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## **“A STUDY ON SOCIO-ECONOMIC CONDITION OF LOCAL CRAFTSMAN, AND COTTAGE INDUSTRY OWNERS.”**

***Ms. Tithi Jain<sup>1</sup>, Dr. Unnati Soni<sup>2</sup>***

<sup>1</sup>Master of Social Work , Parul Institute of Social Work Parul University , Vadodara , Gujarat , India . Email ID : 21tithijain@gmail.com

<sup>2</sup>Parul Institute of Social Work Parul University , Vadodara . Gujarat , India, Email ID : unnati.soni26927@paruluniversity.ac.in

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### **ABSTRACT :**

The history of Indian craftsmanship spans millennia, shaped by religious influences and trade dynamics, enduring foreign invasions. Despite challenges from industrialization, artisans' adaptability has sustained traditional crafts. However, the rise of large-scale industries led to the decline of skilled artisans, impacting their livelihoods. Yet, Indian handcrafted goods maintain global appeal, emphasizing sustainability and modern design. Revitalizing the handicraft sector requires better access to global markets, modern marketing training, and government support. Cottage industries, pivotal in rural areas, face challenges but offer unique products and community integration. Supporting them is essential for rural livelihoods and economic balance, complementing large industries. Government initiatives and financial measures aim to uplift cottage industries, crucial for India's economic growth and social welfare. Through innovation and support, these industries continue to enrich global economic diversity and societal well-being.

Keywords:- Indian craftsmen, Handicraft Tradition, Cottage industries, Economic Development, Sustainability, Small-scale industry, Artisan products, Govt. support, rural development

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### **Introduction :**

#### ***Craftsmanship in India: A Historical Overview***

India boasts a rich legacy of craftsmanship spanning over 5000 years, with its roots tracing back to the ancient civilizations of the Indus Valley. Craft traditions have been deeply intertwined with religious values and societal needs, evolving over time to reflect both indigenous influences and external trade dynamics. This article delves into the historical trajectory of Indian craftsmanship, from its zenith during ancient civilizations to its challenges and opportunities in the modern era.

#### ***Ancient Craftsmanship:***

The artisans of the Indus Valley Civilization demonstrated remarkable technical prowess in various crafts such as pottery, sculpture, jewelry making, and weaving. Their proficiency in trade, facilitated by sea routes, allowed for both local sustenance and international exchange. The Vedic period further enriched the craft landscape, with references in the Rig Veda to skilled artisans engaged in pottery, weaving, and woodcraft.

#### ***Mauryan and Gupta Dynasties:***

During the Mauryan period, monumental stupas adorned with intricate stone carvings and reliefs exemplified the advancement of sculpture. This era witnessed the flourishing of crafts such as jewelry making, textile manufacturing, and metalwork. The Gupta era witnessed a renaissance in Indian art and crafts, evident in the exquisite murals at sites like Ellora and Ajanta.

#### ***Medieval Contributions:***

The medieval period saw a proliferation of craftsmanship under empires like the Cholas, Vijayanagar, and Mughals. Bronze sculpture, silk weaving, jewelry making, and temple carving reached unprecedented heights during this time. Mughal patronage ushered in a golden age of Indian art, introducing techniques like inlay work, carpet weaving, and enameling.

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### **Impact of Colonialism and Industrialization:**

The advent of European colonialism and the Industrial Revolution had profound repercussions on Indian craftsmanship. British dominance led to the decline of indigenous industries, as cheaper mass-produced goods flooded the market. High taxes and import restrictions further marginalized local artisans, jeopardizing traditional crafts.

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### **Revival and Challenges in the Modern Era:**

Despite the challenges posed by industrialization and globalization, Indian craftsmanship continues to endure. Artisans, or "karigars," are adapting to modern markets by infusing contemporary design elements into traditional crafts. However, the sector faces hurdles such as dwindling export shares and a lack of awareness about global market trends among small-scale craftsmen.

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### **Opportunities for Revitalization:**

Efforts to revitalize Indian crafts include leveraging online platforms for global outreach, providing training in export standards, and promoting heritage villages as cultural tourism destinations. Embracing eco-friendly practices and fostering community enterprises are key strategies for sustaining traditional craftsmanship in the face of modernization.

