AN INTRODUCTION TO HANDICRAFTS INDUSTRIES IN RURAL DEVELOPMENT OF INDIA

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Abstract

The present paper is focused on handicrafts industries in respect of rural development of India. It considered different aspects to understanding handicrafts industries viz. its types, importance in rural and backward area, its financing and marketing problems. The paper also concluded with some important suggestions. The paper is based on secondary data and the views are researcher personnel view on the basis of theoretical perspective. The main object of the present paper is to highlight the Handicraft Industries in rural development of India.

Key words: Handicrafts Industries, Rural Development, Rural Empowerment, NABARD

Introduction

The rural economic policy of India is drafted according to the needs of rural India since, majority of the population (around 70%) lives in about 600000 small villages. The rural India is almost wholly agriculture based and a small part of the rural Indian population is engaged with small industries like handlooms, handicrafts and other traditional produce. The role of handicraft industries in rural India Economy became important, since today the organized sector of Indian industry is ready to absorb the products from these industries. Moreover, with liberal trade and export policy, the export of the Indian handicrafts industry is on an all time high.
The Indian handicrafts industries are mainly working in rural areas. These industries provides India’s second largest employment to the people of the country. One of the foremost important thing is that these are providing employment to those rural people who belongs to the weaker section of the society and mostly to the women. The Indian handicraft industries are mainly labour intensive industry, which playing an important role to the huge population to provide jobs and financial security. The handicrafts industries in India are low capital investment, that are made by hands or with the help of using simple tools.

The role of handicrafts industries in rural Indian economy is very important and its contribution towards the rural economy of India is increasing steadily. The ministry of rural development and the Ministry of Rural Economy under the Government of India are the two main governing authorities, which drafts and implements policies for the handicrafts in the economy of rural India. The handicrafts industry of India comes under the unorganized sector of village economy of India.

The development of rural handicrafts is only depend upon the development of market, financial position, its management and promotion. Handicrafts industries will produce the product only when their art is motivated by public. It can be possible when they are declared any motivational, financial, and promotional schemes by the government of India or its substitute agencies. Making of handicrafts means shaping the arts. Artisan sacrifices his art because of completion his daily needs, most people from handicrafts industries are not financially strong, and the handicrafts industries are only there source.

There is usually complaint on Indian handicrafts products that these are very costly, and not preferable to the middleclass family. **Researcher wants to clear that its real cost other than money cost is more important to consider the fixing the price of any product.** The handicrafts are took more time to complete its process, it requires proper skill which not required in machine making products for that reason researcher think its price are high. Though these are costly but its demand in foreign countries are very high. Foreign people believe on Indian handicrafts because of its real efforts.
**Brief Introduction of Handicraft Products in India**

1. **Art and Metal Wares**: The wares which are made by using traditional art and available metal are simply called art and metal wares. These wares are mainly made with the help of related metals. These metals are gold, silver, diamond etc. India is traditional country where people believe on the old tradition and heritage they warehouse ornaments which wareried by their gods in there epics. They give prime importance to their wares in their traditional functions i.e. wedding, birthday party etc. These handicrafts are very old in their nature.

2. **Wood Wares**: These wares made by the wood products. Wood wares are very old wares in handicrafts. There are examples of wood wares in ancient days, after civilization these industries got a sparkle. Now days in India these products made in forest covered states like Assam, Karnataka, Tamilnadu, Kashmir, Himachal Pradesh, Jodhpur etc.

3. **Hand Printed and Textiles and Scarves**: Hand Printed and Textile are the product which made by using artisans hand on there papers or textiles. Kashmiri Shawls, Banarasi Saris, Paithani Saris, these are very famous arts in allover the world. Many countries mostly USA, Germany, U.K., Canada, France are demanding these goods for their use. These carry an artistic and functional value.

4. **Shawls as art wares**: Shawls are the product which made by sheep hairs or by cotton. These are used in cold seasons and also used in traditional functions.

5. **Imitation Jewellery**: The jewellary is product which dominate all peoples minds in India. The women who belongs to any region and religion have much importance of jewellary. Jewellery are made by metals this is one of the part of metal wares.

6. **Miscellaneous Handicrafts**: These handicrafts are not related to the above handicrafts. India is a country of handicrafts product in the world. These handicrafts includes Pottery making, Shoes makings, Sculptural goods, Paper making and so many.
Marketing

Presently the global market of handicrafts is valued at US$ 400 billion and India’s Share in the global market stands at 2% only. However, the handicrafts industries in rural Indian economy registered on annual growth rate of 15% constantly over the last decade and it is estimated to grow at the rate of 42% over the next five years annually.

The handicrafts industries export is one of the most important sources of revenue in the country. India is known to be largest exporter of handicrafts among all other developing countries. The revenue generated by the exporting of handicrafts items in India during 1998 - 99 was USD 12 billion. The export production of Indian handicrafts industry is highly significant due to low capital investment, high ratio of value addition and potentials active for export and foreign exchange income.

