

Eco-Media and Cultural Expression: Madhubani Paintings as a Reflection of Nature and Sustainability

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Abstract

Madhubani painting is a living letter of the country's invaluable heritage, which has been telling the story of culture, nature, spirituality and society of Mithila. It is sweet sound of Madhubani forests, mountains and rivers and living cultural saga of the skill of the artists, which can be enjoyed by listening and watching. Madhubani painting is originated from India state of Bihar's Mithila region. When we were looking ancient time Madhubani art adorned homes during festivals, depicting mythological narratives, rituals, and symbolic motifs that reflect the region's rich heritage. Employing natural dyes and pigments sourced from plants and minerals, this art form boasts vibrant colours and intricate patterns, ranging from geometric abstractions to detailed portrayals of flora, fauna, and deities, each laden with symbolic significance and aesthetic appeal. This study investigates the role of Madhubani art as eco-media in promoting environmental awareness and conservation. Through a qualitative analysis of Madhubani artworks and interviews with artists, this research highlights the potential of traditional art forms in communicating environmental messages and inspiring sustainable practices. The findings suggest that Madhubani art can serve as a powerful tool for environmental education and advocacy. The study of Madhubani Paintings as eco media hinges on fostering sustainable practices, leveraging digital platforms for broader outreach, and promoting the innovation, Awareness and Conservation to preserve its authenticity.

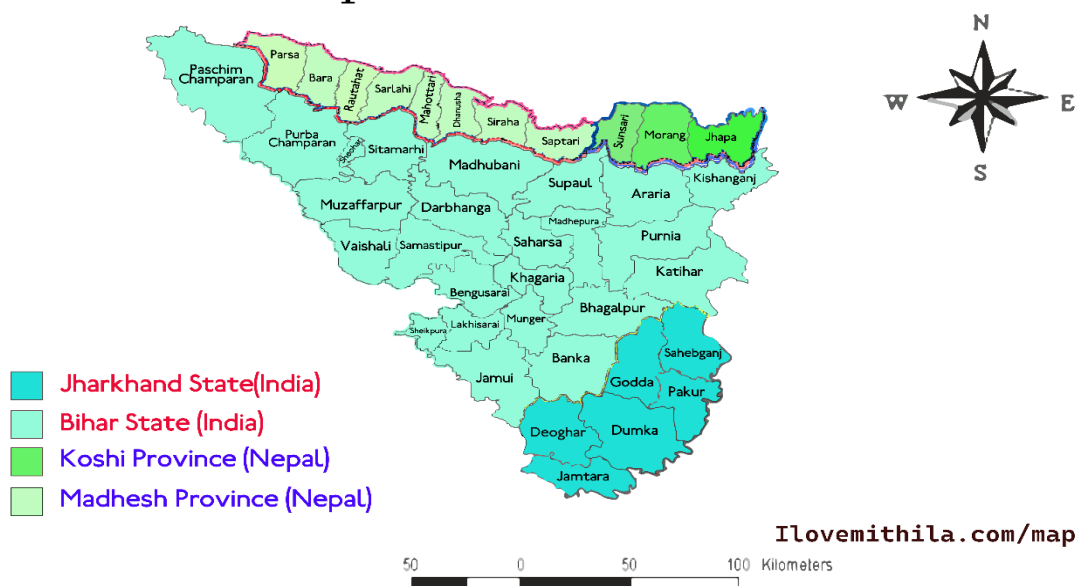
Keywords: Madhubani Painting, Mithila Painting, Folk Painting, eco media, environment, Nature, folk Art, Sustainability.

