



NGO: Women Economic Empowerment through Bamboo and Terracotta Work- A Study

Dr.M.Pushpalatha Asst.Prof.in Economics,Kakatiya University, PG College, Khammam,

M.Aseervadam Lecturer in Economics,Govt.Degree College, Badrachalam.

ABSTRACT

Handicrafts were fairly developed in India during pre British period. The policy of the British rulers of the country disturbed the artisan sector. Till 19th century there was no economic development in the families of rural artisans. In 1957 the KVIC was formed as a statutory organization to promote industries in backward areas for improving the people economic conditions of those particular areas. A number of women specific policies were enunciated in all plan documents from the fifth five year plan 1974-78 onwards; there has been a mark shift in the approach to women's issues from welfare to development. The year 2001 was observed as women empowerment year by United Nations. In the same year the National policy of Empowerment of Women was evolved and recognized the causes of gender inequality which are related to social and economic structure. Since 2008 onwards, the NGO has taken initiative to empower women who belong to different crafts especially, potters and Bamboo works by replacing these craft works with Terracotta and Bamboo works according to the demand raised in the present market. The main objectives of the study are to see the economic upliftment and repayment capacity of women in handicraft units and find out how this economic status improved the social conditions of the artisan. The NGO Adarshaenrolld numbers of artisan are 500, male and female artisans are in 50:50. It shows that there no OC community member engaged in rural artisan work. Most of the Artisans are belong to backward class community and remaining SC and ST community members are helpers in Terracotta and Bamboo works. The group of the artisan consist of 20 members. 19 groups have taken 2 lakh as 2nd installment of loan and 2 groups have taken 5 lakh as 3rd instalment of loan. The loan repayment of the installment is 100 percent. The department of handicrafts of State Govt. provided marketing facilities to display the articles by giving Travelling and DA per day Rs.100/- to the member. The free shops provided in the exhibitions/craft markets. Apart from this the articles where sold on ordered basis. The Terracotta items are parrots, elephants, male and female baby dolls etc. and clay items are pots of different sizes for kitchen, marriage and festival purposes. Based on the size of articles the cost of terracotta items are in between Rs. 50 -200, but it was sold in between Rs.100-450. The Bamboo works are baskets, flower vase, bamboo fans etc., made according to the order. The cost of item will lies in between Rs.100-300/- and sell them for Rs.200-500 per item. SHG Artisan members (500) of NGO are having SHG savings at about Rs. 30,000. These savings are exclusively from the income generated to them by their schemes and each month the SHG artisan saved Rs. 50 per person. Therefore the artisans were improved economically and socially in education, health, and housing etc., Therefore, along with the Govt. of India, the NGO also after the economic upliftment of the artisans. The NGO Adarsha proved that, the SHG artisans are not defaulters in repayment of loan like SHGs in the villages. It shows that, the NGO is encouraging the artisans by improving their skills through training in upliftment their economic conditions in modern era.

KEYWORDS :

The Indian economy in the pre British period consisted of isolated and self-sustaining villages. The village community based on a simple division of labour as farmers, artisans and craft men. The policy of the British ruler of this country caused for the decay in artisans. After the decline of handicrafts, artisans and craft men were shifted to agriculture. The developments of modern industries have not begun until the nineteenth century. In 1957 khadi and village industries (KVIC) was formed as a statutory organization to promote the industries, particularly in the backward areas to improve the economic condition of the people. The KVIC has a great potential utilizing local skills and resources by providing gain full employment to rural artisans in semi/urban areas. These were side occupations which the peasant persuades during their spare time or off seasons when there was no work for them either at home or outside and which served as a second sting to their bow.

Handicrafts constitute an important segment of the decentralized/unorganized sector of our country. As it holds as a key element for sustaining livelihood to Millions of artisans, a large number of new entrants in the craft activity made artisans to spread over length and breadth of the country. Women are important economic agents. The economic empowerment is an approach to women for development and gender equality. The year 2001 was observed as women empowerment year by United Nations. In the same year the National policy of Empowerment of Women was evolved and recognized the causes of gender inequality which are related to social and economic structure. Therefore, the National policy underlined the need for mainstreaming gender perspective. It was envisioned that, affirmative action such as women-friendly policies were implemented in order to encourage the women to participate effectively in the developmental process.

