

CHAPTER - III

TYPE AND OCCURRENCE OF IMPORTANT HOUSEHOLD INDUSTRIES IN INDIA: AN OVERVIEW

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3.0 Introduction

The household industrial activities are specialised skills, which are passed on from one generation to another, and these are means of livelihood of a large number of people. These industries are interwoven with village life and use traditional technology based on local resources and skills, catering mostly to the local needs (Chadha, 1993). Besides fulfilling the economic wants it also satisfy the aesthetic yearning of human heart.

Most of the household industrial products are made simply by hand with the use of simple tools. Many of them have objects of utility as well as objects of decoration. The various pieces of household industrial products whether metal ware, pottery, mats or wood-work clearly indicate that while these are made to serve a positive need in the daily life of the people, they also act as a vehicle of self-expression for they reveal a conscious aesthetic approach. Household industrial articles in India grew on two demands: the comparatively plain objects of utility which served the needs of the common people mostly in or around the centres of production, and the more sophisticated products upon which much time and labour were spent and which catered to the aristocracy and mobility of the land or were exported as choice gifts and objects of art.

The Indian household based industrial produces have world famous recognition for their rich varieties, grace and elegance. Various articles are produced over time in almost all parts of country. These creations of given time and space reflect and preserve in the artisan workers, the result of centuries of patient experiments of man under varying conditions. Like arts, many such products treasures also reflect the taste of human society and give collective mind of community. Besides, the process of productions of art also has been adored with freshness simplicity and artistic recreation. Undoubtedly, it is due to this, that very recently household industrial items have begun to enjoy popularity throughout the world (SEEDS, 2006).

3.1 Major Household Industries in India

A variety of household industrial items are produced in different parts of India.

Some important household industrial products of India are described below which add the grace and grandeur of the old world as well as enliven modern homes.

3.1.1 Carpets

Hand-knitted carpets are truly a pride of an Indian home and have become popular worldwide. Though carpet weaving arrived in India with the Mughals, the craft flourished and evolved in Kashmir and other parts of the country. Today, Kashmir has become the hub for high quality traditional Indian carpets. The Indian carpet is but a true expression of the workers' simple philosophy, his sensitive perception of nature and its changing moods convincingly translated into the creation of articles (Crill, 1982).

3.1.2 Namdas

Namdas are a kind of mattress, originally from the state of Jammu and Kashmir. These are made by felting the wool rather than weaving it. Low quality wool mixed with a small quantity of cotton is used to manufacture namdas. Chain stitch embroidery in woollen and cotton thread is worked on these rugs. Namdas are usually of two types, plain and embroidered. Formerly, woollen yarn was used for embroidery, but now acrylic yarn (cashmelon) is in use. Namdas and gabbas are embroidered with thread, which gives color, beauty and strength to them. This household industry is concentrated in Anantnag, Rainawari and Baramulla regions of Kashmir.

3.1.3 Metal Arts

The art of metal work is known to Indians for many centuries. Traditionally, Indian metal artisans have been using different metals like iron, copper, silver and alloys like bronze, bell metal, white metal and so on to produce items such as pots, pans, utensils, photo frames, sculptures of deities, mythological figures and animals (Pal, 1972). Moradabad in Uttar Pradesh is renowned for its brass items. A wide range of household items like pots, trays, bowls and ornamental pieces are made here and are decorated with intricate etching. Benaras is well known for cast sculptures of deities and household utensils. The brass and bell metal images produced by the tribal people living in eastern and central India, known as 'dhokra work', have a character of their own. Their hollow-cast archetype images mirror the primordial dynamism of pre-historic tradition.

3.1.4 Wood Craft

Wood carving is an important traditional industry of India. Indian wooden articles reflect the true spirit of Indian craftsmanship along with the right shades of traditional beauty and style. It is generally done on some of species of wood, suitable for the purpose. Various forms on different type of wood carving with extra ordinary precision and accuracy are the characteristic features of Indian wood work. Since time immemorial, wood has been used to make utensils. In Himachal Pradesh water pitchers and bowls are made out of wood. In Kashmir, walnut wood is used for making trays, fruit bowls, toys etc. Storage receptacles are made in wood in many regions. Gujarat, in particular, has a rich tradition of wood-carving. Images and panels, architectural elements, furniture, utensils and different types of decorative pieces in wood are produced all over India.

3.1.5 Toys and Dolls

Dolls, toys and games have been popular among children from time unknown. Handmade toys and games made of mud and clay, wood, coir, cane and bamboo, wire and metal and stuffed soft toys made of cloth, cotton and wool is popular in various parts of the country. They create an excellent employment opportunity for the rural artisans. Unlike the toys of the west, Indian toys are rarely mechanical and are mostly representations of life, but are so made as to stimulate the vibrant fancies of growing minds. With brilliant hues and beautiful dresses, they are made of lightwood and baked clay or cloth. The wooden toys of Banaras, the clay toys of Kondapalli, the cloth dolls of Pune and Bihar, the stuffed animal toys of Madhya Pradesh, the terracotta horse figures of West Bengal and clay and pith dolls of Krishna Nagar are a few among the wide range of wooden articles.

