



वस्त्र मंत्रालय  
MINISTRY OF  
TEXTILES

# Madhubani Folk Painting PRODUCER COMPANY LIMITED **E-PRODUCT CATALOGUE**



MADHUBANI FOLK PAINTING  
PRODUCER CO. LTD.

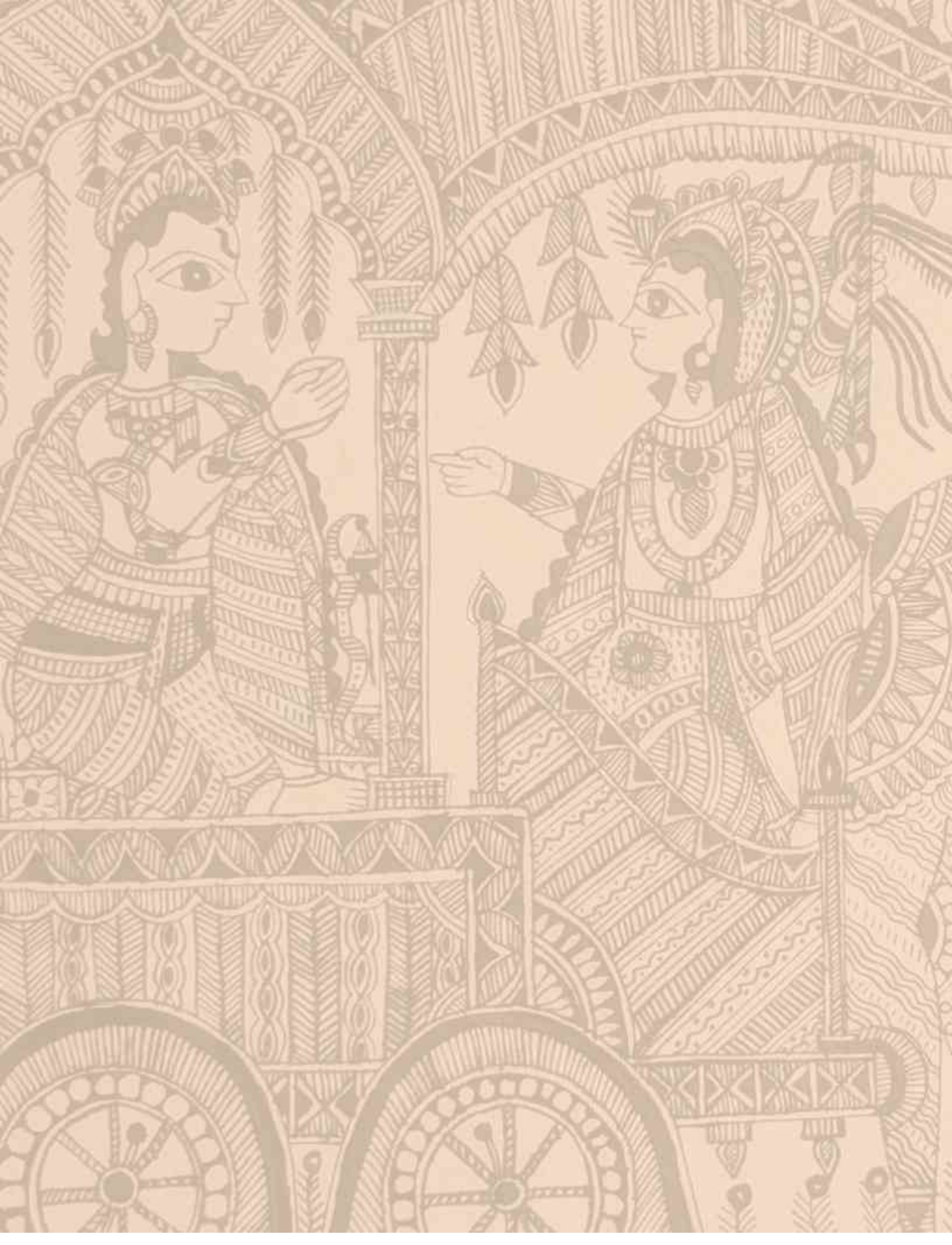
MADHUBANI FOLK PAINTING  
PRODUCER COMPANY LIMITED  
(SPONSORED BY OJC  
DEVELOPMENT COMMISSIONER  
(HANDICRAFTS) MINISTRY OF  
TEXTILES, GOVT. OF INDIA)



