

THE EXQUISITE CREATIVE ART OF INNOVATIVE NUZVID VEENA (WITH SPECIAL REFERENCE TO SHEIK MABU SAHIB OF NUZVID)

Muppidi Rambabu*
Ketha Santhi**
M.R.C. Sathish***

ABSTRACT

The range of Indian handicrafts is as rich and varied as the country's cultural diversity. A tour of India's craft repertoire, Handmade in India is a guide to the arts that reflects the diversity of the country, its culture and the ways it nurtures creativity and ingenuity. A significant rise in demand for Nuzvid Veena, Veena making under the watchful eyes of Sheik Mabu Sahib s/o Sheik Mira Sahib one of the 2nd Generation Veena makers from Nuzvid, Krishna District of Andhra Pradesh, India. It is the huge demand from foreign nationals and non-resident Indians for the music instrument is a welcoming trend to attract the youth into the art form. My paper revolves around the Nuzvid Veena method of preparation, the community; other crafts from the community ways to revive, recognition from the government and its intervention which will Nuzvid Veena elevate the status of this rural craft.

Keywords: Culture, Music, Instrument, Nuzvid Veena, Artisans.

Introduction

The range of Indian handicrafts is as rich and varied as the country's cultural diversity. A tour of India's craft repertoire, Handmade in India is a guide to the arts that reflects the diversity of the country, its culture and the ways it nurtures creativity and ingenuity. The traditions enrich the day to day lives of Indian people, as well as provide a livelihood for generations of craftspeople. Handmade in India explores all aspects of handicrafts-historical, social and cultural influences on crafts; design and craft processes; traditional and new markets; products and tools-revealing a remarkable wealth of knowledge. The diversity of Indian culture gave rise to numerous musical instruments that are still studied by music maestros worldwide. The idea of music as a divine art implies that music is not considered on its merits alone, but points beyond itself and man to the making Instruments Thus music can be understood as an invention of divinities general principle of divine creation it may be interpreted as a product imitation and anticipation of divine heavenly music.

History

Nuzvid is one of the beautiful cities in Krishna district of the Indian state of Andhra Pradesh. It serves as the administrative headquarters for Nuzvid Mandal and Nuzvid revenue division. Nuzvid is famous not only for its mangoes but also for making veenas. There are veena shops in the Venkateswara Covela area of the town. Veenas made here are also popular not only in the country but also abroad. The lute makers who started during the royal period are still continuing their profession. Nuzvid is a place where the world is known for its flute making let me tell you how this Veena mastery came about: The reason why this veena came here is that when the zamindars in Nuzvid found a manufacturing centre in Thanjavur in Tamil Nadu and went there, they saw the lute instrument. They were sent there to Thanjavur and they learned how to make a craft there. Sheik Kaashi Sahib, whose ancestors were from Vissannapeta, was born in a place called Nuzvid, where he was born, where he learned his art, and whose family belonged to musicians. Sheik Mabu Sahib's family is now very skilled in this field of art and has introduced it to the nations of the world. Also of interest to make this case is the fact that it is itself a traditional culture that has been around for three generations whose grandfather Sheik Khasim Sahib,

* Academic Consultant, Dr. YSR. Architecture and Fine Arts University, Andhra Pradesh, India.

** Academic Consultant, Dr. YSR. Architecture and Fine Arts University, Andhra Pradesh, India.

*** Academic Consultant, Dr. YSR. Architecture and Fine Arts University, Andhra Pradesh, India.

Sheikh Mira Sahib, Sheik Basha, Sheik Mabu Sahib's father taught many artists during this period. The flute plays an important role in the music of the day. Apart from going to different parts of the country and doing the same, he came back to his region and made a specialty in **Nuzivid** and gave it to thousands of people. What makes it so wonderfully played is that it gives indescribable pleasure Nuzvid Veena stories are very popular, these dreams are very popular all over the world. How sheikh Meera sahib learned this art is from his father invention.

