

JURY SUBMISSION

BRANDING & PROMOTION  
**POSTER DESIGNS**  
CHERIYAL SCROLL PAINTINGS

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# CHERIYAL SCROLL PAINTINGS

PRIDE AND HERITAGE OF **TELANGANA**

ONCE UPON A TIME,  
THE STORYTELLING COMMUNITIES USED  
TO TRAVEL THROUGH THE VILLAGES OF  
TELANGANA, SINGING AND NARRATING  
STORIES WITH CHERIYAL SCROLL  
PAINTINGS AS VISUAL AID



# CHERIYAL

PRIDE AND HERITAGE OF TELANGANA

# MASKS

IN 1980s

WHEN TELEVISION BECAME POPULAR,  
BALLADS AND FOLKLORES DISAPPEARED.  
CHERIYAL ARTISANS ADAPTED AND  
STARTED TO MAKE CHERIYAL MASKS  
AMONG OTHER PRODUCTS.

THEY GIVE LIVING INTERIORS A TOUCH  
OF ART AND LIVELINESS.

