

Chapter VI

PROBLEMS OF DEVELOPMENT OF THE TRADITIONAL HANDICRAFTS

6.0 INTRODUCTION

The scope for initiating large scale industrialisation and widespread diversification of economic activities is limited in most mountain and hill areas, including in Darjeeling hill, because of a number of factors such as the limited and environmentally sensitive resource base, the thin spread of usable resources across difficult and inaccessible terrain, inaccessibility to markets and modern inputs and technology, deficient infrastructure and insufficient energy and high transport costs leading to non-competitiveness of products (Papola 1996), in addition to the experienced increasing dangers of environmental degradation and distress of ecological systems over the years. Thus, the expansion of small-scale enterprises has universally been recognised as an important alternative option in order to meet the increasing demand of employment of additional workforce in the state. Since, the development potentials of agriculture and its associated activities are largely restricted by several basic problems. Consequently, the difficult terrain combined with infrastructural and environmental problems in mountain areas made them less conducive to the establishment of large-scale enterprises. .

No doubt, the hilly and mountainous area of Darjeeling possesses certain area specific comparative advantages and opportunities in terms of the expansion of various locally available raw material resources based small-scale manufacturing enterprises. Harnessing of these available advantages and niche are expected would prove as an instrumental measure for increasing employment and the avenues of income so as to bring drastic reduction in the existing level of poverty and the problem of unemployment in different geographical locations of the Darjeeling hill. However, there are various other factors, which equally influence and determine the scope of expansion of traditional handicraft enterprises in different locations. It is noticed that there has been a considerable decrease of manufacturing activities in general and those production process is based on locally available raw materials over the years. In this context we finally reach at the conclusion that the considerable expansion would in the various social infrastructural facilities and the significant improvements in the accessibility of rural areas into the facilities of road transportation during the recent past have consequently provided an increasing opportunities to the rural people in the expansion of various enterprises both along the roadsides and in the villages of nearby

roads. Hence, it is expected that the expansion pattern of various non-manufacturing activities will continue to a certain extent and their further expansion will be largely determined by the process of development of various other productive economic sectors, along with the general increase in the income level of rural households and the process of expansion and providing various infrastructural facilities, including the expansion of roads, in different geographical locations of the Darjeeling hill. However, the expansion and establishment pattern of various manufacturing enterprises have been slow down, in fact many product groups of them have been closed in different geographical locations over the years. In this context, we further attempted to examine the nature and extent of problems and constraints existing in the successful functioning, growth and development of different rural industrial enterprises in the sample areas. The concerned analysis is expected would provide a conceptual base for initiating planning development of different product groups of household industries in the Darjeeling hill areas.

Analysis done in the previous sections have revealed that the hill craft activities dealt with have bright prospect of development, though they can be considered as one of the most problem ridden sector of the hill economy. The problems are not only numerous but are diverse in their character. Of course, economic and manpower problems are inevitable in any productive activity but in this case, some of the problems are very crucial and unless they are solved with appropriate measures, the crafts are bound to limp and in few cases the very existence of the sector in near future is doubtful. Though some of the problems could be tackle with efforts in management and by government supervision, several others need to be solved with care and action, based on the minute examination of the working of the units and an in depth study of the social and entrepreneurial factors governing labour efficiency.

These problems can broadly be categorized under three groups, namely, the problems related to production, those related to marketing and those related to labour including entrepreneurship building. The first group includes the problem associated with raw materials, capital and infrastructural inconsistencies while the second group incorporates problems related to the sale of finished product, price of the commodity, location of the market, etc. The third group, however, consists of problems associated with skill, experience and efficiency, training facilities, entrepreneur abilities etc of the

labour force. It is well understood that the primary focus of this research has been to identify all these problems and furnish appropriate solution for meeting the objective of the development of traditional hill-crafts. The problems faced by the artisans in the study area are as follows:

6.1 PROBLEMS RELATED WITH RAW MATERIALS

The inventory of the traditional handicrafts of the hill area have clearly spelled that the crafts are mostly based on the raw materials available locally. This aspect is, however, a positive point for further strengthening the base of the crafts. In majority of the craft sectors procurement of raw materials is in the form of small purchases from local retail outlets on payment in cash. Co operatives and organized sectors are in a better position to provide rebates and credit facilities on bulk purchases, which are non-existent in the study area. However in the basketry sector open market is non-existent; it is either purchased from adjoining village or collected from the fields or the forests. The numerous problems associated with raw materials can broadly be categorised as the problems related with the procurement of raw materials, inadequate supply of raw materials, High price of raw materials and Maintenance and conservation of source of raw materials.

