



Role of Handloom Cottage Industry in The Developmental Spectrum of Bishnupur Municipality of Bankura District, West Bengal: An Analytical Approach

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ABSTRACT

Bishnupur municipality of Bankura district of the state of West Bengal is very much popular for the presence of many types of cottage industries. Among all of them the handloom cottage industrial sector has the prime importance in the study area. The case study reveals that there is a huge dependency of total population on this industry and this situation portrays the economic and social impact of this handloom cottage industry on the municipal area. But in the pathways of development some major problems identified as: shrinkage of the market, presence of middleman, low income of the workers, dominance of marginal workers etc. To withstand these type of problems some recommendations are necessary like a good co-operative system should be built integrating national and international initiatives to represent the handloom products to the outer world and more national and international exhibitions should be organized frequently to increase the interest of the common people regarding this cottage industry.

KEYWORDS : cottage industries, social impact, marginal workers, co-operative system

INTRODUCTION:

It is well known that the cottage industry is that kind of industry where the production scale is small, based on different types of handicrafts. Handloom sector is one type of cottage industry where typical works are done on handloom. Bishnupur of Bankura district of the state of West Bengal, India, is famous for the handloom cottage industry. The finest works are done by the craftsmen. Different types of sarees namely Baluchuri, Swarnachari, Swarnamala etc. represents the fame of this industry from Bishnupur in front of the world. Different artistic features of ancient India are portrayed on the handloom products.

(Fig 1: Showing the Location of The Cottage Industry)

OBJECTIVES:

- To identify the dependency of total population of Bishnupur Municipality on this cottage industry.
- To analyse whether the handloom cottage industry is running profitably or not.
- To understand the impact of this cottage industry on the local socio- economic life of the people.
- To identify the mitigation process for reducing different types of problems over the handloom sector.
- To identify various prospects for future development of the industry.

MATERIALS AND METHODS:

Materials- Different secondary data were collected from different governmental offices. Some secondary maps were collected from NATMO, census data were collected from Janaganana Bhaban, Other secondary data were collected from B.D.O and S.D.O, Municipal office of Bishnupur Municipality. However primary data were accumulated through the field observation.

Procedure- For getting better information about this handloom cottage industry, some questions are set up for the craftsmen as the source of primary data. Different data from governmental offices like BDO Office, SDO Office, Bishnupur municipal office etc. are considered as the secondary data. On the basis of the primary and secondary data, a vast idea for analysis and validation process and its implementation were fruitfully done.

STUDY AREA

In Bishnupur at Bankura district, economic development is based mainly on cottage industries. Bishnupur lies between 23°05' N longitude and 87° 25' E latitude with a population of 156822(Census 2011). The Bishnupur Municipality is a trade base town and one of the biggest trade centres in West Bengal. Cottage industries like Handloom weaving, Terracotta works, conch – shell etc. are the main incoming source of the maximum people. These cottage industries are located in different wards in Bishnupur municipality. However the handloom cottage industrial activities take place in ward number 17 of the municipality.

CASE STUDY

A) Historical Background Of Handloom Cottage Industries In Bishnupur:

Bishnupur was the capital of Malla dynasty and different kinds of crafts flourished during their period under the patronage of Malla kings. A major influence of their temples can be seen in Baluchuri saris stitching. Mythological stories taken from the walls of temples and woven on Baluchuri sarees, is a common feature in Bishnupur.

The survey has been done in **Ward no 17**; Baluchuri and Swarnachari are two very well-known varieties of sarees in this region. Also of fame is the "Tant" or the handloom woven sarees. Sarees are made in handloom are being operated by master weavers. The "Tanti Para" is a region within the town where all the weavers of these sarees live. Each house has a loom within it, where the weaver weaves his cloth. The better quality sarees from these looms sell at a premium all over the country.

Present Situation:

- The main raw materials used in handloom industries are ransom silk, cottons, jory, colors. The price of 100gm. colors are 70 Rupees (Indian currency) and price of 1 reel jory is 3000rupees. Price of ransom cottons depend on its quality.
- One of the most expensive sarees in India are the **Baluchari sarees, Swarnachari sarees, Swarnamala sarees** which are created by craftsmen of this place.
- One saree may have an entire episode from the mahabharata woven into its border.
- The Tanti Para is a region within the town where all the weav-

ers of these sarees live. Bishnupur is renowned for its versatile production of silk sarees like baluchari sarees, silk shirting, bed-sheet, bed-cover, cotton towel, cotton sarees etc.