3.1.6 Jewellery

Any material used to adorn oneself may be called a jewellery. Usually the material is precious material like gemstone or noble metals but modern jewellery can be made of any material. Jewellery may be made using clay, ceramic, porcelain, acrylic, plastic, crystal, glass, metal, rhinestone, seeds, shells, bone, corals, stone or wood. Sometimes they may be made from jute, paper or other natural products too. Elegant simplicity, superb craftsmanship and rare value are the characteristics of Indian jewellery. Kashmiri rings, chokers, bracelets and ear rings made of blackened silver and polished brass into which skilled craftsman meticulously set semi-precious

stones. Each part of Rajasthan is known for its own distinct style of silver jewellery. The workers of Jaipur are known for their high quality enamel work. Of the many forms of jewellery made in Gujarat, agate, silver and bead jewellery are the most common (Jamila, 1955).

3.1.7 Textiles

Indian textiles are as diverse as its culture. The distinctive styles were developed through cultural influences, geographical factors and trade influences. The distribution of deserts, lush forests, mountains and rich river valleys as well as the integration of cultures brought together by mingling of tribes, have greatly influenced the development of different styles and colour. Interestingly, people in West Bengal, eastern part of India and Kerala, southern part of India, use white as the dominant color. Meanwhile, the desert belt, stretching from Kutch and Kathiawar in Gujarat to Rajasthan and parts of Haryana, has an incredible mix of numerous vibrant colors. Brocades from Varanasi, Surat's Patola from Ahmedabad, Ikkat from Orissa, Baluchari from West Bengal, Chanderi from Madhya Pradesh, Kornad from South India are specialties of Indian fabrics offering quaint and beautiful designs of various patterns (Dhamija, 1989).

3.1.8 Embroidery

The art of decoration of fabric or other material with threads, wires or leather using a needle are defined as embroidery. With the advent of sophisticated machines, embroidery is possible by machines also, especially for repetitive volume work. But, it is the hand embroidery that continues to fascinate mankind for thousands of years (Chattopadhyaya, 1964). Traditionally, women have been practising this art from time immemorial. Indian embroidery takes its inspiration from nature and the products of various regions reflect the colours of the flora and fauna of that area. Designs in Indian embroidery are formed on the basis of the feature and design of the fabric and the stitch. Specimens of Kashmir embroidery provide a riot of colour and excellent workmanship. 'Chikan' embroidery of Lucknow is worked usually in white cotton on a white base of muslin. It is similar to the linen embroidery of the west. 'Kantha' embroidery of West Bengal utilises waste material pieces of cloth are sewn on the base by simple running stitches which run in several directions to form motifs. Indian shawls depend on ornamentation either on embroidery or on wearing of the design into the

material. The Kashmir embroiderer takes great pride in embroidering shawls which have a pattern identical on both sides.

3.1.9 Zari-work

Zari is a type of thread that is made of fine gold or silver wire. Zari is often used to make traditional Indian garments and even beautiful handbags. This thread of gold or silver wire is woven into fabrics. Intricate and intriguing patterns are created and made of silk (Roy, 1999). Other than making zari handbags it is also used in garments. India has long been known for its golden thread zari and its various products. The principal centres of zari manufacture in India are Surat and Varanasi. Agra, Lucknow, Bareilly and Delhi specialise in zari embroidery, zardosi articles, laces, hand bags, belts, shoe uppers etc.

3.1.10 Ivory

Ivory carving, one of the oldest traditions in India, has also been described as one of the noblest crafts by the Vedic literature (Census of India, 1961). Delhi is one of the main centres for ivory carving. Popular items are chess sets, billiard balls and small articles like scent bottles, paper knives, trinket or pan boxes, and a number of jewellery items like beads, bead necklaces, bangles and rings. The ivory carvers of West Bengal and Jaipur are known for items such as the 'ambari hathi' (or processional elephant), models of bullock carts, caskets, book covers, sandals, palanquins and frames for the European market. In Orissa, tradition calls for offering ivory inlaid furniture to the temple of Puri. Rajasthan has been famed for this household industrial items, which include, hand-fans with charming figures for handles, and centre pieces for the dining table with ornately carved receptacles shaped as flowers and half-opened blossoms.

3.1.11 Pottery

The origin of pottery in India can be traced back to the neolithic age. Coarse handmade pottery in various colors such as red, orange, brown, black and cream mainly consisted of different types of bowls, jars and vessels (Baxi, 1983). Harrappan and Mohanjodaro cultures heralded the age of wheel-made pottery. These were characterised by well-burnt black painted red wares. The phase of glazed pottery started in the 12th century A.D, when Muslim rulers encouraged potters from the Middle East to settle down in India. Glazed pottery of Persian models with Indian designs, dating back to the Sultanate period has been found in Gujarat. The terracotta objects are made

by hand or on the wheel, and firing them in an open oven. The surface is rubbed and polished, with a wood or stones while it is still wet. Today, the pottery industry is run on both household and modern lines (Basu, 1988). Apart from commercial and sociological implications, pottery in India has deep religious significance (Biswas, 1962). The translucent blue pottery of Delhi and Jaipur, with its unique arabesque patterns, has lent a touch of grandeur to the art of pottery. Functional items like flowerpots or diwali lamps too are a part of this fascinating household industrial item.

3.1.12 Stone Work

The art of sculpture and architecture is the poetic expression of stone work. Small-scale sculptures of deities, modelled on classical prototypes, continue to be made in many parts of India (Bhabani, 1978). In Tamil Nadu such sculptures are made in granite. In Karnataka, exquisite figures carved in relief in black stone, with details engraved in fine lines, come out in greyish white against the black surface. Softer stones are used in Orissa, which are easy to carve. The Taj Mahal is an exquisite example of marble work in India. Floral, trellis, creeper and geometric patterns are carved on the white marble surface, and semi precious stones of different colors are set into it. The sculptures and architectural facades hold within them wonderful pieces of art.

