



Nirmal Toys

Design Research Seminar Report

Guide

Prof. Ravi Poovaiah

by:

Ashoka Chary Maharaj

Visual Communication

126250008

Industrial Design Center

IIT Bombay

Nirmal Toys

Design Research Seminar Report

Guide

Prof. Ravi Poovaiah

by:

Ashoka Chary Maharaj

Visual Communication

126250008

Industrial Design Center

IIT Bombay

Acknowledgement

I would sincerely like to thank my guide Prof. Ravi Poovaiah for his immense guidance and support and also I would like to thank the people at Nirmal town for their valuable suggestions, cooperation during the project.

Declaration

I declare that this document has been written by me in my own words and if some third party's ideas or words have been included, I have referenced the original source.

I solemnly declare that I am completely responsible for the content of this report and that I have not plagiarized.



Ashoka Chary Maharaj

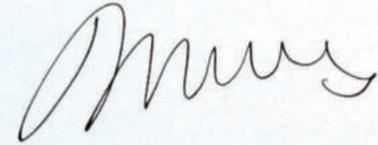
Roll No: 126250008

Approval Sheet

This Visual Communication Project entitled "Nirmal Toys" by Ashoka Chary Maharaj Roll No,126250008 is approved for partial fulfilment of the requirement for M.Des Degree in Visual Communication.

Guide:

Prof. Ravi Poovaiah





Objective

This project is about Nirmal Toys in Nirmal city, Telangana.

In this project I made an attempt to explore various aspects related to the Nirmal Toys such as how they make, what they make, where they make, what are their tools and working conditions and the craftsmen.



Introduction

India has a great tradition of making toys with wood. And this toy making is a skillful craft. Especially for the children, these toys help a lot to children with playing different play objects and they completely live in a different world with different traditional toys. Toys are used as decorative elements in Indian houses. Most of the houses will have the showcase with various toys in Andhra Pradesh.

In Andhra Pradesh apart from Nirmal there are other places also do these toys such as Etikoppaka and Kondapally. I went to know the toy making in Nirmal, which are traditional wooden toys and beautifully carved by craftsmen.

During this project I have learned how the craftsmen make the toys from wood to final shape.

Nirmal City and Toys

Nirmal called as the land of toys, this little town on Nirmal is located at hills and forests of Adilabad district in the state of Telangana. This little town is known as a leading place for handicrafts in India map. Nirmal is the land of crafts and craftsmanship. Specialty of this craftsmanship is the utilization of simple articles, which are available locally in abundance.

Simple materials are transformed into exquisite crafts and articles of utility. This art form which originated in 14th Century under royal patronage of then ruling nobility Nirmal craftsmen have expertise in wooden engravings. And the uniqueness of Nirmal crafts is that local available materials are used, the basic material used is wood whether it is furniture, toys, plaques, bangles, jewellery boxes.

They use Indigenous mineral and vegetable dyes to coloring their products. These Nir-

mal toys craft first started it was limited in its range. The very first articles were based on figures and episodes from mythology and were purely art objects. But the dawn of 17th century saw a new horizon of this art form. The local talent was exploited and articles of utility and decoration started to be manufactured.

History says that the Nizams of Hyderabad were very much inclined by the Nirmal craftsmanship. Once during his visit to Nirmal, Nizam was given a tremendous grand welcome, all the craftsmen indulged themselves in decorating the venue which included an intricately designed banana bud whose petals were colored gold. This embellishment was suspended above the Nizam's seat, which unfurled and showering cascade of golden colored petals on the Nizam.

Keeping pace with the fast changing trends, Nirmal craftman have developed styles to

suite the modern taste without moving away from tradition and intricacy of the art. All these items are contemporary in design.



Nirmal Toys & Arts Industrial Co-operative Society Ltd,

The Making Process

The Nirmal Toys are made up of locally available “Ponki Chekka” which is very light and flexible and can be cut into desired shape and size depending upon the toy to be made. Then various parts of toy are glued together by specially prepared glue and coated with “chintalappam”, which is prepared from sawdust and boiled tamarind seeds and coated with white clay, which smoothens any ridges and depressions if any in the toys. The toys are then dried and finally coloured with brilliant colors. Mostly indigenously prepared hues are used for coloring the toys. Very rare and occasional use of synthetic colors is done

The making of the wall plaques or the artifacts slightly varies from that of making toys. The wood, which is being used here, is teak, which is well finished on lathe before painting the predefined design. Then the plaque is sprayed with Duco paint in the desired background colors, the artist then paints the already determined design. The quality of paintings is very high with intricate designs.

Selection of Wood, Cutting and Carving



Ponki Chekka wood pieces



Cutting the wood in various shapes



Making skeleton parts



Fixing the skeleton parts



Craftsman at work

Preparing Chinta lappam



Wood dust



Tamarind Seed Pulp



Dry Tamarind Seed Pulp with water



Making Chinta Lappam

Finishing



Adding chinta lappam to the skeleton



Smoothing



Rubbing with sandpaper



Shaping



Finishing the toy



Painting and Coating



Coloring



Coloring



Coating the toy



Coated toy

The Craftsman



B. Narsingam



B. Naresh



R. Narsingrao



K. Lakshminarayana



K. Purushotham



R. Srinivas

All these craftsmen are working in Nirmal Toys & Arts Industrial Co-operative Society Ltd, Nirmal, Adilabad District, Telangana.

Tools



Saw and carving tools



Iron files and saw



Bharsha (wood scalping)



Sand paper



Shaping tool



Products





Nirmal Society

The 'Nirmal Industry' has been growing ever since its inception in 1951 at Hyderabad, which developed Nirmal paintings, and handicrafts command the international market.

Nirmal Toys Industrial Cooperative Society is situated on National Highway # 7, which was established in 1955 housing 60 artisans is the main toy making unit while the Hyderabad branch manufactures furniture and miniature paintings.

Contact and Address

Nirmal Toys & Arts Industrial Co-operative Society Ltd, Nirmal, Adilabad District, Telangana.

Nirmal branch manufactures furniture and miniature paintings, Hyderabad, Telangana.

References

<http://www.lepakshihandicrafts.gov.in>

<http://www.nirmalcity.com>