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Commercialization of Handloom and Handicraft in Deomali Sub-Division of Tirap District of Arunachal Pradesh: A Linkage for Economic Development

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ABSTRACT

The people of Deomali sub-division, Tirap district Arunachal Pradesh are artistically minded and gifted with deft hands and skills fingers. Various arts and crafts are in their blood. Handloom and handicraft for instance, offer wide scope to produce a variety of artistically blended and beautifully design clothing. Weaving is a very common craft. Magnificent *Gaale*'s, Ornaments, Tie, Sculptures Wancho, Galo and Assamese women weave Shawls, coat, Bags, Tie, *Gale*'s and *Mudda*. There is steady market for the Galo's *Gale* and Wancho's Neklace and Bags. The main Handicraft items are made in Deomali region is painted wooden sculpture, *Gale* and Ornaments. The necklace has a great demand in the local market by the tourist as well as outside of the district. By considering these aspects, an attempt has been made to identify the underlying avenues and the various issues faced by the local craftsmen or artisans of the Deomali Sub-Division. The study is empirical in nature and altogether, 5 (five) sample respondents have been considered using convenience sampling method. Based on the findings, the logical inferences have been drawn.

Key Words: *Handloom and Handicrafts, Magnificent, Ornaments, Gale, Mudda.*

Introduction

Handloom and Handicraft are unique expression of a particular culture or community through local materials and artist and artisans. Handloom and Handicraft does not mean that pure product is made by the hands but includes semi handicraft accessories as well as machine made goods. As market has dynamic and due to change in preference of the consumers so this industry also influence by Patent trends, consumers purchasing Patent economic condition in market.

In Deomali sub-division, Tirap district, different places have their own different Handloom and handicraft having different designs and skills like;

Namsangmukh- *Gale*, Coat,Tie;

Noksan colony – *Mudda*

Viveknagar – Wooden Sculpture

CRPF colony-Assamese *Gamucha* and *lungi* in different shapes and sizes.

CF colony - Ornaments

UNESCO defines handloom and handicraft as artisans product are those produced by artisans either completely by hand or with the mechanical devices are utilities, authentic decorative functional, traditional, religiously symbolic, and significant in nature. These all items are made by hand often with the use of simple tools and generally authentic of objectives of utility and decoration. Handicraft and handloom products are characterized by

Man-made, level of skills and experiences of the artisans, types or qualities of raw materials used, designs, sizes, etc.

Statement of problems

Handloom and Handicraft is found to be one of the most remunerative sectors especially in the rural ambit. It not only helps artisans or craftsmen earn for their living but also enables the customers or buyers to have sense of pride since the product carries traditional as well as cultural identity of the

localities. The people of the present study are also considered rich in art of making handloom and handicraft i.e. in terms of skills and expertise which may enable them land into new economic heights in the concerned field. However, the potentialities are yet to be realized, the reason being, unknown. In this regard, the present study has been carried out to explore the issues pertaining to handloom and handicraft in the study area.

Review of Literature

Kumudha and Rizwana (2012) in her article analyzed the promotion mix of handloom products with special emphasis on Handloom weavers cooperative Society. The authors further revealed that Handloom is a traditional cottage industry offering millions of employment opportunities to millions of weavers in India but lately the industry is facing a lot of problems and going towards the decline stage.

Goswami and Jain (2014) conducted a study to identify the inadequacy faced by the weaving industry today. The research was used two government organizations Rajasthan Rajya Bunkar Sahkari Sangh (RRBSS), and Rajasthan Handloom Development Corporation (RHDC). This study was conducted based on a semi-structured interview schedule, observation method, and many other secondary sources. However, it was found that the handloom industry did not pursue any specialized strategies for procuring raw materials, product planning, and especially for marketing their fabrics. Clear strategy was derived to bring in more profit for the handloom sector on finding out the problems”.

Rani and Bains (2014) analyzed the consumer behavior towards handloom products in the State of Haryana and Punjab. This study further analyzed the allied workers and handloom weaver's position. From the analysis, the study perceived several factors that affect consumer behavior and the study found out this industry gives employment opportunities to poor people.

Objectives of the study

The main objectives of the present study are outlined below:

1. To examine the economic conditions from commercialization of Handlooms and Handicrafts by the local artisans of the study district.
2. To highlight the sources of finance of local artisans in the study area.
3. To discuss the purpose of taking up handloom and handicraft business by the local artisans.

