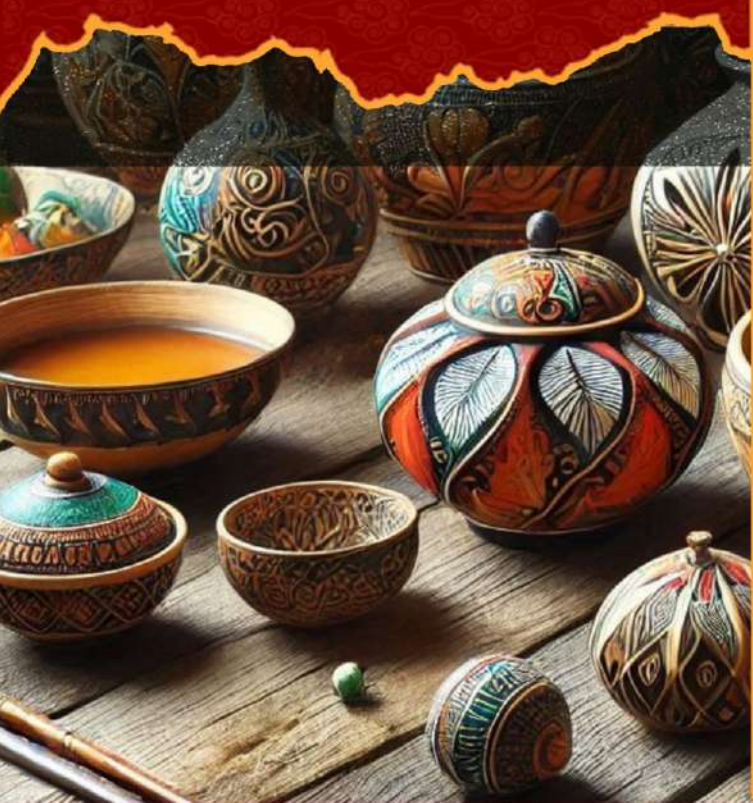


## ABOUT THE COLLEGE

BBK DAV College for Women stands tall as a provider of quality higher education on the national horizon. Founded in 1967, under the aegis of DAV College Managing Committee, New Delhi, with the avowed aim of spreading the benefits of education to women, this multi-faculty institution aims to balance professional & vocational education with the more conventional courses. Having been accredited with 'A' Grade by NAAC, acclaimed as 'STAR College' by Dept. of Biotechnology, Govt. of India, and College with 'Potential for Excellence' by UGC, the college offers an ideal blend of tradition and modernity, sciences and social concerns as well as moral values and entrepreneurial acumen.



### CHIEF PATRON

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*Padma Shree Awardee*

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DAV College Managing Committee, New Delhi

**PATRON**

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Director, Higher Education,

DAV College Managing Committee, New Delhi

**SEMINAR DIRECTOR**

**Dr. Pushpinder Walia**

Principal, BBK DAV College For Women, Amritsar.

**KEYNOTE SPEAKER**

**Dr. Him Chatterjee**

Professor and Chairperson of Dept. of Visual Arts,  
H.P. University, Shimla

**EMINENT RESOURCE PERSONS**

**Professor Fayaz Ahmad Nika**

Chairperson DIC- Design Innovation Cell,  
Professor and Dean of Management Studies,  
Central University of Kashmir

**Dr. Anu H. Gupta**

Assistant Professor and Chairperson,  
University Institute of Fashion Technology & Vocational Development,  
Panjab University, Chandigarh

**Ms. Paramjit Kaur Kapoor**

Empanelled Designer, Ministry of Textiles (Govt. of India)

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**Ms. Shaifali Johar**

Associate Professor in Fine Arts

**Dr. Aditi Jain**

Associate Professor in Fine Arts

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Dr. Beenu Kapoor Mr. Kanwarpal Singh