INTRODUCTION

India is a nation with a strong religious and traditional culture, which is represented in the folk art that is produced here. India's skills are highly ethnic and straightforward, yet vivid and lively enough to communicate about the rich national heritage of the nation (Anima Mandal, 2022). Eco media is a contraction of ecological media is shorthand for representations of and communication about the human and natural environment in media beyond traditional print (Cubitt, 2005). In Eco media includes environmentally engaged film, television, music, visual arts, Folk art and conceptual art (Michael Ziser, 2013). The engagement and interest of the local community in preserving and protecting its flora and fauna play a pivotal role in environmental conservation (Thakur, 2003). In this context, Madhubani painting has been spreading awareness about conservation of environment, plants and the importance of environment in human life through the wonderful and vibrant paintings by the local community for centuries (Rashmi, 2024). Madhubani paintings offer a particularly interesting setting for the consideration of such potential environmental and wildlife conservation (Haratyk, 2017). The United Nations Decade of Action on Ecosystem Restoration 2021–2030 is an appeal for action for the protection and revitalization of ecosystems worldwide, for the benefit of both people and the environment (Gupta G. S., December 2023). It aims to halt ecosystem degradation and restore ecosystems to meet United Nations sustainable development goals such as SDG 2 (zero hunger), SDG 13 (climate action), and SDG 15 (life on land) (Development, 2025). Folk art has been a great medium to express the emotions of India's glorious heritage and culture (Ghosh, 2020). Since ancient times art has been an integral part of human life. Folk art is such a form of art which is associated to common man. There is an emotional urge behind every creation which gives a form to the feelings or experience (Agarwal, 2015). In our country, awareness about nature conservation and environment has been created through folk art since ancient times (Prasad, 2013). Madhubani painting is one of the major folk paintings of the country (Mandal, 2022). In which the importance of environment and human life has been depicted very beautifully and minutely for centuries. This painting is a living example of man's love for the environment and his desire to protect it (Priyanka Yadav, 2024). The colours used in Madhubani painting are completely made from flowers, bark, leaves, gum, fruits, roots and woods found in nature. Along with this, nature and Madhubani forests have been depicted very vividly in the paintings (Thakur, 2003). Madhubani is the

district of Bihar. In ancient period Maithilas which is bounded on the north by Himalayas and on the east, south and west by the rivers Kosi (Kausiki) (Sodhi, 2018), the Ganga and The Gandaki, respectively. There is a delightful rhythm in the sound of the word Madhubani (meaning the forest of honey), a name to the conjure with in the history of Indian Painting fascinating landscape, green pigeons, parrots, roofs of mud houses, Majestic bodhi and peepal trees (Agarwal, 2015). Madhubani paintings beautifully depict Hindu ditties Ram, Krishna, Shiva, Durga Lakshmi and Saraswati and moreover celebrations for Weddings (Rai, 2022). The artist then draws Madhubani motifs using the stick and natural colours made from plants and minerals (Singh, 2025). Such as yellow made from turmeric, pollen, Lime, Milk of banyan leaves. blue from indigo (Ghosh, 2020). The colour is obtained from the Kusum flower juse and adding with sandal wood, green from wood apple tree leaves, white is made by rice powder and orange from palash flowers (Gupta, 2008). Madhubani art often depicts scenes from Hindu mythology, nature, and everyday life (Jain, 1998). Common motifs include animals, birds, flowers, gods and goddesses, and geometric patterns. scenes of birds, animals, trees, and flowers, often depicting the lush landscapes of rural Bihar (Priyanka Yadav¹). In natural Landscapes Artists portray the lush natural landscapes of rural Bihar, including rivers, forest, mountains, and wildlife, capturing the beauty and serenity of the countryside. Some of the most painted Image sun, banyan trees, moon, birds, animals and Tulsi trees, Lotus, mango tree (Jyoti Rani³, March 2024). Madhubani Artists Paint rural Life in their paintings by depicting various aspects of Daily activities such as fishing, cooking, and traditional ceremonies, farmers flowing fields, sowing seeds, harvesting crops, and tending to livestock, capturing the agricultural rhythms of rural life (Thakur, 2003). This ancient art is created with fingers, twigs, brushes, nib pens, and matchsticks, in natural colours, and is distinguished by appealing patterns. This unique tradition needs to be preserved and requires a blend in developing innovative design which are of great demand in the market (Mandal, 2022). The use of natural living and non-living things is what makes it eco-friendly, since they all are overtly or covertly the components of ecosystem. The ecology and environment are finally to run the life-cycle of the creatures and plants on this earth (Joshi¹, may 2025). As the beings and things are repeatedly used as the part of Mithila Painting, they signify the importance of the ecological elements which are the stakeholders of ecosystem of the earth. In Kohbar and Aripa, the two famous forms of Mithila Painting, the inclusion of the leaves, ponds, fish, lotus, and bamboo are always maintained. Specially, Kohbar is painted on the occasion of weddings (Jain, 1998). The decoration of wedding chamber is called Kohbar. There, too, the natural things and plants are painted on the wall symbolizing different aspects and meanings (Joshi¹, may 2025). In recent years, there has been a growing recognition of the potential of art to communicate environmental messages and promote sustainability. This study explores the role of Madhubani art as eco-media and Cultural Expression, examining its capacity to raise awareness about environmental issues and inspire conservation efforts.

