

# NOMADIC EXPRESSIONS: EXPLORING SUSTAINABILITY, COUNTERCULTURE INFLUENCE AND WOMEN EMPOWERMENT IN BANJARA COMMUNITY CRAFTS IN GOA

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## **ABSTRACT**

*This paper explores the relationship between the traditional crafts of Banjara community and the intersecting themes of Sustainability, influencing Counterculture expression and women's empowerment.*

*The nomadic and marginalized Banjara community in Goa are migrated from Karnataka 50 years ago to sell their crafts to tourists of Hippie movement. Historically, Banjaras have developed craft practices that are deeply rooted in resourcefulness, using locally sourced materials and traditionally inherited techniques that follow the principles of sustainability, which is predominantly carried out by women.*

*This study argues that these craft forms not only serve as aesthetic expressions but also act as subtle influencer on counterculture movement of Goa's Hippie and other movements, preserving their unique cultural identity in the mainstream societal pressure.*

*Further, the paper examines how the production and sale of these handicrafts and textiles contribute to the economic and social empowerment of Banjara women, providing them with livelihood, autonomy, and a vital source of income within their community.*

*Through an analysis of craft, interviewing women artisans about lifestyle and business and examining socio cultural influence on garments, this paper looks at the ways in which Banjara community in Goa supports the ideas of sustainability by practicing environmental consciousness, cultural preservation through counterculture influence and the empowerment of its women by navigating business routes through their artistic craftsmanship. Solutions are suggested by researchers for the challenges and barriers identified after in-depth study of the Banjara community crafts.*

**KEYWORDS:** Nomads, Banjara Crafts, Counterculture, Sustainability, Women Empowerment