



SOCIO-ECONOMIC STATUS OF PICHWAI ARTISTS WORKING IN UDAIPUR AND NATHDWARA

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ABSTRACT:

India is widely recognized for its rich cultural heritage, reflected through its diverse traditional arts and crafts. Among these, Pichwai painting stands out for its intricate motifs, vibrant colors, and deep-rooted devotional significance associated with the Pushtimarg tradition. This study explores the socio-economic conditions of Pichwai artists working in Nathdwara and Udaipur. It highlights their educational background, occupational structure, income levels, living conditions, and challenges faced in sustaining this traditional art form in the contemporary era. The research also examines the impact of modernization, market demand, and technological advancements on Pichwai painting practices. The findings aim to contribute to policy formulation and strategic interventions for the preservation and sustainable development of this cultural heritage.

KEYWORDS:

PICHWAI, CULTURAL HERITAGE, SOCIO-ECONOMIC STATUS, TEXTILE DESIGN, TRADITIONAL ART, CONTEMPORARY ADAPTATION.

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1. INTRODUCTION

India has long been celebrated as a land of cultural diversity, where traditional arts and crafts reflect deep-rooted heritage and regional identity. Among these, Pichwai painting is a significant devotional art form known for its intricate detailing, vibrant colors, and symbolic representation.

The term Pichwai is derived from Sanskrit words pich (back) and wai (hanging), referring to large cloth paintings hung behind the idol of Lord Shrinathji. Traditionally created on cotton fabric using natural dyes, these paintings depict scenes from the life (leelas) of Lord Krishna and serve both decorative and narrative purposes.

Beyond their artistic value, Pichwai paintings historically functioned as visual storytelling tools, especially for illiterate devotees. However, with changing market dynamics, artists have adapted by incorporating modern materials, synthetic dyes, and new media such as acrylics, miniatures, and digital platforms. Despite their cultural significance, the socio-economic conditions of Pichwai artists remain underexplored. This study aims to:

- Analyze the socio-economic background of Pichwai artists
- Identify challenges faced by artisans
- Understand the impact of modernization
- Suggest strategies for sustainable development

The preservation of such traditional crafts is essential not only for cultural continuity but also for economic

sustainability.

2. MATERIALS AND METHODS

2.1 Sample Selection

A total of 90 respondents were selected:

- 60 from Nathdwara
- 30 from Udaipur

A panel of 10 experts in fashion and product design was consulted for evaluating design suitability and research tools.

2.2 DATA COLLECTION

Data was collected from both primary and secondary sources. For primary data collection, structured interview schedule was used. The secondary data was collected from news, magazines, books, documentaries, journals and through other relevant literature.

Interview schedule: Structured interview schedules (cum questionnaire) were developed by the researcher herself in consultation with the subject matter specialists and after extensive review of available literature. It was consist of both open and close ended questions, to collect the desired information.

Rating scale: Five-point scale rating Performa was developed for the assessment of the appropriateness of structured interview schedules.

2.3 STATISTICAL ANALYSIS

The appropriate statistical analysis techniques were applied to examine the data. The coded categorized and analyzed data were presented in the result section.

3. RESULTS AND DISCUSSION

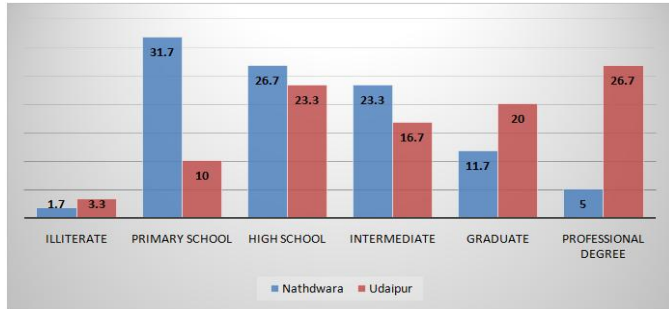


FIGURE 3.1: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR EDUCATIONAL LEVEL

Figure 3.1 shows the Percentage distribution of respondents for education level. On comparing the data between the two regions it is evident that in Udaipur most of the respondents are well qualified with very few illiterate and primary school qualifications. However, in Nathdwara district highest number of respondents are from primary school educational background. The respondent's percentage in Nathdwara is following a decreasing trend as the qualification level is rising and becomes minimum at professional degree.

