing conditions of traditional artists and artisans and the challenges affecting the sustainability of their occupations. Limited income, lack of recognition, inadequate training facilities, competition from machine-made products, commercialization, and limited market access can influence the continuity of traditional arts. At the same time, cultural festivals, museums, educational programmes, cultural tourism, exhibitions, workshops, and digital platforms can provide opportunities for preservation and promotion. The study can examine how technology can support the documentation, teaching, and wider dissemination of traditional artistic practices without weakening their cultural meaning. It is also important to encourage young people to understand and participate in traditional arts so that cultural knowledge can be transmitted across generations. Research in this area can provide useful information for educators, cultural practitioners, policymakers, community organizations, and researchers. The findings may assist in developing appropriate strategies for documentation, education, awareness, artist support, and community participation. Thus, the study is needed to understand traditional arts as living forms of cultural heritage and to explore ways of maintaining their continuity and relevance in contemporary society.

FURTHER SUGGESTIONS FOR RESEARCH:

Further research may examine traditional arts across different regions, communities, and cultural groups to understand variations in artistic practices and heritage preservation. Future studies can focus on individual art forms such as folk painting, traditional music, dance, theatre, handicrafts, weaving, embroidery, sculpture, and storytelling. Comparative studies between rural and urban communities can examine differences in participation, transmission, and preservation of traditional arts. Research may investigate the role of younger generations in learning and continuing traditional artistic practices. Longitudinal studies can examine how traditional arts change over time under the influence of modernization and globalization. Future researchers can study the role of families in transmitting artistic knowledge and cultural values from one generation to another. The contribution of schools, colleges, museums, cultural institutions, and community organizations can also be examined systematically. Studies may investigate the effectiveness of workshops, exhibitions, festivals, competitions, and cultural education programmes in promoting traditional arts. Researchers can further explore the experiences, challenges, and livelihood conditions of traditional artists and artisans. Special attention may be given to gender participation and the contribution of women to the preservation of traditional artistic knowledge.

Future research can also examine the role of digital technology and social media in documenting, promoting, teaching, and commercializing traditional arts. Studies may evaluate digital archives, online exhibitions, virtual learning programmes, and digital marketplaces as mechanisms for cultural preservation. Research can explore how intellectual property rights and community ownership can protect traditional cultural expressions from unauthorized use. The relationship between traditional arts, cultural tourism, local economic development, and sustainable livelihoods can be studied in greater depth. Researchers may examine government schemes and cultural policies to assess their effectiveness in supporting artists and preserving endangered art forms. Cross-cultural studies can compare traditional art preservation practices between India and other countries. Further research may investigate the impact of commercialization on authenticity, cultural meaning, and artistic techniques. Community-based participatory research can provide deeper understanding by involving artists, artisans, cultural practitioners, and local communities directly in the research process. Future studies can also explore how traditional arts can be incorporated into modern education while maintaining their cultural significance. Such research can contribute to developing practical strategies for documentation, education, transmission, economic support, and sustainable preservation of traditional arts.

SCOPE AND LIMITATIONS:

The scope of the study covers the role of traditional arts in preserving and transmitting cultural heritage across generations. It includes traditional painting, folk music, dance, theatre, handicrafts, weaving, embroidery, sculpture, storytelling, and other forms of cultural expression. The study examines how these artistic practices preserve customs, beliefs, values, traditions, historical memories, and community identity. It considers the participation of artists, artisans, students, teachers, families, cultural practitioners, and community members in maintaining traditional arts. The study also covers the role of educational institutions, cultural organizations, museums, festivals, exhibitions, and government initiatives in promoting cultural heritage. Attention is given to the transmission of traditional knowledge and skills from older generations to younger generations. The study examines the influence of modernization, globalization, urbanization, migration, changing lifestyles, and technological development on traditional artistic practices. It also considers the potential contribution of digital platforms to the documentation and promotion of traditional arts. The economic and social significance of traditional arts for artists and

artisans is included within the scope of the study. The research further explores awareness, participation, preservation practices, and attitudes toward traditional arts among selected respondents.

