



FOLK ART OF INDIA: TRADITION, TRANSFORMATION AND CONTEMPORARY RELEVANCE

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ABSTRACT

Folk art of India represents the diverse cultural traditions, beliefs, customs, social practices, and creative expressions developed by communities across different regions of the country. It includes a wide range of artistic forms such as painting, drawing, embroidery, weaving, pottery, sculpture, woodwork, metalwork, and decorative arts. These art forms have traditionally been transmitted from one generation to another through community participation, family practices, festivals, rituals, and oral traditions. The present study examines the tradition, transformation, and contemporary relevance of Indian folk art in the context of social, economic, technological, and cultural changes. The study explores how traditional folk-art practices are adapting to changing lifestyles, modern markets, tourism, digital platforms, and contemporary artistic practices. It also considers the challenges faced by traditional artists, including commercialization, declining traditional knowledge, limited financial support, changing consumer preferences, and competition from mass-produced products. At the same time, digital media, exhibitions, handicraft markets, cultural festivals, educational institutions, and online platforms have created new opportunities for visibility and livelihood. The study highlights the importance of preserving the cultural identity and authenticity of folk art while encouraging innovation and sustainable development. Contemporary relevance of folk art can be strengthened through documentation, skill development, institutional support, fair market opportunities, and the active participation of younger generations. The study concludes that Indian folk art is not merely a representation of the past but a dynamic cultural resource capable of adapting to contemporary society while maintaining its traditional foundations.



KEYWORDS: Folk Art, Indian Culture, Tradition, Transformation, Cultural Heritage, Traditional Artists, Contemporary Art, Handicrafts, Digitalization, Cultural Identity, Preservation, Sustainability.

INTRODUCTION

Folk art of India represents the rich cultural heritage and creative traditions of diverse communities across the country. It reflects the beliefs, customs, rituals, lifestyles, occupations, and social experiences of people. Traditional folk-art forms include painting, embroidery, weaving, pottery, sculpture, woodwork, metalwork, and decorative crafts. Forms such as Madhubani, Warli, Gond, Pattachitra, Kalamkari, and Phad demonstrate the regional diversity of Indian artistic expression. These traditions have generally been passed from one generation to another through family practices, community participation,

oral knowledge, and practical training. Folk art has traditionally been closely associated with festivals, religious ceremonies, marriages, agricultural activities, and everyday life. Natural surroundings, animals, plants, mythology, local legends, and social relationships frequently appear as important themes. Thus, folk art functions not only as a form of aesthetic expression but also as a means of preserving collective memory, cultural identity, and traditional knowledge. The development of these artistic traditions has been influenced by local materials, geographical conditions, community customs, and historical experiences. For many communities, folk art has also served as an important source of livelihood and social recognition. The study of folk art therefore provides valuable insight into the cultural and social history of India.

In the modern period, Indian folk art has undergone significant transformation because of urbanization, globalization, technological development, changing lifestyles, tourism, and commercialization. Traditional artists are increasingly adapting their designs, materials, techniques, and subjects to meet contemporary demands. Digital platforms, social media, exhibitions, museums, handicraft markets, and online marketplaces have provided new opportunities for artists to display and sell their work. Folk-art motifs are also increasingly visible in fashion, home decoration, graphic design, education, and contemporary artistic practices. These developments have expanded the audience for traditional art beyond its original geographical and cultural boundaries. However, commercialization and rapid social change also create challenges related to authenticity, traditional knowledge, intellectual ownership, and the economic security of artists. Younger generations may show limited interest in traditional occupations because of changing career opportunities and lifestyles. Preservation therefore requires documentation, education, skill development, institutional support, and fair market opportunities. Contemporary relevance does not require folk art to remain unchanged; rather, its continued significance can involve a balanced relationship between tradition and innovation. Folk art can contribute to cultural education, community identity, creative industries, tourism, and sustainable livelihoods. Understanding its tradition and transformation is therefore essential for examining how India's cultural heritage continues to remain meaningful in contemporary society.

AIMS AND OBJECTIVES

Aim of the Study:

To examine the traditional foundations, changing forms, and contemporary relevance of folk art in India, with particular emphasis on cultural preservation, social identity, artistic transformation, and emerging opportunities for traditional artists.