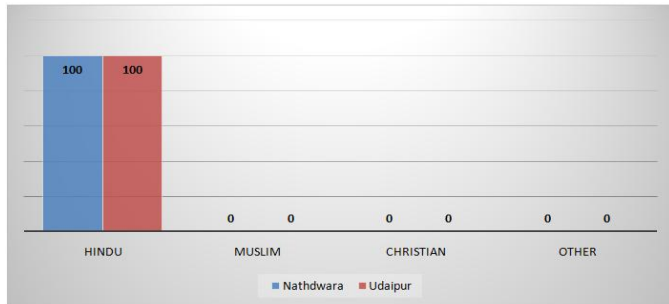


FIGURE 3.2: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR RELIGION

Figure 3.2 establishes the Percentage distribution of respondents for religion. From the data given it can be seen that only hindus are following this profession in both the regions viz. Udaipur and Nathdwara. Not even a single respondent from any other religion is found.

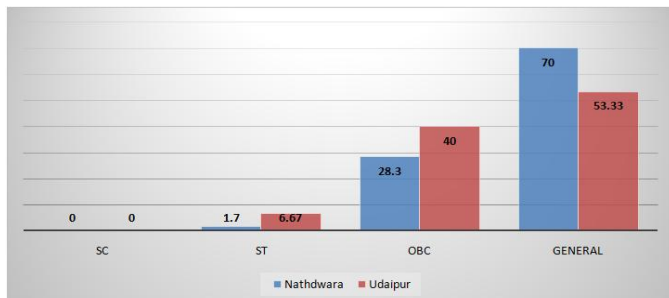


FIGURE 3.3: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR CASTE/CATEGORY

Figure 3.3 demonstrates the Percentage distribution of respondents for Caste/Category. It can be seen from the data that most of the respondents are from general category followed by OBC category. Very few less than 7% of respondents are from ST category. Also, when making comparison between Nathdwara and Udaipur it is evident that there are greater number of general category respondents in Nathdwara as compared to Udaipur.

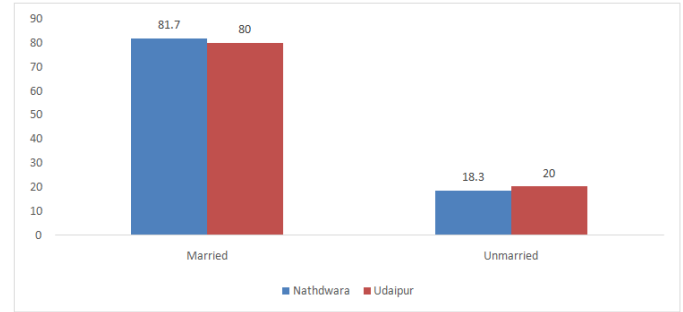


FIGURE 3.4: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR MARITAL STATUS

Figure 3.4 reveals the Percentage distribution of respondents for Marital Status. Majority of respondents in both the regions Udaipur (80%) and Nathdwara (82%) are married. Percentage of unmarried respondents in both the regions is very low.

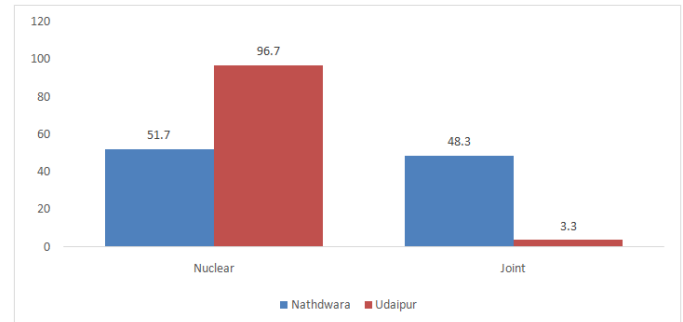


FIGURE 3.5: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR TYPE OF FAMILY

Figure 3.5 demonstrates the Percentage distribution of respondents for Family type. The data shows that in Nathdwara the respondents are equally from nuclear and joint families. However, in Udaipur in is seen that 96% of respondents are from nuclear families.