So far the metal-based crafts are concerned the raw material supply like copper, brass and white metal are not easily available in the local market, hence the artisans have to procure it from the distant market of Siliguri. Non-availability of raw material is mainly due to lower demand. Likewise, cheap raw material for the black smithy units is scrap iron and non-availability of required quantity and quality locally of this product is a problem for the sector. Again, the artisans have to fetch it from the distance market of Siliguri. In addition, as charcoal is the fuel these sectors use and as availability of charcoal plays a decisive role in the growth and development of metal-based crafts, the fluctuating supply of the charcoal had been a detrimental factor. Supply of charcoal in the hill area is very scarce now and for artisans to avail it had sacrifice much of their working hour. Moreover, availability of which is a seasonal especially during winter. While in the summer it is not available. So to avoid the difficulty artisans have to purchase coal from private charcoal seller at a high price.

Again for selective collection of wood and planks required for the woodcarving units the artisans are required to take permit from the forest office. These artisans have to spend much of their time in connection with the official formalities and most of them consider this factor as highly restrictive for the development of the craft. Besides it has been observed that it is not convenient for these tiny crafts units to go for bulk purchase for lack of working capital. But they are forced to buy in bulk so naturally they compromise with quality and buy low quality raw material. This situation benefits the seller but not the buyer of the product

For the Thanka artisans' major input is the gold dust, which is not available locally. As it has to be brought from Katmandu naturally the entrepreneurs have to pay the escalated price.

There also lies a great problem for the procurement of appropriate type of bamboo, artisans have to spend their valuable time in searching and collecting the required quality of bamboo and also have to pay high price for it. The net result is loss of effective working hours and higher cost of production.

The major problem faced by the silver craftsmen is that of non availability of silver sheets and wire and they are at the mercy of emporium owners for the supply. Moreover, irregular and scanty supply of charcoal creates other severe problems for silver crafts, as charcoal is chief source of fuel in this sector and it is true with Copper-Brass works. Although black smithy is also affected adversely by irregular supply of charcoal but here the scarcity of the problems is at least partly lessen as the can use fuel can be extended to coke coal as an alternative.

In adequate supply of raw material specially the bamboo for basketry; raw silver block, sheet and wire in silver craft; iron scrap in black smithy, natural wool for weaving and other such material posses a serious problem. Non-availability of essential raw materials coupled with the high price of raw materials and fuel leads to restrict production to a great extent and thus creates high idle capacity in the handicraft sector.

Irregular supply of raw materials at the peak season is also a major problem. This obviously indicates the need for appropriate machinery to tackle the problem by improving infrastructural facilities. Apparently, one does not find that the artisans have to face difficulties in obtaining raw materials but actually the problems is quite acute and deserve special attention. Our craft can flourish only if the raw materials used by

the craftsmen are available at reasonable and concessional prices (Sao & Chhetri, 2008). It is observed that there is no clearly assessed data on the raw material requirements of many of the crafts.

6.2 PAUCITY OF WORKING CAPITAL

Paucity of finance is actually the principal problem and many other a problems are just corollary to it. Because of lack of working capital, artisans are not in a position to buy the raw material of required amount and desired quality. Even when the raw material is at their disposal, artisans sit idle for hours just because they do not possess the appropriate implements. They will have to wait for borrowing those from their fellow members. Thus in the absence of fixed capital for purchasing implements the productivity per hours falls causing low returns per worker (myrdal, 1965p.36)

It is evident from the previous analysis that savings form the major source of investment, and after purchasing their items of basic needs like food, clothes and shelter, the artisans are left with only a petty cash which can be used for investment. Their low investment causes low production and in turn low income. This in effect causes still lower invest able surplus. Thus, they are in the clutches of vicious cycle of poverty and it is just impossible for them to get out of it successfully without any substantive financial assistance from outside. Nevertheless, rarely any organization come forward with financial help and credit for the traditional artisans of the hill area when they are in drier need of credit. A good number of the units are operating below their capacity and even at half of their capacity due to shortage of working capital. This situation is often found in copper-brass craft, silver craft, woodcarving, and black smithy.