Objectives

The main objective of the case study in

- To understand the demographic profile of the Nuzvid veena handicraft product
- To study the second generation of artisan sheikh Meeravali, Sheik Mabu sahib family's handicrafts
- To suggest strategies for handicraft retailers for the enhancement of the business.

Making Process

Everyone thinks that such delicate material is used to make this, but the material used for this is a jack wood stick, from the beginning you cut the original size to the size of a veena and cut from it. Most of the places where they travel to bring this material are the raw material related to West Godavari District, East Godavari District and Nellore Tirupathi etc. they select and use it from the beginning. After doing so take a sketch of the appropriate size with a pencil and put it on the paper and measure as much as you want and take it as a lazy slot and cut along any of the scales. According to Mabu, it is a very risky business to do such a thing. Similarly, they were told in any way that they had learned from them as their father's ambition to survive such art that would be inherited without leaving a goal. Commonly in accessible 53 to 24 inches.



Nuzvid veena making process.¹⁰

This is how we can make veena in the form of steps as below

- Step 1: select material, arrange all equipment
- Step 2: Paper sketch and design patterns
- Step 3: Jack fruitwood is first roughly carved as per the Veena shape.
- Step 4: The inner Part of Veena is scooped to take out the wood and the resonator shape is covered with a wooden plate.
- Step 5: The shaped Veena is carved with chisels to create the motif patterns on the surface.
- Step 6: 24 brass metal frets are fixed over the dough which is fixed on a finger board.
- Step 7: A dough that acts as the adhesive is fixed on the fingerboard of Veena.
- Step 8: The seven strings of Veena are attached to the Veena
- Step 9: The strings of veena are adjusted and final decorations are made using lacquer colors.

Yali Importance: A fret board (danda) connects these two ends, with twenty-four brass frets set in wax and charcoal. The frets are set to half steps in two octaves. Four main strings traverse this fret-board, from a bridge at the right end to tuning pegs (biridais) at the left end. At this left end of the danda is attached a “yali”, which is a scroll that is carved into an elaborate head of a mythical animal. Three additional strings (talam strings) are set off to the side and are used for rhythmic emphasis.

Aside from the primary body, certain metal and bronze parts are urgent for holding the wooden pieces of the Veena together, for improving the apparent quality and furthermore for adding to the tasteful worth of the instrument.

Methodology

Methodology is the main purpose of the design of the material as it is being done and how these designs will be presented to the future. As part of our team to study, Mira Sahib and his son Sheikh Mabu sahib professionally related families over timely felt extremely happy interviewing the craftsman. Our team took care of documentary work, taken photos, collaborated with him and also documented the certificates of Mabu sahib which he has received. We even documented and interviewed what he wants to present their designs for future generations. We have even spoken to the people in the surrounding areas and loved the craftsman hard works. As long as we were doing any study, on the Nuzvid veena it made me and my team very happy.

Case Study

Let us know some of Mabu's words. He can make about seven types of flute, namely Saraswati Veena, Vipanchi Veena, Mayuri Veena, Dragon Veena, Goat Veena, ShankVeena, and Folding Veena. In this kind of activities, Nuzvididu can improve new designs and innovatively we can create also. This art needs to be promoted which is declining by distributing them to the Harridans of the Tirumala Tirupati Temple.



Nuzvid Veena Artisan Sheikh Mabu Sahib Honoured him with the Best Veena Designer Award.¹¹

Awards

- Now let us know the awards he has received. In 2014, AP Handicraft Development Corporation Ltd. honored him with the Best Veena Designer Award. And also conferred the title of “Dattapeetha Asthana Vidwan” on his hands-on February 23 at a program held at the Ganapati Sachchidananda Ashram in Mysore.
- In 2004 Appreciated Respected President of India Dr Abdul Kalam Handicraft of Nuzvid Veena and ShaikMabu. 2004 Andhra Pradesh to Delhi along with some artisans Sheik family and sangeet Khalanidi award winner Dr Nedunuri Krishnamurthy along with Veena maker Mabu went at presidents house, New Delhi. Handicraft of Veena and some crafts he recognized and

appreciated in that time they provided the gift of **Nuzivid** Veena gives to respect Dr Abdul Kalam sir. How the preparation, along making process and materials they explained after Abdul Kalam sir receiving so sweetly, and appreciated Veena artisan Mabu and his family members in this service of making to Veena.

