



**NAV ASTITVA**  
FOUNDATION

**Report On "Providing 15 Days Skill  
Development Program (MEDP) ON  
Madhubani art" for SHG women Ethnic  
Fashion World, Gai Ghat, Patna (Bihar).**



**Submitted By**

**Nav Astitva foundation**

## Empowering Women through Skill Development: Madhubani Art Program in Bihar

### History

In the heartland of Bihar, where traditions and artistry have thrived for centuries, a unique and empowering initiative has emerged to foster skill development and empower women. The Madhubani Art Skill Development Program (MEDP) is a groundbreaking project undertaken by Nav Astitva Foundation in collaboration with the National Bank for Agriculture and Rural Development (NABARD). This initiative aims to revive and promote the exquisite Madhubani art form while concurrently promoting self-reliance among women through Self-Help Groups (SHGs) in Bihar.

Madhubani art, also known as Mithila painting, is an ancient folk art form that originated in the Mithila region of Bihar. It is characterized by intricate and vibrant depictions of nature, mythology, and daily life, all rendered in bold and vivid colors. Historically, Madhubani art has been passed down through generations of women in the region, and it has played a crucial role in preserving cultural heritage.

However, despite its cultural significance and artistic richness, Madhubani art has faced challenges in maintaining its authenticity and reaching a wider audience. Moreover, many women in Bihar, particularly those belonging to rural areas, have limited access to formal education and economic opportunities. Recognizing the potential to address these issues simultaneously, MEDP was conceived.

### Introduction to the Project

In Collaboration with NABARD and Nav Astitva Foundation demonstrates a commitment to rural development and women's empowerment in Bihar. Through the Madhubani Art Skill Development Program, the goal is to not only revive an ancient art form but also to empower women, strengthen communities, and contribute to the economic growth of the region. This initiative holds the promise of preserving cultural heritage while building a brighter and more Autonomous prospect for women in Bihar.

### Key Objectives of the Project

- 1. Skill Development:** MEDP aims to provide comprehensive training and skill development in Madhubani art to women in Bihar. Through workshops, classes, and hands-on experiences, participants are empowered to learn and perfect the intricate techniques of this traditional art form.
- 2. Women's Empowerment:** By equipping women with a valuable skill, the program seeks to empower them economically and socially. Madhubani art becomes a potential source of income for participants, helping them gain financial independence.
- 3. Preservation of Cultural Heritage:** MEDP contributes to the preservation and promotion of Madhubani art, ensuring that this unique cultural heritage continues to thrive and evolve.

4. **Community Development:** The program encourages the formation of Self-Help Groups (SHGs) among women, fostering a sense of community and collaboration. These groups provide a platform for women to collectively address issues, share knowledge, and support each other.

5. **Market Access and Marketing:** MEDP assists participants in marketing their artworks, helping them access wider markets and ensuring that their talent is recognized and rewarded.

6. **Sustainable Livelihoods:** By integrating Madhubani art into the participants' livelihoods, MEDP strives to create sustainable income opportunities, ultimately leading to improved living standards for women in Bihar.

### **About The Implementing Organization**

Implementing a skill development program focused on Madhubani art for Self-Help Group (SHG) women in Bihar is a commendable initiative. Madhubani art is a traditional folk art form originating from Bihar, and empowering women through skill development can have a significant positive impact on their socio-economic status.

Nav Astitva Foundation (NAF), a Non Governmental organization from Bihar specializing in community processes with special focus on women empowerment, education, health and hygiene. The organization came into existence in the year 2012 and registered under the society registration act 1860. Nav Astitva Foundation was started with a vision and mission to provide better education, health, empowerment, and nutritious food for underprivileged people, especially women and girls. The organisation has a highly committed and dedicated team having wide and rich experience in working with women and children, marginalized sections of the society, vulnerable populations for their empowerment and development.

### **Criteria for selection**

Verified SHG women list provide by Jeevika.

- Each Women should be interested in madhubani art.
- Each women should be SHG member.



## Day Wise training Details

Day 1<sup>st</sup>

Dated On: September 16<sup>th</sup>, 2023

**Inauguration of 15-days Skill Development Program (MEDP) on Madhubani Art for SHG Women**

**Location: Ethnic Fashion World, Patna**

### **Key Highlights:**

- Inauguration of a skill development program for SHG women in Madhubani art.
- Notable attendees: Mr. Utpal Chandra (NABARD), Ms. Pallavi Sinha (Nav Astitva Foundation), Ms. Amrita Singh (Nav Astitva Foundation), and Trainer Ms. Geetanjali Choudhary.
- Utpal Chandra emphasized NABARD's support for women's empowerment through skill development.
- Nav Astitva Foundation's President, Ms. Pallavi Sinha, highlighted the importance of preserving traditional art forms.
- SHG women participants showed enthusiasm for learning Madhubani art.
- The program schedule, including practical training and theory classes, was shared.