3.1.13 Basketry

The weaving of basket is an art as ancient as making of pottery. Even nomadic tribes possessed this knowledge and used to produce baskets for self-consumption or for barter (Ranjan, 1983). The workers of this household industry produce goods for self-consumption or for sale in the market. In the past, basketry was not always a means of livelihood for the people. In the days gone by, most of the villagers used to make baskets for personal use only. As a large number of workers switched to various other economic activities, now only a few rural artisans depend on this craft for livelihood (Sao, 1991). Basketry is primarily a folk work. In Assam, West Bengal, Bihar and Orissa or in the dense uplands of Kerala, the inhabitants have preserved their tradition of basketry till the present day (Das, 1992). Bamboo, cane, grasses and reeds as well as the leaf of coconut and palm are being used by the people all over the country from time immemorial to produce items that suit their everyday purpose and satisfy their aesthetic urge. Men and women from different parts of the country weave fibres made out of grasses for different purposes. They are used for winnowing, carrying, storing,

protecting farmers from the sun and so on. In Assam and the mountainous region of the Himalayas, West Bengal, Bihar, Orissa, Uttar Pradesh and Tamil Nadu, mats are produced in different shades and designs. In Orissa, baskets are woven with geometrical designs.

3.1.14 Bone, Shell and Horn Articles

Bone has been used by human beings from the very beginning. Bone articles are made mainly after ivory models to fashion table lamps, lamp stands, jewellery etc. Marine mollusks (animals) strip off their calcareous casing from time to time (Dwivedi, 1976). These are sea shells which are painted, etched, carved, cut and sculpted to form various utilitarian and decorative items. Shells are used to make decorative tiles and floorings, walls, pots, picture frame and mirrors, jewellery boxes, lamp shades, ash trays, incense stick, candle stand and jewellery. Rameshwaram, Kanyakumari, Nagercoil, Kizhakarai and Chennai in Tamil Nadu and Nadia, Murshidabad Bankura, Midnapore and 24 parganas in West Bengal, are the major production centres.

3.1.15 Jute Articles

Jute articles of India have created a niche all over the world. A wide range of skills have been honed to perfection by artisans who have learned to transform this natural fibre into products of daily use and of course with an aesthetic appeal. As a natural fibre, it has many advantages over synthetics. It has been recognised as environment friendly as it is biodegradable. Known also as the golden fibre, it is the cheapest of all the natural fibres. It is used extensively in the manufacture of different types of traditional packaging fabrics and blended yarns. A luxurious range of products is available to suite different life styles. Cushion covers, tablemats, table covers, tea cosies add a touch of class to the interiors. Assam and West Bengal produce most of the household based jute articles in India.

3.1.16 Other Important Articles

India has a number of other simple and attractive household based artisanal articles that are now finding their way increasingly to modern homes all over the world. Pitch work is very popular in West Bengal and Tamil Nadu. West Bengal produces various types of decorative articles with delicate workmanship. Images, decorative ornaments of images, and other articles of ritualistic significance have been lately

added with various types of toys and dolls. Pitch workers of Tamil Nadu mainly produce beautiful images of gods and goddesses and some toys.

Leather works of Kashmir, Uttar Pradesh and West Bengal produce a number of items including shoes, morahs (small stools), purses, bags etc. Andhra Pradesh workers create coloured leather puppets. Table lamps, paper weights, toys coated with lacquer from Bihar, Orissa and Uttar Pradesh are very popular.

The preceding section has illustrated different household based articles of India. All India Handicraft Board and KVIC do the compilation of the different articles. Thus, from these secondary sources, it is clear that altogether there are many household based industries scattered in different parts of the country.

3.2 Major Household Industries of West Bengal

West Bengal is famous for its artistic household industries, which manifest the rich tradition of such works in the state. Some of the articles have a relatively good demand in the national and international market and therefore, many have grown into full-fledged industry (Census of India, 1961). Its skill in architectural splendours to its excellent works on woodwork, terracotta, paintings, textile run unparallel. Pottery, brass and copperware, embroidery, tapestry, handlooms, fine muslin and silk artistry, wood carving, bamboo and cane works are a few examples of household industries which originated at the ground level in the heartland of West Bengal villages. This forms the backbone of the rural economy of the state.

3.2.1 Krishnanagar Pottery

Clay-modelling of Krishnanagar is about 250 years old and the potters there did not originally belong to their present locality. Krishnanagar's pottery reflects the social scenes of our country and the people. This pottery articles are very popular in the country. Krishnanagar clay-models have won medals and certificates and also great admiration from the people of Europe.

3.2.2 Bankura Pottery

One of the renowned works of West Bengal is the terracotta work especially the Bankura horse. Other than this, there are several utility items, which are made from the rich alluvial clay found on the banks of the river. It is essentially a folk craft where the themes are drawn from epics and old legends. The principal centres where the terracotta horses and elephants are produced are Panchmura, Rajagarm, Sonamukhi and

Hamirpur. Each of these four centres has its own local style. Bankura horse is very popular. The Bankura pottery is mainly used for ritualistic purposes. The rituals are almost all exclusively associated with local village gods and folk-festivals in the worship of various kinds of tribal, semi-tribal and folk deities.