भारतीय  
indian handicrafts  
हस्तशिल्प  
continuing tradition

**DEVELOPMENT COMMISSIONER (HANDICRAFTS)**  
Ministry of Textiles, Govt. of India,







## ABOUT THE ORGANISATION

Madhubani Folk Paint Producer Company Limited, incorporated on February 8, 2021, is dedicated to preserving and promoting the vibrant cultural heritage of Madhubani folk art from the Mithila region of Bihar. Our core mission is to empower local artisans, many of whom have inherited this art form through generations, ensuring its survival and growth in the modern world.

Madhubani art is known for its intricate patterns, natural colors, and mythological themes, often depicting Hindu gods, flora, fauna, and scenes of village life. Our organization is proud to carry forward this artistic tradition while adapting it to contemporary products like sarees, dupattas, home décor items, and paintings.

With the continued support of the Development Commissioner (Handicrafts), we have implemented a wide range of projects: from design and technical skill development workshops to exhibitions, awareness campaigns, and entrepreneurship training. These initiatives aim to create sustainable livelihoods for artisans and help them connect with wider national and international markets.

At the heart of our work lies a deep respect for tradition and a strong belief in the power of art to transform lives and preserve heritage. Through this catalogue, we proudly present the timeless beauty of Madhubani, crafted by the hands and hearts of our talented artists.

Let me know if you'd like a shorter version for the back cover or a tagline/slogan to go with it.



The background of the entire page is a detailed, light-colored Madhubani folk painting pattern. It features intricate geometric and organic motifs, including stylized trees, floral patterns, and human figures in traditional attire. A prominent yellow vertical bar is located on the left side of the page, partially overlapping the text area.

## **VISION**

To be a globally recognized and sustainable hub for preserving, promoting, and empowering Madhubani artisans and their traditional artistry, while fostering cultural heritage and economic prosperity in the Madhubani region of Bihar.

## **MISSION**

Our mission is to empower Madhubani artisans by providing them with the necessary resources, training, and market access to thrive in the global handicraft industry. We are committed to preserving and promoting the rich cultural heritage of Madhubani art, while improving the socio-economic well-being of our artisans and their communities. Through ethical and environmentally responsible practices, we aim to make Madhubani art a symbol of artistry, pride, and economic empowerment.



## ABOUT THE CRAFT

Madhubani, also known as Mithila painting, is a traditional folk art form that originated in the Mithila region of Bihar, India. With roots tracing back to the Ramayana era, this art has been passed down through generations, primarily practiced by women of the region.

Renowned for its intricate designs and bold, vibrant colors, Madhubani paintings are created using natural pigments from leaves, flowers, and minerals. Artists paint on cloth, canvas, or paper using fingers, twigs, nib pens, or brushes. Common themes include Hindu mythology, nature, and village life, depicted through elongated figures, floral motifs, and symbolic patterns.

Traditionally, entire families contribute to the painting process, making it a collaborative and spiritual tradition. The artworks often adorn homes and temples and are gifted during weddings and festivals.

Today, Madhubani art is globally appreciated and protected under the Geographical Indication (GI) tag, supporting its authenticity. Many organizations now work to preserve this art form and empower the artisans who uphold this cultural legacy.

Madhubani painting is not just an art form — it's a living tradition that celebrates India's rich heritage and storytelling.