Map of Full Mithila



Map Of Mithila (https://commons.wikimedia.org/wiki/File:Map_of_full_Mithila.png, 2025)

Eco- media; Environmental Awareness and Conservation

Eco media is a holistic framework that explores the ecological footprint and mind print of media as drivers of environmental problems and solutions. It involves critically examining the impact of media and communications technology on the physical environment, and explores the various ways in which media systems propagate beliefs about the relationship between humans and the living systems that sustain them. It also recognizes the positive contributions of the media to solving the environmental crisis (Wiley-Blackwell, may 2019).The engagement and interest of the local community in preserving and protecting its flora and fauna play a pivotal role in environmental conservation. Eco media offers a particularly interesting setting for the consideration of such potential environmental and wildlife conservation challenges (Cubitt, 2005). eco- media act as a watchdog for the environment, holding corporations and governments accountable for their actions. Eco media employs various techniques to weave environmental narratives (Gupta G. S., December 2023). Eco media ability to blend storytelling with environmentalism makes it a powerful form of environmental journalism. By raising awareness, inspiring action, and fostering critical thinking. It tells that the origin of the nature of art itself originates with the sense of eco-friendliness.In the modern form of Mithila art, the artists have not only limited to the mere painting of traditional ideology and myths but also started an environmental campaign in the different works of art (Joshi1, may 2025).They are concerned that trees are being cut down for development activities due to which ecological degradation is taking place rapidly.One of the paintings by Pradyumna Kumar, whose two dozen paintings are based on the theme of environment, shows a tiger in the lap of lively nature (Das, 2009).The harmonious relation and dependence of the wild animal on the nature is quite evident in this art work (Rani, 2019).Madhubani art serves as a medium for environmental education and awareness. By depicting themes of biodiversity, conservation, and the human-nature relationship, these paintings highlight the importance of preserving natural habitats and species. The use of sustainable materials in creating these artworks further emphasizes the need for eco-friendly practices (Singh B. , 2024). Moreover, contemporary Madhubani artists are increasingly addressing pressing environmental issues such as deforestation, climate change, and wildlife protection through their work.

LITERATURE REVIEW

Mithila Painting: An expression of eco-consciousness (2025). This paper explores the eco-consciousness in visual social semiotics of Mithila Painting.The visual as the lively example of social semiotics is a great form of traditional and contemporary art. Along with the changes in the perspectives of the people, the traditional religion and myth dominated paradigm of Mithila Painting has shifted from mythos-cultural to politico-environmental issues. It has become influential way of making people aware of the contemporary issues. Mithila art: An analysis of various styles and symbolic values of Mahhubani Painting (2021) this paper is finds the symbolic values of Madhubani painting as well as the role of sociocultural fabric of the geographic space within which it is located in the evolution and development of different styles of Madhubani painting in the region (Sen, 2021).Fostering Community Engagement through Eco Cinema: An Environment Advocacy Intervention for Wetland Conservation in India (2023). This study is explored the Environmental education and awareness through eco-cinema can form an effective, pluralist environmental discourse towards understanding of wetland conservations (Gupta G. S., December 2023). Journey of Madhubani Painting on Walls and Fabrics: A Style of Mithila Kala (2024). This study finds Indian folk arts have a significant role in the culture and identity of the country because they are closely related to the spiritual aspect of people's life (Jyoti Rani3, March 2024). Madhubani Painting—Vibrant Folk Art of Mithila (2020). This paper traces the historical journey of a unique art-form, that of the painting of walls, floor-spaces and on the medium of paper, of Madhubani painting, referring to the place from where it became famous from the region of Mithila in North Bihar (Ghosh, 2020).The Eternal Elegance of Madhubani Art: Fostering Ecological and Social Conservation While Empowering Women. This paper finds Madhubani art fosters community bonds and promotes the transfer of traditional knowledge across generations. Ecologically, Madhubani art serves as a medium for environmental education and awareness. By depicting themes of biodiversity, conservation, and the human-nature relationship, these paintings highlight the importance of preserving natural habitats and species (Singh B. , 2024).