Objectives of the Study:

- ❖ To study the historical development of Indian folk art.
- ❖ To identify the major forms and regional varieties of folk art in India.
- ❖ To examine the cultural traditions and social practices reflected through folk art.
- ❖ To understand the role of folk art in preserving cultural heritage and identity.
- ❖ To study the traditional techniques, materials, themes, and motifs used by folk artists.
- ❖ To examine the process of transmission of folk-art knowledge across generations.
- ❖ To analyse the impact of modernization and urbanization on folk-art traditions.
- ❖ To examine the influence of globalization and commercialization on folk art.
- ❖ To study the transformation of traditional folk art according to contemporary needs.
- ❖ To examine the role of digital technology and social media in promoting folk art.
- ❖ To understand the economic and livelihood significance of folk art for artists and artisan communities.
- ❖ To identify the major challenges faced by traditional folk artists.

- ❖ To examine the role of museums, exhibitions, cultural institutions, and educational organizations in preserving folk art.
- ❖ To study the growing use of folk-art traditions in contemporary fashion, design, education, and creative industries.
- ❖ To suggest measures for the preservation, promotion, and sustainable development of Indian folk art.

REVIEW OF LITERATURE

Existing literature on Indian folk art highlights its importance as a living expression of cultural identity, community traditions, and indigenous knowledge. Scholars have examined folk art as a medium through which communities preserve their history, beliefs, customs, rituals, and everyday experiences. Studies of regional traditions such as Madhubani, Warli, Gond, Pattachitra, Kalamkari, Phad, and other forms demonstrate considerable diversity in artistic styles, themes, symbols, techniques, and materials. Researchers have emphasized that folk-art practices are closely connected with local environments, religious traditions, festivals, social relationships, and occupational activities. Literature also indicates that traditional knowledge is commonly transmitted through families, communities, observation, apprenticeship, and practical participation. Several studies have explored the social role of folk artists and artisan communities and have noted that folk art contributes to cultural continuity and collective identity. Research has further discussed the importance of museums, cultural institutions, handicraft programmes, exhibitions, and documentation projects in safeguarding traditional artistic knowledge. The literature suggests that folk art should not be viewed only as decorative production but as an important source of cultural and social knowledge.

Recent studies have increasingly focused on the transformation of Indian folk art under the influence of modernization, globalization, urbanization, tourism, and changing consumer preferences. Researchers have observed changes in artistic themes, materials, techniques, production methods, and patterns of marketing. The growing use of digital technology and social media has created new avenues for artists to display their work and reach wider audiences. Literature on cultural industries also identifies opportunities for employment, entrepreneurship, tourism, and sustainable livelihoods through the promotion of traditional crafts. At the same time, scholars have raised concerns about commercialization, cultural appropriation, loss of traditional knowledge, standardization, and inadequate financial returns to artists. Studies emphasize the need to maintain a balance between innovation and the cultural authenticity of traditional practices. Educational initiatives have also been discussed as an effective means of introducing younger generations to folk-art traditions. Government agencies, non-governmental organizations, museums, universities, and community groups have been identified as important stakeholders in preservation and promotion. Overall, the literature indicates that Indian folk art is continuously evolving rather than remaining static. However, further systematic research is needed to understand how traditional practices can adapt to contemporary conditions while retaining their cultural significance, identity, and community-based knowledge.

RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research methodology to examine the tradition, transformation, and contemporary relevance of folk art in India. The study is primarily based on secondary sources of information collected from books, research articles, journals, government publications, museum records, cultural reports, newspapers, and reliable online resources. Information relating to major Indian folk-art traditions, their historical development, techniques, themes, cultural significance, and regional characteristics is reviewed systematically. The study considers selected folk-art

forms from different regions to understand the diversity of Indian artistic traditions. Particular attention is given to the relationship between folk art and community life, festivals, rituals, religion, nature, social customs, and cultural identity. The methodology also examines the traditional methods through which artistic knowledge is transmitted between generations. Relevant published literature is reviewed to identify major scholarly perspectives and existing research gaps. Secondary information is organized thematically to facilitate comparison between traditional practices and contemporary developments. The study does not attempt to represent every folk-art tradition in India but focuses on selected examples that illustrate broader patterns of continuity and change.