In the study area, the consumer goods and agriculture implements produced by the Kamis (lohars) are in high demand. However, the concerned artisans are not in a position to produce higher quantity and better quality product due to shortage of working capital. Due to the paucity of funds, at times the Kamis (aaraanwala) opt for less remunerative jobs or resort to even daily wage earning. They cannot invest in raw materials for further production when the stocks of unsold goods are present. Being hand to mouth, thus they mostly accept order when advances are paid. The situation is similar in silver craft, copper and brass crafts, woodcraft and weaving.

6.3 LOW INVESTMENT IN FIXED CAPITAL

Because of the low capabilities of the artisans for finance mobilization, the fund available to the craftsmen for the investment in fixed assets is low.. In case of silver crafts, production requires various type of equipments and complete set of all type of are not usually owned by majority of the units. Most of the units work with mutual understandings sharing tools among themselves. This restricts their volume of production. Beside many artisans are aware of improved technique of production., but they do not apply them as it will require fresh investment in fixed capital, which they just cannot afford. Likewise other craftsmen associated with black smithy, wood craft, Copper-brass crafts are efficient enough to produce even the non-traditional goods if required tools are made available to them. Though many of the artisans are efficient master craftsmen, the paucity of fixed capital restricts their experimentation of new lines of production and they stick to age old items of production.

6.4 LOW RETURN FROM INVESTMENT

Various socio-economic reasons lead to low the net return from investment in traditional craft activities. This low return is generally attributed to less efficient production process, and unfavorable market mechanism. The production process that is time consuming and primitive, has made silver craft of the hill area a non-profitable venture. Market in this case is extremely limited from producers' point of view and as a result the finished silver artifact fetch extremely low price. Similar is the situation with Yatha weaving, wood craft, copper-brass craft and bamboo craft, where time consuming traditional method of production allows the craftsmen to earn a very low earning.

In fact, almost all the craft units follow age-old traditional methods of production and their implements have become not only obsolete but are also less productive. The craft units thus find it difficult to compete with the low priced goods produced by the factory sector. However in the view of the potentials of the industries for large-scale employment generation particularly in rural and backward hill areas, it does not seem to be practical to go for complete modernisation of the units.

This calls for innovative experiments for employment generation vis-à-vis, adoption of intermediate technology in the form of gradual semi-automation at least in

copper-brass craft, black smithy, and silver craft units. It is expected that this sort of technological improvement in the craft sector will fully contribute in achieving balance among the objective of maximization of production for increasing income, diversification of product to meet various consumer's preferences and widening the scope for employment generation. In weaving industry, the situation appears to be too bad. In this sector, the inefficient production process, coupled with low demand for the finished product, results into extremely low returns from investment (Sao & Chhetri, 2008 p.17).

6.5 PROBLEMS RELATED TO VISIT TO DISTANT MARKET FOR SALE OF FINISHED PRODUCT

Lack of systematic, easy and organised disposal of the handicraft produce of the Darjeeling hill area also possesses a serious problem, as craftsmen are forced to venture distant market crossing inter state boundaries. The important destination includes Gangtok, Namchi,, Mangan in Sikkim, Shilling in Meghalaya, Shimla in Himachal Pradesh, Mysore, Dharamsala, Delhi and. Artisans at times go even across the border in Bhutan to sell their products and naturally face great hardship for marketing in the foreign land.

6.6 PROBLEMS RELATED TO TRANSPORT OF FINISHED GOODS

Transportation of finished products is another major problems faced by the artisans. Almost entire finished product of the handicraft is marketed outside the area of production. Movement of finished product is generally done by hired taxis or on buses, which add substantially to the cost of production. Besides, it is extremely difficult to transport finished products especially during the rainy season. Moreover, the artisans are exposed to problems related to transit especially for the goods in bulk and some copper-brass crafts, black smithy products and silver artifacts. This discourages the artisans to traverse larger distances and capture lucrative.

6.7 LACK OF DIVERSIFICATION OF PRODUCT

Lack of diversification of the product also accounts for slow growth of the industries. As the various artisans craft brings in home competition especially during

slack season when the production exceeds the demand. This brings about halt in the work schedule and force the artisan to be idle, which could be avoided had there been the diverse craft practice. Thus the craft sector needs systematically diversified to counter the setback caused by it.