The study has certain limitations that should be considered while interpreting its findings. The research may be restricted to selected traditional art forms, geographical areas, communities, and respondents, and therefore the findings may not represent all traditional arts or cultural groups. The availability of artists, artisans, practitioners, and reliable information may limit the size and diversity of the sample. Some information may depend on respondents' personal experiences, memories, opinions, and perceptions. Differences in cultural backgrounds may also influence responses and interpretations of traditional practices. Limited documentation of certain traditional art forms may create difficulties in obtaining detailed historical information. The study may not be able to examine every government programme, cultural organization, or preservation initiative in detail. Financial, time, and geographical constraints may restrict extensive fieldwork and observation. Rapid changes in technology and cultural practices may also affect the long-term relevance of some findings. Commercialization and modernization may make it difficult to distinguish between traditional practices and newly adapted forms. Despite these limitations, the study provides useful insight into the importance of traditional arts and their contribution to the preservation, transmission, and continuity of cultural heritage.

SCOPE OF THE STUDY:

The scope of the study focuses on understanding the contribution of traditional arts to the preservation and continuity of cultural heritage. It covers various forms of traditional artistic expression, including folk painting, traditional music, dance, theatre, handicrafts, handloom, weaving, embroidery, sculpture, storytelling, and other community-based art forms. The study examines how traditional arts preserve cultural values, customs, beliefs, rituals, historical experiences, and collective memories. It considers the role of artists and artisans as carriers of traditional knowledge and skills. The study also explores the transmission of artistic knowledge from older generations to younger generations. The participation and awareness of students, teachers, families, community members, and cultural practitioners are included within the scope. Attention is given to the contribution of educational institutions, cultural organizations, museums, exhibitions, festivals, and government programmes. The study examines the importance of traditional arts in strengthening cultural identity and community belonging. It also considers the social and educational value of participation in traditional artistic activities. The scope further includes the challenges faced by traditional artists and artisans in maintaining their practices.

The study also examines the influence of modernization, globalization, urbanization, migration, changing lifestyles, and technological development on traditional arts. The potential role of digital technology in documenting, promoting, teaching, and sharing traditional artistic practices is considered. The study includes the relationship between traditional arts and cultural awareness among younger generations. It also explores how traditional arts may contribute to local employment, artisan livelihoods, cultural tourism, and community development. The role of cultural events and public platforms in increasing appreciation of traditional arts is examined. The study considers the importance of documentation and preservation of traditional techniques and indigenous knowledge. It also addresses the need to maintain cultural authenticity while allowing traditional arts to adapt to contemporary society. The scope includes identifying opportunities for strengthening intergenerational cultural transmission. It further examines possible strategies involving communities, educational institutions, cultural organizations, policymakers, and artists. Overall, the study aims to provide a comprehensive understanding

of traditional arts as living cultural practices and their importance in preserving cultural heritage for present and future generations.

DISCUSSION:

Traditional arts play an important role in preserving cultural heritage by carrying cultural knowledge, values, beliefs, customs, and historical memories from one generation to another. The discussion indicates that traditional painting, folk music, dance, theatre, handicrafts, weaving, embroidery, sculpture, and storytelling provide communities with meaningful ways to express their cultural identity. These practices are not limited to artistic activities but also represent the social experiences and collective memories of communities. Artists and artisans act as important transmitters of traditional knowledge because they preserve techniques and skills through practical learning and continuous practice. Family-based learning and community participation remain important mechanisms through which younger generations become familiar with traditional artistic practices. Educational institutions can further strengthen this process by introducing students to local arts, cultural history, workshops, exhibitions, and practical activities. Traditional festivals and cultural events also create opportunities for communities to demonstrate and celebrate their artistic heritage. Participation in such activities can increase cultural awareness and encourage respect for diverse traditions. The discussion also shows that traditional arts can strengthen social relationships by creating opportunities for collective participation and cultural interaction. In this way, traditional arts contribute to maintaining cultural continuity while connecting historical traditions with contemporary communities.

At the same time, traditional arts face several challenges resulting from modernization, globalization, urbanization, changing lifestyles, migration, and competition from mass-produced goods. Younger people may have fewer opportunities or less interest in learning traditional skills when alternative educational and employment opportunities become available. Economic difficulties faced by artists and artisans can also affect the sustainability of traditional artistic occupations. Documentation, institutional support, training programmes, exhibitions, cultural festivals, and financial assistance can help address some of these challenges. Digital technology provides additional opportunities to record traditional techniques, preserve performances, create digital archives, and introduce traditional arts to wider audiences. However, the use of digital platforms and commercialization should be balanced with respect for cultural meaning, community ownership, and authenticity. The discussion further suggests that preservation should involve active communities rather than treating traditional arts only as historical objects. Collaboration among artists, families, educational institutions, cultural organizations, government agencies, and local communities can support sustainable preservation. Encouraging young people to participate in traditional arts is particularly important for ensuring intergenerational transmission. Overall, traditional arts function as living expressions of cultural heritage and can continue to evolve while retaining their cultural significance when appropriate preservation and support mechanisms are established.