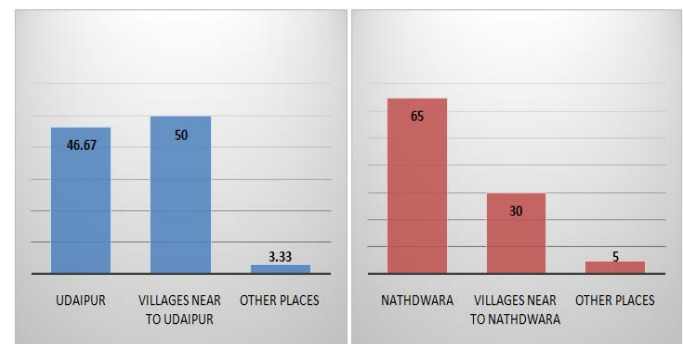


FIGURE 3.6: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR ORIGINALLY FROM

Figure 3.6 shows the Percentage distribution of respondents for the original place to which the respondents belong to. Data here shows that 47% of respondents are from Udaipur, 50% are from villages near to Udaipur and 3% are from other places. Similarly regarding Nathdwara respondents it can be seen that 65% are from Nathdwara, 30% are from villages near Nathdwara and only 5% are from other places.

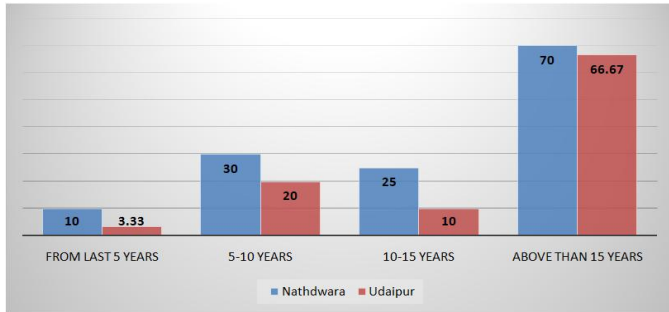


FIGURE 3.7: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR LIVED IN NATHDWARA / UDAIPUR

Figure 3.7 demonstrates the Percentage distribution of respondents for the years since the respondents are living in the region. Data here shows that most of the respondents at both the places are living at their respective places from greater than 15 years.

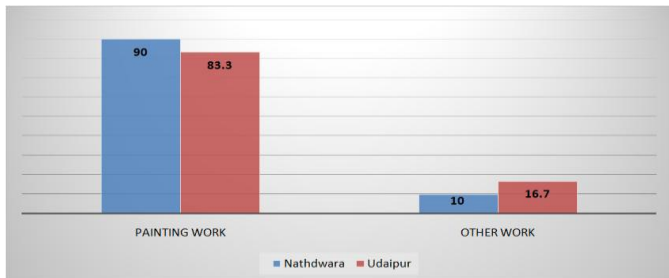


FIGURE 3.8: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR PRIMARY OCCUPATION

Figure 3.8 display the Percentage distribution of respondents for the primary occupation of respondents. From the data here it is clear that in Nathdwara for 90% of the respondents' paintings us their primary work and for Udaipur this data is 83%. Thus, for both the regions painting has been identified as the primary work of the respondents.