6.8 OBSOLETE TECHNOLOGY

The methods of production followed by the handicraft artisans are old and inefficient. Most of the craftsmen use traditional tools and appliance, and as a result in low productivity, poor quality of products and high costs (Dhar, 2003 p439). Every endeavor should, therefore be made to induce the craftsmen to shift over to better tools and equipment which will help in eliminating drudgery in production process, long hour of work which is tedious and strenuous. The producers for want of information know very little about modern technologies which have revolutionized production in tiny units in advance countries. There is little research and development in this sector of industry in the country and as the study area is concern the concept of R & D is not known. This reflects basic flaws in govt. policy in neglecting this handicraft sector in the study area. Whatever new is available in the field is not easily transferred to them, for the want of satisfactory technology delivery mechanism, such as arrangement for demonstration in respect of their use, cost etc. There is almost no agency to provide venture capital to cover risks associated with the introduction of new technologies. An associated component of technological advance is the imparting of training in emerging technologies to learn them and to overcome the obsolescence in skills. This too is conspicuous by its absence. It is no wonder that primitive technologies persists in a large part of traditional handicrafts units in the study area. Beside, it is also true that all the process in manufacturing of craft can not be change with the introduction of modern tools as it destroys the artistic value. Moreover, there is every possibility of mechanizing certain processes of crafts without sacrificing the artistic value (Agrawal, 2003.p.p 395).

6.9 COMPETITION FROM ORGANIZED SECTOR

The craft units of the hill greatly suffer due to strong competition from the organized sector. Low priced products are at time not considered as fancy goods

because of lower quality and poor finish. Although it is felt that the goods produced by the artisans are typical and traditional, however it has failed to keep pace with the changes in the demand of present generation. It is evident that with establishment of a number of engineering and fabricating units in small and medium towns in the plains and liberalization of the industry. These units are producing items similar to those produce by the hill artisans like Black smithy, Silver smithy, Copper smithy, Handloom etc. Obviously, the market is flooded with the cheap factory produced goods. As many items produced by artisans of the hills are not competitive in the open market since better finished goods are comparatively costlier and have to face formidable competition with machine-made-products. Since the competition is bound to continue, the future of such craft can only be assured through emphasis on ethnic designs and pattern (Dutta & sundaram,2006 pp 402-403).

6.10 COMPETITION FROM CHEAP SUBSTITUTE GOODS

There is moderate demand for some of the goods produced by the hill artisans. It is observed that much of the artifact produce of the hill suffers miserably from the cheap produce from the plains. In fact, nowadays the market is flooded with copper and brass artifact from Shahrampur and Moradabad (U.P), Silver artifact are substituted by the white metal that cost Rs 500. Per Kg while the cost for raw silver is around Rs 100 per tola (approximately 12gram.). Beside, wood craft and handloom also face stiff competition from the substitute, for example synthetic carpet of Hungary, factory made tools as manufacture by local black smithy, varieties of cheap Chinese decorative artifacts, factory made copper-brass artifacts, plastic bags instead of basket used in packaging and plucking handloom designed mill cloth for manufacture of hill bags etc., traditional. Similar situation are found with a number of product produce in the craft sector.

6.11 SEASONAL FLUCTUATION IN DEMAND

Unfavourable climatic conditions of the place has too play a decisive role in the artisans occupation in the hilly areas as cold and the rainy season offers a slack season like in the rainy season raw bamboo are difficult to procure. It is also found that durable household basket could not be produce due to pest. It is also true that the availability of

coal is meager due to damp weather. Beside the damp and the cold weather, also restrict the artisan to work for the long hour. This brings about the artisans health problems.

Much of the activities of the artisans are more linked in flow of the tourist in the region. The industry gets adversely affected if there is any disturbance in the flow of the tourist by natural and other inconsistencies. For example, Kalimpong bags, Kalimpong Arts, wood craft products, silver artifact, Thanka, copper-brass crafts and other traditional artifact are in high demand in peak tourist season. Thus, high tourist inflow also accounts for a high sale and vice verse.

Some of the artisans activities in viz., Basketry, Black smith are linked with agricultural activities and gets adversely affected if the agricultural operations are slacked or there is less of production. For example black smithy are more profited from servicing jobs in the years of better agriculture but in the year of crop failure they are adversely affected due to less work and hence lower income. Of course, the artisans try to supplement their income by sale in different hat, concentrating of production of different household and consumer items, hawking through villages and different adjoining towns however this helps them only partially.

Similarly, seasonal regime has direct affect on the trader, middleman, retailer and customer to which the artisans depends and brings about a suffering to the artisans.