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### **Cottage Industries: Past, Present, and Future :**

#### ***Historical Context:***

Cottage industries flourished in Surat, Behar, and the Cordel Coast, contributing to India's rich craftsmanship heritage. Initially modest, the indigo business gained momentum in the 17th century, particularly in European textile markets.

#### ***Current Challenges:***

In today's industrialized world, cottage industries face decline despite their historical significance. While major industries boast efficiency, cottage enterprises struggle with slow production rates.

#### ***Principal Cottage Industries:***

Hand-loom weaving, pottery, soap making, and others form the backbone of Indian cottage industries, providing employment and preserving traditional crafts.

#### ***Necessity and Impact:***

Cottage industries remain vital for India's economic and social fabric, particularly in rural areas where they contribute to livelihoods and prevent social degradation.

#### ***Possibilities and Solutions:***

Despite challenges, cottage industries offer promise. Family-based production, avoidance of industrial city issues, and artisanal advantages suggest a bright future with strategic improvements.

#### ***Small-Scale Industry Contribution:***

Small-scale industries, including cottage enterprises, play a pivotal role in India's economic development, fostering regional growth and equitable wealth distribution.

#### ***Government Support:***

Various schemes and measures aim to bolster cottage industries and small-scale sectors, promoting financial inclusion and welfare among artisans.

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## Review of literature :

### ***ORIGIN AND DEVELOPMENT OF COTTAGE INDUSTRIES IN INDIA : A STUDY IN PRE-INDEPENDENCE ERA:- Dr. Dipak Kumar Kundu***

Opinions obtained the beginning of cottage businesses in India were reviewed on. The work is based on the examination of different essential and auxiliary sources. Different original copies, monographs, classic books were surveyed for the present study. The actual information sought in this respect have been given.

Sometime recently the presentation of British run the show the cottage businesses in India were shifted and popular. India at that point was known as a manufacturing nation. Weaving, furniture making, gold and silver gems, Leather merchandise, weaving-industry, different sorts of crafted works and silk brocade were exceedingly created expressions and makes.

Indigenous strategies of generation had been created for refining the press metal and rural skilled workers had created aptitudes for creating exquisite artistic creation including inlay work and various things of day by day utilize. Terracotta industry was profoundly developed in Bengal. But the beginning and history of cottage businesses in India date back to the old times. There are ample evidences of the existence of house businesses within the past. In any case, it is exceptionally troublesome to pinpoint from where and when cottage articles were produced. Professor, Weber commented “The skill of the Indians in the generation of delicate woven textures, within the blending of colours, the working of metals and valuable stones, the arrangement of characters and in all way of specialized expressions has from early times delighted in a around the world celebrity”. Indian laborers had a specific procedure of creating distinctive cottage merchandise which had been acknowledged by foreign travellers.

**Harita Kapur , Suruchi Mittar** The purpose of this paper is to measure if Design intervention makes a difference within the revival of passing on creates and outline how curiously thoughts and modern intervention models can be developed for several purposes, whether for revitalizing a languishing craft or for developing new items to form livelihood. This paper is based on a survey of the writing and takes a case think about approach. The paper points to propose that Collaborative innovation between designer and craftsman may be a implies of growing the make vocabulary and reviving dying create traditions and tapping modern market. Collaborative innovation between originator and craftsman is a means of growing the create lexicon and tapping modern markets. It is moreover contended that a interface between the clearly conflicting principles of supportability can be accomplished through capable and key design innovation which coordinating the social, financial, environmental and social viewpoints. It has presently been recognized that inborn developments are vital for any creating country in arrange to attain total development, both economically and socially.