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**BBK DAV**

COLLEGE FOR WOMEN, AMRITSAR

RE-ACCREDITED WITH 'A' GRADE BY NAAC, BANGALORE

Phone : 0183-2221757, 5095263 Fax - 0183-2229937

Email - bbkdavcw@gmail.com Website : www.bbkdav.org

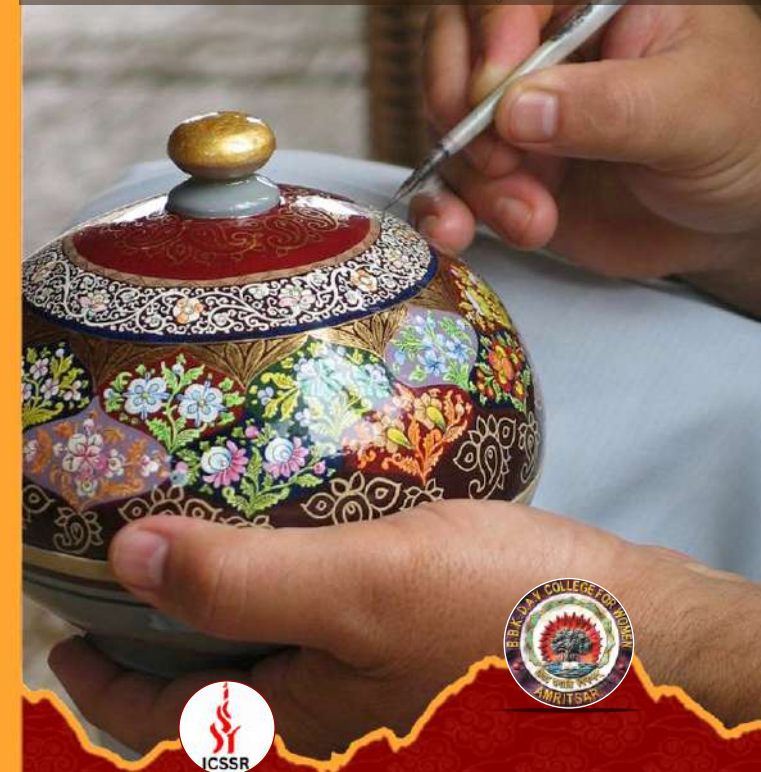
'COLLEGE WITH POTENTIAL FOR EXCELLENCE'

Status conferred by University Grants Commission, New Delhi.

'STAR COLLEGE'

Status conferred by Dept. of Biotechnology, Govt. of India

**BBK DAV**  
COLLEGE FOR WOMEN, AMRITSAR



**National Seminar**  
on

**Contemporary Practices in Traditional  
Art & Craft of North-Western India**

21st & 22nd February, 2025

Sponsored by ICSSR North-Western  
Regional Centre, Panjab University, Chandigarh

## ABOUT THE SEMINAR

The artistic heritage of North-Western India reflects centuries of cultural richness and craftsmanship. Encompassing Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, and Leh & Ladakh, the region is home to diverse traditional art forms such as *Pahari* miniature paintings, *Phulkari* embroidery, Kashmiri *Papier-mâché*, and Tibetan metalwork. However, modernization and evolving aesthetics are transforming these crafts, posing both challenges and opportunities for the artisans.

This seminar explores the historical roots, traditional techniques, and contemporary adaptations of these diverse art forms, while addressing their cultural relevance. Discussions will focus on the reshaping of practices by contemporary artists and craftsmen, the response of the markets to the fusion of tradition and modernity, as well as the influence of sustainability and technology on the future of these crafts.

By bringing together artists, scholars, industry experts, and policymakers, the seminar aims to bridge the gap between tradition and innovation, ensuring the artistic, rich legacy of North-Western India. Through insightful discussions, the seminar seeks to create a foundation for research, support, and development of these crafts in the contemporary context.

More than an academic exploration, this seminar is a call for action. It urges the stakeholders to rethink about the preservation of traditional skills while retaining their relevance for modern audiences. By fostering appreciation, innovation, and sustainability, the goal of the seminar is to contribute to the enduring legacy of North-Western India's artistic traditions, ensuring that they remain a vital part of our cultural identity for generations to come.

### Paper Submission

The research paper should be of 2500 to 3000 words including tables, figures etc. Abstracts & papers may be sent in English, Hindi or Punjabi.

**Last Date for Paper Submission: 18-02-2025**

### Mode of Payment

Fee through RTGS / NEFT may be paid in the following account:

Beneficiary : Principal, BBK DAV College for Women, Amritsar  
Name of Bank: Punjab National Bank  
Branch Detail: BBK DAV College Campus, Amritsar  
Account No. : 1358102100000454  
IFSC Code : PUNB0135810



Link for Registration-

<https://forms.gle/KaUzyfzEatADQwDKA>



### Registration Fees:

Delegates - Rs.1100/-

Research Scholars/Students - Rs.900/-

The seminar shall address (but by no means limit itself to) the following sub-themes:

- Historical Evolution and Cultural Significance of Art & Craft of North Western India
- Textile Art & Craft of Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir, Leh & Ladakh
- Miniature Painting: Techniques, Themes & Contemporary Practices in Miniature Painting especially *Pahari* Paintings
- Modern Adaptation of Traditional Art & Craft
- Challenges & Opportunities for Artisans in the Modern Market
- Role of Govt./ Private Galleries & Museums in Preserving Art & Craft Forms
- Digital Media vis-a-vis Art & Craft Sector
- Strategies for Preservation, Promotion & Development of Traditional Art & Craft of North Western India