Objective of study

1. To analyse the depiction of natural elements and themes in Madhubani paintings and their significance in conveying eco-conscious messages.
2. To investigate the cultural context and significance of Madhubani paintings as a form of eco-media, highlighting their relevance to contemporary environmental discourse.

RESEARCH METHODOLOGY

In this study we have employed a qualitative research approach, combining content analysis of Madhubani artworks with in-depth interviews with artists. A total of 10 Madhubani artworks were analysed, and 5 artists were interviewed to gain insights into their perspectives on environmental issues and the role of art in promoting sustainability. The artworks were selected based on their thematic relevance to environmental issues. The content analysis involved a detailed examination of the artworks visual and narrative elements, including symbols, motifs, and colour schemes. This analysis provided insight into the artists representation of environmental issues and their impact on the ecosystem. The in-depth interviews with artists explored their perspectives on the role of art in promoting sustainability and environmental awareness. The artists responses provided valuable insights into their creative processes, inspirations, and intentions behind their artworks.

Sampling Framework

This study employs a qualitative approach, focusing on a selection of Madhubani paintings that showcase the environment and its significance. A total of 100 Madhubani paintings were sourced from the websites of five reputable NGOs, each contributing to the preservation and promotion of traditional art forms. From this pool, a purposive sample of 10 paintings was carefully chosen for in-depth analysis. Specifically, two paintings from each of the five NGOs websites were selected, showcasing the artists' unique perspectives on environmental themes. These paintings not only demonstrate exceptional artistic skill but also convey a profound appreciation for the natural world. Full credit and citation are given to the artists and the respective NGOs, acknowledging their invaluable contributions to the preservation of Madhubani art and environmental awareness.

Content analysis Framework

Content analysis has its origins in communications research (Neuendorf, 2002) and is a generic name for a variety of means of textual analyses that involve comparing, contrasting and categorising a corpus of data including now both numeric and interpretive means (Schwandt, 2001). In their text on e-research, also recognised and described both quantitative and qualitative approaches to content analysis (Philippa Gerbica, 2005). In our research, we have selected 10 Madhubani paintings for content analysis. In which the importance of environment has been depicted very minutely. A codebook (Marsha E. Fonteyn, August 2008) has also been created to study the colours used by the artists and their themes in all the paintings. Which has been placed in Table -1. The codebook includes the colours used by the artists in all the 10 paintings and their themes. On the basis of this codebook, the content analysis of all the ten Madhubani paintings has been done.

Content analysis of Madhubani artworks



Figure 1: Banana tree of Mithila (MithilanchalGroup, 2025)

The Madhubani paintings shown in figure- 1 depict a banana tree on which four parrots are sitting. The artists have created very beautiful paintings using naturally available green and yellow colours. Some mounds are also visible near the banana tree in the paintings. The banana leaves and the fibres of the tree have also been depicted in a wonderful manner. The bananas seen on the tree are painted yellow. By looking at them, it can be seen that the bananas are ripe and the parrots are hovering on the banana tree to eat the ripe bananas. In these paintings, the ecosystem of the Madhubani Forest has been carved very beautifully. Which also shows the relationship between the environment and humans.



Figure-2: Mithila Painting of Dinosaur (MithilanchalGroup, 2025)

The artwork in Figure 2 transports us to a lush, prehistoric world, teeming with life and dominated by the majestic dinosaur, set against the vibrant backdrop of a dense forest. The artist's meticulous attention to detail and use of naturally obtained colours - soothing greens, blues, and whites - evoke a sense of serenity and wonder. By depicting the Mesozoic era, the artist masterfully highlights the intricate relationship between the dinosaur and its environment. This painting serves as a powerful example of environmental visualization, conveying the importance of preserving our planet's ecosystems. The artist's message about the extinction of dinosaurs and the need for environmental conservation resonates deeply. Through this artwork, we are reminded of the delicate balance between species and their habitats, and the significance of protecting our natural world.