3.2.3 Dhokra Metal Casting

Dhokra metal casting is a technique used by a tribe called 'dhokra kamar tribe'. They are known to be the original metalsmiths of Bengal (Risley, 1891). This tribe is now found in the western part of the state, mainly in four districts of Bankura, Midnapore, Puruliya and Burdwan. The tribe is not confined to West Bengal only, they are also found in other eastern states like Orissa and Chhatisgarh as well, thus making this art common in those regions as well. In this type of metal casting, a lost wax technique is used which is also called as hollow casting. The method is employed to produce figures of gods and goddesses, different types of lamps and jewellery. Anklets, necklaces and bangles are the most common jewellery items that are produced by this process.

3.2.4 The Mask-making

The masks made of clay, paper and cloth are found only in the Puruliya district of West Bengal. The mask-makers who are sutradhars or wood-carvers by caste, are located in two or three centres in Puruliya and practically originated from one centre. This art depend fully on the local 'chhau dance' of Puruliya found only in West Bengal. 'Chhau dance' is a mask-dance.

3.2.5 Kantha Embroidery

A traditional stitch work with needle on garments practiced by women workers of West Bengal is known as the 'kantha stitch' or kantha embroidery. Kantha embroidery is generally done on cotton and silk fabrics. A regular in garments, kantha embroidery is running stitches used for making floral motifs, images of birds, animals, and geometrical figures (Chattopadhyaya, 1971). It is also used for making blankets and quilts by stitching five or six layers of cloth together. For this, the thread used is taken from the edges of used clothes. The embroidered clothes are not only used for blankets and garments, they are also used on clothes used as bed sheets, pillow covers, and cover for tables and boxes.

3.2.6 Jute Articles

Jute, the 'golden fibre' has traditionally been woven and knitted and braided by women of West Bengal, often for domestic storage. Jute as a fabric was much popular in ancient times. Today West Bengal is not only a major producer of raw jute but goods ranging from jute-blended carpets to decorative tapestries, garden pot hangings, decorative hand bags, bedspreads and many more. In many villages of the Kaliaganj area in Uttar Dinajpur district, the process of coloring, weaving of jute on single looms is carried out, as the world outside is turning once again to this wonderful natural fibre.

3.2.7 Durries

Durries are woven by local Bhutias living in Darjiling. The designs are aesthetic blend of Tibetan and Indian culture. The loom used is a simple bamboo frame. The designs mostly range from local folk designs from the old kantha embroideries.

3.2.8 Horn Work

The early pages of Indian civilisation are full of descriptions of 'horn combs', which adorned the dresses of women in ancient times. In shining black and translucent shades of grey, West Bengal horn work is still a fascinating household industrial article.

3.2.9 Bamboo and Cane-work

The bamboo and cane article producing centres of West Bengal are especially located around Koch Bihar and Jalpaiguri districts which is the production house of a special kind of cane, known as 'mutra cane'. West Bengal, the land of art and crafts are skilled in creating delicate items out of bamboo and cane. The state has large number of artisans who works on this household industry in rural areas of many different districts. The bamboo and cane works of West Bengal include pot-pourri of items that include 'shitalpati' made out of a variety of cane called 'mutra cane'. Another well admired item made out of bamboo and cane is the baskets. Apart from these items, the bamboo and cane artisans of West Bengal make other articles that are used as home decors. A huge variety of exclusively designed furniture that catches the fancy of the modern urban people is crafted with bamboo and cane. The bamboo and cane works of the state are highly acclaimed due to its designs and intricate weaving technique. Presently the Government of West Bengal is concentrating on up-grading these articles and achieving the international market.

3.2.10 Wood Carvings

Wood is widely used for making toys and decorative panels. Kalighat dolls and Natungram wood carvings are worth mentioning. Image made in wood relates back to traditional icons and deities, some of them styled to a modern look. The workers, to produce useful and aesthetic products are now-a-days using new materials and innovative techniques. Folk motifs and ingredients are being effectively used for a greater market.

3.2.11 Brass and Bell Metal

Brass and metal work has been an old traditional product of the state. Handed down to generations of metal workers, their product has varied from cooking utensils to vessels for special occasions. Artisans of Bankura, Bishnupur, Ghatal and Chandanpur in Midnapore, are engaged in engraved brass and bell metal work.

3.2.12 Sholapith

‘Sholapith’, the core of a plant ‘shola’ (*aeschynomene asperae*) grows wild in wet marshlands of West Bengal. In some parts of the state the pith of ‘shola’, is used to make decorative items. The workers use the light and lustrous inner portions of the plant to make minute and intricate decorations for the deities. The workers also make garlands, floral bouquets as well as hair bands.

3.2.13 Weaving

Weaving is an age-old work of West Bengal. The workers deftly weave cotton to make threads, which are later woven by handloom into cloths. Handloom products such as saris have a distinct appeal and have a relatively good market not only in other parts of India but abroad as well. The handloom saris of Phulia, Shantipur and Dhaniakhali are famous and have a huge market. The Baluchari saris, which originated in the district of Murshidabad is another variety of saris for which West Bengal is famous.

3.2.14 Scroll Painting

The scroll painting is a tradition in West Bengal and the painters are known as ‘patidars’. On a long piece of cloth, black earth mixed with cow dung is laid. When the cloth dries, a coating of lac is given to make it hard and fill up the porous surface. The outlines of the figures are in black or red and the inside part is filled with vegetable

dyes which retain their brilliance over a long period. The icons are bold and unstructured in style.

Down the ages, many art forms of West Bengal were lost, but with the help of government, people towards their tradition, have helped many of the lost forms again to find a place in the hearts and homes of many people across the world. The best place to shop for art and crafts of West Bengal is the capital city Kolkata as the household industrial articles are all brought here, to fetch the best deal for the produces.