(Table 1 : Showing the Prices Of Different Types Of Handloom Products)

PROCESS OF HANDLOOM MAKING:

There are several procedures are maintained in the handloom making-

- **Cocoons Cultivation:-** For this purpose of producing silk, silk worms are bred. This process is called cocoon cultivation.
- **Yarn Production:-** The raw silk collected from cocoons is boiled in a solution of soda and soap and also being dyed.
- **Motif Making:-** Different types of designs are made in the pallu with motifs in them. The different designs are the scenes from Mahabharata, Ramayana, Nawabian age of Bengal featuring women smoking hookahs, nawabs driving horse carriages, British era etc.
- **Weaving:-** With the help of different instruments, the yarns are composed through knotting. Two weavers work on sifting basis during 5 to 6 days to complete the weaving process of a Baluchuri sarees.
- **Modern motive of design:-** Now a days the main theme of Baluchuri saree designs have become changed. In modern period, they computerized designs are used in sarees.

(Fig 2: Showing the process of handloom making in handloom cottage industry)

DISCUSSION

Demographic Profile: The Livelihood Status Of The People

- **Population composition in handloom cottage industries:** The male population was 53.72% of the total, whereas female population was less than male population. Female population was 46.28%.

(Fig 3: Showing Family Members In Handloom Cottage Industry)

- **Caste Composition in handloom cottage industries:** Among the households surveyed for handloom industry in Bishnupur, the majority of the population belongs to the General caste which constitutes 68.18% of the population. The percentage of OBC is 27.27% making the next largest category, ST occupies 4.55% of the total population.

(Fig 4: Caste composition in handloom cottage industry.

- **Educational status in handloom cottage industries:** In this area, 27.711% persons achieved only primary education, 38.554 % persons achieved secondary education, 16.867% persons achieved H.S, 9.639% persons achieved Graduation, 1.205% persons achieved P.G and 6.024% persons achieved others.

(Fig 5: Showing Educational status)

(Fig 6: Showing The Level Of Education)

- **Occupational status in handloom cottage industries:** Through survey it is found that out of total, 42.15% are working population in 17no.Ward of Bishnupur. Here in any working population, 61.53% is male workers and 19.43% is female workers.

(Fig 7: Showing occupational status in handloom cottage industry)

PROFIT MARGIN IN HANDLOOM COTTAGE INDUSTRIES:

- **Total investment in handloom cottage industries:** Total investment of 17no.Ward in handloom sector indicates the income status of this ward. Economic status and monthly investment is interdependent. Here, 36.36% peoples' investment amount is <Rs.11000, 27.27% peoples' investment amount is Rs.11000- Rs.15000 ,18.18% peoples' investment amount is Rs.15000-Rs.19000, 9.09% people's investment amount is Rs.19000-Rs.23000 and 9.09% peoples' investment amount is >

Rs.23000.

(Fig 8: Showing The Total Investment In Handloom Sector)

Total monthly sell in handloom cottage industries: The primary survey has revealed that here, 45.45% peoples' monthly selling amount is <Rs.19000 , 18.18% peoples' monthly selling amount is Rs.19000-Rs. 24000, 18.18% peoples' selling amount is Rs.24000-Rs. 29000, 13.64% peoples' selling amount is Rs.29000-Rs.34000 and 4.55% peoples' monthly selling amount is >Rs.34000 .

(Fig 9: Showing Total Monthly Sell In Handloom Cottage Industry)

Total monthly profit in handloom cottage industries: Total profit of 17no.Ward of Bishnupur indicates income and social status of this ward. Here, 4.55% people's monthly profit amount is <Rs.4000, 54.55% people's monthly profit amount is Rs.4000- Rs.7000, 31.82% peoples' profit amount is Rs.7000-Rs.10000, 4.55% peoples' monthly profit amount is Rs.10000-Rs. 13000 and 4.55% people's monthly profit amount is >Rs.13000.

(Fig10: Showing Total Monthly Profit In Handloom Cottage Industry)

RESEARCH FINDINGS:

- Economic development of study area is based on cottage industry mainly on handloom sector.
- The people of this area have a tendency in shifting their job from this industry to any other due to lack of income, high rate of raw materials, attracted by other jobs etc.
- In this industrial economy, whole seller and retailer have earned more than the producer of the products.
- At present, modern technology has interrupted in this cottage industry mainly in handloom industry.
- As the production cost of making Baluchuri is very high, the rate of production is low.
- The labors work very hard in the weaving of Baluchuri but they didn't get the proper wages according to their skillness.
- The price of silk is also increasing day by day and can't get the pure silk for the Baluchuri production.
- Because of long working hours, most of the labors faced waist pain, joint pain, shoulder pain, etc.
- The resources are not sufficient as per demand (like-pure silk) and also the resource bases are located at a very long distance.

