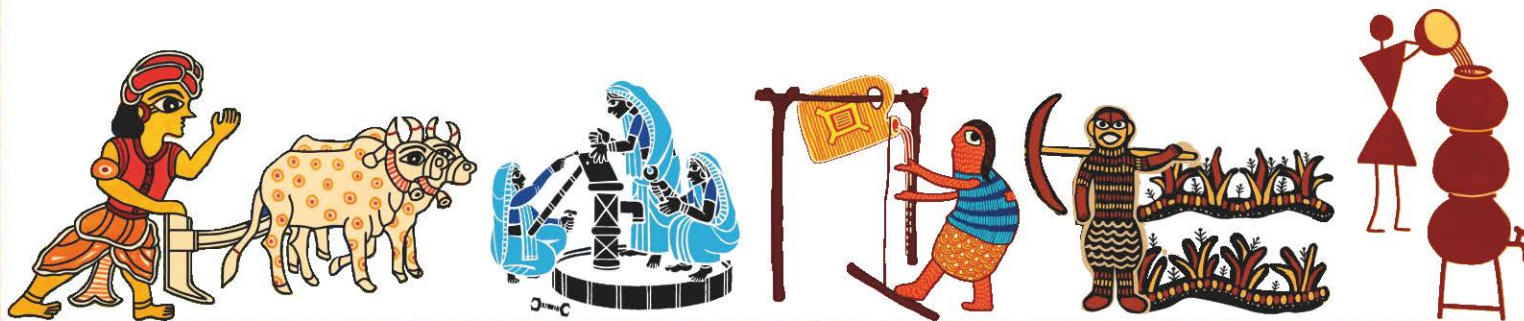


# THINK BLUE

The World of Water through Traditional Art

Calendar 2023





Painted by Pavel Paul

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Disclaimer: The information used in the calendar is an artistic representation of our work with water models. For a better understanding or to join our water initiatives, please contact WHH India. (c)2022 Welthungerhilfe. All rights reserved.





Welcome to a panorama of innovations in water conservation, where we take you through a unique experience using traditional Indian art forms from various parts of India, with some dating back to the Mesolithic period.

Water is life and access to it is fundamental to health, dignity and livelihoods. In short, the very existence of humankind. However, billions of people are still living without access to safe water. Over several decades, Welthungerhilfe along with its civil society partners has stood firm in its commitment to SDG 6 - provide access to safe water, sanitation and hygiene to our communities by successfully demonstrating models of water conservation and safe drinking practices. From the arid regions of Bundelkhand to flood prone Bihar, the twelve water models presented in this calendar ensure a safer management of the 'Blue Gold' for millions throughout India.

We welcome you to this visual treat where water conservation is depicted through beautiful traditional paintings.

### Our Partners on Water Initiatives







# January 2023

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1 January | New Year Celebration

26 January | Republic Day

## Tippy Tap in *Gond Art*

'Tippy Tap' is a low-cost handwashing station made with locally available material like plastic containers and wooden sticks and is especially useful in water scarce areas. WHH has widely demonstrated this model in Madhya Pradesh and other states.

The model is painted in Gond art, a form that originated in the Mesolithic period and is still practiced by the Gond tribal community of central India. The word 'Gond' is derived from the Dravidian expression 'Kond', meaning 'green mountain'.









# February 2023

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18 February | Maha Shivratri

## Ahar Payne in *Madhubani Style*

Ahar Payne is a traditional floodwater harvesting system indigenous to Southern Bihar, where WHH has been working with local CSOs to revive this system. The floodwater enters from broader diversion channels called 'Pynes' and gathers in 'Ahars' - a large pond. The collected water is used for irrigation and released through check dams when overflowing.

This model is given in the form of Madhubani painting originating from the ancient city of Mithila, today's Bihar and Nepal. Some of the favoured subjects of this form are fish, ploughing scenes, trees and animals.