3.3 Major Household Industries of the Study Area

The economy of Jalpaiguri district is predominantly agriculture. A majority of the people, irrespective of their occupation is living below the poverty line. Their poverty levels are reflected in their low level of incomes and expenditures as well as their standard of living. Many people, engaged in different household industrial activities are leaving their age old traditional occupation and working in some other sectors. However, in absence of other alternative livelihood a large number of workers are still dependent on household industrial activities. Some important household industrial activities of the region are described below.

3.3.1 Food-processing

The food processing industry include making of puffed rice locally known as 'muri'. This is made from the locally produced rice and large number of people are involved in the production of puffed rice.

3.3.2 Handloom

Handloom is one of the most important household industries of the district. Weavers produce mainly the coarse and cheap items of day to day use like the gamchhas (bathing towels), sari, etc. Weavers mostly live in the rural areas and their business is almost exclusively a family based one. Mech and Rava people are traditional weavers of the district. They generally produce their traditional day to day use articles.

3.3.3 Rope-making

Making of rope from jute fibre is an important household industry of the district. The workers mainly produce utilitarian articles.

3.3.4 Bamboo and Cane-works

Jalpaiguri district has a rich tradition of bamboo and cane articles. Most of the domestic requirements are made of cane and bamboo. Items like, mats, baskets, fishing items, agricultural implements etc. are made from bamboo. A variety of decorative articles is also made by the workers with bamboo and cane.

3.3.5 Carpentry

Making of wooden articles is a common industry in Jalpaiguri district. The growth of the industry has been favoured by the availability of the main raw material, timber. The forests are full of valuable trees and as such timber is abundantly available throughout the district.

3.3.6 Pottery

Articles produced by the potters are considered as the document of religious culture and the history of art, and is called the lyric of handicrafts because of its irresistible and universal appeal. 'Kumbhakars', the traditional potters of India, have been working on their wheels in the villages of Jalpaiguri district and have been turning out numerous items of clay products to cater the domestic and religious needs of the community.

3.3.7 Blacksmithy

Blacksmithy is associated with manufacturing iron implements at the household level. Typically, in a rural market or in a village there is a 'kamar para' (a residential area where blacksmiths cluster) where the blacksmiths made their wares. However, it is another important household industry of the district.

The economy of the household industrial workers of the study area is distinctive since it is undifferentiated and characterised by adoption of primitive technology in economic pursuits. The people of the region earn their livelihood by adopting occupations such as agriculture, forestry, agricultural labourer, animal husbandry, traditional commerce, and household industrial activities. There is substantial gap in the level of development between the household industrial workers and the rest of the population. Moreover, much of the household industrial activities are at their subsistence level and do not enter the marketing mechanism.

3.4 Institutions Involved for Promotion and Development of Household Industries in India

Several policy measures have been initiated by the central and state governments for the promotion and development of various household industries as well as promotion of self-employment and entrepreneurship among different target groups through the establishment of specific institutions and launching of several schemes. Another objective was to provide and protect workers' inherited skills. The institutions involved for promotion and development of household industries are presented below.

3.4.1 Tribal Co-operative Marketing Development Federation (TRIFED)

For the socio and economic welfare of the tribal population, Government of India established an independent corporation called TRIFED. Till recently activities of TRIFED were confined to purchase the forest products and sell them at their retail counters. Since 1999, TRIFED expanded their activities by encouraging tribal artisans in the production of arts and crafts which they have inherited from their forefathers. TRIFED shops have been set up to sell tribal arts and crafts by procuring the articles from tribal artisans at remunerative prices. Besides, it organise periodic exhibitions at different places all over India and abroad. The ultimate objective of TRIFED is the socio-economic development of tribal people in the country. It is done by marketing development of the tribal products on which the lives of tribal people depends heavily as they spend most of their time and derive major portion of their income from collection and cultivation of Non-timber Forest Produce (NTFP). As a co-operative, TRIFED's primary objective is to serve the interest of its members.

3.4.2 Khadi and Village Industries Commission (KVIC)

KVIC works under the administrative control of the Ministry of Industry, Government of India under the department of Small-scale Industries and Agro and Rural Industries. KVIC has a 10 member commission at the policy making level. The commission consists of six zonal members, one of whom is Chairman; two expert members and two official members, one the chief executive officer and the other the financial advisor to the commission. The head quarter of KVIC is in Bombay and it has its state and regional offices in all the states. It has training, production and sales centres throughout the country. KVIC is having 30 State Khadi and Village Industries Board, over 3,500 institutions and over 29,000 co-operative societies. There are around

14,200 sales outlets in the country under KVI Sector. It is having 46 per cent women participation in its activities. 30 per cent beneficiaries belong to SC/ST. KVI Boards assist over 5 lakh artisans. It has reached to 2.35 lakhs villages. Some of the major functions of KVIC are –

- (i) The KVIC is charged with the planning, promotion, organisation and implementation of programs for the development of khadi and other village industries in the rural areas in co-ordination with other agencies engaged in rural development wherever necessary.
- (ii) Its functions also comprise building up of a reserve of raw materials and implements for supply to producers, creation of common service facilities for processing of raw materials as semi-finished goods and provisions of facilities for marketing of KVI products apart from organisation of training of artisans engaged in these industries and encouragement of co-operative efforts amongst them. To promote the sale and marketing of khadi and other products of village industries, the KVIC may forge linkages with established marketing agencies wherever feasible and necessary.
- (iii) The KVIC is also charged with the responsibility of encouraging and promoting research in the production techniques and equipment employed in the khadi and village industrial sector and providing facilities for the study of the problems relating to it with a view to increase productivity and eliminating drudgery.
- (iv) Further, the KVIC is entrusted with the task of providing financial assistance to institutions and individuals for development and operation of khadi and village industries.
- (v) In implementing KVI activities, the KVIC may take such steps as to ensure genuineness of the products and to set standards of quality and ensure that the products of khadi and village industries do confirm the standards.
- (vi) The KVIC may also under take directly the studies concerning the problems of khadi and other village industries or through other agencies besides research or establishing pilot projects for the development of khadi and village industries.