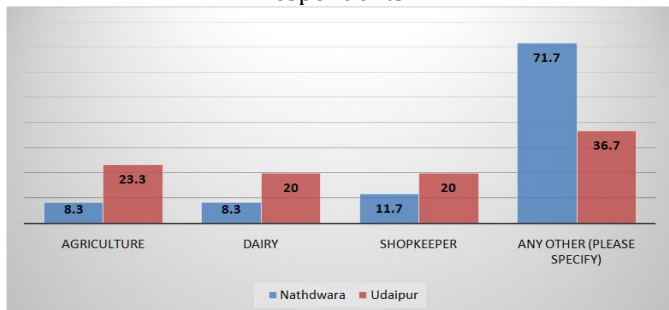


FIGURE 3.9: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR SECONDARY OCCUPATION

Figure 3.9 presents the Percentage distribution of respondents for the secondary occupation of respondents. The data here clearly shows that in Udaipur 23% of respondents are into agriculture, 20% are into dairy and 20% are shopkeepers as secondary occupation option. In Nathdwara 8% are into agriculture, 8% are into dairy and 12% are shopkeepers as secondary occupation option. Most of the respodnents in Nathdwara are into occupation category except the three (agriculture, dairy and shopkeepers) under consideration.

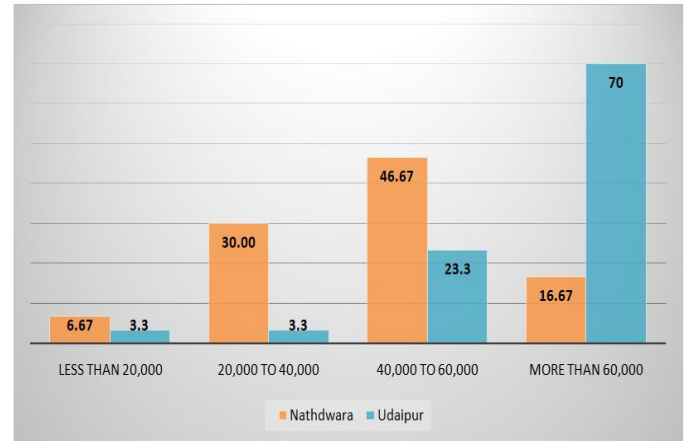


FIGURE 3.10: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR MONTHLY INCOME

Figure 3.10 shows the Percentage distribution of respondents for the Monthly Income. Data here display that most of the respondents in both the regions wherein Nathdwara, the majority of respondents fall within the income range of 40,000 to 60,000 (46.67%). A significant portion of respondents also falls within the 20,000 to 40,000 income range (30%) and In Udaipur, the majority of respondents have a monthly income of more than 60,000 (70%), while the rest are spread across different income ranges.

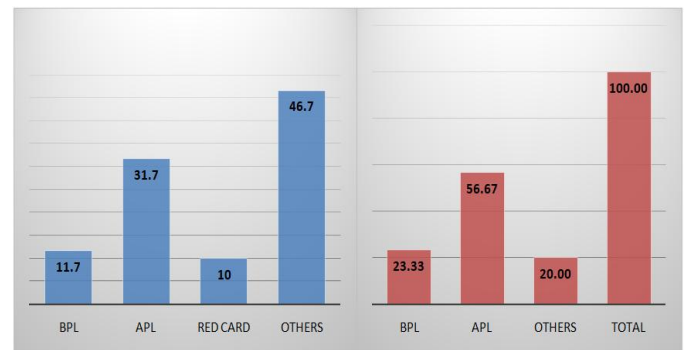


FIGURE 3.11: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR ECONOMIC STATUS

Figure 3.11 shows the Percentage distribution of respondents for the Economic Status. The data here shows that in Udaipur 23.33% of respondents are from BPL category, 56.67% are from APL category and 20% are into others. In Nathdwara only 12% are into BPL category, 32% are from APL category, 10% are red card holders and remaining 47% are from other categories of economic

status. Therefore on comparing the economic status of respondents in Udaipur and Nathdwara it can be stated that respondents in Udaipur are holding better economic status as compared to Nathdwara respondents.