6.12 LACK OF RESEARCH AND DEVELOPMENT EFFORT

Adequate research and development efforts are not put to increase the output or find out the higher value alternative items for many of the product. For example there is no organization or the institution for introducing different designs or new article in the processing of the raw material and production. Though various utilitarian article, utilitarian cum decorative, decorative, and religious artifacts can be produce by basket weaver, woodcarver, blacksmith, silver craftsmen, and other. There is no organization to conduct various experiments require for development and diversification of the product.

6.13 PROBLEM ASSOCIATED WITH MARKETING MECHANISM

The marketing structure in the study area operates at the different level for the various products. At the lowest level is the artisan who produces and markets the

whole of its produce directly to the customer like Thanka paintings, baskets, agricultural implements, silver craft products and other craft from the artisan's premises only. There are some artisans who sell their product visiting different hat, adjoining towns and hawking in different villages to sell their product like baskets, carpet, silver craft items, Kalimpong bags, Yatha etc. While majority of them sell to local trader i.e., the middleman who purchases for the supply to the retailer in the local area and outside the region. These are the class who pocket the lion's share of the profit due for the artisans. This exploitative marketing structure does not encourage new entrepreneur to venture in the industrial activities. It is generally felt that the artisans are at the mercy of these traders. Sometime the artisans also mortgage the finished product for the supply of raw materials thus remain always in the clutches of the traders. Sometime the situation also necessitates the artisans to dispose of their produce at a very low price to the traders, even lower than the cost of production.

Thus in the absence of any rational marketing organization the artisans are forced to sell to local trader or middleman who manage to get away with the major part of the profit. Hence, the present system necessitates widening of market from primary worker point of view.

6.14 LACK OF GOVERNMENT SUPPORT ON MARKETING

Of course, the government has taken a big step by establishing of the 'Manjusha' to improve the marketing structure of the handicraft products. However, artisan producers do not find much encouragement on the purchase and sale mechanism it follows. The artisans do not get ready cash for the articles they supply this delayed payment discourages the artisans as this situation from producer point of view, relegates to finished stock in hand and they cannot augment fresh investment for production. In fact this system encourages the middleman rather than artisans. Some time the artisan also found that the goods are returned back after a couple of months as the customer do not patronize government shops where price remain fixed. In addition, government outlet fail to display the authentic value of the products deserve to attract the potential buyer. Beside bulk purchase during peak season also encourages the duplicity in the article.

6.15 PROBLEM OF EXHIBITING IN THE GOVERNMENT ORGANIZED EXHIBITION

To upgrade the crafts of various regions the state and central government organise various exhibitions to exhibit and sell the handicraft product at various important centres. It is felt by the artisans that the schedules for such an exhibition do not reach the artisans in proper time so in most of the cases, the artisans do not participate in the exhibition for lack of stock in hand. As the authentic artisans, do not have the capacity to meet the demand, the situation rather encourages pseudo-artisans/ fake artisans to represent in such exhibition.

Another difficulty faced by the artisans in Mela or big exhibition is that of low sale due to lack salesmanship. Beside this, the artisans are also faced with the problem of lack of interaction due to difference in language, customs and habits.

A large number of the artisans most of the time remain unaware of the exhibition as it is overshadowed by the selected few artisans for few selected crafts. Many of the eminent of the area still do not find its' due place.

6.16 LACK OF ENTREPRENEURSHIP

Achievement motivation, a component of the psychological basis of entrepreneurship, is supposed to be high among the artisans. Unfortunately, this positive point does not get reflected in their industrial enterprise because of their lack of exposure to market economy and traditional value system of the artisans. It may be due to the absence of a large number of successful entrepreneurs locally. In fact, the economy of Darjeeling hill areas at present is in transition and demands successful entrepreneurs. It is felt that to promote further entrepreneurships among artisans the first step would be to take up skilled artisans and youth to generate achievement motivation through guidance.

6.17 POOR INDUSTRIAL INFRASTRUCTURE

The poor state of the industrial infrastructure in the hill area is one of the inhibiting factors for the development of the handicrafts in general. The difficult terrains condition restrict movement of artisan for the collection and distribution .of

their products. This situation demands for optimum development of transport and communication facilities.

6.18 LACK OF AWARENESS ABOUT DEVELOPMENT SCHEMES AND PROGRAMS

Although there are numerous government policies, schemes, projects and development programmes for the revival, up gradation, improvement and innovation in craft culture, the artisans are still in dark about such government ventures. So far, there has been very low dissemination of the information among artisans. The system necessitates for overhauling of total setup to reach the artisans, benefit of plans and policy.