- (vii) The KVIC is authorised to establish and maintain separate organisations for the purpose of carrying out any or all of the above matters besides carrying out any other matters incidental to its activities.

3.4.3 Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

India has a rich tradition in traditional industries. The eco-friendly products of traditional industries not only have great potential for growth in production and export but can also lead to widespread generation of employment opportunities in the rural areas of the country (Arora, 1978). With a view to make the traditional industries more productive, competitive, and facilitating their sustainable development, the Central Government announced the setting up of a fund for regeneration of traditional industries. Pursuant to this announcement, a central sector scheme titled the ‘Scheme of Fund for Regeneration of Traditional Industries (SFURTI) Under Ministry Agro and Rural Industries has been set up. The scheme is implemented by the Union Ministry of Agro and Rural Industries (ARI) and its organisations and institutions, in collaboration with state governments, their organisations concerned, non-governmental organisations, etc.

The objectives of the scheme are –

- (i) to develop clusters of traditional industries in various parts of the country.
- (ii) to make traditional industries more competitive with more market-driven, productive, profitable and sustained employment for traditional industry artisans and rural entrepreneurs.
- (iii) to strengthen the local governance systems of industry clusters, with the active participation of the local stakeholders, so that they are able to undertake development initiatives by themselves.
- (iv) to build up innovative and traditional skills, improve technologies, advance processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.

3.4.4 States Handicrafts and Handlooms Development Corporation Limited

Handicrafts and Handlooms Development Corporation, a Government of India undertaking has endeavoured to carry forward rich heritage of all the respective states

by reaching out the products developed by the artisans residing in the states and abroad through its network of emporia and a large number of exhibitions and fairs.

3.4.5 National Centre for Design and Product Development, New Delhi

National Centre for Product Design and Development (NCDPD) is a non-profit organisation, set up by Export Promotion Council for Handicrafts (EPCH) and the Office of the Development Commissioner (Handicrafts). NCDPD has been involved in inviting prominent designers from overseas and working in co-ordination with leading design institutes and helping the Indian artisans especially tribals to hone their skills.

3.4.6 Export Promotion Council for Handicrafts, Delhi

Export Promotion Council for Handicrafts (EPCH) has been established under the Policy of Government of India in 1986-87 and is a non-profit earning organisation. EPCH is an apex organisation of trade, industry and government sponsored by Ministry of Textiles, Government of India, for promotion of products from country and projection of India's image abroad as a reliable supplier of high quality of artisanal goods and ensured various measures keeping in view of observance of international standards and specifications.

3.4.7 Council of Handicrafts Development Corporation, Delhi

Council of Handicrafts Development Corporation (COHANDS) represents twenty eight state government corporations of India and functions under the aegis of the office of Development Commissioner (Handicrafts), Ministry of Textiles. COHANDS acts as facilitator for undertaking the integrated design and technical development workshops, interior design and participating in domestic and international fairs, cultural programmes, organising seminars and symposiums.

3.4.8 District Industrial Centres (DICs)

The Districts Industries Centres Programmes was launched in 1978 representing an innovative approach for setting up an integrated frame work at district level. The state government concerned and the central government fund the DICs jointly. The government provides substantial assistance to the DICs, which can be spent by DICs on the construction of an office building, expenditure on furniture, fixtures, equipment, vehicles and other recurring expenses. With these facilities, DICs in the district level undertakes various promotional measures with a view to bring an overall development of small industries in the district. It provides and arranges a package of assistance and

facilities for credit guidance, raw materials, training, marketing etc. including the necessary help to unemployed educated young entrepreneurs in general (Sahu and Pathi, 2005).

The important functions of DICs are discussed below:

- (i) **Identification of Entrepreneurs:** DIC develop new entrepreneurs by conducting entrepreneurial motivation programmes throughout the district particularly under SEEUY (Self Employment Programmes for the Educated Unemployed Youth) scheme. DIC also implement programmes under Prime Minister's Rozgar Yojana (PMRY).
- (ii) **Registration:** Entrepreneurs can get registration with DIC which enable them to take all necessary steps to bring the unit into existence. The entrepreneur can get assistance from term lending institutions only after getting provisional registration.
- (iii) **Purchases of Fixed Assets:** The DIC recommend loan applications of the prospective entrepreneur to various concerned financial and developmental institutions for the purchase of fixed assets. It also recommends to the commercial banks for meeting the working capital requirement of small industries to run day to day operations.
- (iv) **Assistance to Village Artisans:** In spite of inherent talent and ability, village artisans are not better up because they lack financial strength to strive in the competitive market. DIC in support with different leading banks and nationalised banks extends financial support to those artisans.
- (v) **Incentives and Subsidies:** DIC helps small industry units and the workers to subsidies granted by government under various schemes. This boost up the moral as well as the financial capacity of the units to take further developmental activities.
- (vi) **Interest Free Sales Tax Loan:** SIDCO provides interest free sales tax loan up to a maximum limit of 8 per cent of the total fixed assets for small industrial units set up in rural areas but the sanction order for the same is to be issued by DIC. The DIC recommends the case of small industrial units to National Small Industries Corporation Limited for registration for government's purchase programme.