# March 2023

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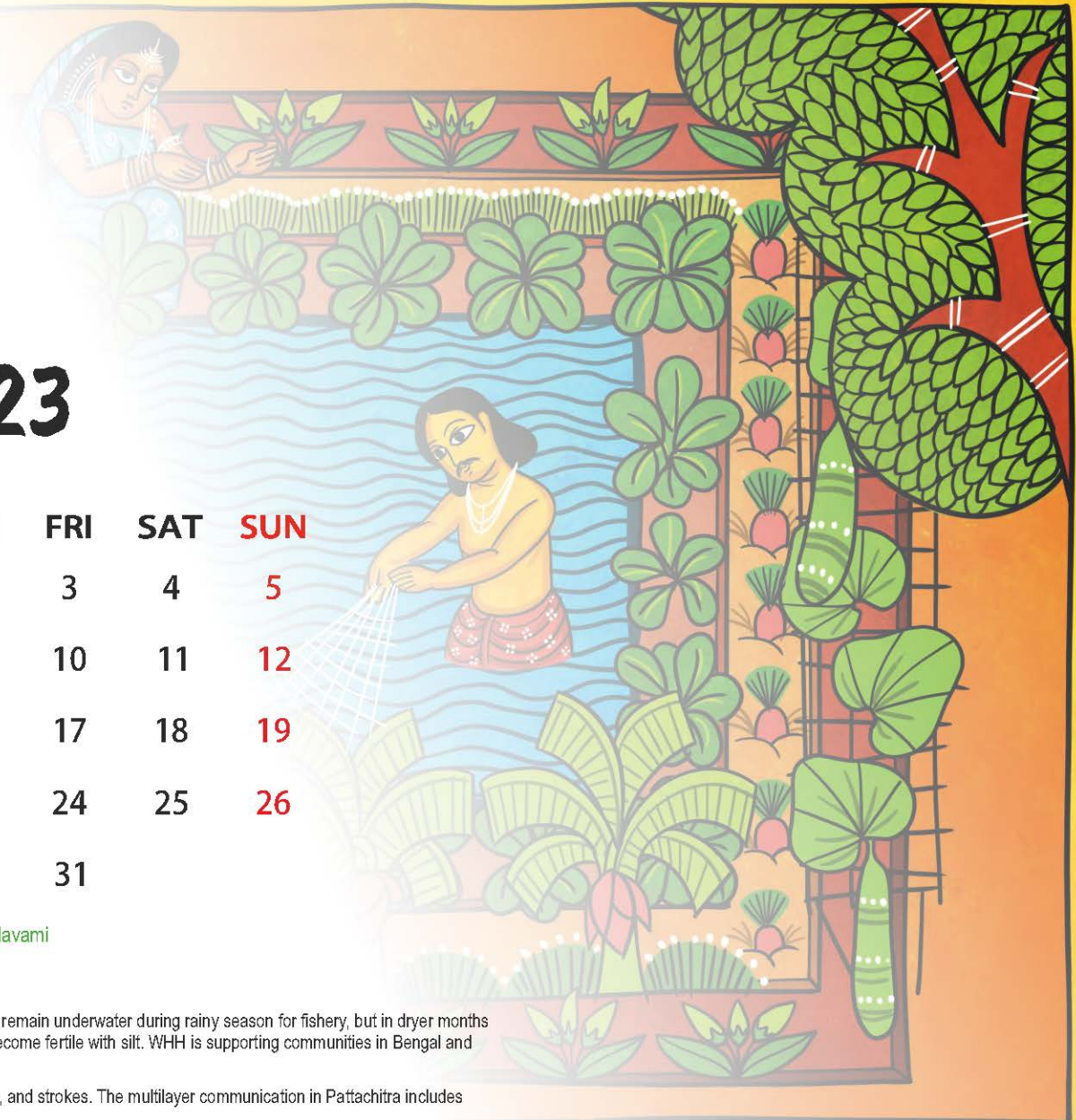
08 March | Holi

30 March | Ram Navami

## Step Pond in *Bengal Pattachitra Form*

Step ponds have three to four broad steps. The steps remain underwater during rainy season for fishery, but in dryer months the steps are used for seasonal vegetables as they become fertile with silt. WHH is supporting communities in Bengal and Jharkhand to construct such ponds.