## THE PROCESS OF THE MADHUBANI PAINTING

The creation of a Madhubani painting is a detailed and traditional process that reflects the deep cultural heritage of the Mithila region. It begins with selecting the surface—usually handmade paper, cloth, or canvas. Traditionally, these surfaces are treated with a layer of cow dung and mud to provide texture and a natural base.

The design is first outlined using fine twigs, pen nibs, or bamboo sticks dipped in natural black ink. Artists, often women, then carefully fill in the motifs using bold and natural colors derived from flowers, leaves, turmeric, indigo, and soot. Each color is applied within enclosed spaces, creating strong contrasts and intricate patterns.

Themes commonly include Hindu gods and goddesses, nature, animals, birds, and scenes from daily life. The artwork is completed with decorative borders and fine detailing, all done by hand.

This meticulous and meaningful process is passed down through generations, keeping the spirit of Madhubani alive while also empowering artisan communities.

### Tools Used in Madhubani Art

1. Twigs
2. Fingers
3. Brushes
4. Pen nibs
5. Bamboo sticks
6. Handmade paper, cloth, or canvas
7. Natural pigments from flowers, leaves, and minerals
8. Cow dung and mud (for surface preparation)
9. Natural black ink
10. Cotton for padding and coloring tools



# LIST OF MADHUBANI PRODUCTS

S.NO.	PRODUCT NAME	PRODUCT CODE	PRODUCT SIZE
1	Painting	Mp-001	11X5
2	Painting	Mp-002	11X5
3	Painting	Mp-003	11X5
4	Painting	Mp-004	11X5
5	Painting	Mp-005	11X5
6	Painting	Mp-031	11X8
7	Painting	Mp-032	11X8
8	Painting	Mp-033	11X8
9	Painting	Mp-034	11X8
10	Painting	Mp-035	11X8
11	Painting	Mp-055	15X11
12	Painting	Mp-056	15X11
13	Painting	Mp-057	15X11
14	Painting	Mp-058	15X11
15	Painting	Mp-059	15X11
16	Painting	Mp-073	22X11
17	Painting	Mp-074	22X15
18	Painting	Mp-075	22X15
19	Painting	Mp-076	22X15
20	Painting	Mp-077	22X15
21	Painting	Mp-078	22X15
22	Painting	Mp-157	30X22
23	Painting	Mp-158	30X22
24	Painting	Mp-159	30X22
25	Painting	Mp-160	30X22
26	Painting	Mp-161	30X22
27	Saree	SR-001	560 cm X 111 Cm
28	Saree	SR-002	561 cm X 111 Cm
29	Saree	SR-003	562 cm X 111 Cm
30	Saree	SR-004	563 cm X 111 Cm
31	Stole	ST-001	240 cm
32	Stole	ST-002	241 cm
33	Dupatta	MST-001	standard size
34	Dupatta	MST-002	standard size
35	Dupatta	MST-003	standard size
36	Dupatta	MST-004	standard size
37	Dupatta	MST-005	standard size