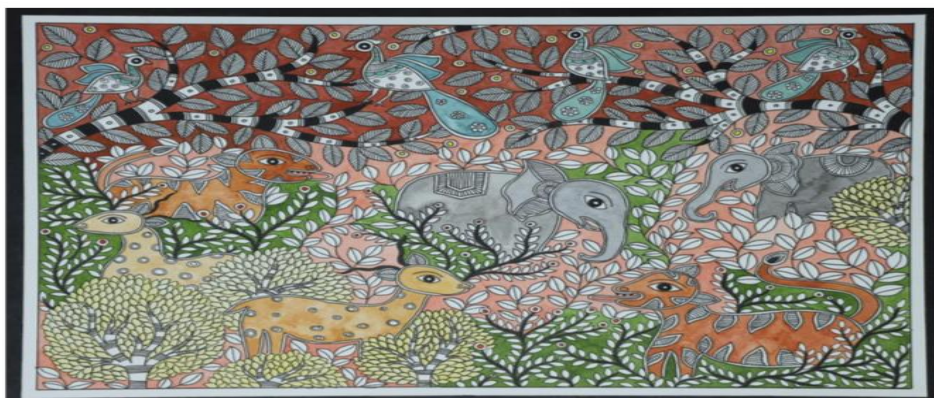


Figure 3: Madhubani forest (gandhimemorialcenter.org, 2025)

In Figure 3, the artist has depicted the Madhubani Forest and its entire ecosystem in a very attractive manner. Peacocks are sitting on trees, deer are grazing grass in the forest, while elephants are happily roaming in the forest and picking their favourite leaves and eating them from the trees. The paintings show the glow of happiness in the eyes of all the animals seen in the forest. Which shows the importance of the forest for animals. Flowers and fruits are seen in the trees seen in the forest, which makes it seem that it is the spring season. The artists have used red, green, brown, yellow, black and white colours in these paintings. The hustle and bustle in the forest has been shown in a very picturesque manner in the entire painting. Which tells about the importance of the environment.



Figure – 4: women & his kids in Madhubani Forest (gandhimemorialcenter.org, 2025)

In Figure-4, the artists have shown the scene of a Mithila farm. In which a woman is seen bringing the crop from her farm after harvesting it. Her daughter is also seen in the farm with her. In the paintings, the woman and her daughter are wearing the traditional dress of Mithila, who are seen talking to their daughter. On the other side of the paintings, a pond is visible. In which the woman's son is catching fish, while the mother and daughter bringing the crop from the farm are seen standing on the bank of the pond. Let us tell you that in Mithila, there has been a tradition of keeping a pond for fish farming in every farm. In which fish are reared for home use. In this painting, the artist has depicted the daily life of a family living in Mithila. In which the environment and human dependence on it have been depicted in a very wonderful way. In the paintings, a wonderful combination of red, green, brown, blue, black and yellow natural colours have been done.

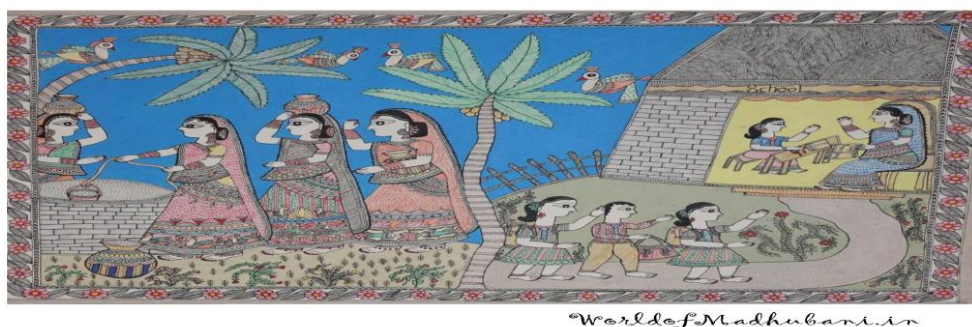


Figure -5: Girls Education Theme Madhubani Painting (MITHILAsmita, 2025)

In Figure-5, the artists have depicted the rural environment of Madhubani and the importance of women's education. In the first part of the painting, rural women are shown filling water from the well. In which women are seen taking out water from the well with a bucket and filling it in a pot. Coconut trees are shown around the well. On which some birds are sitting. In the second part of the picture, a school is shown. In which girls are seen going to school. Inside the school, a female teacher is seen teaching the girls. Through these paintings, the artists have made people aware of the importance of environment and rural environment as well as education of girls. These paintings are showing the importance of environmental protection and education. In which the artists have depicted the rural environment of Madhubani in a very wonderful way using green, yellow, brown, red colours.