Pattachitra art form is known for its bold colours, lines, and strokes. The multilayer communication in Pattachitra includes strong visual messages communicating social issues.









# April 2023

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04 April | Mahavir Jayanti

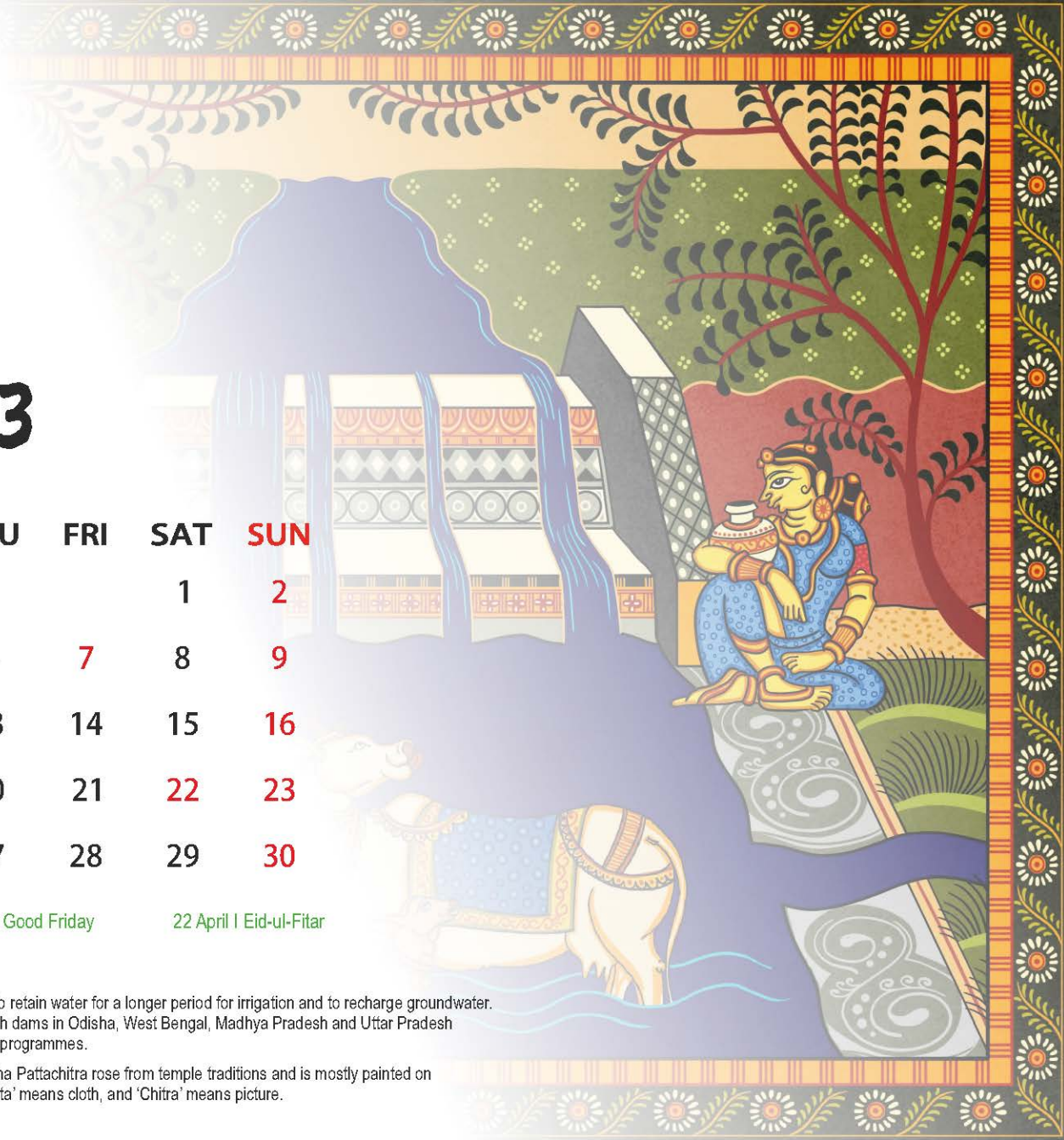
07 April | Good Friday

22 April | Eid-ul-Fitar

## Check Dams in *Odisha Pattachitra Art*

Check dams are constructed on a flowing stream to retain water for a longer period for irrigation and to recharge groundwater. WHH's partners are constructing and repairing such dams in Odisha, West Bengal, Madhya Pradesh and Uttar Pradesh through large scale convergence with government programmes.