SOCIO-ECONOMIC PROSPECTS:

- As the demand of handloom product is very high, it is beneficial to increase the production by the help of NGO and Govt. to reach out the product worldwide.
- Now a days the transport and communication system becomes very developed so it can be helpful to increase handloom industry.
- In modern period, computerized designs in sarees become helpful to produce quite a large number of sarees in a short time.
- As these products have higher demand in world market, so handloom industry accrues substantial foreign exchange earnings for Bishnupur.
- Income gets distributed among a very large number of people, who are not directly involved. It helps to increase per capita income.
- Different types of raw materials are produced artificially near the main industries that help to avoid spending huge amount of transport cost.

RECOMMENDATION FOR IMPROVEMENT OF HANDLOOM COTTAGE INDUSTRIES IN BISHNUPUR MUNICIPALITY

In view of identified problems, certain recommendation may be made which may improve economic condition as well as standard of living to certain extends.

- It is needed to increases the availability of raw materials. As a result, the production and profit will also increase.
- It is needed to decrease the price of raw materials. As a result the collection of raw materials will increase with the increase in production.

- It is necessary to increase the sell in off season. In this purpose increase the sale of their production in other countries.
- It is necessary to use the modern technical process of industrial activity .In this purpose the handloom industrial activity use modern computerized designs. As a result the importance of production and sell of those productions will also increase.
- It is necessary to decrease, owner and labor conflicts of industrial activity.
- Local participation for community development is highly required for maintenance of this traditional cottage industry.
- Increase the government. help in various levels is necessary for this industrial activity.
- Development of transport and communication system is necessary by increasing the frequency of the transport mode in Bishnupur.

CONCLUSION

We know and recognize the Bishnupur with the popular names like Baluchuri sarees, terracotta artworks etc. After thorough study and field observation, we can say, the handloom cottage industry is economically very important in Bishnupur municipality. Maximum pop-

ulation of this area is dependent of this sector and their earning and standard of living are also dependent on the cottage industrial sector. So it is very important to find the problems and to provide a proper solution because the products are the tradition of Bishnupur as well as west Bengal. Therefore we have attempted to portray the role of the handloom cottage industry on the social and economic prospects of Bishnupur municipality in our study.

LIST OF TABLE

Table1: Showing the price of different types of handloom products

Products	Prices at production unit(rupees)	Prices at markets (rupees)
Baluchuri	1500-2000	3000-6000
Swarnachari	2000-3000	4000-6500
Swarnamala	6000-7500	8000-10000
Silk Panjabi	500/2meter	900/ 2meter
Cotton shawl	70-100	200
Cotton towel	39-50	60-85