RECOMMENDATIONS:

Traditional arts should be systematically documented through written records, photographs, audio recordings, videos, and digital archives to preserve valuable cultural knowledge for future generations. Educational institutions should introduce traditional arts through curriculum activities, workshops, demonstrations, exhibitions, and cultural programmes. Students should be encouraged to learn directly from experienced artists and artisans through practical training and mentorship programmes. Families and local communities should support the transmission of traditional artistic skills from older generations to

younger generations. Cultural organizations should regularly organize festivals, competitions, exhibitions, craft fairs, and public performances to create greater awareness about traditional arts. Government agencies should provide appropriate financial assistance, training opportunities, recognition, and infrastructure to traditional artists and artisans. Efforts should be made to improve market access for traditional products while protecting their cultural identity and traditional techniques. Local museums and cultural centres can establish dedicated spaces for displaying traditional artworks, tools, costumes, and other cultural materials. Community participation should remain central to preservation programmes so that cultural practices continue as living traditions. Special programmes can be developed to encourage young people to participate in traditional arts and understand their historical and cultural significance.

Digital technology should be used more extensively to document, preserve, teach, and promote traditional artistic practices. Digital archives, online exhibitions, educational videos, and social media platforms can help traditional artists reach wider audiences. Training programmes should enable artists and artisans to use appropriate digital tools for promotion and communication. Intellectual property and community ownership of traditional cultural expressions should receive greater attention to reduce unauthorized use and misrepresentation. Cultural tourism programmes should promote traditional arts responsibly while ensuring that local communities and artists receive appropriate benefits. Schools and colleges can collaborate with local artists to organize regular practical sessions and cultural interaction programmes. Research institutions should conduct further studies on endangered traditional art forms, changing artistic practices, and methods of intergenerational transmission. Women and marginalized artisan communities should receive equal opportunities for training, recognition, and economic support. Traditional arts should be encouraged to adapt to contemporary contexts without unnecessarily losing their cultural meaning and distinctive characteristics. Continuous cooperation among artists, communities, educational institutions, cultural organizations, policymakers, and technology platforms can strengthen preservation efforts. These measures can help maintain traditional arts as active forms of cultural expression and support their transmission to present and future generations.

CONCLUSION:

Traditional arts are an important and living component of cultural heritage, providing communities with meaningful ways to preserve their history, identity, values, beliefs, customs, and collective memories. Traditional painting, folk music, dance, theatre, handicrafts, weaving, embroidery, sculpture, and storytelling represent accumulated knowledge and creative skills developed over generations. The study indicates that these artistic practices contribute significantly to cultural continuity by transmitting knowledge and skills from older generations to younger generations. Artists, artisans, families, and local communities play an important role in maintaining this cultural transmission. Traditional arts also create opportunities for social interaction, community participation, cultural awareness, and appreciation of cultural diversity. Educational institutions, cultural organizations, museums, festivals, exhibitions, and government programmes can further strengthen awareness and participation. The preservation of traditional arts is therefore important not only for protecting artistic techniques but also for maintaining the cultural meanings and social values associated with them. Their continued practice enables communities to maintain connections with their cultural past while expressing their identity in the present.

At the same time, traditional arts face challenges associated with globalization, modernization, urbanization, changing lifestyles, migration, commercialization, and competition from mass-produced products. Declining interest among younger generations and economic difficulties among artists and artisans can affect the continuity of traditional practices. Effective preservation therefore requires active participation from communities and sustained support from educational, cultural, governmental, and social

institutions. Documentation and digital technology can provide valuable opportunities for recording traditional knowledge, promoting artistic practices, and reaching wider audiences. However, preservation efforts should respect cultural authenticity, community participation, and the rights of traditional knowledge holders. Supporting artists through training, recognition, appropriate markets, financial assistance, cultural events, and educational programmes can contribute to the sustainability of traditional arts. The study concludes that traditional arts should be viewed as dynamic cultural practices capable of adapting to contemporary circumstances while retaining their cultural significance. A balanced approach combining documentation, education, community participation, technological support, and economic opportunities can help ensure their continuity. Preserving traditional arts ultimately contributes to safeguarding cultural diversity and transmitting valuable cultural knowledge to future generations.

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