Depicted in traditional icon painting style, the Odisha Pattachitra rose from temple traditions and is mostly painted on cloth. Broken down into its two parts, the word 'Patta' means cloth, and 'Chitra' means picture.









# May 2023

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05 May | Budha Purnima

## Jal Sahelis in *Sanjhi Painting*

Jal Sahelis are none other than the spirited Bundelkhandi women water warriors who work on water conservation efforts like repairing hand pumps, reviving Chandela and Bundela tanks and rivers in extremely drought-hit terrains of Uttar Pradesh and Madhya Pradesh.

The Jal Sahelis are stencilled in Sanjhi painting, a form which originated from Mathura (Uttar Pradesh) and is one of the finest arts of spiritual expression which grew in the 16th and 17th centuries.









# June 2023

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29 June | Eid-ul-Zuha

## Chandela Tank in *Mandana Style*

Chandela tanks were constructed about 500 years ago for rainwater harvesting during the Chandela dynasty. WHH and partners are reviving these traditional tanks to rejuvenate water sources downstream for villagers, cattle and crops in Madhya Pradesh.

As one of the oldest forms of tribal art, in Madhya Pradesh, Mandana is a decorative form of painting created on walls and floors of houses.









# July 2023

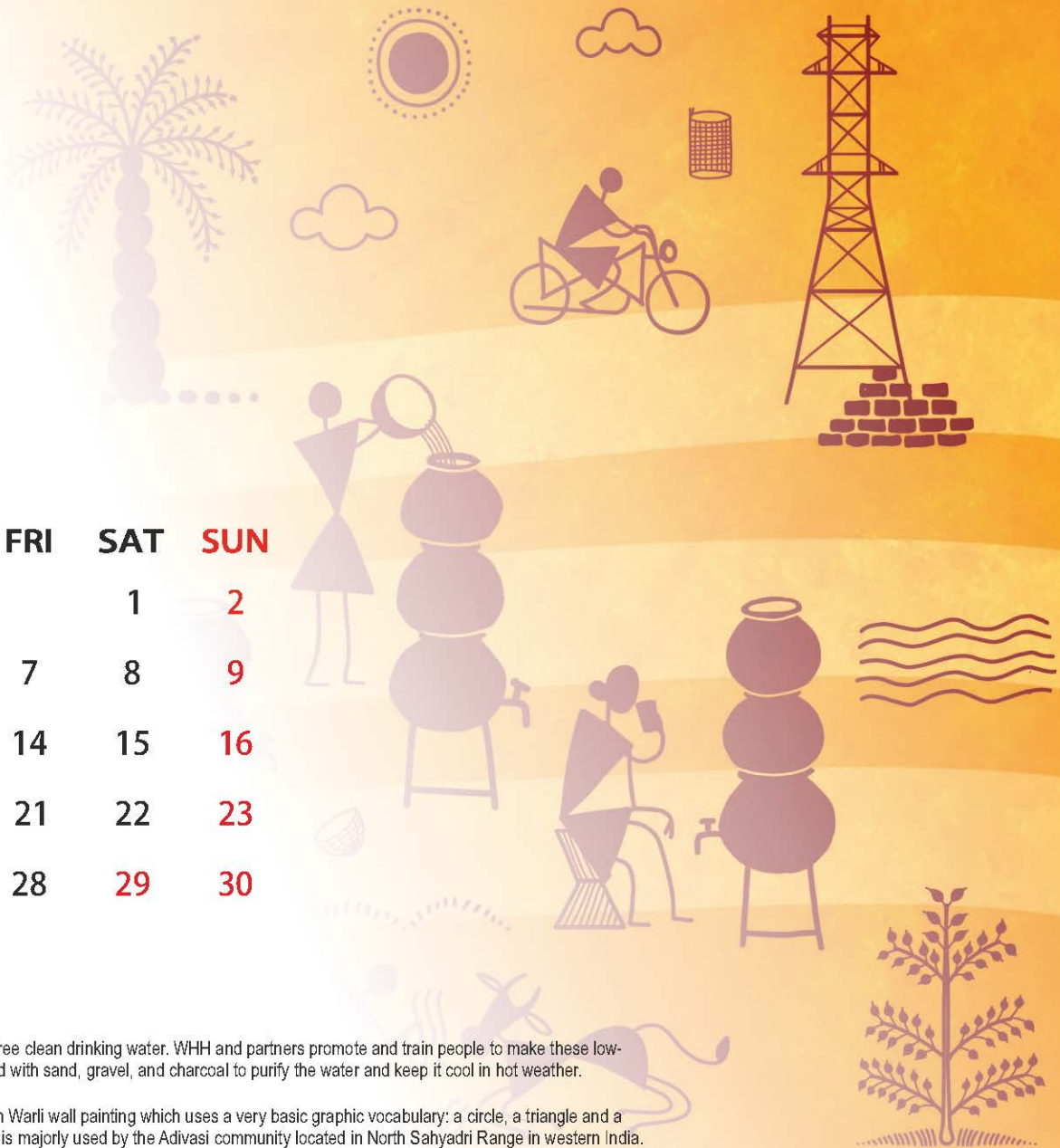
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29 July | Muharram

