

## TERRACOTTA HANDICRAFTS OF BANKURA DISTRICT OF WEST BENGAL, INDIA: ROLE OF HUMAN INFORMATION SOURCES

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### ABSTRACT:

Bankura area of West Bengal is very much rich in the terracotta handicrafts. It mainly includes clay folk figures now needs no introduction in the craft arena in India. The figures are of wild and simplicity in forms. The traditional is the unique feature of the terracotta crafts of the district as well as the state. In recent time the art is facing some problems. Some factors are responsible for these problems. The present study is an attempt to find out the factors which are responsible or not for the development of the terracotta handicrafts of Bankura district of West Bengal. The factors are financial assistance, Market/selling, Training, Raw material, Infrastructure, Information, Packaging & Transportation and Working Space. In the present study, some recommendations are given on the basis of findings.

**KEYWORDS:** Terracotta, Clay figures, Clay-based Handicrafts, Bankura, Panchmura, Sendra, Bibarda, Duishahar.

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