Figure- 6: Elephant Jungle Madhubani Painting (MITHILAsmita, 2025)

Figure 6 presents a breathtaking depiction of the lush forests of Madhubani, teeming with life and vibrant colours. Two majestic elephants are seen roaming freely, surrounded by dense foliage and an array of flora. The intricate details of the painting showcase the artist's skilful rendering of the natural world, with delicate flowers blooming amidst the undergrowth and dense bushes providing a habitat for the elephants. The artwork masterfully weaves together the importance of environmental conservation and the spiritual significance of forests and elephants in Hinduism. The palette of earthy tones - greens, browns, and oranges - creates a stunning visual harmony, evoking a sense of serenity and connection to nature. The artist's use of colour and composition effectively conveys the interconnectedness of all living beings and the beauty of the natural world. By depicting the elephants in their natural habitat, the painting highlights the importance of preserving and respecting the environment. This artwork serves as a powerful reminder of the need to protect and conserve our planet's precious ecosystems, while also celebrating the rich cultural heritage and spiritual traditions that emphasize the importance of living in harmony with nature.



Figure – 7: Dancing peacock (samiti, 2025)

In Figure 7, the artists have nicely depicted a captivating scene of two peacocks dancing seductively amidst the lush forests of Madhubani. Standing face-to-face, the peacocks exude an air of elegance and charm, their vibrant plumage glistening in the midst of verdant foliage. The intricate vines of trees weave around them, creating a sense of enchantment and wonder. The peacocks' eyes sparkle with excitement, conveying the joy and abandon of their seductive dance. This stunning painting captures the essence of the forest's beauty during the monsoon season, when the landscape is rejuvenated and resplendent. The artists' palette is a masterful blend of emerald green, sky blue, sunshine yellow, fiery red, and burnt orange, harmoniously intertwined to evoke the sights and sounds of the rainy season. Through this breathtaking artwork, the artists have skilfully conveyed the splendour of nature, inviting the viewer to revel in the beauty of the environment.



Figure – 8: Fish in Pond (samiti, 2025)

In Figure 8, the artists have beautifully crafted a vibrant depiction of a pond, meticulously created by the farmers of Mithila for fish production in the fields. The sweet waters of the pond are teeming with life, as fishes swim effortlessly, their scales glistening in the bright natural colours used by the artists. The spiritual significance of fishes in Maithili culture is beautifully woven into the fabric of the painting, showcasing the artists' attention to detail and dedication to their craft. The fishes in the painting seem to radiate happiness, their eyes sparkling with joy, as they swim in the serene waters of the pond. The artists' use of bright natural colours, including red, green, orange, black, white, blue, and yellow, creates a stunning visual effect, drawing the viewer into the world of Mithila's rich cultural heritage. This painting not only showcases the cultural importance of fishes in Mithila's tradition and the lives of its people but also subtly conveys the importance of preserving a clean environment.



Figure – 9 Lotus artist Bandana Jha Medium: Acrylic on Canvas board (center, 2025)

In figure-9, the artists have depicted a pond in the Madhubani Forest, in which the water is blue due to rain. Three beautiful lotus flowers are blooming in the pond. A light breeze is blowing in the Madhubani Forest. Due to which waves are rising in the water of the pond. Due to the gusts of wind, lotus flowers are blooming and waving in the pond. In this painting, the artists have depicted the beauty of the environment in the rainy season in a very attractive way. This attractive picture has been created by making a wonderful combination of pink, green, blue, white and yellow colours in the painting. This painting is showing the beauty of the environment and its importance.