**PRODUCT: MADHUBANI STOLE**  
**CODE: ST-001**  
**SIZE: 210 CM**  
**PRICE: RS. 3000/-**





**PRODUCT: MADHUBANI STOLE**

**CODE: ST-002**

**SIZE: 210 CM**

**PRICE: RS. 3000/-**





**PRODUCT: MADHUBANI KHADI SAREE**  
**CODE: SR-001**  
**SIZE: 560CM (L) 111CM (B)**  
**PRICE: RS. 18000/-**





**PRODUCT: MADHUBANI KHADI SAREE**

**CODE: SR-002**

**SIZE: 560CM (L) 111CM (B)**

**PRICE: RS. 18000/-**





**PRODUCT: MADHUBANI KHADI SAREE**  
**CODE: SR-003**  
**SIZE: 560CM (L) 111CM (B)**  
**PRICE: RS. 18000/-**





**PRODUCT: MADHUBANI KHADI SAREE**

**CODE: SR-004**

**SIZE: 560CM (L) 111CM (B)**

**PRICE: RS. 18000/-**





**PRODUCT: MADHUBANI KHADI DUPATTA**

**CODE: MST-001**

**SIZE: 210 CM**

**PRICE: RS. 4500/-**





**PRODUCT: MADHUBANI KHADI DUPATTA**

**CODE: MST-002**

**SIZE: 210 CM**

**PRICE: RS. 4500/-**





**PRODUCT: MADHUBANI KHADI DUPATTA**

**CODE: MST-003**

**SIZE: 210 CM**

**PRICE: RS. 4500/-**





**PRODUCT: MADHUBANI KHADI DUPATTA**  
**CODE: MST-004**  
**SIZE: 210 CM**  
**PRICE: RS. 4500/-**





**PRODUCT: MADHUBANI KHADI DUPATTA**  
**CODE: MST-005**  
**SIZE: 210 CM**  
**PRICE: RS. 4500/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-001**

**SIZE: 11 X 5 INCH**

**PRICE: RS. 6500/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-002**

**SIZE: 11 X 5 INCH**

**PRICE: RS. 6500/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-003**

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**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-005**

**SIZE: 11 X 5 INCH**

**PRICE: RS. 6500/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-031**

**SIZE: 11 X 8 INCH**

**PRICE: RS. 7300/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-032**

**SIZE: 11 X 8 INCH**

**PRICE: RS. 7300/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-033**

**SIZE: 11 X 8 INCH**

**PRICE: RS. 7300/-**





**PRODUCT: MADHUBANI PAINTING**  
**CODE: MP-034**  
**SIZE: 11 X 8 INCH**  
**PRICE: RS. 7300/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-035**