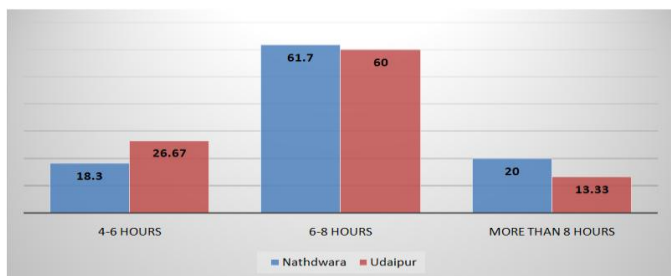


FIGURE 3.12: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR WORK PER DAY

Figure 3.12 The collected data shows that most of the respondents work 6-8 hours per day in both the regions. Number of respondents working for more than 8 hours in a day is greater in Nathdwara as compared to Udaipur. However, number of respondents working 4-6 hours per day is greater in Udaipur as compared to Nathdwara.

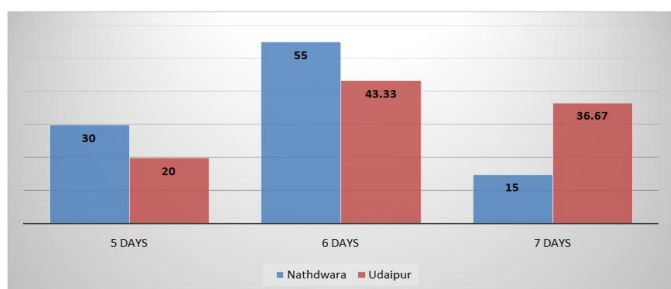


FIGURE 3.13: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR WORKS DAYS PER WEEK

Figure 3.13 determines the Percentage distribution of respondents when they were asked about how many days they usually work per week. From the data it is evident that at both the places respondents mostly work 6 days a week. However, in Udaipur 37% of respondents are found working for 7 days a week without any off in a week. For 5 days a week 30% of respondents from Nathdwara are found working and only 20% from Udaipur are working for 5 days a week. Thus here from the results it can be stated that most working days in a week are greater for respondents in Udaipur.

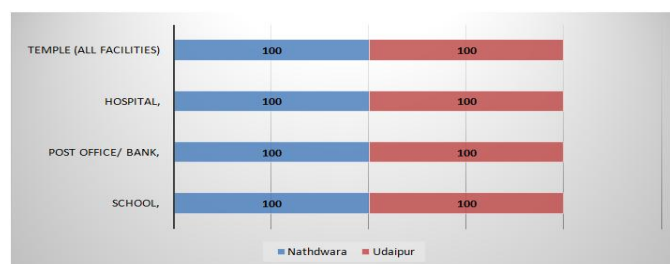


FIGURE 3.14: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR BASIC FACILITIES

Figure 3.14 displays the Percentage distribution of respondents when they were enquired about the basic facilities available in home and nearby. The data reveals that respondents at both places are availing all basic facilities like temple, hospital, bank, post office, school etc. Neither Nathdwara respondents nor Udaipur respondents are found deprived of any basic facilities in their region.

TABLE 3.1: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR ASSETS OWNED BY THE HOUSEHOLD

Assets owned by the household	Nathdwara		Udaipur	
	Frequency (F)	Percentage	Frequency (F)	Percentage
Two-Wheeler, Air cooler, Cell phone	2	3.3	1	3.33
CD player, Two-Wheeler, Refrigerator, Cell phone	1	1.7	2	6.67
Tape recorder, Two-Wheeler, Air cooler, Refrigerator, Cell phone	2	3.3	1	3.33
Tape recorder, Two-Wheeler, Washing machine, Refrigerator, Cell phone	1	1.7	1	3.33
CD player, Two-Wheeler, Air cooler, Refrigerator, Cell phone	4	6.7	3	10.00
Tape recorder, Two-Wheeler, Electric mixer/ grinder/ food processor, Washing machine, Refrigerator, Cell phone	1	1.7	1	3.33
Tape recorder, Two-Wheeler, Air cooler, Washing machine, Refrigerator, Cell phone	3	5	1	3.33
CD player Two-Wheeler, Electric mixer/ grinder/ food processor Air cooler Car/ jeep Air condition Cell phone	2	3.3	1	3.33
CD player Two-Wheeler, Electric mixer/ grinder/ food processor Washing machine Refrigerator, Cell phone	2	3.3	1	3.33