- President of India recognized many art forms of India in this veena handicraft, Kondapalli toys, Kalamkari, Veena, normal toys, Lepakshi handicrafts and the place of Nuzivid some artisans appreciated. At that time the instrument of Veena kept inside of honorable prayer house.
- Apart from that, he has received many testimonials from about 30 eminent musicians such as Mangalampally Balamurali Krishna, Nukala Chinna Satyam, Annavarapu Ram swami, T.Subbireddy, Sangeetha Kalanidhi Nedunuri Krishnamurthy Ayyagari Sam sunder.
- Mabu sahib Got World Record holder Nuzivid is one such eminent World Award winner the main reason he set a world record was to make a 21-inch small flute in 30 days with a stick and win another award.
- On January 20, 2017, 4 years ago, in the music department of Sri Potti Sriramulu Telugu University, The Potti Sriramulu Telugu University Music College pays special attention to the Saraswathi veena scholars who have not only made and repaired the old ones Mabu and team but also beautifully decorated and recited the Saptasvaras for which the Potti Sriramulu Telugu University also honoured and congratulated them in 2015. Dr.S.Uma Devi, Professor and HOD, Department of Music.
- Emanikalyani d/o Padmasree Dr. Emani Shankara Shastry said Nuzivid Veena artisan Mabu Subhani has been making different Veenas for the fast 50 years he has specialised is innovative Veenas creating need of the society now a days I wish him all success in his new innovation I also feel if government reorganization his talent in making Veenas. Great artist his family wishes he gets support and encouragement from government On January 11, 2020.
- Mangalampalli Bala Murali krshina said: House is in Vijayawada were flute making is well done. Nuzivid in Vijayawada has a lot of village instrument of veena makers and good mixers who are very skilled, Nominated for Bravo International book of world record on 20th, March 2019, "Making smallest Playable Veena" Asian sub contented edition.
- Lepakshi State award, A.P. Handicrafts development corporation limited, Hyderabad, for outstanding craft man ship and contribution to the development of Veena making craft on June 16th, 2014.
- Guru Shishya Parampara in Veena making, Nuzivid on March 1st, 2006 the training scheme was sponsored by the government of India ministry of textiles office of the development commissioner Handicrafts, New Delhi.

Review of Literature

2007 Dr. Boyana Venkateswararo former director, cultural affairs, Govt. of A.P. certify that Meera sahib that Nuzivid veena manufacturing organization by name Meera and sons Musicals for that late 50 years and above livelihood. the firm was very famous The firm is very famous not only in Andhra Pradesh but in the entire country. They have specialized in manufacturing of folding veenas. Their products like Chitraveena, Gotu veena, and Vipanchi Veena, are very famous besides folding veena. They are maintaining quality in the manufacturing of Nuzivid Veenas several music academics both in the south and north India are their continues customers. They are also exporting veena to countries like the USA, UK, Germany and Australia and so on. Both of the sons Sheik Bhasa and Mahoob sahib dedicated to the art.¹

2014 Swara Jhari president T.S. Rama Chandra rao: certify that Mira sahib and family is dedicated in Veena making music instrument like Veena, Tambura belongs to Nuzivid, Krishna district. I know him for the past 20 years and his family expert in veena making innovatively and repairing all types of veenas deserves for the title "Sunada Veena vidya Silpi "he created Saraswathi veena, Vipanchi Veena, Mayura veena and Shankara veena his instruments have good demand in too. He deserves national recognition as veena maker of Indian classical instruments.²