The analytical component of the study examines the influence of modernization, globalization, urbanization, tourism, commercialization, and digital technology on Indian folk art. Changes in artistic themes, materials, techniques, production processes, marketing methods, and consumer preferences are considered as important indicators of transformation. The study also examines the contemporary use of folk art in fashion, interior decoration, education, exhibitions, cultural festivals, tourism, and digital platforms. Attention is given to the opportunities and challenges experienced by traditional artists and artisan communities. The collected information is classified, compared, interpreted, and presented through a qualitative approach. Comparative analysis is used to understand the relationship between traditional practices and contemporary adaptations. The study also considers the role of government agencies, museums, cultural organizations, educational institutions, and digital platforms in preservation and promotion. The methodology recognizes the importance of cultural authenticity, community participation, and sustainable livelihoods. Finally, the findings are interpreted to understand how Indian folk art continues to function as a living cultural tradition while adapting to changing social, economic, technological, and cultural conditions.

STATEMENT OF THE PROBLEM

Indian folk art represents a valuable form of cultural heritage that reflects the traditions, beliefs, customs, lifestyles, and collective experiences of diverse communities. However, many traditional folk-art practices are experiencing changes due to modernization, urbanization, globalization, changing lifestyles, and technological development. Traditional methods of producing and transmitting folk art are gradually being influenced by contemporary artistic practices and market demands. Younger generations in some artisan communities may have fewer opportunities or incentives to continue traditional occupations. The decline of traditional knowledge and skills can create difficulties in maintaining the continuity of culturally significant art forms. Commercialization has also changed the purposes, designs, materials, and production processes associated with several folk-art traditions. While commercialization can provide livelihood opportunities and wider market access, it may also create concerns regarding authenticity and cultural ownership. Mass-produced products and competition in commercial markets can further affect the economic sustainability of traditional artists. Limited access to finance, training, technology, organized markets, and institutional support may create additional challenges for artisan communities. These developments raise important questions about the preservation and future of Indian folk-art traditions.

At the same time, Indian folk art is gaining new visibility through exhibitions, museums, cultural festivals, tourism, educational programmes, fashion, design, and digital platforms. Social media and online marketplaces have created opportunities for artists to reach audiences beyond their local communities. Contemporary artists are also adapting traditional motifs, themes, and techniques to modern contexts, demonstrating that folk art can change while retaining connections with its cultural origins. The central problem of the study is therefore to understand the relationship between tradition and transformation in Indian folk art and to examine its relevance in contemporary society. The study seeks to investigate how

traditional art forms are changing, which factors are responsible for these changes, and how artists and communities are responding to them. It also considers whether contemporary adaptations contribute to cultural continuity or create challenges for traditional identity. The study further examines the role of institutions, education, technology, and markets in supporting folk-art traditions. Understanding these issues is important for developing appropriate approaches to documentation, preservation, promotion, and sustainable livelihoods. The problem ultimately concerns how Indian folk art can remain culturally meaningful and economically viable while responding to changing social and technological conditions.

NEED OF THE STUDY

The study of Folk Art of India: Tradition, Transformation and Contemporary Relevance is important because folk art represents the cultural identity, traditional knowledge, beliefs, customs, and creative expressions of diverse Indian communities. Folk-art traditions preserve valuable knowledge about local history, social life, rituals, festivals, nature, and community practices. Rapid modernization, urbanization, globalization, and changing lifestyles are influencing the continuation of several traditional art forms. There is a need to document and understand these traditions before important knowledge, techniques, symbols, and practices are weakened or lost. The study helps identify the historical foundations and cultural significance of major folk-art traditions. It also provides an opportunity to understand how artistic knowledge is transferred between generations. Examining the condition of traditional artists is necessary because folk art is often closely connected with their social and economic livelihoods. The study can also highlight challenges related to limited markets, inadequate institutional support, changing consumer preferences, and competition from mass-produced products. Understanding these issues is essential for developing appropriate measures for cultural preservation and artist support. The study therefore contributes to greater awareness of the importance of Indian folk art as a living cultural heritage.