**SIZE: 11 X 8 INCH**

**PRICE: RS. 7300/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-055**

**SIZE: 15 X 11 INCH**

**PRICE: RS. 8200/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-056**

**SIZE: 15 X 11 INCH**

**PRICE: RS. 8200/-**



**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-057**

**SIZE: 15 X 11 INCH**

**PRICE: RS. 8200/-**





**PRODUCT: MADHUBANI PAINTING**  
**CODE: MP-058**  
**SIZE: 15 X 11 INCH**  
**PRICE: RS. 8200/-**



**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-059**

**SIZE: 15 X 11 INCH**

**PRICE: RS. 8200/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-073**

**SIZE: 22 X 11 INCH**

**PRICE: RS. 8500/-**



**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-074**

**SIZE: 22 X 15 INCH**

**PRICE: RS. 9000/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-075**

**SIZE: 22 X 15 INCH**

**PRICE: RS. 9000/-**



**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-076**

**SIZE: 22 X 15 INCH**

**PRICE: RS. 9000/-**





**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-077**

**SIZE: 22 X 15 INCH**

**PRICE: RS. 9000/-**



**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-078**

**SIZE: 22 X 15 INCH**

**PRICE: RS. 9000/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-157**

**SIZE: 30 X 22 INCH**

**PRICE: RS. 9500/-**





**PRODUCT: MADHUBANI PAINTING**  
**CODE: MP-158**  
**SIZE: 30 X 22 INCH**  
**PRICE: RS. 9500/-**





**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-159**

**SIZE: 30 X 22 INCH**

**PRICE: RS. 9500/-**



**PRODUCT: MADHUBANI PAINTING**

**CODE: MP-160**

**SIZE: 30 X 22 INCH**

**PRICE: RS. 9500 /-**





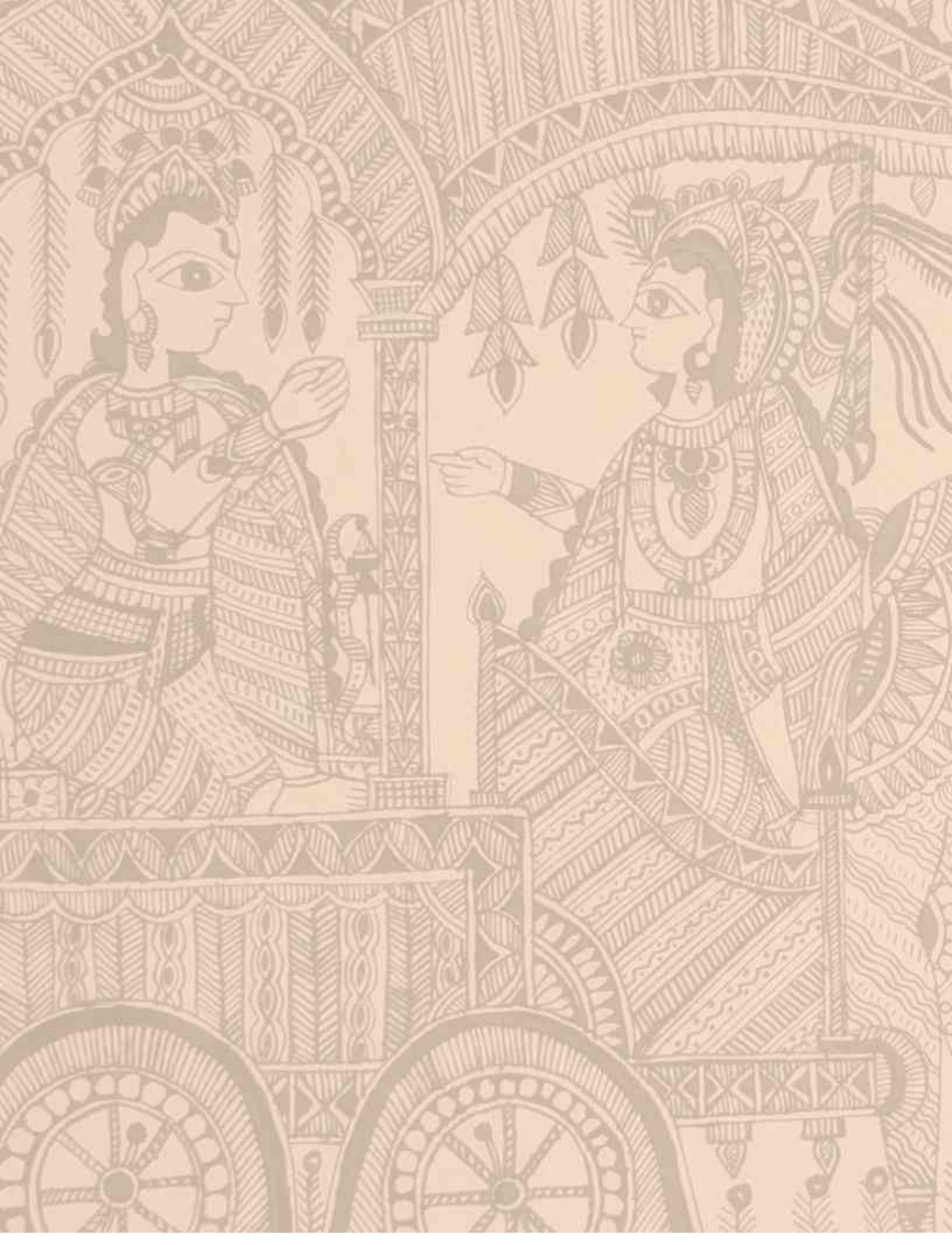
**PRODUCT:MADHUBANI PAINTING**

**CODE: MP-161**

**SIZE: 30 X 22 INCH**

**PRICE: RS. 9500/-**







**Sponsored by:**



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Printed with the financial assistance from the Development  
Commissioner (Handicrafts )  
Gov. of India , ministry of textiles, New Delhi

**Published By:**



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