## Matka Filter in *Warli Painting*

Matka or earthen filters are an indigenous solution for iron-free clean drinking water. WHH and partners promote and train people to make these low-cost, locally sourced water filters by stacking three pots filled with sand, gravel, and charcoal to purify the water and keep it cool in hot weather.

The depiction of the people and objects is portrayed through Warli wall painting which uses a very basic graphic vocabulary: a circle, a triangle and a square. Traced to as early as the 10th century AD, the form is majorly used by the Adivasi community located in North Sahyadri Range in western India.









# August 2023

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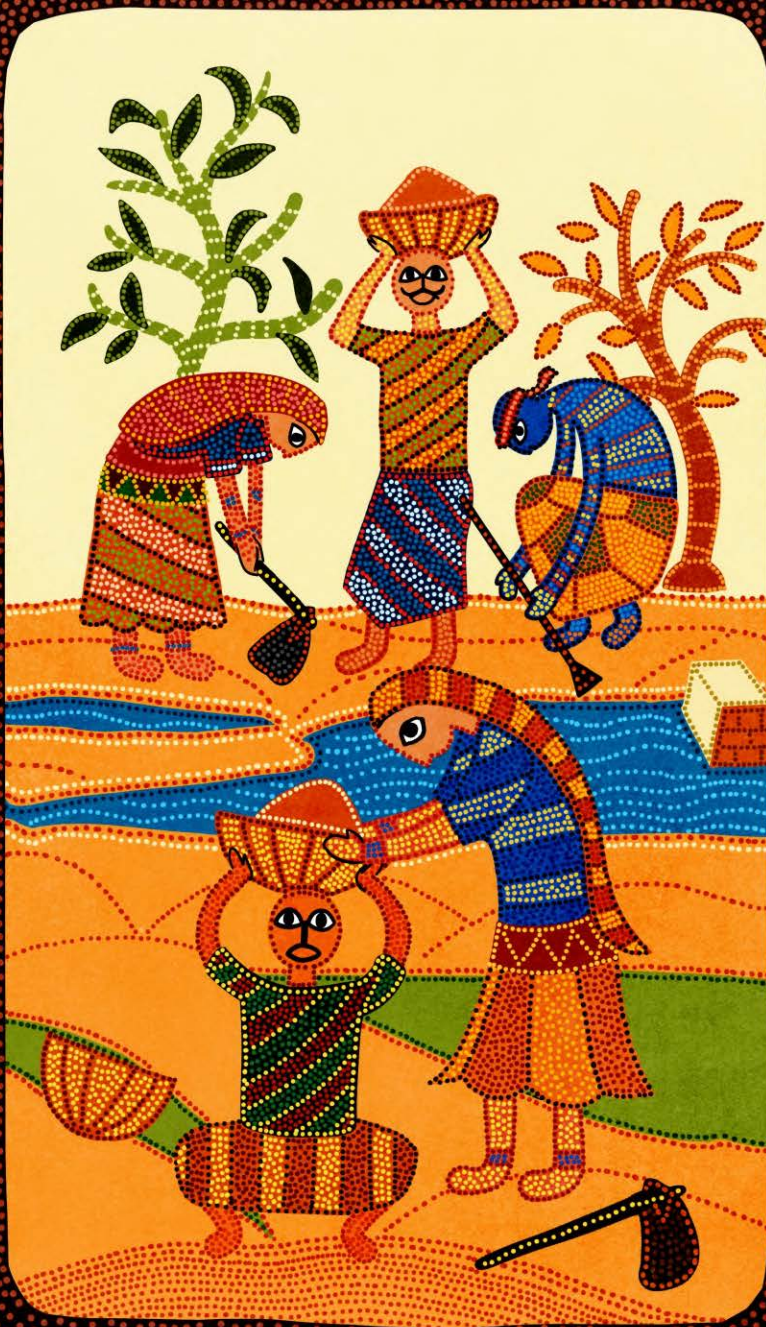
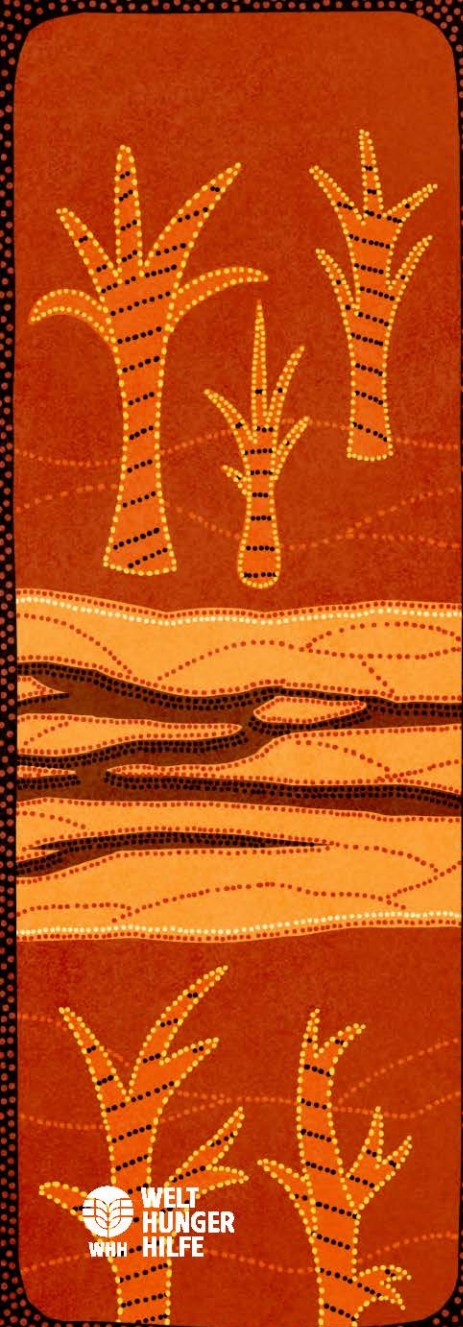
15 August | Independence Day

## Solar Disinfection in *Godhana Form*

A WHO-approved technique where glass bottles filled with water are placed under intense sunrays killing bacteria and viruses. A low-cost device called WADI (water disinfection device) kept with the bottles, works as a thermometer that measures the intensity of the UV rays and displays a smiley face when the water becomes drinkable. WHH and partners have demonstrated and disseminated this technology through many households in Bihar and Uttar Pradesh.

The Solar Disinfection model is demonstrated through Godhana painting art form- in English 'Tattoo' art- culturally practiced by tribal women in Bihar. Over the years, this art has shifted from body to paper, cloth and canvas.