### ***AN ANALYSIS OF PROBLEMS FACED BY HANDICRAFT SECTOR IN JAIPUR, RAJASTHAN :- Chanchal khurana and Dr.Vismita Paliwal***

Handicrafts have always been an integral part of Jaipur's culture and tradition. This handicraft has always been highly valued by kings, emperors, and even foreign tourists. The skilled workers of Jaipur have demonstrated their skills and created many wonderful products. The major handicrafts of Jaipur include prints, bandhani, carvings and stone carvings. Zari work, Tarkashi work, Zardozi work and Gotapatti work are done on the clothes. Jewellery and gemstones include silver, kundan and Meenakari pieces. Arts and crafts include blue pottery, ivory carvings, patois handicrafts, miniature paintings, leather goods, and shellac work. This important sector is currently facing many problems in the areas of production, management and marketing. The local workers are not given proper scope and a large market with the latest technology is starting to sweep the industry. Handicrafts of Jaipur, which were once a symbol of the glorious heritage of Jaipur, are now completely artificial and mechanized. This study focuses on the problems faced by his craft on a small scale and provides some suggestions for improvement. Results India's small scale and handicraft industries account for about 5% of the total GDP.

This sector is the most important and ancient sector and must be preserved. The main issues related to the handicraft industry are: Small-scale industries have limited profits, most of which are spent on daily raw material costs. The owners have no additional capital left to further develop the industry. There will be fewer crafts because the production cost is higher. When goods are manufactured on a large scale to meet free market competition, traditional craftsmanship is lost. The local workers and owners of the small-scale His craft industry are exploited by the middlemen and his sellers, who take most of the profits. In some cases, goods are sold to wholesalers at cost, which discourages owners and reduces the quality and quantity of goods produced. In rural areas, the lack of infrastructure, lack of raw materials, and lack of supplies such as water and electricity make it difficult to develop the handicraft industry. Local rural artisans and artists learn skills and production methods from seniors. Therefore, the provision of technical advice and training is limited. The effects of urbanization, Westernization, and the introduction of computerized machinery have reduced the quality of handicrafts, as most workers prefer to produce large quantities of goods.

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## Research Methodology :

**SUBTITLE :**

A study on household cottage industry owners and local craftsman artisan regarding their and their business future residing in Vadodara City

**OBJECTIVES :**

- Their current socio-economic condition
- To know their psychosocial condition
- To know whether they are aware about the relevant government schemes and programs or not
- To know impact of industrialisation on their business
- To also know how they can be helped by society

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**SIGNIFICANCE OF STUDY :****UNIVERSE :**

Universe of the study are owner worker and craftsman of small scale industries or cottage industries.

**RESEARCH DESIGN :**

The research is descriptive and explorative in nature.

**SAMPLE SIZE :**

Should contact 50 small scale industry workers and local craftsman.

**TOOLS OF DATA COLLECTION :**

A questionnaire and interview schedule will be used.

**OPERATIONAL DEFINITION :**

- Small scale Industries The industries in which the manufacturing production and rendering of services are done on a small or micro scale.
- Local craftsmen A skilled producer working primarily with his or her hand and making tools or articles in daily use.
- Small scale industry owner worker and local craftsman A person who runs or works in a small scale or household industry in the person who is local craftsmen or editions making handicrafts

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**Findings :**

On the basis of data analysis following findings and recommendations were drawn for this study.

- The study provides valuable insights into the demographics, socioeconomic status, occupational patterns, and challenges faced by rural artisans in India's handicraft sector.
- Regarding age distribution, the majority of respondents, comprising 44%, fall within the age group of 18-30, followed by 33% in the age group of 31-50, while only 23% are aged 51 and above. This indicates a significant representation of younger individuals in the artisan community.
- In terms of education, 39% of respondents have completed up to class 8, 44% up to class 12, and 17% are graduates, highlighting a varied educational background among artisans.
- Family size among respondents varies, with 12% belonging to families of two members, 33% to families of three, 37% to families of four, and 18% to families of more than four members.
- The majority of respondents, accounting for 58%, are engaged as cottage industry workers, indicating a shift away from traditional artisan occupations. This trend suggests a decline in the significance of local craftsmanship and a preference for wage employment.
- While 63% of respondents report receiving respect, 37% indicate otherwise, indicating a mixed perception of social status and recognition among artisans.
- A notable finding is the limited participation in vocational training, with only a few respondents having attended such programs, highlighting the need for enhanced skill development initiatives.
- Regarding the type of products produced, 50% of respondents focus on decorative items, followed by 25% on ornaments, 15% on food items, and 10% on daily-use items, reflecting the diversity in artisanal production.
- Income distribution reveals that a significant proportion of respondents, comprising 44%, earn a monthly income of up to 10,000 rupees,

indicating prevalent economic challenges among artisans.