Figure- 10: Madhubani forest & cow (center, 2025)

In Figure 10, the artists have masterfully depicted a scene of cows grazing in the dense forests of Madhubani, showcasing the region's rich biodiversity. The dense foliage of the forest is vividly rendered, providing a stunning backdrop for the herd of cows peacefully grazing. This painting not only highlights the importance of cows in Hinduism but also underscores the interconnectedness of human life with the natural world. By emphasizing the significance of environmental conservation and animal welfare, these artworks serve as powerful tools for raising awareness about the need to protect our planet. The artists' deliberate use of a striking colour palette, combining black, red, white, and brown hues, adds depth and emotion to the narrative. This beautiful artwork is a testament to the artists' skill and creativity, inspiring viewers to appreciate the beauty and importance of preserving our environment for future generations.

Table -1 Codebook of Content analysis

	colour						Nature		
	Green	Blue	yellow	Reds	Orange	other	Earthy tones	Natural symbol	Flora & Fauna
Figure 1	Green		Yellow					Natural symbol	Flora & Fauna
Figure 2	Green	Blue				other	Earthy tone	Natural symbol	Flora & Fauna
Figure 3	Green	Blue	Yellow	red	Orange	other	Earthy tone	Natural symbol	Flora & Fauna
Figure 4	Green	Blue	Yellow	red	Orange	other	Earthy tone	Natural symbol	Flora & Fauna
Figure 5	Green	Blue	Yellow		Orange	other	Earthy tone	Natural symbol	Flora & Fauna

Figure 6	Green				Orange	other	Earthy tone	Natural symbol	Flora & Fauna
Figure 7	Green	Blue	Yellow	red	Orange	other	Earthy tone	Natural symbol	Flora & Fauna
Figure 8	Green	Blue	Yellow	red	Orange	other	Earthy tone	Natural symbol	Flora & Fauna
Figure 9	Green	Blue		red			Earthy tone	Natural symbol	Flora & Fauna
Figure 10				red	Orange	other	Earthy tone	Natural symbol	Flora & Fauna

Climate			Human & Nature Relationship	
Natural cycles	Whether	Digester	Depiction of farming,	Sustainable practices
Natural cycles	whether		Depiction of Farming	Sustainable practices
Natural cycles	whether			
Natural cycles	whether			Sustainable practices
Natural cycles	whether	Digester	Depiction of Farming	Sustainable practices
Natural cycles	whether		Depiction of Farming	Sustainable practices
Natural cycles	whether		Depiction of Farming	Sustainable practices
Natural cycles	whether		Depiction of Farming	Sustainable practices
Natural cycles	whether			Sustainable practices
	whether			Sustainable practices
Natural cycles	whether			

Table – 2 Madhubani painting artists interview

Expert	Inspiration	contribution	Specific Art work	Symbols & motif	Environmental awareness	Changes over time	Role in sustainability
Vakas Jha Madhubani Bihar	connection to nature, incorporate environmental themes.	Madhubani art can promote environmental awareness and conservation by visually narrating ecological issues.	The Vanishing Forest, Painting of Dinosaur. Banana tree of Mithila.	peacock, leaves. Flowers, Fish, pond	Madhubani art can educate people about environmental issues.	environmental degradation and conservation, reflecting growing concerns and personal experiences.	Madhubani art can promote sustainability by raising awareness, preserving traditional knowledge.
Nikita Jha Madhubani Bihar	environmental themes in Madhubani painting are that we can show our love and feelings for nature through our paintings.	depicted the black, toxic smoke coming out of vehicles related to environmental topics, which harms trees	many special paintings that can give an effective message in the context of the environment, such as planting as many trees as possible.	trees, birds, animals were depicted in environmental topics. But in today's time along with all these we can include deforestation, keeping ponds clean.	Madhubani painting makes a very important contribution to environmental protection and awareness.	many changes, like in earlier times Mithila painting was limited to only a few houses of Mithila, Bihar and Nepal.	The painter expresses his feelings related to environmental protection and sustainability through his character in his painting.