Presently handicraft sector is contributing substantial employment generation but it has suffered due to very nature of being

unorganized with additional constraints like lack of education, capital, poor exposure to new technology, absence of market intelligence and institutional framework, in order to overcome these constraints, Baba Saheb Ambedkar Hastashilpikva Yojana (AHVY) was launched in 2001-02 with main thrust for integrated development of craft persons at all stages of implementation of the scheme with the ultimate object of fulfillment of Artisans socio-economic empowerment and sustainability. The scheme envisages a package of support to cluster of handicrafts, which inter-alia includes basic inputs and infrastructure support in addition to capacity enhancement to cater to target markets. It is an undisputed fact that, the govt. of India and the State Governments have intervened in meaningful ways that have led to the revival and survival of crafts in the past few decades.

With introduction of economic reforms through liberalization, privatization and globalization, India has entered in to new era of economic development and therefore, community empowerment programmer for handicraft sector/co-operative/SHGs is a must to empower the artisans by making them active entrepreneurs-cum-primary stakeholders of development and bringing them to a visible platform which will help, enhance their operational efficiency and competitiveness to face the new challenges and make them viable and self supporting economic entity.

Comprehensive Development support:

The technological, marketing, skill improvement, infrastructure and other requirement of cluster to meet the five schemes are;

1. Marketing support and servicing scheme,
2. Human development scheme,
3. Design and technology up-grading scheme,
4. Research and development scheme
5. Infrastructure scheme.

Status of Artisans ID Cards in AHVV

Sl.No.	Regional	By CMC, New Delhi	By Regional Office	By Cororation	Total
1	Central Region	759817		24,126	783943
2	Eastren Region	237211	1054	140000	378,265
3	North East Region	163303	0	0	163303
4	Nothern Region	335194	13,651	15,872	364717
5	Southern Region	359310	0	0	359310
6	Western Region	168169	0	11,837	180006
7	Total	2023004	14,705	191,835	2229544

Source: Ministry of textiles / Handicrafts Govt.of India 2013

The above table.1 shows the issues of ID cards by commissioner of handicrafts Delhi, through regional Offices at various places and corporations/ NGO. It shows that, the artisan cards were distributed according to the number of cards issued by central, Eastern, Northern, Southern and North East Regions.

Based on the above conditions, the socio-economic status of the artisans which are declined have been improved by involvement of Govt. of India with introduction of khadi village industry in 1957. In 2001-02 the international and national policy on empowerment of women introduced in artisans. Therefore a study has been conducted on the traditional artisans who are shifted to modern works with clay/Terracotta and Bamboo.

The main objectives of the study are to see the economic upliftment and repayment capacity of women in handicraft units and find out how this economic status improved the social conditions of the artisan.

The NGO with Artisan

The NGO Adarsha Social Service unit established in 1998 with an aim of providing Nutritional supply to the children below 0-6 years. Since 2008 onwards, taken initiative to empower women NGO has who belongs to different crafts especially, potters and Bamboo works.

NGO aims and objectives:

- To establish a model traditional craft groups with the unorganized customary craft persons with a view to enabling them to take up economic activity to collective mode for sustainable development.
- To provide need assessed socio-economic technical inputs to artisans to cross the craft based barriers and additional constraints
- To enable the artisan to be ungraded and up dated on crafts and establish sound linkages with all other and different service provider.
- To help Artisans to form SHGs/federation and get legal statues for availing raw material, finance support and participate and market events and other benefits.
- To inject capacities and skills to artisans for produce quality craft.

Financial assistance and funding pattern:

- Financial assistance provided to the tune of Rs.300/- per artisan for the number of persons surveyed and sanctioned in the form of grant-in-aid,
- An additional assistance of Rs.150/- per Artisan provided to the cluster having more than 300 artisans with the maximum of Rs.1.60 lakh per cluster.

Table.2.Caste and Sex wise rural artisans:

Sl.No.	Caste	Male	Female	Total
1	SC	57	58	115
2	ST	05	06	011
3	BC	183	191	374
4	OC	-	-	-
5	Total	245	255	500

Source: NGO Records 2014.

The above table 2 reveals that the caste and sex wise particulars of rural artisan registered in the NGO. The male and female artisans are in 50:50. It shows that there no OC community member engaged in rural artisan work. Most of the Artisans are belong to backward class community and remaining SC and ST community members are helpers in Terracotta and Bamboo works.

Loan-repayment of rural Artisans:

Particulars	Amount in Rs.	Repayment in Months	Rate of interest	Total payment in Rs.
Installment 1	50,000	10	1 percent	5,500
Installment 2	2,00,000	20	1 percent	12,000
Installment 3	5,00,000	40	1 percent	12,500

Source: IOB and NGO Records 2014.