Research Methodology

The present study is descriptive in nature. A total number of 5 (five) sample respondents have been selected by applying non-random sampling techniques. These sample respondents comprise from different localities viz. Namsangmukh, Vivek Nagar, CF Colony, CRPF Colony, Noksan Colony, etc., of Deomlai Sub-Division, Tirap District, Arunachal Pradesh. One Respondent each from CRPF colony, Viveknagar, Noksen Colony, CF colony and Namsangmukh were selected.

Since the study is qualitative in nature, the convenience sampling technique has been used in selecting the sample respondents from the population.

The present study embraces both primary and secondary data. The primary data was comprises the data acquired from face to face discussion with the sample respondents. A well structured questionnaires based on the framed objectives were administered to all the sample respondents. On the other hand, the data collected from already published books, research journals, and articles comprise the secondary data.

Findings and Discussion

Following are some of the major findings of the present study which are mentioned as under:

1. Handlooms and Handicrafts are found to be one of the easiest as well as most common source of earning for the people of the study area i.e. Deomali Sub-division. Artisans are found in almost every households of the study area since the local people commonly possess the art of making handloom and handicrafts though not professionals in most cases.
2. At present, due to lack of proper market as well as potential buyers in the region, the local artisans could not establish their industry/shops and compelled to produce in order basis. Such scenario hinders the local artisans in capitalizing their skills and talents in the field of handlooms and handicrafts.
3. It was also found that the process of making Handlooms and Handicrafts involve huge amount of time and energy. In most of the cases, it takes 4 (four) – 7 (seven) days to make a particular product ready.
4. Since there is no regulated market with regards to the Handloom and Handicrafts products in the study region, the prices are also not fixed. The local artisans used to fix the prices of the product by themselves which are usually very high.

5. The local artisans in the study region are found to be lacking in professional skills, the reason being, none of them had attended any training and skill development programmes so far. They have learned the art of making handloom and handicrafts from the elders and friends of their localities.
6. The present study also reveals that the local artisans they do not scheduled the time to follow and make time to complete a particular product on time. They simply lack professionalism. There is a strong reason to belief that the particular activity i.e. handloom and handicraft does not form the major source of earnings for the respondents. They undertake this activity when they get enough time or leisure time.
7. It was also revealed that there exist no competition among the local artisans of handloom and handicraft. This is one of the reasons why handloom and handicrafts industry is not progressing in the study region in particular and the district in general.
8. The prices of the products are also found to be varying for different items or products based upon the designs, shapes, sizes, etc.
9. The handloom and handicraft sector is found to be feasible for the artisans who have their own source of materials like bamboo, cane, woods, wools, etc. On the other hand, those artisans who do not have their own resources have to depend on others and sometimes they need to import raw materials from the neighboring state i.e. Assam which involve huge costs.

Challenges faced by the local artisans of the study region

Apart from the major findings, some challenges have also been found which are restraining the local artisans in pursuing the handloom and handicraft business. These are discussed in the following manner:

1. **Lack of good quality raw materials:** The quantity, quality and availability of raw materials are very unreliable and unsatisfactory.
2. **Lack of technical knowledge:** The craftsmen are poor and lacking in technical knowledge to modernize their equipments.
3. **Lack of capital and credit facilities:** There are no proper facilities for cheap credit.
4. **Outdated looms:** The looms are outdated and the products do not satisfy the change in taste and fashion.
5. **Absence of organized market:** The marketing of Handicraft and handloom product is not organized.

Suggestion

In order to make Handloom and Handicraft reach the top spot, the following suggestions may be implemented which are discussed as under:

1. Organizing marketing networks of Handloom and Handicraft with the help of supply chain management.
2. Provides copyright to Handloom and Handicraft.
3. Price uniformity be there in handloom and handicraft by the traders based on unique production.
4. Creation of awareness by the promotion-mix.
5. Need research and development in Handloom and Handicraft.
6. Foreign collaboration with design and artisans with the help of technology.
7. Promoting Handloom and Handicraft

Conclusion

Handloom and Handicraft is such a product that the buyers take it, consumers is ready to pay a price because it indicates unique style with rich culture.

Handloom and Handicraft product may be categorized on the basis of price, export of a domestic market ease of storage utility value or decorative value and tradition orientation of place.

Handloom and Handicraft is the standard mark and essential differentiator for District of Tirap. Most importantly, craft have become a fountainhead for both industrial design and communication design for deriving the differentiate advantage for *Tirapians* in the domestic market place.