6.19 POOR LIVING CONDITION OF THE CRAFTSMEN

It is observed that most of the artisans in the villages or even in the town live in abject poverty and congestion. They live in thatched house put up by them. It is found that a good number of artisans, especially in the town live in rented accommodation. Because of their inability to pay high rents, the area of accommodation is generally small. Of course, there are pucca construction though their present condition is rather dilapidated situated in narrow lanes the houses are dark and dingy. There is no proper sanitation worth the name. The craftsmen live in constant danger of their health hazard. In the majority of these, type of houses there is no water supply and proper electricity.

Whether in the villages or in town, the accommodations of the artisans serve both living and working. In this arrangement, there are always the risks of damaging the piece of work in the hand.

6.20 LACK OF MEDICAL ASSISTANCE TO THE CRAFTSMEN

The survey reveals that most of the craftsmen are never able to spare required fund out of their poor earning for their medical care. It is also true that even with the expansion and the extension of community health services, at the village level the service is still poor. Whenever illness attacks a craftsman, it aggravates his misery by reducing the workdays in one hand and necessitating unforeseen expenditure on the other.

6.21 LACK OF TRAINING FACILITY

It is found through the survey many of the artisans are eager to improve their efficiency through training. Beside, It has also been found that some of the master craftsmen are also interested to train the new generation in traditional handicrafts. But, there is absolutely no formal training centre available to the artisan of carpet, silver craft, copper-brass crafts, Yatha, Kalimpong arts, Kalimpong bags, and on bamboo crafts.

6.22 LACK OF VOCATIONAL AND ART AND CRAFTS INSTITUTE

It is rather positive factors that the majority of the craftsmen are literate. The survey reveals that the artisans are mostly literate, though few of the artisans have done graduation also, however none of the artisans has formal training or qualification on the handicraft. Further it may be noted that majority of the younger generation have zeal for learning the crafts. This state of affairs want for the establishment of vocational based institute in the region, as such an institute are non –existence. Although certain training are provided by District industries centre of Govt. of west Bengal, however such a limited training do not provide require skill formation. It may further be noted that scores of training provided by DIC do not bring fruits to its development. Beside the handicrafts institute, the school itself should introduce a compulsory vocational course with up-to- date practical laboratory based on the regional aspiration. Hill area of Darjeeling has scores of traditional craft if the education were extended for the development of this crafts; it will certainly boost the economy of the area.

6.23 LACK OF PUBLICITY

Although the crafts produce of the hill area of the district is covering a distance market even in the foreign countries, its prominence is not directly linked to the immediate customer as it is linked to Retailer / dealer and customer only. These situations are due to lack of adequate publicity. There is no planned provision for effective publicity. As publicity of these crafts, do not find space in press, advertisement, handbills, illustrated brochures, magazine, hoarding, media, etc. It is due to lack of sponsoring agency and lack of concept about the concept of advertisement of

the concerned development authority. Lack of publicity is a curse to artisans as it loses the potential customer.

6.24 LACK OF CREDIT FACILITIES

Lack of financing is also a disconcerting bottleneck of some of the crafts. The interest charged by the private moneylender like khans, mahajans dealer is exorbitant; as such, the small artisans can ill-afford to go in for credit available from these sources. It is vital that adequate credit facilities are extended to these artisans to enable them to free themselves from the hands of trader financiers. Sometime the trader lends money to the artisans in the form of advances for purposes of purchasing raw material. When the finished products are delivered to the dealer, the advances are adjusted against the payment due to them. Although no outward strained relation between the manufacturer and the dealer are marked, the fact remains that the dealers due to formers weak financial position exploit the artisans (Agrawal, 2003 p394).

6.25 CONCLUSION

It is evident from earlier accounts that there is a good potentiality for growth of traditional handicraft industries in the study area but unless the deterrents and bottlenecks of handicraft development are tackled by appropriate action, speedy growth cannot be ensured. The main obstacles for speedy growth from the point of view of handicrafts are tiny units, age-old method of production, fluctuating market demand, non-availability of quality raw material, presence of intermediary etc. Numerous problems have crop up in the handicraft sectors, besides low investment in fixed capital assets, in adequate credit facilities, inadequate extension and innovation services, lack of training add to the quantum of problems. To survive and thrive these handicraft sectors it is imperative to strengthen this sector with suitable policy measures. In order to find out the impact of factors regulating the process of production, income generation and output growth an attempt has been done in the following chapter to conceptualise them in model form. Direction and magnitude of the relevant policy variables have been determined by regression analysis using least square methods.

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