CD player Two-Wheeler, Air cooler Washing machine Refrigerator, Cell phone	5	8.3	1	3.33
Tape recorder CD player Two-Wheeler Electric mixer/ grinder/ food processor Washing machine Refrigerator, Cell phone	16	26.7	1	3.33
Tape recorder CD player Two-Wheeler Air cooler Washing machine Refrigerator, Cell phone	2	3.3	1	3.33
Tape recorder CD player Two-Wheeler Washing machine Car/ jeep Refrigerator, Cell phone	2	3.3	1	3.33
Tape recorder Two-Wheeler Electric mixer/ grinder/ food processor Air cooler Refrigerator, Cell phone	1	1.7	1	3.33
Tape recorder Two-Wheeler Electric mixer/ grinder/ food processor Air cooler Washing machine Refrigerator, Cell phone	3	5	1	3.33
CD player Two-Wheeler Electric mixer/ grinder/ food processor Air cooler Washing machine Refrigerator, Cell phone	2	3.3	1	3.33
Tape recorder CD player Two-Wheeler Electric mixer/ grinder/ food processor Air cooler Washing machine Refrigerator, Cell phone	1	1.7	1	3.33
Tape recorder CD player Two-Wheeler Air cooler Washing machine Computer Refrigerator, Cell phone	2	3.3	1	3.33
Tape recorder CD player Two-Wheeler Air cooler Car/ jeep Computer Refrigerator, Cell phone	2	3.3	1	3.33
CD player Two-Wheeler Electric mixer/ grinder/ food processor Washing machine Refrigerator, Geyser, Cell phone	1	1.7	1	3.33
CD player Two-Wheeler Air cooler Washing machine Car/ jeep Air condition Refrigerator, Cell phone	2	3.3	3	10.00
Tape recorder CD player Two-Wheeler Electric mixer/ grinder/ food processor Air cooler Washing machine Computer Refrigerator, Cell phone	1	1.7	1	3.33
Tape recorder Two-Wheeler Electric mixer/ grinder/ food processor Washing machine Car/ jeep Computer Air condition Refrigerator, Cell phone	1	1.7	1	3.33
Tape recorder CD player Two-Wheeler Electric mixer/ grinder/ food processor Washing machine Car/ jeep Computer Air condition Refrigerator, Geyser, Cell phone	1	1.7	2	6.67
Total	60	100	30	100.00

Table 3.1 demonstrates the Percentage distribution of respondents when they asked about the Assets owned by the household. The data shows that Tape recorder CD player Two-Wheeler Electric mixer/ grinder/ food processor Washing machine Refrigerator, Cell phone are owned by most of the respondents in Nathdwara. About Udaipur CD player, Two-Wheeler, Air cooler, Refrigerator, Cell phone are mostly owned by the households. Overall, it can be concluded that at both the places the respondents' households are owning all the essential assets.

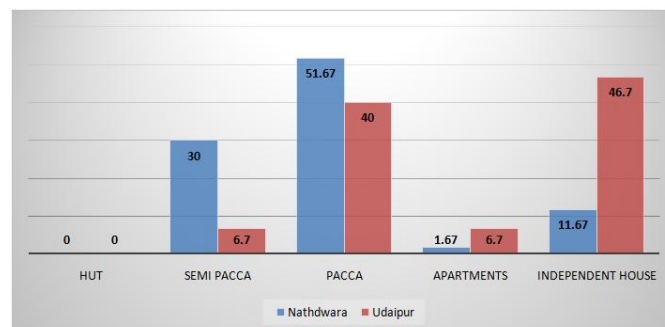


FIGURE 3.15: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR TYPE OF HOUSE

Figure 3.15 shows the Percentage distribution of respondents when they asked about the type of their house. From the data it can be seen that in Nathdwara most of the respondents have pacca house and semi pacca house. In Udaipur also the respondents are mostly owning pacca house and independent house. Apartment culture is negligible at both the places. Also, there are very few semi pacca house in Udaipur.