The various handicraft items that are exported worldwide include the following:

1. Textile based handicrafts – the hand printed textile designs include block and screen painting, kalamari, batik, and bandhanis. These materials are widely used in bed-covers, bed – sheets, upholstery, dress materials and tapestry.
2. Clay, Metal and Jewellery – the Chief metals used for handicrafts items include brass, copper, bronze, and bell metal. These are used for manufacturing various wares, which are carved out in multifarious designs both traditional and contemporary.
3. Woodwork – Toys, furniture, decorative items, and other articles are carved out of wood in multifaceted designs and are also available in a wide range. Lacquered woodwork is quite eminent in Indian handicrafts industry.
4. Stone Craft – Various handicraft items in India are manufactured in stones. Marble, alabaster and soapstone are used as the primary materials for these products. These stone crafts are then adorned with semiprecious stones.
5. Glass and Ceramic – The artistic crafts of glass and ceramic are found in varied range of designs, which are a perfect blend of the Western style and Indian aesthetics. These products are available in various shapes and colors.
India has a very less amount of shares in the global market, as the handicrafts sector has not yet been sincerely explored so as to bring out the hidden potentiality within the artisans. The major states in India that are involved in exportation of handicraft items include Uttar Pradesh, Andhra Pradesh, North Western state of Rajasthan and the Coastal state of Gujarat. The two broad sections in Indian handicraft items are Consumer Goods for daily use and decorative items manufactured by the skilled craftsmen

**Major Importers of Rural Handicrafts**

Art and Metal Wares: USA, Germany, U.K. and Italy.

Wood Wares: USA, UK, Germany and France

Hand Printed and Textile Scarves: USA, UK, Germany and Canada

Embroider and Crouched goods: USA, UK, Germany and Saudi Arabia

Shawls and Art Wares: Saudi Arabia, USA, Japan and UK.

Zari and Zari Goods: USA, UK, Japan and Saudi Arabia

Imitation Jewellery: USA, UK, Saudi Arabia and Germany

Miscellaneous Handicrafts: USA, Germany, UK and France

The Indian handicrafts industry largely exports the following products:

- Cloth Paintings
- Design and Development
- Floor Paintings
- Handmade Paper
- Kashmiri Paintings
- Pottery
Indian Handicrafts Exports have performed best in the following segments:

Jodhpur (Rajasthan) – Wooden, Wrought Iron and sea Shell handicrafts
Moradabad (Utter Pradesh) – Art metal wares and imitation jewelry
Narsapur (Andhra Pradesh) – Lace and lace goods
Saharanpur (Utter Pradesh)- For wooden handicrafts and Wrought iron handicrafts.

**Finance**

The various reasons for the growth of Handicrafts industry finance in India are that the people in the rural areas do not have extra money to set up business. As a result they need financial help to start the handicrafts business. Further the Handicrafts Industry in India has been on the rise for the amount of export money is setting up more and more handicrafts based business. This has also led to the growth of the finance in the industry of Handicrafts in India.

The various advantage of handicrafts industry finance in India are that it has helped many rural people to become self – dependent. For if they had not got financial help then they would not have bee able to set up there own Handicrafts business. Further the advantages of the finance in the industry of Handicrafts in India are that as the number of business increased, the number of employment opportunities also increased. Thus Handicrafts industry finance in India helped to provide jobs to many people in the rural areas. Handicrafts industry finance in India advantages includes that it has given a major boost to the economy of the country. The National Bank for Agriculture and Rural Development is one of such bank that provides handicrafts industry finance in India.

This is in turn has improved the country’s overall economy. Thus the government of India as well the various banks should make even more efforts to increase handicrafts industries finance in India. This will help the Handicrafts industry in India to reach its heights.
Problems of Handicrafts Development in Rural Area

1. The manufacturing process does not compliment with orders of such products

2. Use of primitive techniques

3. High manufacturing cost

4. Poor quality of products

5. Product design and development to be aligned with the background and history of the craft, the producer and the market requirement.

6. Poor standard of raw materials

7. Lack of standardized vendor and suppliers

8. Lack of standardized raw materials

9. Improper pricing of finished products

10. Absence of proper incentives and schemes by the government of India.

11. Unorganized Investment patterns and lack of regular investors

12. Lack of proper marketing channels

13. Poor access to urban markets.

Conclusion

Rural Handicrafts Industries are the backbone of the rural economy of India, these are labour intensive industries and provides large employment to the rural people. These handicrafts are based in rural areas and covers weaker sections of the society and mainly of women. Rural handicrafts reflect rural cultural value and its richness of heritage. The ministry of Rural Development and the Ministry of Rural Economy under Government of India are two Governmental authorities which drafts to implements policies for the handicrafts industries in rural India Economy. NABARD is one of such bank which provides finance for rural
Handicrafts. Government and its agencies like Khadi and Gramodyog are played major role in rural development.

At last researcher came to understand that the rural handicrafts are financially very poor and it is very difficult to go further so, researcher would like to suggest to the Government of India and its other financial institutions to provide finance to these industries. Absent of Technology, Poor quality of raw material and other infrastructure and marketing are some obstacles for rural handicrafts development so researcher like to suggest to take due care for solving these problems in future by using modern technology, managing properly their available raw materials for developing product and creating proper infrastructure and marketing facilities for handicrafts.

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