# September 2023

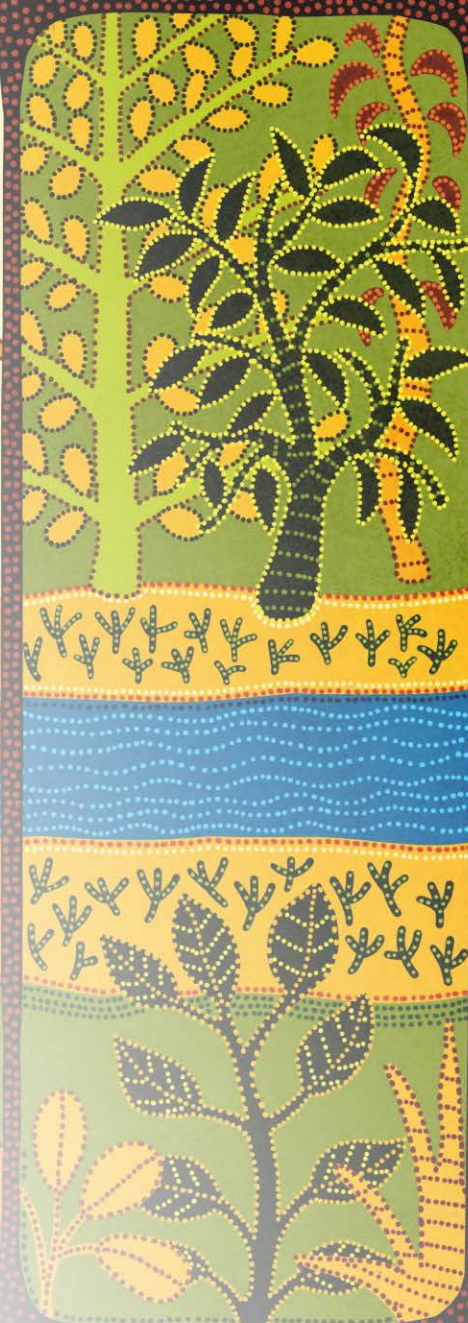
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07 September | Janmashtami

## River Revival in *Bhil Painting*

With widespread deforestation and weather changes, rivers started drying up in many parts of Rajasthan. WHH and partners support rural communities to rejuvenate the rivers by de-silting, plantation and other soil erosion control measures.

Curated by one of the oldest tribes of India, Bhil painting from Rajasthan usually consists of large, everyday characters filled in with earthy, yet bright colours, and then covered with an overlay of uniform dots in several patterns and colours that stand out strikingly against the background.









# October 2023

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02 October | Gandhi Jayanti

24 October | Dussehra

## Staggered Trench in *Soara Painting*

Staggered trenches are short length trenches in a row along the contour dug in such a way that the flow of water on an undulated terrain slows down, collects in the trenches and is used to recharge groundwater. WHH promotes this in dry parts of eastern and central India.

Trenches painted in Soara style, the simple yet vivid depiction of the art form speaks the primeval yet universal language of the connection between humans and nature. It is practiced by the Soara tribe of Odisha, known as one of the world's most ancient tribes.









# November 2023

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12-13 November | Diwali

27 November | Guru Nanak's Birthday

## Farm Pond in *Sohrai Art*

In Jharkhand and other states, WHH and partners have constructed and restored numerous farm ponds to store surface runoff water. This is helpful for critical irrigation for the crops and rearing fish to improve diet and income.

The farm pond is depicted in Sohrai art, deriving its roots from Jharkhand and being one of the oldest art forms of wall painting present since 10,000-4,000 BC. The tribal women decorate their mud houses using brushes or broken combs to bring alive elements of nature in earthy colours.







# December 2023

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25 December | Christmas Day

## Ridge and Furrow Model in *Kantha Stitch Art*

Alternate ridges and furrows are formed in a waterlogged field. Ridges above the water are used to grow vegetables and creepers and fish are reared in the furrows. WHH is supporting this land shaping initiative in the Sundarbans area of West Bengal.

The model is illustrated in Kantha stitch art, originating from a tradition of stitching patchwork cloth from rags which evolved from the thrift of rural women in the Bengal region of the subcontinent. The origins of this art form can be traced back to the pre-Vedic age (prior to 1500 BCE).





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