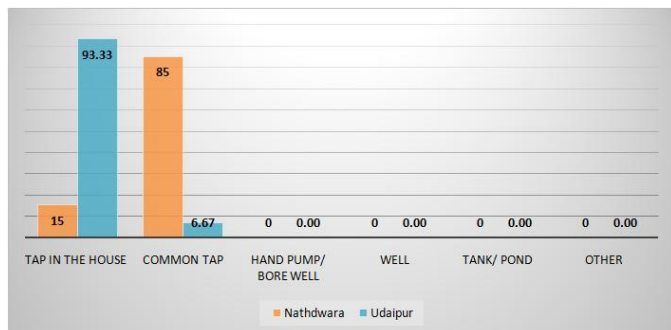


FIGURE 3.16: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR DRINKING WATER SOURCE

Figure 3.16 shows the Percentage distribution of respondents when they asked about the source of drinking water. Data shows that In Nathdwara, most respondents rely on a common tap as their source of drinking water, while a smaller proportion have a tap within their house (15%). In Udaipur, an overwhelming majority of respondents have access to a tap within their house, with a very small percentage using a common tap for their drinking water source.

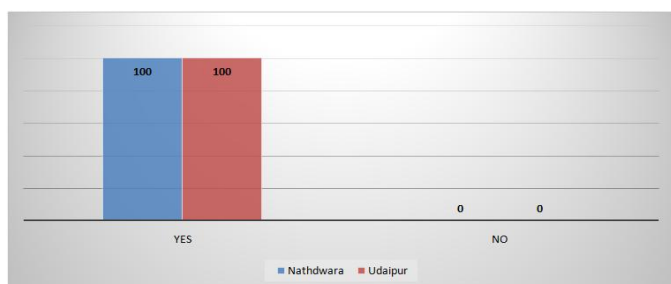


FIGURE 3.17: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR ELECTRICITY FACILITY

Figure 3.17 shows the Percentage distribution of respondents when they asked about the electricity facility. From the data it can be stated that 100% of respondents at both the places have electricity facility.

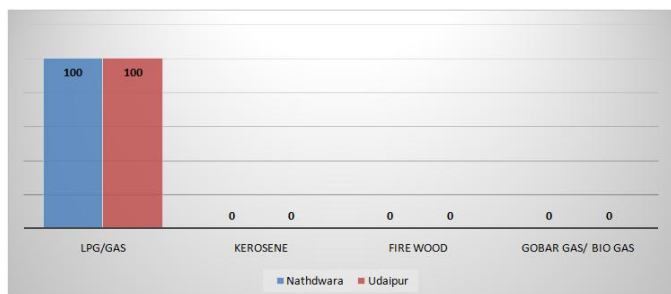


FIGURE 3.18: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR TYPE OF COOKING FUEL

Figure 3.18 shows the Percentage distribution of respondents when they asked about the Type of cooking fuel. The data shows that LPG/ Gas is the major source of cooking oil at both the places. None of respondents have been found using kerosene, firewood, gobar gas etc.