The study is also needed to understand how folk art is adapting to contemporary social, economic, technological, and cultural conditions. Digital technology, social media, online marketplaces, tourism, exhibitions, fashion, education, and modern design have created new opportunities for the promotion and adaptation of traditional art. At the same time, commercialization and modernization can raise questions concerning authenticity, cultural ownership, and the preservation of traditional techniques. Studying these transformations can help explain how innovation and tradition can exist together. The research is relevant for students, researchers, artists, cultural organizations, museums, policymakers, educators, and artisan communities. It can contribute to greater recognition of traditional artists and encourage younger generations to learn and continue folk-art practices. The study may also support the development of sustainable livelihood opportunities through responsible promotion and marketing. Documentation of changing folk-art practices can provide useful material for future research and cultural education. The study further emphasizes the importance of community participation in preserving cultural heritage. By examining both continuity and change, the research seeks to establish the contemporary significance of Indian folk art. Thus, the study is necessary for understanding how folk art can preserve cultural identity while remaining relevant in a rapidly changing society.

FURTHER SUGGESTIONS FOR RESEARCH

Further research on Folk Art of India: Tradition, Transformation and Contemporary Relevance can examine individual folk-art traditions in greater regional and cultural detail. Comparative studies may be undertaken to understand similarities and differences among folk-art forms across Indian states. Future researchers can investigate the historical development of specific art traditions through archival records, oral histories, and community knowledge. Studies may focus on the changing role of folk art in festivals,

rituals, domestic life, and community identity. Research can also examine how traditional knowledge and artistic skills are transmitted to younger generations. The participation of women, young artists, and marginalized artisan communities in folk-art production requires greater scholarly attention. Ethnographic studies can document artists' experiences, creative processes, working conditions, and livelihood challenges. Future research may also explore the influence of globalization, urbanization, tourism, and migration on traditional art practices. Studies can assess how new materials and modern techniques are changing traditional artistic production. Research on cultural authenticity and the protection of traditional knowledge can provide important perspectives on contemporary transformation. The role of government schemes, cultural institutions, museums, and non-governmental organizations in supporting folk artists can also be examined systematically.

Future studies should further investigate the impact of digital technology and online platforms on the preservation, promotion, and commercialization of Indian folk art. Researchers can examine how social media, digital exhibitions, e-commerce, and online education influence artists' visibility and market opportunities. Economic studies may assess the contribution of folk art to employment, household income, tourism, and local economic development. Research can explore the relationship between folk art and contemporary fashion, interior design, advertising, graphic design, and creative industries. Studies may also examine the educational value of folk art and its integration into school, college, and community-based learning programmes. Future researchers can investigate sustainable production methods and environmentally responsible materials used by traditional artists. Intellectual property rights, cultural ownership, fair compensation, and ethical commercialization deserve detailed investigation. Long-term studies could examine whether contemporary adaptations strengthen or weaken the continuity of traditional practices. Digital documentation and mapping of folk-art communities could also support future preservation efforts. Interdisciplinary research involving art history, sociology, anthropology, economics, education, technology, and cultural studies may provide broader understanding. Such research can help develop evidence-based approaches for preserving traditional knowledge while supporting creative innovation. Overall, future research should continue to examine folk art as a dynamic cultural practice that connects India's heritage with contemporary social and economic realities.

Scope and Limitations

The scope of the study "Folk Art of India: Tradition, Transformation and Contemporary Relevance" covers the major dimensions of Indian folk-art traditions and their changing role in contemporary society. The study focuses on selected folk-art forms representing different geographical and cultural regions of India. It examines their historical background, traditional techniques, themes, motifs, materials, cultural meanings, and relationship with community life. The study also considers the role of folk art in preserving cultural heritage, social identity, traditional knowledge, and community practices. Special attention is given to the transmission of artistic skills from one generation to another. The scope further includes the influence of modernization, globalization, urbanization, tourism, commercialization, and technological development on folk-art practices. Contemporary applications of folk art in fashion, design, education, exhibitions, handicrafts, tourism, and cultural activities are also considered. The study examines the emerging role of digital platforms and social media in promoting traditional artists and their products. It also considers the livelihood opportunities and challenges associated with folk-art production and marketing. The research provides a broad understanding of how Indian folk art maintains connections with tradition while adapting to contemporary requirements.

The study has certain limitations that should be considered while interpreting its findings. India has a very large number of folk-art traditions, and it is not possible to examine every form, community, region,

and artistic practice in detail within a single study. Therefore, the research focuses on selected representative examples rather than providing an exhaustive account of all Indian folk art. The study is primarily based on available secondary information, including books, journals, research studies, cultural publications, institutional reports, and other documented sources. Differences in the availability and quality of published information may affect the depth of analysis of particular art forms. Some traditional practices are community-specific and may not be fully represented in written sources. Changes in folk-art practices also occur continuously, making it difficult to establish a permanent picture of contemporary developments. The study does not provide detailed economic analysis of every artisan community or conduct extensive fieldwork across all regions. Interpretations of cultural meaning may also vary among communities and individual artists. Despite these limitations, the study provides a broad framework for understanding the continuity, transformation, and contemporary relevance of Indian folk art.