The above table.3 states the loan instalments taken up by the terracotta and bamboo Artisans. The group of the artisan consist of 20 members. 19 groups have taken 2nd installment of loan and 2 groups have taken 3rd installment of loan. The loan repayment of the installment is 100 percent.

Marketing facility

The department of handicrafts of State Govt. provides marketing facilities to display the articles by providing Travelling and DA per day Rs.100/- to the member. The free shops provided in the exhibitions/craft markets. Apart from this the articles were sold on ordered baskets.

Work experience on Terracotta and Bamboo works:**Economic improvement:**

1.Income-expenditure: The Terracotta items are parrots, elephants, male and female baby dolls etc. and clay items are pots of different sizes for kitchen, marriage and festival purposes. Based on the size of articles the cost of terracotta items are in between Rs. 50 -200, but it is sold in between Rs.100-450. The Bamboo works are baskets, flower vase, bamboo fans etc., made according to the order. The cost of item will lies in between Rs.100-300/- and sell them for Rs.200-500 per item

2.SHG Artisan: SHG Artisan members (500) of NGO are having SHG savings at about Rs. 30,000. These savings are exclusively from the income generated to them by their schemes and each month the SHG artisan saved Rs. 50 per person.

3.Consumption and Investment (C+I): The consumption level of beneficiary has been increased. The income generated by the artisans is reinvested in potter/Terracotta and baskets making works. The loan repayment capacity is 100 percent.

Social Improvement:

Education: The artisan children of 9th to intermediate were given scholarship Rs.1200 per year in order to improve the educational standards in the artisan families.

Medical: Each family of artisan (wife and husband and 2 children) were given health cards. The family who have health cards were provided medical facility and medical bills were return to the family through cheque by govt. of india submission of proper medical bill for normal deaths the artisans health card holder will be payed Rs. 75,000 for accidental death Rs.1.50 lakh.

Housing: The living conditions were improved and constructed houses. Artisans shifted from hut houses to pucca houses.

Skill improvement: The frequent training facilities were given to the craft men according to the demand of the market.

Negative impact:

- Though craft men is economically improved, some of the families are not economically improved due to the disturbance raised by the husband and children.

- The negative impact is not influenced in prompt payment of loan.

Suggestions:

- The Artisans loan facility has to be increased in order to improve their work.
- The skill development centers have to be established permanently apart from exhibition sales.
- Advertisement of crafts to the public is needed.
- Local market facility has to be improved.
- The competition in the market with plastic and other material made with husk and gum is (sold for less price) higher when compare to the terracotta work and bamboo articles.

Conclusion:

Handicrafts were fairly developed in India during pre British period. The policy of the British rulers of the country disturbed the artisan sector. Till 19th century there was no economic development in the families of rural artisans. In 1957 the KVIC was formed as a statutory organization to promote industries in backward areas for improving the people economic conditions of that particular areas. A number of women specific policies were enunciated in all plan documents from the fifth five year plan 1974-78 onwards; there has been a mark shift in the approach to women's issues from welfare to development. The year 2001 was observed as women empowerment year by United Nations. In the same year the National policy of Empowerment of Women was evolved and recognized the causes of gender inequality which are related to social and economic structure. Since 2008 onwards, the NGO has taken initiative to empower women who belong to different crafts especially, potters and Bamboo works by replacing these craft works with Terracotta and Bamboo works according to the demand raised in the present market. The economic change through material gains and skills increased bargaining power of the artisans. The structural change enables women to secure economic gains on sustain bases. Therefore, along with the Govt. of India the NGO also after the economic upliftment of the artisans. The NGO Adarsha proved that, the SHG artisans are not defaulters in repayment of loan like SHGs in the villages. It shows that, the NGO is encouraging the artisans by improving their skills through training in order to upliftment their economic conditions in modern era.

REFERENCES

1. Bipin, Behari, 'Rural-Industrialization', New Delhi: Vikash Publishing House, 1976. | 2. R.S. Jalal, Rural Co-operatives in India, Anmol Publication, New Delhi, 1996. | 3. Sankaraiiah, Problems and Prospects of Rural Industries in India, Discovery Publishing House, New Delhi, 1994 | 4. D.R. Dua, 'Small Industries and handicrafts', New Delhi: Sarvodya Publishers, 1967. | 5. Dr. Bhagyalskshmi, "Women's Empowerment Miles to Go" Yojana, August 2004 | 6. Ms. Ratna, M. Sudarsan, "Empowerment of Women The Economic Role", Yojana, August 2001, page no: 21 |