- (vii) **Assistance of Import and Export:** Government is providing various types of incentives for import and export of specific goods and services. These benefits can avail by any importer or exporter provided the same is routed through the concerned DIC.
- (viii) **Fairs and Exhibitions:** The DIC inspires and facilitates the small industrial units to participate in various fairs and exhibitions which are organised by the Government of India and other organisations in order to give publicity to the industrial products. DIC provides free space to small industries for the display of their products and renders financial assistance too for the purpose.
- (ix) **Training Programmes:** DIC organises training programs to rural entrepreneurs and also assists other institutions or organisations imparting training to the small entrepreneurs.
- (x) **Self-employment for Unemployed Educated Youth:** The DIC launch scheme to assist the educated unemployed youth by providing them facilities for self-employment.

Other Functions -

- (i) Sanction and disbursement of various subsidies and incentives such as state capital subsidy,
- (ii) Conducting Entrepreneur Development Programmes particularly special schemes for women.
- (iii) Creating awareness about the various policies and programmes of the government through seminars and dissemination meets.
- (iv) Providing entrepreneurial guidance through Data Bank, Information Centre and Technical Information Sections attached to various District Industries Centres.
- (v) Identification of new areas with growth potential and providing familiarisation and incubator facilities to promising entrepreneurs.
- (vi) Conducting sample and comprehensive surveys.
- (vii) Export promotion.

3.4.9 Development Commissioner (Handicrafts)

The Office of the Development Commissioner (Handicrafts) is an attached office of Ministry of Textiles, Government of India. It is a central nodal office to work for socio-economic upliftment of the artisans and supplement the efforts of the state governments for promotion and development of various household based articles within the country and abroad. It has six regional offices at New Delhi, Kolkata, Lucknow, Chennai, Mumbai and Guwahati, and five Regional Design and Technical Development Centres in New Delhi, Mumbai, Kolkata, Bangalore and Guwahati. There are Marketing and Service Extension Centers in addition to above.

Schemes of the Office of the Development Commissioner (Handicrafts) are described below.

- (i) **Scheme of Exhibition:** Development Commissioner (Handicrafts) assists State Handicrafts Development Corporations, other artisans' co-operatives and voluntary organisations to hold exhibitions of various household industrial products in various places within the country. Financial assistance is granted to the organisations concerned to meet the expenses of such exhibitions including the cost for payment of TA and DA to the participating artisans.
- (ii) **Marketing Programmes through Marketing and Service Extension Centres:** Development Commissioner (Handicrafts) is having forty seven Marketing and Service Extension Centres in the country out of which two are existing in West Bengal. The centre situated at Burdwan covers districts like Burdwan, Birbhum, Medinipur, Bankura, Puruliya, Murshidabad and Nadia while Siliguri centre covers the districts of Darjiling, Jalpaiguri, Koch Bihar, Uttar and Dakshin Dinajpur and Maldah. Other districts are covered from the Regional Office of Kolkata. Taking artisans workers from the districts through these centres, the office of the D.C. (Handicrafts) organises Product Promotion Programmes (PPP), craft bazars, fairs and festivals in different big cities and tourists spots within the country.
- (iii) **Training through Other Organisations:** The Office of the D.C. (Handicrafts) provides financial assistance for organising training on manufacturing of artisanal products in order to increase the production,

upgrade the skill of existing workers and to revive rare and dying household industries. All costs for such training like costs for raw materials, stipend to trainees, honorarium to instructors, rent for accommodation, contingency and fees for design and technical up gradation etc. are paid by the office of the D.C. (Handicrafts) as grants.

- (iv) **Crafts Development Centres:** The Office of the D.C. (Handicrafts), provides all benefits like, technology, design, raw materials, servicing for selected products and design to the artisans from all such centres.
- (v) **National Award:** Every year, Office of the D.C. (Handicrafts) organises National Competition at national level. The selected artisan workers are awarded with National Awards and National Merit Certificates for their creations. National Award and National Merit Certificates consist of cash prizes of Rs. 25,000/- and Rs. 5000/- respectively and certificates from the President of India.
- (vi) **Scheme for Grant of Financial Assistance to Master Artisan:** Master artisans, who are the recipients of National Awards or Merit Certificates or State Awards in making creative household based products and who have annual income less than Rs. 6000/- with age more than 60 years are eligible to get financial assistance either in the form of monthly allowance or grants or both.
- (vii) **Design and Technical Development:** A full-fledged design and technical development centre under the office of the D.C. (Handicraft) is located in Kolkata for the supply of improvised design and blueprints with technical guidance to artisans, co-operatives, NGOs, exporters and others free of cost. Besides, design development workshops are also organised on various articles.
- (viii) **Other Programmes:** Other programmes like survey and studies of various articles and revival of diminishing articles, setting up of emporium, construction of workshed and workshed-cum-housing, group insurance scheme for artisan workers etc., are also implemented by the office of the D.C. (Handicrafts).

3.5 Schemes of Government of West Bengal for the Development of Household Industrial Articles

For the promotion and development of various small industries including household industries, Government of West Bengal has initiated various programmes and launched a number of schemes. These are equally applicable for the development of household industries in the study area. The programmes and schemes are described below.

