REVIEW OF LITERATURE

The corpus of literature available on History and Conservation of Advertisement before Independence were carefully comprehended in order to make the base of this research and some of the key and interesting papers on this topic was thoroughly reviewed.

- Arun Chaudhan explored that modern advertising began in India in the second half of the 18th century. In January 1780, James Augustus Hicky began publishing Hicy’s Bengal Gazette from his office at Radha Bazar. The first newspaper to be published in India. Indeed his masthead declared that his paper was the Bengal Gazette. (7)

- Gupta described that Advertisement means, Public announcement; It involves communication which the public about a product idea or service through a medium to which the public has access. The medium may be print (Such as news papers, magazine, posters etc) electronic (Television, radio, internet etc) or any other (8)

- Frank Jefkin found that Advertising belong to the modern industrial world, In the past when a shopkeeper or stall holder had only to show and shout his goods to passers by, advertising as we know today hardly existed. Early from of advertising were sign such as the inn sign, the red tried and white striped barber’s pole, the apothecary’s jar of coloured liquid and the Wheel wright’s wheel some of which have survived until today (9)

- Goswamy explored the letter, a magical power, is spiritual geometry emanating from the pen of invention, a heavenly writ from the hand of fate, It contains the secret world, and is the tongue of the hand. The spoken word goes to the hearts of such as are present to hear it, letter gives wisdom to prose that are far and near. If it was not for the letter, the spoken word would soon dies, and no keepsake would be left us if those that are gone by. (10)

- Satish Chandra and Roshan Taqui found before identifying the post independence problem, we should have an introduction with the definition of conservation and its derivatives. There is no clear definition of conservation but in a broad manner it can be defined as repair with the minimum damage to the integrity of the structure both aesthetically and material wise (11).

- Prof. Bajpai depicted that Pre-history is in fact a record of the creative genius of the early man, which is available in the remains of pre historic art and primitive culture Human genius finds a variety of means of expression, be it in the form of pre-historic art or in modern scientific
achievement. In the early stage when even speech as a medium of expressions had not fully evolved. It is understandable that painting drawing should have served as an important medium (12).

- Salvador Munoz Vinas explored that the twentieth century is more uncertain and anxious about its relationship with history than any previous age. With declining confidence in the present the urge to conserve and revive the past has became even more frantic (13)

- Bisht discussed the cultural heritage of India is so rich and varied in its range and content that it represents the personality of India as a nation. Our climatic conditions and other forces of destructions, natural or man made, are constantly at war with this pride of our heritage, therefore the need and importance of conservation of this heritage can not be over emphasized, not merely because of its role in national development but because of its academic importance. (14)

- Dr. Banerjee explored the Latin word ‘museum’ is derived from the Greek word ‘museion’ in which it means a temple dedicated to the muses, or the Greek goddesses of the art and sciences. Museum indeed are the largest repositories of the cultural as well natural heritage in any country. (15)

- Elizabeth Pye discussed that Conservation minimize the effect of deterioration. Most material tend to change when exposed to the effect of agents such as water, light micro organism; these causes natural weathering process which break down solid rock to soil, and waste disposal processes which break own and recycle animal and plant either. (16)

- James Beck revealed that the examination and maintenance of work of art must continue on a regular basic and be carried out by trained professionals, certified by national and international standards when feasible after any object has been given to be heard. (17)

- Nelly balloffet and Zenny described that re-housing the archival available advertisement looks at the concept of protecting a collection by putting materials into boxes, folders or other enclosures and discuss some of the preliminary steps involved. (18)

- Sarva Shiksha Abhiyan concluded that the highly unbanised cities of Harappa and Mohanjodaro employed signs to sell the many type of art and crofts items that our ancient civilizations were famous for. In the Indian subcontinent, during Emperor Ashoka’s region, stones or pillars were used for making public announcement. (19)

- Bisht reported that in India the tradition of communication of the spiritual knowledge was earlier oral and scholars learnt them by heart by repetition several times, in the form “Shruti”
internal echoes which are intangible at that point in time but later became tangible by Smriti, When the scripts and materials for writing were known with the development of the human civilization. (20)