Jayanti kumari Madhubani Bihar	I was inspired to include environmental themes in Madhubani paintings.	She is raising various environmental issues through her paintings and making people aware of the environment.	showing the deterioration and destruction of the environment in her paintings, through which she is appealing to people to protect the environment.	She depicts trees, plants, animals, birds, ponds, rivers, mountains to depict environmental topics.	environmental education can be given through the environmental scenes depicted in paintings.	She also creates Madhubani paintings in public places to tell people about environmental messages.	Madhubani painting can play an important role in making people aware about environmental protection.
Kavita kumari Bokaro Jharkhand	environmental themes in Madhubani paintings comes from the deep connection between nature and the people.	Natural elements are one of the three main themes of Madhubani art, which shows that environmental topics are an integral part of this art.	Madhubani art can be used to make people aware about the environment.	Elements of nature such as trees, plants, flowers, fruits, and animals are prominently depicted in Madhubani paintings.	Madhubani paintings use natural colours. Which are compatible with the environment.	My themes have shifted to focus more on environmental degradation and conservation.	expresses his feelings related to environmental protection and sustainability through his character in his painting.
Roja Yadav Madhubani Bihar	inspired by the environmental theme in Madhubani painting.	we show through the painting at various places how important environmental protection.	we show both the environmental losses and benefits in our Madhubani painting.	environmental theme in my painting naturally given shapes like trees, animals, birds, ponds, rivers, mountain.	environmental education, there is a great need to explain the importance and benefits of the environment.	Madhubani paintings were made in many social places to tell messages related to the environment.	we make paintings using natural colours.

DISCUSSION

This Paper finds into Mithila Painting serves as a cultural lens through which the Maithili community interprets and navigates societal values, behaviours, traditions and nature (Rai S. &, 2022). The legacy of Mithila painting is deeply rooted in the themes of fertility, life cycle, and nature, reflecting the intricate relationship Between human existence and the natural world. The remarkable use of natural motifs in

Mithila art forms an essential part of the ecosystem, highlighting the interconnectedness of all living beings. The harmony between humans and nature has been a common thread in Mithila painting, transcending time and generations (Joshi1, may 2025).This eco-conscious aspect of Mithila art is evident in the use of natural elements such as bamboo, lotus, and ponds, which symbolize growth, renewal, and sustainability (Sharma, 2025). The vibrant colours derived from natural sources add to the richness of the paintings, while the depiction of animals and plants underscores the importance of preserving the delicate balance of the ecosystem (Agarwal, 2015). The artist's palette is a masterful blend of emerald green, sky blue, sunshine yellow, fiery red, and burnt orange, harmoniously intertwined to evoke the sights and sounds of the rainy season. Through this breathtaking artwork, the artists have skilfully conveyed the splendour of nature, inviting the viewer to revel in the beauty of the environment (Sodhi S. A., 2016). Eco media is voice of Our planet the one and only planet we depend on for survival is suffering ecological breakdown. Climate chaos, biodiversity loss, ocean acidification, drought, soil degradation, deforestation, water contamination, economic crises, war, famine (Lopez, 2020). The themes and practices associated with this art form often emphasize the importance of nature, fostering a deeper connection to and respect for the environment. Through its vibrant and symbolic representations, Madhubani art plays a crucial role in environmental conservation efforts, making it not just an artistic expression but a vital component of ecological and social sustainability (Singh B. , 2024). In contemporary times, this environmental consciousness has evolved from a dormant stage in traditional forms to a more explicit and intentional practice. Mithila painting has become a powerful medium for promoting ecological awareness and appreciation, inspiring a new generation of artists and art enthusiasts to cherish and protect the natural world (Rekha, December 2011). Through its stunning visuals and symbolic narratives, Mithila painting reminds us of the importance of living in harmony with nature and preserving the beauty and diversity of our planet for future generations.

CONCLUSION

Indian traditional folk art is a treasure trove of wisdom, offering profound insights into sustainable living that have been distilled over centuries. These ancient traditions, deeply rooted in harmony with nature, resource conservation, and mindful consumption, provide a unique lens through which to view the world. In the vibrant world of Maithili paintings, artists have long celebrated the beauty of nature, depicting scenes of farming, water conservation, and eco-friendly textiles and architecture that resonate deeply with modern sustainability goals. These artistic expressions not only reflect a profound respect for the natural world but also underscore the importance of living in harmony with the environment. As the world grapples with the complexities of climate change, environmental degradation, and unsustainable consumption, Indian traditional folk art offers a compelling vision of a more balanced and regenerative way of living. By embracing the timeless wisdom of these ancient traditions, we can unlock new pathways to sustainability, cultivate a deeper appreciation for the natural world, and create a more resilient future for generations to come.

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