- (i) **Financial Assistance Programme:** For starting new units or for expansion, diversification and modernisation of existing units, individual artisans are provided with soft loan up to Rs. 10,000/- and artisans co-operative societies upto Rs. 15,000/- with an interest @5 ½ per cent per annum which is payable within ten years.
- (ii) **Additional Employment Programme:** Household industrial units and workers can also get financial assistance in the form of soft loan as margin money or seed money @10 per cent to 20 per cent of the project cost sanctioned by the banks and financial institutions for setting up of new units or for expansion of existing units.
- (iii) **Prime Minister's Rojgar Yojana (PMRY):** Eligible candidates willing to get self-employment by settings up household industrial units may apply for financial assistance in the form of loan from banks up to a maximum of Rs. 1,00,000/- which includes a subsidy component from Government of India.
- (iv) **Promotional Training Programme:** Promotional training for the revival of languishing articles and for diversification and quality up gradation of potential products are organised by the respective DICs in each district every year. State government provides grants to meet the expenditure for payment of honorarium to master artisans, stipend of Rs.250/- per month per trainee, cost of equipment, raw materials etc.
- (v) **Design and Service Centre:** Arrangements are there in the Baruipur Experimental Research Workshop, Baruipur in the district of South 24 Four Parganas for supply of designs, giving of advance training on this business. Setting up of design and service centre for articles is also considered by the State Government.
- (vi) **Grant of Rebate on Sales of Articles:** State Government provides rebate @ 20 per cent on the sales of household industrial products by the authorised government and semi government organisations for a period

not exceeding ninety days in a year. Individual artisans participating in the exhibitions and expos are also eligible to get rebate at the same rate on the sales during the expo period only.

- (vii) **Establishment of Sales Depot, Holding of Exhibitions etc.:** For providing market support to the artisan workers, arrangements are made for organising or for participation in different fairs, exhibitions etc. at the district level. Artisans from different parts of the state are given stalls free of cost and also get reimbursement of a part of train fare and transportation cost for carrying products.
- (viii) **Payment of Pension to Artisans:** Government has been providing pension @ Rs. 100/- per month to the artisan workers having age of sixty years and above. About one thousand artisans are granted such pension under the programme every year.
- (ix) **Grant-in-Aid:** Grant-in-aid institutions engaged in promotion of artisanal products are given financial assistances like grants towards salaries, for purchase of tools and equipment etc.
- (x) **Assistance Programme for Artisans' Co-operative Societies:** Assistances in the form of grants for share capital construction of shed and building, purchase of tools and equipment and loan as working capital are granted by the government to the co-operative societies engaged in production and promotion of household industrial articles.
- (xi) **Other Programmes:** District Industries Centres are associated in all the matters relating to promotion and development of household industrial products of the respective districts.

3.5.1 Programmes of West Bengal Handicrafts Development Corporation Limited

- (i) **Procurement of Products from the Artisan Workers:** WBHDC procures artisanal products directly from the artisans, as well as artisans' co-operative societies. Corporation organises spot procurement camps in the districts for purchase of products from artisan workers by making cash payment.
- (ii) **Sale of the Products:** Sale of household industrial products through the show rooms of the corporation in different parts of the state is the main activity of the corporation.

- (iii) **Training Facilities:** The Corporation offers training facilities to the artisans both at primary and advance level. Baruipur Experimental Workshop Cum Research Institute is presently managed and run by the corporation.
- (iv) **Craft Development Centres:** The Corporation is running two Craft Development Centres, one at Hugli and the other at Salt Lake. These centres offer all-round facilities under one roof for the development of selected artisanal items.
- (v) **Common Facility Centre:** The Corporation runs a Common Facility Centre on brass and bell metal at Nawadeep in Nadia district.
- (vi) **Design Development Workshop:** The Corporation offers design support to the artisans under this programme which is funded by the Government of India.
- (vii) **Exhibitions and Fair:** The Corporation organises exhibition and fairs within and outside of West Bengal in order to give marketing exposures to the products of the artisans.
- (viii) **Craft Museum:** The Corporation has a craft museum at 'Karuangan' at Salt Lake City. The Museum has exquisite collections of ethnic and traditional Bengal artisanal products and handloom artifacts.
- (ix) **Artisan's Dormitory:** The Corporation has developed an artisan's dormitory at 'Karuangan' to offer facilities of stay in Kolkata for the artisans.
- (x) **Social Security Activities:** The Corporation offers various social security facilities to the artisans like (a) group insurance coverage (b) old-age pension (c) construction of work sheds for the artisans etc.

3.6 Conclusion

Growth and development of household industries in the study area is the concern of the state as well as the central governments. The main responsibility lies with the state governments though the central government generally releases funds. Unfortunately, there is no mention about exclusive scheme for development of household industries in study area. It is not known whether the Handicraft Development Commission constituted by Government of India considered the promotional aspects of such products. However, household industrial workers were

questioned about their awareness of development programme taking place in their village or to their community. It has been observed that majority of the workers were not aware of the development initiated by the government.

From the above description of government approach and measures, it is clear that these are, by and large on right lines. If however, household industrial sector still suffers from various handicaps, it is obviously because these measures are not being effectively applied. There is however, a more basic flaw in the government policy. It is that the efforts are more in the direction of 'protection' of the sector and there is very little by way of raising the efficiency and competitive strength. Unless this becomes the centre theme of the policy, the household industries will not become the dynamic sector.

In the following chapter, an analysis is done on the trends and patterns of distribution of household industry workers in India, West Bengal and in the study area.

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