- Interestingly, 75% of respondents are not willing to promote their business in the future, suggesting a lack of entrepreneurial aspirations among artisans.
- Financial constraints are evident, with 42% of respondents lacking sufficient income to meet daily expenses, while 58% report having enough income.
- The reliance on loans for survival or business initiation is notable, with 58% of respondents having taken loans, which may exacerbate financial burdens and affect social well-being.
- Moreover, 60% of respondents have not received any assistance from NGOs or governmental institutions, highlighting a gap in support for artisanal communities.
- Awareness about government schemes is limited, with only 29% of respondents being aware of such initiatives, indicating the need for improved dissemination of information.
- Family involvement in businesses is prevalent, with 60% of respondents having family members participating, underscoring the familial nature of artisanal occupations.
- Health challenges are prevalent, with 35% of respondents reporting chronic diseases, indicating potential health risks and vulnerabilities within the artisan community.
- Despite health concerns, a significant proportion of respondents, comprising 44%, have health insurance coverage, suggesting varying levels of access to healthcare services.
- Awareness about buying local products is relatively high, with 71% of respondents expressing awareness, indicating a potential market for locally made handicrafts.
- In conclusion, the study highlights the diverse characteristics and challenges faced by rural artisans in India's handicraft sector, underscoring the need for targeted interventions to support and empower artisanal communities

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## SUGGESTIONS :

Maximum of the artisan faces the problem of insufficient accommodation. Accommodation can be supplied to these craftsmen through Government cover schemes or collaborative cover societies. Training institutions should come forward to train the craftsmen in advancement experience. A good number of institutions, as the council for the advancement of people's action and country technology (CAPART), the khadi and whistle-stop industriousness commission (KVIC), the small industriousness development bank of India (SIDBI) and civil bank for husbandry and country development (NABARD) have been involved in financing and enforcing development factory in different aspects. further health related schemes have to be enforced for social security of the handicraftsmen, government had applied two programmes in the name of Rajiv Gandhi Shipli Swasthya Bima Yojana and the Janshree Bima Yojana for handworkers in the age group of 18- 60 for health and life insurance in association with the Life Insurance Corporation of India for the craftspeople along with three dependents. monetary institutions and corporate banks should take adding interest in helping the crafters and establish a well relation between these crafters and co-operative, corporate banks and pastoral banks. Some development should be brought in design and technology to feed the adding domestic and import demand. Some credit card schemes have been enforced so far similar as the artisan credit card scheme and the baba Saheb Ambedkar Hastshilp Vikas yojana by the development administrator of crafts. troubles had been taken by the development commission for marketing support of the crafters, DilliHaat an openair craft shop in the public capital modelled as a traditional whistle-stop demand where handworkers from across the country can rent the available space and display their wares for two weeks at a time. Initiative can be taken to boost deals in domestic and foreign request bye-commerce conditioning, proper training on information technology to be communicated for uploading the particulars to internet. This will enable them to reach out to a wider consumer base therefore opening new midairs for the crafters. Budget allocation for country development made for the monetary time 2017- 18 is Rupees crores as against 86,000 crores for the fiscal time 2016- 17.

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## CONCLUSION :

Cottage industry truly though they deliver a source of living to a large number of experienced and semi experienced workers in country and semipublic India, the industriousness is still stuck in its mundane growth phase, with no additional growth passing to it over the decades. workers are still working on the same old instrument with old ways of product and marketing. Hence the problems that are faced by the workers in the cottage industries still remain to be the same as that a decade ago with no recommendation for change and development as truly numerous studies are carried out about the problems faced by workers or the cottage Artisans overall work on traditional or unorganized sector in which they're vulnerable to exploitation and low stipend. Their profitable and social conditions are lower as compare to the people in another sector. Despite efforts being taken by government, issues like lack of fulfillment of programs and attention on the macro perspective have cut off the effectiveness of the efforts, giving little or no results. Traditionally the crafters had been the backbone of the Indian society, yet today they're the most precious character for the development. Therefore, in this paper an attempt has been taken to study the weakness and challenges and to identify the possible ways to overcome these challenges.

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