## TRADITIONAL CERAMICS AND ALLIED CLAY PRODUCTS: SCIENTIFIC AND SOCIAL RELEVANCE

S.K. DAS\* AND T.K. MUKHOPADHYAY\*

Traditional ceramics and allied clay products have their roots in ancient centuries. Internationally, the last few decades have witnessed a versatile explosion of research and development in this field that has led to a phenomenal impact on the society. In the present changing scenario, the society is moving towards a different development model where more importance is attached to the quality of life and more rational use of human and national sources. In this context, substantial R&D is needed to develop the technology for human centered production system taking account of human factors and based on clean technologies. The object can be achieved by developing new designs and engineering methods based on the life cycle of the products and aimed at reducing the variety and complexity of materials, cost and production times and increasing the quality and reliability of clean products reflecting environmental concerns and the need for sustainable growth. Since its inception, Central Glass & Ceramic Research Institute (CG&CRI), a pioneer in the field of glass and ceramic, is engaged in the R&D activities related to traditional ceramics and allied clay products, particularly in its two centres at Naroda in Gujarat and Khurja in U.P. In addition to satisfying the needs of the organized sectors, the sphere of activity of this National Institute also encompasses the rural and small-scale enterprise development with the motivation of rejuvenating the economic and social upliftment for the weaker sections of the society. The paper highlights the present status of this sector in India along with some of the success stories of CGCRI in this field, which has both scientific and social relevance.