

THE CREATIVE TRIBAL BHIL ART OF INDIA – NEED TO BE FOCUS

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ABSTRACT

The main objective of the study is to focus on oldest form of tribal art in India- Bhil Art. The article deals with the history of Bhil tribe, their distinctive style of painting, usage of raw materials, motifs and colours in their art. The study is based on secondary data collection. Data is collected from journals, books, websites, published thesis, etc. Through this study, an attempt is made to bring light on journey of an art form, that of traditional paintings of walls on the medium of paper. The study brings to the conclusion that the art and painting characteristics of Bhil Community are distinctive and this style of art should be promoted from the village walls to the art exhibits to clothing industry. It can be used as a source of inspiration combining with creative designs in fashion. It has been observed that there is a lot of potential to create employment and help Bhil tribal artist to sustain their art.

KEYWORDS: *Tribe, Art, Distinctive & Style*

Received: Feb 06, 2021; **Accepted:** Feb 26, 2021; **Published:** Mar 10, 2021; **PaperId.:** IJTFTJUN20214