**The inauguration ceremony was a success, setting a positive tone for the 15-days program.**

### **Some Pictures of the day**



Day 2<sup>nd</sup>

Dated On: September 20<sup>th</sup>, 2023

**15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women**

**Location: Ethnic Fashion World, Patna**

Day 2 of the 15-days Skill Development Program (MEDP) on Madhubani Art, in Association with NABARD, was productive. The focus was on fabric, paper, color aspects and Kit Distribution:

**Key Highlights:**

- Participants learned about fabric types (cotton, silk, canvas) and their suitability for Madhubani art.
- Paper qualities (handmade, watercolor) and textures were discussed.
- Art kits, including fabric samples, high-quality paper, and vibrant colors, were distributed to participants.
- Color theory and practical application sessions were held.
- Participants engaged in hands-on artwork and had a productive feedback session.
- Homework assignments were given to reinforce learning.

**SHG women's enthusiasm and active participation show promise for the program's success.**

**Some Pictures of the day**





Day 3<sup>rd</sup> to 7<sup>th</sup>

Dated On: Sep 21<sup>th</sup> to 26<sup>th</sup> 2023

**15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women**

**Location: Ethnic Fashion World, Patna**

This program seems to have provided valuable training and skill development opportunities for SHG women in Madhubani art, potentially equipping them with new skills and empowering them economically and artistically.

**Key Highlights:**

- Participants received hands-on training in Madhubani art.
- They learned about color preparation and the significance of different colors in Madhubani art.
- Training included designing and drawing simple patterns.
- Participants advanced their Madhubani art skills.
- They explored more intricate drawing techniques and design concepts.
- The emphasis was on honing their creativity and abilities.

**Program aimed to empower SHG women by providing them with practical skills in Madhubani art.**

**Some Pictures of the day**



Day 8<sup>th</sup> to 12<sup>th</sup>

Dated On: Sep 27<sup>th</sup> to Oct 01<sup>st</sup> 2023

**15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women**

**Location: Ethnic Fashion World, Patna**

Throughout the program, participants displayed dedication, enthusiasm, and artistic progress. The Madhubani Art program fostered a supportive learning environment among SHG women.

**Key Highlights:**

- **Day 8 (September 27th):** Participants received an introduction to Madhubani Art and traditional patterns. They began hands-on training, which covered sketching, outlining, and coloring. The focus was on perfecting finishing touches and intricate detailing. Participants showcased their progress and received valuable feedback.
- **Day 9 (September 28th):** A new theme centered on environmental conservation was introduced. Participants were encouraged to express their creativity within this theme. Instructors demonstrated special techniques like shading and blending. Peer learning and feedback were actively promoted.
- **Days 10-12 (September 29th to October 1st):** Skill development continued with a strong emphasis on the environmental conservation theme. Participants showcased their creativity and artistic expression. Instructors imparted advanced techniques. The program fostered peer interaction and collaborative learning, with a continuous process of evaluation and feedback to enhance skills.

**Some Pictures of the day**





Day 13<sup>th</sup>

Dated On: Oct 02<sup>nd</sup> 2023

**15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women**

**Location: Ethnic Fashion World, Patna**

15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women, focusing on Smart Packaging and Understanding of Offline & Online Marketing Skills. The program is being conducted in association with the NABARD and Nav Astitva Foundation.

**Key Highlights:**

- Engaging Madhubani art workshop led by local artisans and experts.
- Participants learned various Madhubani painting techniques and styles.
- Emphasis on preserving and promoting traditional art forms.
- Workshop on smart packaging, covering material selection, labeling, and branding.
- Introduction to packaging as a crucial marketing tool.
- Focus on attracting customers and increasing sales through packaging.
- Marketing skills session featuring offline and online strategies.
- Discussions on setting up local market stalls and using social media for promotion.
- Encouraged creative idea-sharing among participants.

**Some Pictures of the day**





Day 14<sup>th</sup>

Dated On: Oct 03<sup>rd</sup> 2023

**15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women**

**Location: Ethnic Fashion World, Patna**

The 14th day of the MEDP program was productive and enriching. The skill test provided a platform for participants to showcase their talents, and the special session on marketing equipped them with valuable knowledge for the future.