2007 Smt. Prabhavathi, Principal of S.V.College of Music and Dance, T.T.Devasthanam, Tirupathi: Certify that shake Mabu sahib brother of sheik bhasa and khaza babu s/o Meera sahib are manufacturer of veena from Nuzivid, AP. a reputed Veena maker with great experienced .he hails from a famous veena makers family and inherited the art of veena making from his father all the family members dedicated themselves to veena making. Mabu Sahib has made thousand of Venus half great quality and

his products are much in demand in the country and abroad in recent times is also making laudable and portable Venus which makes it very easy to carry on flights and train Journeys. He made a good job and marvelous contribution in servicing our musical instrument of 35 and 5 Tamburas, college which are very old and made them live forever as he shows excellence of service and I grateful greatly appreciate is service. I can watch for the superb quality of the Venus free Mabub make I hear surely with him a great success in his venture.³

2010 Dr. T.Subbireddy, Member of Parliament, Former Union Minister state for mines, Tirumala Tirupathi Devasthanam: Shri Sheikh Mira Sahib and his son Sheikh Abu Sheik Basha Shaik renowned manufacturers of musical instruments from news in Krishna district of Andhra Pradesh. It is here it every business of shakes family for the last 60 years they are specialized in the manufacture of various types of veena's like Saraswati, Mayuri, Goto, Sanku, Krishna veni extra.. Latest being foldable Veena the quality and craftsmanship of their winners are very much appreciated by many music Expo exponents not only in our country but also in the world. I wish them every success in all their future endeavors to improve upon the product from time to time and continue to be the best in the trade.⁴

2010 Kandala srinivasa Govinda rajan, Principal, G.V.R. Govt. College of Music and Dance, Vijayawada: This is to certify that Shaik Mabub son of Meera Sahib his manufacturer of Veena from Nuzvid Krishna District Andhra Pradesh. Is a reputed Veena maker with great expertise he hails from his father. He has made thousand of Veena making from his father he has made thousands of Venus of fine quality and his product are much in demand in the country and abroad.⁵

2018 Lakshmi Jaya P: The Saraswathi veena which discovers a notice in practically all amine writings is a vital piece of Carnatic music and Bobbili Veena has the differentiation of being the town where this exceptional variation of Veena is made with extraordinary workmanship. In the course of recent hundreds of years, a one of a kind way of playing the veena has developed, acquiring the honors of specialists in Indian and worldwide circles. This solitary accomplishment was walked with complete authority in the specialty of making Saraswathi Veena at Bobbili. The instrument made here is noted for the profundity and totality of tone just as for its flawless plan and example. It is an image and token of India's rich social legacy. The uniqueness of these Veenas is that they are cut from a solitary square of wood. Vizianagaram is additionally celebrated for Jute makes, why on the grounds that the quantity of jute plants is situated in its environmental factors.

2018 Kumar, S.A: This business has not yet been able to earn a good reputation in the international field. The reason is that there is no fixed price and quality in handicraft it. The quality and looks of the finished products are not well and good to meet the standards in all aspects because of the traditional method of production. Since it is an artistic Industry, less number of women is engaged in the retailing business due to family issues, cultural issues, and social constraints⁷

2009 Ranjan M. P : The first of its kind ever attempted, this beautifully illustrated guide will be a tremendous resource for product and textile designers, artists, architects, interior designers, collectors, development professionals and connoisseurs alike. Handmade in India will also be a useful reference for libraries interested in Indian crafts and culture, and organizations that work with the crafts sector in India.⁸



Sheik Mabub Sahib's have received many awards.¹²

Conclusion

The government has sought to give due recognition to the many artists he has created around the world in the form of music. Also asking the government is that we have been living with manufacturing for 40 years and at least there is no house to stay. Manufacturers want to grant and provide pensions to elderly artists. They want to give a lot to their families, in the same way, provide education to their children. Artists are required for wood at subsidized rates as providing the raw material has become expensive. The strings for the Veena are to be brought from Mumbai, if a market is provided here it would reduce the cost. The rates of the Veena has not been changed from past 3years and they are selling it at the same price. An increase in the price will gradually return the fine art consolation as far as grants are concerned, arranging workshops will impact the cutting edge to learn and proceed with the craftsmanship.

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