- Monie lee carla described the advertising is both an art and a science. The art comes from writing, designing and producing existing messages. The science comes from strategic thinking and planning including research. (21)

- Chunawallia revealed the advertising is a old as man advertising as we understand it today, was not used until about 200 years ago. The form of advertising for the transmission of information dates back to ancient Greece and Rome. Cries and signs were used to carry information for advertising goods and services well before the development of printing. (22)

- Shin Maekawa discussed for more than fifteen years, scientists at the Getty conservation institute have been activity conducting research on solutions to the problem of pest control in museum environments ie oxygen free museum cases. (23)

- Simon Knell executed Prevention conservation can be defined as many measure that prevents damage or reduces the potential for it. It focuses on collection rather than individual objects, non treatment than treatment. In practical terms, the handling storage and management of collections ( including emergency planning) are critical elements in a prevention conservation methodology.(24)

- Agarwal described art objects antiques and other objects are subject to natural aging and decay. Inorganic material ie stone, metals and ceramics are less prone to natural decay than organic material wood, paper textile, leather, Ivory, bone and other object. Preservation makes an attempt to maintain the object in a sound physical and chemical condition. It is therefore, an unending process.(25)

- Agrawal reported that conservation of wall paintings is being practiced in our country for several decades, almost over seventy years, at least since the Ajanta murals were restored by the Indian restorers, Cecconi and Orsini in 1920-21 and also number of sites, by several Indian institutions. (26)

- O.P. Agarwal and Mandara Barkeshli revealed that paper became known in India some time in the 10th or 11th century. Before that the main writing materials in India were Bhoja Patra and Palm leaf. (27)

- Souptarsi explored the actual origin of news paper lies in the Renaissance Europe when local merchants used to distribute hand written newsletters amongst each other. In India the first
news paper titled Culcutta General Advertise of Hickey’s Bengal Gazette was introduced by an eccentric Irishman called James Augustus Hickey during 1780’s (28)  

- B. V. Kharbade, Shirish Rajmalwar and R. C. Manjunathachari described in the paper that the study presented on the extraction of the active ingredient, curcumin (turmeric) and its chelation to overcome its staining properties. Different metallic salts were used on cloth and paper to assess whether these complexes retain same anti-fungal property or not, with the ultimate aim of developing turmeric –based anti-fungal wrapping cloth and paper boxes for storing Manuscripts. (29)  

- Bisht found that today in India, as in the past visual judgment is often considered enough to detect anything but the most painstaking forgery. In this connection. It can be said that various practical and scientific aids are available which are applied e.g. x-rays to make the artistic “brushworks” visible, solvent test to determine whether oil paint is as hard as its, alleged age would require, and finally the identification of the pigment and other materials of the works determine whether alleged artist could have produced the questioned work. (30)  

- Nancy Reinhold found the inception of the photographic process in 1839, photographs have been adhered to secondary supporting for display or for ease of handling. This study on the properties of four commercially available dry mount tissues, which are commonly used with photographs preservation. (31)  

- Bertrand Lavedrine revealed in recent years standardization committees have been established for preservation in achieves libraries, and Museums. New documents are being prepared for evaluating the permanence, durability, and stability of material, condition surveys and levels of deterioration of collections, storage and exhibition condition, enclosure and soon for setting of photographic archives. (32)  

- Terry Prayman discussed that since ancient times people have fashioned metal into objects to satisfy their daily needs and to delight the eye. These artifacts, ranging from coins to sculpture made of metal ie gold, silver, lead, copper, bronze, brass and bronze. In order to preserve a metal object, there are three major factors in the environment that should be aware of: Related humidity, Temperature and Pollution. (33)  

- Bisht explored the textile through had a glorious past, our people especially the crafts man have been taking pride in their achievements who made these fabrics for the elite of those days are in our possession and are as old as the respective civilizations. (34)
• Agrawal high lightened, what is the remedy for avoiding such destruction. For an object that has already been damaged or broken, the only safe course is to let a competent laboratory examine the object and to bring it to it’s as near its original shape as possible. (35)

• Gupta discussed the preventive conservation is an essential aspect for all type of artifacts, before or after their creative conservation. The main environmental factors that needs to be controlled for preventive conservation are temperature, relative humidity, light, pollution and pests. (36)