

Best Tourism Village: A Study on Pembarthi Village

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ABSTRACT

Pembarthi, a village with a population of 2000, is in a geographically strategic position in India. It is renowned for its intricate and exquisite brassware craftsmanship, which has been a traditional occupation for many villagers. Pembarthi's brassware, including idols, figurines, utensils, and decorative pieces, has earned acclaim both domestically and internationally. The village has a rich cultural heritage of crafting metal objects using traditional methods, and its artisans have passed down their skills through generations. Pembarthi has also been awarded the Geographical Indication (GI) tag for its metal craft. **Pembarthi** is a village in Jangaon district, Telangana, India. As per a recent report by MCRHRDI, population of Pembarthi is 4096 with 1065 households consisting of 2145 male and 2151 females, Pembarthi is famous for its **metal handicrafts and brass works**. Many of the villagers are skilled in sculpting statues and awards for presentations. Metal art profession, known locally as Vishwakarma employs around 600 workers in Pembarthi.

Keywords: MCRHRDI- Dr.Marri channa reddy Human Resource development institute of Telangana, Brassware,domestic and international, metal art, GI –Geographical Indication.

Introduction

The Ministry of Tourism of Telangana has selected Pembarthi and Chandlapur as the best tourism villages for 2023, declared by G. Kishan Reddy, the central tourism minister.

Pembarti, located at a distance of 60 Kilometers from Warangal, is famous for sheet metal art. Globally renowned for brassware, artifacts, metal tools and objects of daily use, statues, carvings and castings are extensively made in this village using copper alloys like brass and bronze.

Telangana has a history of outstanding workmanship of its Metal workers or “Vishwakarmas”, which can be traced back to the grandeur and glory of the Kakatiya Kingdom. Metal Craft attained the pinnacle of perfection in the high degree of skill displayed by the master craftsmen. The Vishwakarmas of Pembarthi were renowned for their rare skill, both in stone and metal sculpture and were patronized by the rulers for building temple,creating ‘Vigrahas’ – idols of the gods, ‘Vahanas’ – the chariots and other artistic accessories of temple sculpture.

The brilliance of their artistry is evident in the magnificent Vigrahas, which are an example of moulded crafts and ‘Keerthi Mukha’, ‘Prabha’ – Pinnacles, which adorn many famous temples of South India.

Brass work has become the occupation of many villagers and these wares are also exported to other countries. When iron use was not known copper and alloys were used for making metal tools and objects of daily use. The early social-historical skill later continuously created objects of art. Statues, carvings,

castings still continue to be made in attractive copper alloys like bronze and brass. The methods used are still ancient, traditional ones although the raw material today comes from modern mines and furnaces.

Objectives

- To know the history of Pembrothi Metal handicrafts.
- To know the raw materials and tools included in making .
- To know the process of making the crafts.
- To elaborate the initiatives taken by the village in terms of tourism
- To find out the near by attractions to attract tourists.
- To conclude the impact by following above activities.

Description

Pembrothi Metal Handicrafts

Metal craft is not only among the finest, but also one of Indian's most ancient crafts, dating back to more than 5,000 years. Metal and alloys like bronze & brass were used in ancient societies to make vessels for storage or for decoration, that cover a whole range of objects from the commonest utensils to the most intricately crafted masterpieces, coveted by connoisseurs of art all over the world. Pembrothi village in Andhra Pradesh has a history of outstanding workmanship of its Metal workers or "Vishwakarmas", which can be traced back to the grandeur and glory of the Kakatiya Kingdom. Metal Craft attained the pinnacle of perfection in the high degree of skill displayed by the master craftsmen. The Vishwakarmas of Pembrothi were renowned for their rare skill, both in stone and metal sculpture and were patronized by the rulers for building temple, creating 'Vigrahas' – idols of the gods, 'Vahanas' – the chariots and other artistic accessories of temple sculpture. The brilliance of their artistry is evident in the magnificent Vigrahas which are example of moulded crafts and 'Keerthi Mukha', 'Prabha' – Pinnacles, which adorn many famous temple of South India. The grandeur of Kakatiya period gradually gave way to the Nizam supremacy, ushering a change in the artware of Pembrothi. The Vishwakarmas in the Nizam period designed and crafted articles of domestic decoration and home use like Paandans, Nagardans, Ittar pots, Shangardans, custom made in Silver & Gold. During this magnificent period the number of artisans families at Pembrothi is said to have gone up to more than 600. Craftsmen and artisans were renowned and recognized for their talented workmanship in Metal craft. The skill survived the ups and downs of the political and natural set backs and the post independence era witnessed resurgence of the art, which had oriented itself to meet the changed demand pattern that emphasized on the utilitarian rather than the exotic.

