SHILPSUTRA
INTERNATIONAL OPEN ELECTIVE 26
4-15 JANUARY, 2027

राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
AHMEDABAD

Phad Painting

Bhilwara, Rajasthan

Seats Available 13

OE26A03
Ahmedabad Campus



Each painting is created through a detailed process of drawing, natural composition, and rich colours, bringing together characters, architecture, landscapes, animals, and traditional motifs.

Each painting is carefully composed to portray important stories, characters, divine figures, traditional motifs, and cultural elements through the distinctive visual language of Indian folk art.

Today, Phad painting continues to evolve while preserving its traditional identity, making it a unique representation of Rajasthan's rich cultural heritage and storytelling tradition.

Phad Painting is a traditional folk art of Rajasthan, India, known for its vibrant colours, intricate detailing, and storytelling style. Traditionally painted on a long cloth scroll, Phad depicts the heroic stories and legends of folk deities such as Pabuji and Devnarayan.



Sourabh Soni

He started learning Phad painting from his grand father KUNDAN SONI when he was just 10 years old. His guidance, values and deep knowledge of this art has shaped his journey as an artist. Sourabh is an artist specializing in Phad painting, a traditional Rajasthani art forms.