

TERRACOTTA



Terracotta art is a traditional craft that holds a significant place in the cultural heritage of Angul district in Odisha. As the **One District One Product (ODOP)** of this region, terracotta art showcases the district's rich artistic history, skill, and cultural identity. This ancient art form involves shaping and moulding clay into various decorative, functional, and religious items, which are then fired to create durable objects with distinctive earthy tones.

The terracotta products from Angul are primarily known for their intricacy and attention to detail, often depicting rural life, mythological stories, and religious motifs. These items range from decorative figurines, pottery, and wall hangings to ceremonial idols, tiles, and sculptures. Artists in Angul use locally sourced clay, which is rich in natural minerals, giving the products a unique finish that reflects the earthy and rustic beauty of the region.

The craft has been passed down through generations, with artisans continuing to employ traditional handcrafting techniques that have been refined over centuries. The distinctive features of Angul's terracotta art include its **intricate carvings, natural glazing, and use of vibrant colours**. These creations are not only culturally significant but also highly valued for their aesthetic appeal and functional use in homes and temples.

Promoting terracotta art as the ODOP of Angul district is not only a way to preserve and promote this unique craft but also provides economic opportunities for local artisans, fostering employment and sustainable livelihoods. By supporting this craft, Angul contributes to the larger effort of safeguarding and revitalizing India's traditional arts and crafts.