The broom as an art form

Brooms made by Kanta and her SHG members and bright a "flower pot" and an artistically crafted broom. (LT photo)

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It is impossible to start the article with a sentence like "When you think of broom, you simply don't think of broom." But there are some who think of broom as an art form, and if they just think about broom, they even create works of art out of them.

If you are finding this hard to believe, meet Kanta Kala, from Mandla district, MP, who is displaying her artistic brooms, one of which won her a medal in the Hindi mela in Bhopal recently.

Kanta's brooms are every bit as useful as brooms, but at the same time, they are also works of art, thanks to the idea of making artistic brooms, as Kanta, a village women from India's Chhattisgarh, has done.

"Baking brooms was one of the traditional occupations of our caste, but we have never been able to make something out of it," says Kanta. The village women were encouraged by Kanta's motivational words to start making brooms again, and even helped them market the same. They also suggested that the group join the city Pulse with the idea of making artistic brooms, as so many brooms and decorative pieces.

"The name of the same, and the members of the self-help group Mahakalpithi, were shortlisted for the title with a group that made brooms and other such products, there was a stable market for them, the local market," says the woman.

According to Kanta, while the demand for the artistic brooms has increased, the demand for other products has also increased, but the demand for the ordinary brooms has decreased, which is why they decided to make something out of the ordinary brooms.

Kanta's group has now branched out into artistic brooms, which are now being sold in the market, and the ordinary brooms are being sold at a discount.

The work of making artistic brooms is carried out only during lesser time or when there are orders. "When we know that the week's quota of ordinary brooms is ready, we women sit down to create some good designs for brooms," says Kanta. "It is also a lot easier to sell them, because the date, like this, the broom was made and we can even make the broom pattern to suit the customer's needs."

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It is a very simple thing to make, and it is a very simple thing to make, but with their instinctual design and flower-like appearance, they simply do not have to be lost to the market.

There are a reminder of the fact that art, like music, can exist anywhere.