**Key Highlights:**

- Participants underwent a skill assessment to evaluate their progress in Madhubani art.
- The assessment included tasks covering various Madhubani styles, themes, and color combinations.
- All participants actively engaged in the skill test, showcasing their acquired skills and creativity.
- Trainers provided personalized feedback to each participant, highlighting strengths and areas for improvement.
- Participants were encouraged to ask questions and seek clarification on any doubts, fostering an environment of open dialogue and learning.



**Tomorrow, on the 15th day, we have planned a closing ceremony to acknowledge the participants' efforts and distribute certificates of completion. We anticipate a positive and inspiring end to this skill development program.**

**15-Days Skill Development Program (MEDP) on Madhubani Art for SHG Women****Location: Ethnic Fashion World, Patna**

The 15-day Skill Development Program on Madhubani Art, organized in association with NABARD and Nav Astitva Foundation, concluded today with a closing and certification ceremony. The event was graced by the presence of distinguished guests, including Mr. Satpal Azad, DGM NABARD, Utpal Chandra Assistant Manager NABARD, Ms. Pallavi Sinha, President of Nav Astitva Foundation, Ms. Amrita Singh, Secretary of Nav Astitva Foundation, Mr. Bipin Kumar, Non-Form Manager at Jeevika, Ms. Kiran Kumari, BPM Jeevika, and the skilled trainer Ms. Geetanjali Choudhary.

**Event Details:**

- The program began at 02:00 PM with a warm welcome and registration of the SHG (Self-Help Group) women participants.
- The participants were divided into groups for practical sessions on Madhubani Art, focusing on traditional and contemporary designs.
- Throughout the 15 days, the women learned various techniques, including line work, color mixing, and intricate detailing.
- Ms. Geetanjali Choudhary, the skilled trainer, provided personalized guidance to each participant, ensuring they acquired a strong foundation in Madhubani Art.
- The program also included sessions on entrepreneurship and marketing to empower the women with the knowledge needed to monetize their skills.
- Group discussions and interactive activities fostered a sense of community among the participants, promoting peer learning and support.

**Certification Ceremony:**

- The certification ceremony commenced at 3:00 PM, marking the culmination of the program.
- Mr. Satpal Azad, DGM NABARD, delivered an inspiring speech, emphasizing the importance of skill development in empowering women and contributing to rural development.
- Ms. Pallavi Sinha, President of Nav Astitva Foundation, expressed her gratitude to NABARD for their support and encouraged the participants to pursue their artistic endeavors.
- Ms. Amrita Singh, Secretary of Nav Astitva Foundation, shared the Foundation's future plans for nurturing rural talent.
- Certificates of completion were distributed to all the participants, recognizing their dedication and hard work.
- The event concluded with a cultural program, where participants showcased their newly acquired Madhubani Art skills through an art exhibition.

The 15-day MEDP on Madhubani Art was a resounding success, providing SHG women with a platform to enhance their skills, foster creativity, and gain economic independence. The collaboration between NABARD and Nav Astitva Foundation continues to make a positive impact on the lives of rural women, empowering them to become self-reliant entrepreneurs.

**This event exemplifies the commitment of both organizations to promote skill development and rural empowerment, aligning with the government's vision of Atmanirbhar Bharat.**





### **Challenges Faced During the 15-Day MEDP Program**

Throughout the 15-day skill development program on Madhubani Art for Self-Help Group (SHG) women, we encountered several challenges that affected the progress and effectiveness of the training. It is essential to document these challenges to address them better in future programs and ensure the success of similar initiatives. Here are the challenges faced during the program:

- Limited prior exposure to art and craft among SHG women.
- Uneasiness and nervousness among participants regarding the program's expectations.
- Language barriers among participants leading to misunderstandings.
- Limited access to financial resources for Daily Wages.

### **Key Learnings/ Way Forward**

- NABARD and Nav Astitva Foundation jointly organized a 15-day Skill Development Program in Madhubani Art for SHG Women.
- The program included training on Madhubani art history, techniques, and cultural significance, aiming to empower women through skill development.
- Special emphasis was placed on marketing, branding, and business planning to help participants establish sustainable livelihoods.
- A guest speaker session provided valuable insights into the journey of a successful Madhubani artist.
- The program will conclude with an exhibition, providing participants with a platform to showcase their art and products, fostering market opportunities and exposure.

**THANKS**