ABSTRACT
This research paper is based on the contemporary scenario of Warli painting which has been running globally all over world. India had always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. The folk and tribal arts of India are very ethnic and simple, and yet colourful and vibrant enough to speak volumes about the country's rich heritage. Folk art in India apparently has a great potential in the international market because of its traditional aesthetic sensibility and authenticity. The rural folk paintings Of India bear distinctive colourful designs, which are treated with religious and mystical motifs Folk art expresses cultural identity by conveying shared community values and aesthetics.

Keywords: Contemporary Warli Art of Maharashtra

INTRODUCTION
Warli art is a beautiful folk art of Maharashtra, traditionally created by the tribal women’s. Tribal’s are the Warli and Malkharkoli tribes found on the northern outskirts of Mumbai, in Western India. This art was first explored in the early seventies & from then it was named as “Warli art”. Warli paintings were mainly done by the women folk. The most important aspect of the painting is that it does not depict mythological characters or images of deities, but depict social life. Pictures of human beings and animals, along with scenes from daily life are created in a loose rhythmic pattern. Warli paintings are painted white on mud walls. The paintings are beautifully executed and resemble pre-historic cave paintings in execution and usually depict scenes of human figures engaged in activities like hunting, dancing, sowing and harvesting.

WARLI ART
The word ‘Warli’ is derived from ‘Warli’ which means a piece of land. Warli paintings are represented in minimalist style. The commonly used colour is white and background is usually earthen brown. Now this traditional folk art has started gaining popularity and has crossed the borders of Maharashtra and walls of tribal homes. It now has a contemporary touch and has been given a new dimension by the new practitioners.

AT A GLANCE
According to Vedi Katti President of ‘Rangvalli Parivar’ Thane, which conducts workshops for nurturing the tradition of Warli art and popularising it among masses, “The art is an inseparable part of tribal life. It is an image of their cultural life. It is a spontaneous manifestation, without any pretensions. The joyful moments in their simple life, their festivals, all find expression on the thatched walls in their art. The subjects usually of the paintings have been dances, marriage processions, coconut and palm trees, rice fields and tribal Gods. Painting is usually done with rice gruel on the walls which is than plastered with dung and soil.”

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“Back in their villages the Warli tribes adorn the walls of the thatched huts with their typical paintings depicting beautiful craftsmanship,” adds Katti. These works show different themes that depict their simple and unassuming life. Warli painting is a compilation of geometric designs, stripes and shapes that form a figure of a human, an animal or an element of nature. This tribal art has finally come out of the region and more and more people are appreciating it.

SKILL NEEDED

To practice any form of art one must have steady hands and good hand-eye coordination along with some aesthetic sense. “One must have a flair for art and enjoy painting and love working with colors. Warli art is not difficult to learn but once one has learnt the technique one has to keep practicing and improvising it,” suggests Shweta Rohira, who teaches the art and also deals in Warli products at Asta Couture, Mumbai, “There are many hobby classes which teach the art.”

EMPLOYMENT AREAS

A career in Warli art is definitely a financially viable option for many artists today. Nowadays people prefer murals on walls, in offices and restaurants to be decorated with Warli art so one has the option of working with interior designers and architects as well. Even fashion designers have imbibed this art on garments shown at various fashion shows, giving it an international visibility. Besides selling ones creations by holding exhibitions or working on order, one can also teach this art by holding workshops and classes.

IN A CONTEMPROARY CULTURE

The lack of regular artistic activity explains the traditional tribal sense of style for their paintings. In the 1970s, this ritual art took a radical turn when Jivya Soma Mashe and his son Balu Mashe started to paint. They painted not for ritual purposes, but because of their artistic pursuits. Jivya is known as the Modern father of Warli painting. Since the 1970s, Warli painting has moved off of the walls and onto paper and canvas.

Coca-Cola India launched a campaign featuring Warli painting in order to highlight the ancient culture and represent a sense of togetherness. The Campaign was called "Come Home on Deepawali" and specifically targeted the youth of today. The youth want to acknowledge and honor their traditional Culture, while also embracing the opportunities of the present. The campaign included advertising on traditional mass media, combined with radio, the Internet and out-of-home media. Social media proved to be a useful platform to help Coca-Cola reach its target of youth and to bring the ancient art into the 21st century.

SCOPE

Bela Shanghvi, President, Maharashtra Craft Council of India, who has organised several exhibitions depicting this form of art, says, “Warli art is now well known globally. This art form which has simple graphic vocabulary connects with nature and has contemporary appeal. It can be done on any surface be it garments leather and even metal. In the past we have used the paintings for handbags, wallets, trays, cloth, lampshades and coasters and exhibited the products which sold well.

“Traditionally it was done mostly on the walls. However, now Warli paintings are made on anything ranging from murals at home and hotel lobbies and showrooms, to accessories like coasters, bed sheets and curtains. It can also be painted on cushion covers, clothes, table runners and purses, pen holders and so on,” informs Rohira. A lot depends on the artist’s creativity and talent. Hobby ideas can be converted into entrepreneurship. “But business sense is vital for marketing handicraft items,” states Rohira.

Artist Kailas Bhavar says, “Warli Art has been adapted in modern form with permanent colours. Today people use poster colours / acrylic colour or other kinds of colours, depending on the material they are working on. There are enterprising individuals who have adapted in on jewellery too. Even
abroad Warli work is sold. The scope is definitely much more today if one has the talent and can innovate.

CONCLUSION

The Warli art is very famous in India and all over the world. For the design purpose it use very largely. India is marked by its rich traditional heritage of Folk Arts and Culture. Folk paintings give aesthetical feelings and remind us about the native life through their colourful line drawings. Further commercialization of these tribal paintings creates a new source of non-agricultural income as these have achieved eminence in the national and international art market. Due to the growing demands of the crafts internationally, different organizations encourage the artists to produce their traditional paintings on handmade paper for commercial sale. Office of Development Commissioner Handicrafts, Ministry of Textile. Government of India and other agencies are also working and supporting the genuine craft artists directly by arranging various exhibitions, skill oriented trainings, organizing and inviting artists to market events and providing incentives and awards to artists for their work.

APPENDIX

Following are some of the examples of Warli painting

1. A Warli painting by Jivya soma mashe, thane district
2. Warli Handicraft Product
3. Warli painting on textile industry

REFERENCES

8. http://warli-painting-history.blogspot.in/