

## Promotion of Ceramic Product to Make in India

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### ABSTRACT

*India has a long history of crafts and customs, as well as a rich heritage, legacy, and cultural heritage. Many crafts were progressively slipping into history as a result of industrialization and modernity, but the love of craft, design, and heritage aided in the resurrection of the Indian Craft Industry. The ceramic goods of 'Khurja' in Uttar Pradesh's Bulandshahr district are well-known around the world, with certain items being turned into designer pieces of gorgeous art vases or sculptures and others being turned into various forms of functional dinnerware. Pottery making is a unique art. It's also used for flower pots, water and grain storage jars, rice spirits cooking tools, tableware, stoneware pitchers, stoneware cups, bowls, plates, and mugs, among other things. The product's sales are increasing in both international and domestic markets. Lifestyle changes and alternative replacement items are affecting this business. Ceramics of various types have also been produced. However, since the global economy's rate of growth has slowed and structural imbalances have grown more severe, this research investigates the examination of trends in the Doab region's folk handicraft, with a focus on 'Khurja.' The aim is to ascertain existence. Making and using pottery is an art form. Analyze current market trends critically. The research paper focuses on different elements of the ceramics industries, including their origins, research, technology, and history, as well as their upgradation and promotion, with a specific focus on India.*

**Keywords** - Pottery, Ceramic, Indian Ceramic Industry, Khurja.

### I INTRODUCTION

Pottery gets its name from the French word "poeteric" or the Latin word "potium." A drinking vessel is its literary importance. Its a comical art of making of making work of art from clay.

Pottery is one of the ancient arts of humankind and according to Perani and Smith, previous to the 20th century, Africans of South Sahara had no knowing of potter's wheel and, So Pottery was made by hand.

It have been an essential part of the human life since the start-up of human memorials. India is known for its religion and philosophy more than its craft to other countries on the trade route. Its delicate beauty and aesthetical characteristics have made pottery a modern form of Indian decoration and utility, not just history. Like all art and all other handicrafts, the tradition of making pottery in India is very old. The roots of pottery can also be marked back to the Indus Valley civilization, the Mughal and Vedic periods. Pottery is very famous in most Asian countries and is slowly- slowly spreading all over the world. History says that India is the essential source for the art of pottery and far more responsible. It is believed that pottery remains from prehistoric sites in India date back to the Neolithic period (c.8000-2500BCE), but later with the help of better dating techniques it was discovered that pottery was manufactured in the Upper Paleolithic. It was also done in the middle age. There was a time when pottery was the

primary source of income for the Indian traditional merchant class, Therefore, the development of the pottery business in India is very evident.

Hand-made porcelain utensils like pots, bowls, utensils, were in abundance in various color and were also available in India. slowly pottery became a profession for the Indians because of its usefulness. The traditionally objects of the ceramic industry are crops made using topically available unprepared materials and using the traditionary techniques. This product is made of clay, and it is colored with red clay (Rato Mato). To make ceramics, manufacturers use cartwheels or individual keys (molds). Ceramics has long been regarded as one of India's most iconic arts. Until then, the technique of making pottery was limited to earthenware fired at low temperatures over open flames.

The 3D printing method is used to model ceramic items ahead of time, and then the design and molding process is done with precision 3D printing equipment. 3D printing technology is increasingly employed in the creation of ceramic items and contemporary ceramic works because it can precisely actualize creative-minded artists and designers.

The ceramics industry of today is proof of this. The government's support for company development and increasing use of technology has prepared the path for India's ceramic sector to grow.



## II STRENGTHS

The Indian ceramic sector enjoys a lot of goodwill across the world, which is one of its biggest assets.

The Industry is gaining power since the adoption of latest techniques and techniques in the development and production of Stocks, with the help of new technology, manufacture have get faster and easier.

Strength is abundant capability of a wide variety of goods used in the pottery.

**(a) Recycling** - Clay may be crushed and repurposed into a variety of valuable items, and garbage could be separated from landfills and utilized in the manufacturing process, lowering emissions and harmful waste. This garbage can also be redirected to avoid costly landfill fees.

Ceramic goods, such as floor and ceiling tiles, are common construction and pest control waste crops. By recycling or reusing this clay, a huge amount of garbage

is diverted from landfills, reducing demand for natural resources. Emissions from ceramics manufacture can occur because glazes and glazes contain harmful compounds; however they can be reduced by recycling or reusing clay products. When discarded ceramics can be turned into useful items like rock base, drainage materials, roads and walkways, or composite materials, it's a win-win situation. According to our convention theme, we have specified the faced commonly used in play, and they do not recycle after the performance they are disposed of, so we want to point out that we can recycle them and reuse the ceramic of drama mask.

Ceramics that have been used in the production and extermination industries will be collected and crushed. The degree of crushing will be determined by the final use as a product category, such as drainage material or driveway rock basis.

**(b) How is it made?**



One of the most attention- grabbing trends with regard to sustainability is the scarcity of single-use disposable products for example Dramatics masks.

Ceramics are unbeatable when it comes to durability and long-life in a sustainable product.

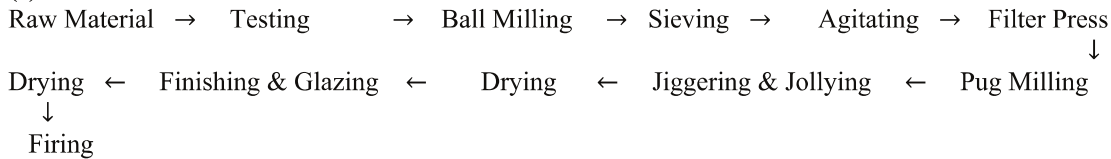
The construction and upkeep of an item determine its longevity. Ceramics for home objects are divided into three categories:

Earthenware: Most fragile, porous until glazed, and fired at low temperatures. Stoneware: Tough and waterproof, fired at 1200° C. Porcelain: Extremely tough and long-lasting, fired between 1200-1450° C.

As you can see, ceramics' stayability is affected by the materials used and the temperature at which they are fired.

Our products are authentically handcrafted at ceramic. Local artisans in India use a traditional method of handcrafting each piece.

#### (c) Process



#### (d) Technology

Technology plays a very important role for the development of an industry, market, cluster, and nation. A nation is considered strong with it is strong on the technology front, infrastructure, defense, education, communication, transport, maritime, medical and engineering etc. The manufacture of pottery using a wooden hand operated potter's wheel for general pottery that was sun dried and pit- fired using locally available firewood has seen several turning points in the development.

#### (e) Marketing Technique

- Face to face
- Showrooms
- wholesale Dealer Network throughout India
- Exhibitions
- Sales man
- Online

### III CONCLUSION

The study follows the development of the Indian pottery industry from Neolithic times to the present. The protocol goes into the technology utilized to create high-progressive pottery item as well as the general public's perception of them. The growth and development of ceramic technology is traced in the portion of the dissection.

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