Tools and Raw Materials

Tools and raw materials used for sheet embossing are:

- Metal Sheet: It is used to emboss design on it.
- Lac (lucca): It is used to spread on the wooden plank to hold the metal sheet.
- Chisel: It is used to carve to design on the metal sheet.
- Gas Torch Burner: It is used to melt the lac and join the metal pieces.
- Acid and Tamarind: It is used to wash the product.
- File and Buffer: It is used to smoothen the edges and give shine to the product.

Making Process

This craft is practiced in Nalgonda district and the craftsmen follow the method of embossing on brass and copper sheets. In this technique, a brass or copper sheet is cut into the required size and shape and fixed on a wooden table with four sides of the sheet covered with lac (luccha). Lac effectively fixes the sheet on wooden plank or table.

Design is drawn on a paper sheet and the sheet is pasted on the brass sheet. The designs are carved on the sheets using fine instruments (chisel). After the basic carving, the paper sheet is removed. Later, the lac is heated and the carved brass sheet is removed from the wooden plank. Further fine carvings are done by hammering the sheet with different shapes and sizes of chisels. The sheet is then cleaned with ash powder and the depth of the embossing is done. Parts of the product are designed and embossed separately and later welded together using gas torch burner. The embossed sheet is then washed with acid and brushed with tamarind water giving the article shine. After washing it is filed to smoothen the edges and buffed to give shine and luster to the surface.

Products

In ancient times sheet embossing was done for king's chariots, temple doors etc. made up of gold or silver. Due to the passage of time, craftsmen started using brass and copper sheets for sheet embossing. The craft is not practiced by many in the current times. The products made are Brass round wall decorative plate, nameplates etc. Trophies, statues of gods, puja utensils or human personalities are also made on demand.

INITIATIVES/EVENTS/ACTIVITIES

- Geographical Indication (GI) Tag: Pambarthi's brassware craftsmanship received the GI tag from the Government of India in 2010, ensuring the protection and promotion of this cultural resource.
- Best tourism village: Pambarthi, the enchanting realm of metal crafts, has been recognized appeal of their craftsmanship.as the Best Tourism Village 2023 in Silver Category.
- Environmental Conservation: The village has its own nursery, developed under the Haritha Haram Scheme, with extensive plantation activities aimed at preserving the environment and conserving biodiversity.
- Ban on Single-Use Plastic: Pambarthi has implemented a ban on single-use plastic to protect the environment, species, and water resources.
- Solar Lights: Solar lights have been installed in place of conventional LED lights to mitigate environmental damage.
- Infrastructure Development: The village has invested in tourism infrastructure, including accommodation and visitor amenities, to promote tourism and economic sustainability.
- Skill Upgradation: Artisans receive training and skill upgradation to enhance the quality and appeal of their craftsmanship.
- The forging of the craft employs the age-old traditions handed over delicately from one generation to another depicting the illusive artistry of Kakatiyas.
- The joint effort of Telangana State Tourism and the local community generated opportunities and livelihood for the artisans community.
- Pambarthi revolves around preserving its cultural heritage and promoting tourism based on its renowned brassware craftsmanship.

NEARBY ATTRACTIONS

- Jain Temple
- Trikuta Temple
- Palakurthy Temple
- Reddy Gudi Temple
- Angadi Veerannagudi
- Venkateshwara Swamy Temple
- Fort of SurvaypapaRaydu
- Fort and Gadis
- Zaffergadh Fort

IMPACTS

- **Economic Growth:** Pambarthi's metal craft industry and tourism generate income and employment, benefiting the local community and contributing to economic development.
- **Cultural Preservation:** The GI tag and continued craftsmanship pass-down protect and promote the village's cultural heritage.
- **Environmental Conservation:** Initiatives such as banning single-use plastic and planting trees contribute to environmental preservation.
- **Social Inclusion:** The village ensures that tourism benefits are distributed equitably among all sections of society, promoting social inclusion and equality.
- **Women Empowerment:** Women in the village are encouraged to participate in tourism-related activities and entrepreneurship, fostering gender balance.

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