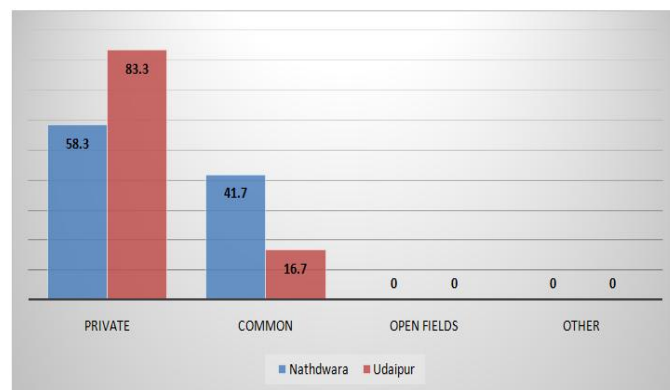


FIGURE 3.19: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR TOILET ARRANGEMENT

Figure 3.19 shows the Percentage distribution of respondents when they asked about the toilet arrangements at their places. It is evident from the data that in Udaipur and Nathdwara most of the respondents have private toilet arrangements. However, when making comparison between the two Udaipur has been identified as having mostly private toilet arrangements. When compared on grounds of common in house toilet arrangements it is identified that Nathdwara is leading Udaipur and is having more common toilets.

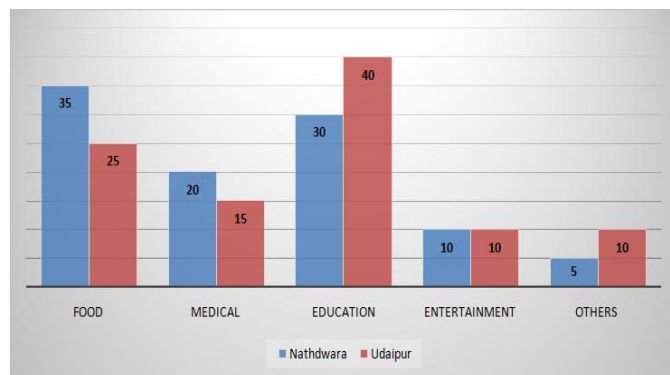


FIGURE 3.20: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR EXPENDITURE

Figure 3.20 shows the Percentage distribution of respondents when they were enquired about their Household Consumption Expenditure. The data here clearly shows that in Nathdwara the 35% of respondents total income is spent on food, 20% on medical, 30% on education and 10% on entertainment. In Udaipur however most of the respondents % of total income (40%) is spent on education, 25% on food, 15% of medical and 10% on entertainment. Therefore, it can be stated that Udaipur is spending most of their earning on education followed by food and Nathdwara is spending most of their earning on food followed by education.

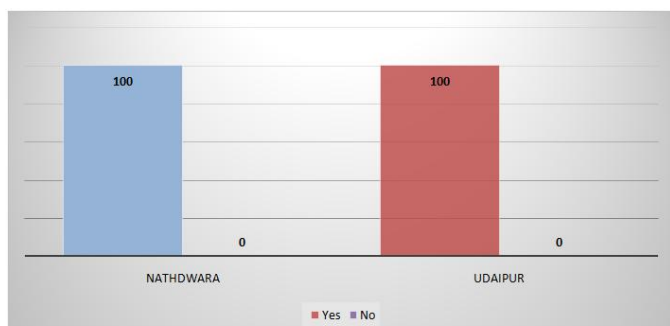


FIGURE 3.21: PERCENTAGE DISTRIBUTION OF RESPONDENTS FOR SAVING ACCOUNT

Figure 3.21 shows the Percentage distribution of respondents when they were enquired about Do, they or any family member have a saving account. The results form data collected shows that all the respondents or their family member have saving account in Nathdwara and Udaipur.

4. CONCLUSION

The study highlights that while Pichwai painting remains a culturally significant art form, artists face varying socio-economic conditions. Udaipur artists generally exhibit better income levels and living standards compared to those in Nathdwara. Modernization, digital marketing, and changing consumer preferences have influenced the evolution of Pichwai art. While these changes provide new opportunities, they also pose challenges to maintaining traditional authenticity. For sustainable development, the following measures are

essential: Government support and financial aid, Skill development and training programs, Market expansion through digital platforms, Collaboration between designers, artisans, and institutions. Preserving Pichwai art requires a balanced approach that integrates innovation with tradition, ensuring both cultural continuity and economic viability.

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