Scope of the Study

The scope of the study “Folk Art of India: Tradition, Transformation and Contemporary Relevance” covers the diverse traditional artistic practices developed by communities across different regions of India. The study focuses on selected forms of folk art such as Madhubani, Warli, Gond, Pattachitra, Kalamkari, Phad, and other regional traditions. It examines their historical origins, cultural significance, artistic techniques, materials, themes, symbols, and relationship with community life. The study includes the role of folk art in representing local beliefs, customs, festivals, rituals, mythology, nature, and everyday experiences. It also covers the transmission of artistic knowledge and skills from older generations to younger generations. The study examines folk art as an important means of preserving cultural heritage and strengthening community identity. It considers the contribution of traditional artists and artisan communities to the continuation of these artistic traditions. The scope also includes changes in traditional production methods, designs, materials, and artistic themes. Particular attention is given to the effects of modernization, urbanization, globalization, tourism, and commercialization on folk-art practices. The study therefore provides a broad cultural and social perspective on the development and continuity of Indian folk art.

The study further covers the contemporary relevance and transformation of folk art in the context of changing social, economic, and technological conditions. It examines the growing use of traditional folk-art motifs in fashion, interior decoration, graphic design, education, exhibitions, handicrafts, and contemporary creative practices. The role of digital technology, social media, online marketplaces, and digital exhibitions in promoting folk art is also included within the scope of the study. Attention is given to livelihood opportunities, market access, and recognition available to traditional artists. The study considers the role of museums, cultural institutions, government programmes, educational organizations, and cultural festivals in the preservation and promotion of folk art. It also examines the challenges associated with commercialization, changing consumer preferences, loss of traditional knowledge, and generational changes. The scope includes the relationship between cultural preservation and artistic innovation. It explores how traditional art forms can adapt to contemporary requirements while maintaining their cultural foundations. The study may provide useful insights for researchers, students, artists, educators, policymakers, cultural organizations, and artisan communities. Overall, the scope of the study extends from the traditional foundations of Indian folk art to its changing forms, present applications, and continuing significance in contemporary Indian society.

DISCUSSION

Indian folk art represents a dynamic relationship between cultural tradition, community identity, and creative expression. Traditional art forms developed within specific social and geographical contexts and reflected local beliefs, rituals, festivals, occupations, and relationships with nature. The discussion shows that folk art has historically functioned as more than visual decoration, as it has preserved stories, symbols, collective memories, and traditional knowledge. Different regional traditions demonstrate the cultural diversity of India while sharing the broader function of expressing community experiences. The transmission of artistic knowledge through families, apprenticeships, and community practices has contributed to the continuity of these traditions. However, social and economic changes have influenced the way folk art is produced and practiced. Modern education, urbanization, migration, changing lifestyles, and new employment opportunities have affected the participation of younger generations in traditional artistic occupations. Changes in materials, techniques, designs, and themes indicate that folk art is not static but continuously responds to its social environment. The transformation of traditional practices therefore needs to be understood as a complex process involving both continuity and adaptation. The experiences of artists and artisan communities remain central to understanding these developments.

The contemporary relevance of Indian folk art is increasingly visible through cultural festivals, museums, exhibitions, tourism, education, fashion, interior design, and creative industries. Digital technology and social media have expanded opportunities for artists to present their work to wider audiences, while online markets can provide additional channels for selling traditional products. Contemporary adaptations can help folk art remain visible and meaningful to changing audiences. At the same time, commercialization may influence traditional designs and production methods and can create concerns about cultural authenticity, ownership, and fair economic returns. The discussion therefore emphasizes the importance of maintaining a balance between innovation and respect for traditional knowledge. Institutional support, documentation, artist training, educational programmes, and community participation can contribute to sustainable preservation. Greater recognition of artists as knowledge holders can also strengthen the continuity of traditional practices. Folk art can contribute to cultural education and provide livelihood opportunities when supported through responsible production and marketing. Its contemporary significance lies in its capacity to connect historical cultural knowledge with present-day creative and social needs. Indian folk art can consequently be understood as a living heritage that preserves cultural foundations while continuing to evolve in response to changing circumstances.

RECOMMENDATIONS

The preservation and promotion of Indian folk art require systematic documentation of traditional techniques, motifs, stories, symbols, and community knowledge. Government agencies and cultural institutions should strengthen financial and technical support for traditional artists and artisan communities. Regular training programmes can help artists improve traditional skills while also learning contemporary design and marketing techniques. Educational institutions should introduce folk-art studies, workshops, demonstrations, and practical activities to encourage younger generations to understand and value traditional art forms. Museums, galleries, cultural centres, and universities can organize exhibitions and documentation projects highlighting regional folk-art traditions. Folk artists should be provided with opportunities to participate in cultural festivals, craft fairs, exhibitions, and national and international events. Greater efforts are required to improve market access and create fair opportunities for artists to receive appropriate returns for their creative work. Cooperative organizations and artisan groups can assist artists in production, distribution, branding, and marketing. Documentation in regional languages can help preserve traditional knowledge and make it accessible to local communities. Special attention

should also be given to endangered or declining folk-art traditions so that their techniques and cultural meanings are not lost.

Digital technology should be used responsibly to promote Indian folk art while respecting the cultural rights and knowledge of traditional communities. Artists can be provided with digital training to use social media, websites, online exhibitions, and e-commerce platforms for reaching wider audiences. Digital archives can preserve photographs, videos, interviews, techniques, and oral histories associated with different folk-art traditions. Collaboration between traditional artists and contemporary designers can encourage innovation without disconnecting artistic developments from their cultural foundations. Intellectual property awareness should be strengthened so that artists and communities can better understand the protection of their traditional creative knowledge. Tourism programmes should promote folk art in ways that provide sustainable economic benefits to local artists and communities. Research institutions should undertake regional, comparative, ethnographic, and interdisciplinary studies of folk-art traditions. Schools and colleges can encourage students to purchase, learn, and engage with authentic traditional art rather than relying only on mass-produced representations. Cultural policies should recognize folk artists as important contributors to heritage preservation and creative economic activity. Continuous monitoring can help assess the effects of commercialization, globalization, and digitalization on traditional practices.

CONCLUSION

Folk art of India represents the rich cultural diversity, traditional knowledge, beliefs, customs, and creative expressions of communities across the country. It has historically served as an important medium for preserving cultural identity, collective memory, social values, and community traditions. Different folk-art forms demonstrate the relationship between artistic creativity and local environments, festivals, rituals, occupations, mythology, and everyday life. The study shows that folk art is not merely a decorative activity but an important component of India's living cultural heritage. Traditional knowledge has been preserved through family practices, community participation, apprenticeship, and intergenerational transmission. However, modernization, urbanization, globalization, migration, and changing lifestyles have influenced the continuation and practice of traditional art forms. Changes in materials, techniques, themes, and production methods demonstrate the evolving nature of folk art. These transformations indicate that tradition and innovation can exist together when cultural foundations are appropriately respected. The continued participation of traditional artists and communities remains essential for maintaining the authenticity and vitality of folk-art traditions. Preservation of folk art is therefore closely connected with the preservation of cultural knowledge and community identity.

The contemporary relevance of Indian folk art is strengthened by its increasing presence in education, tourism, exhibitions, museums, fashion, design, handicrafts, and creative industries. Digital technology and social media have created new opportunities for artists to reach wider audiences and explore new markets. Contemporary adaptations can provide opportunities for artistic innovation and sustainable livelihoods while helping traditional forms remain visible in changing society. At the same time, commercialization, mass production, declining traditional knowledge, and inadequate economic returns can create challenges for artists and artisan communities. Sustainable preservation therefore requires a balance between cultural continuity, creative innovation, and responsible commercialization. Government institutions, educational organizations, museums, cultural bodies, researchers, and communities have important roles in supporting documentation, training, promotion, and fair market opportunities. Greater involvement of younger generations can further strengthen the future of traditional art practices. Indian folk art should consequently be viewed as a dynamic and evolving cultural heritage rather than a fixed

representation of the past. Its ability to adapt while retaining meaningful connections with tradition gives it continuing cultural, social, educational, and economic significance.

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