LIST OF FIGURES

Fig1: Location Map of the Handloom Cottage Industry

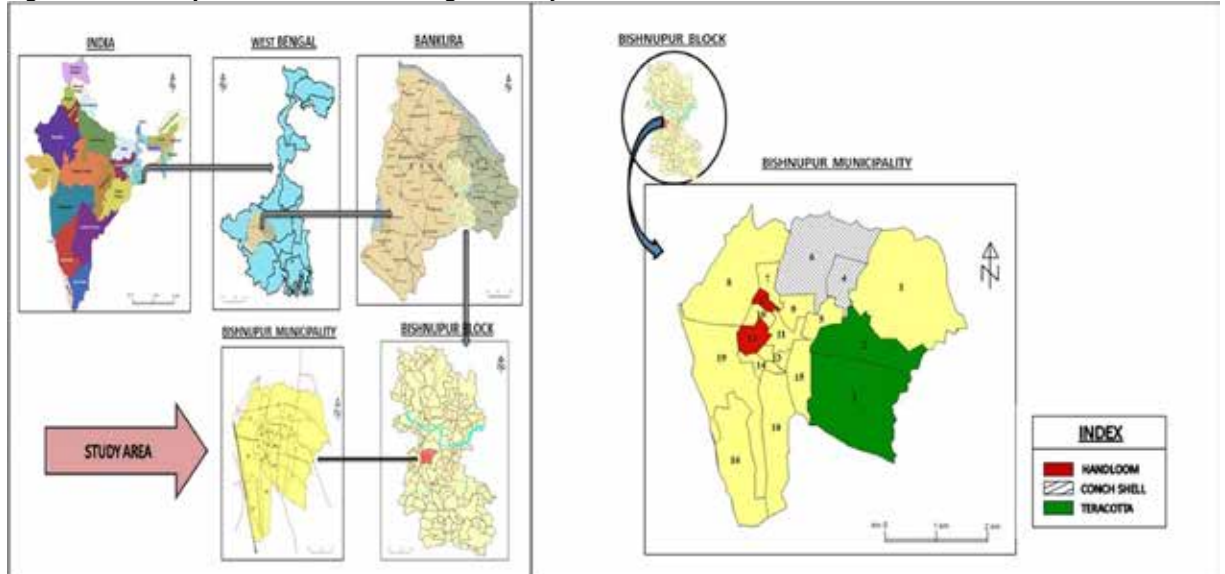


Fig 2: The Process of Handloom Making In Handloom Cottage Industry



Fig 3: Family Members in Handloom Cottage Industry

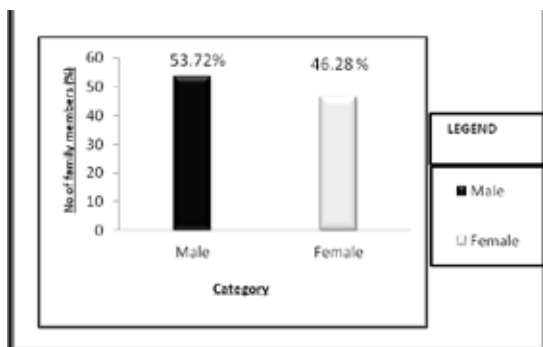


Fig 4: Caste Composition

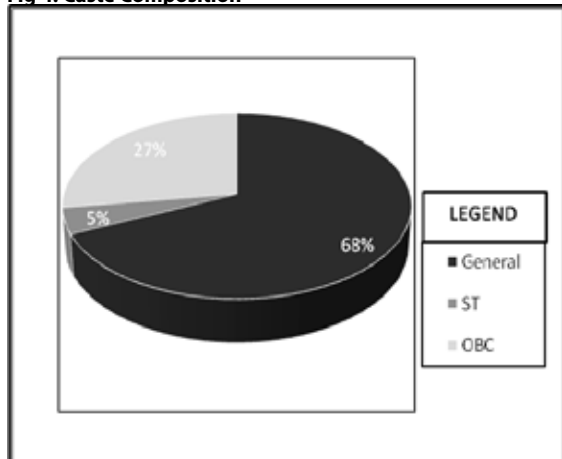


Fig 5: Educational Status

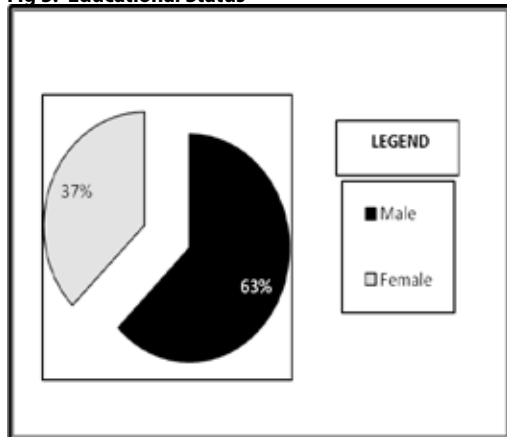


Fig 6: Level Of Education

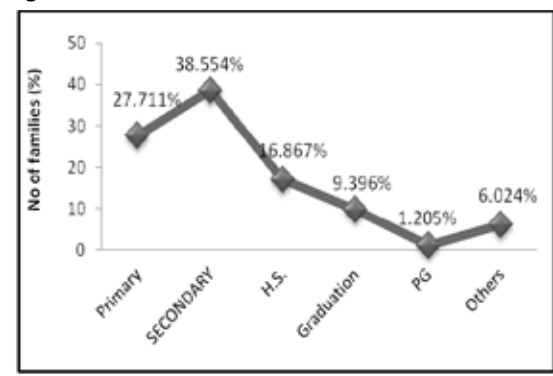


Fig 7: Occupational Status

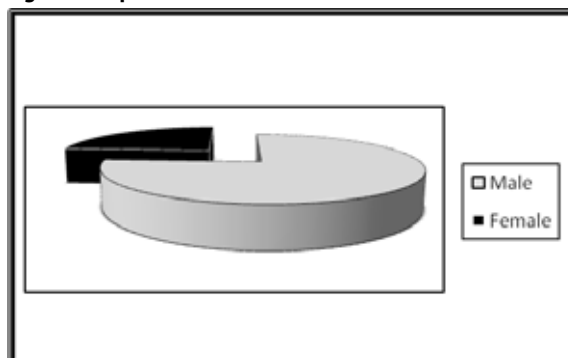


Fig 8: Total Investment in Handloom Sector

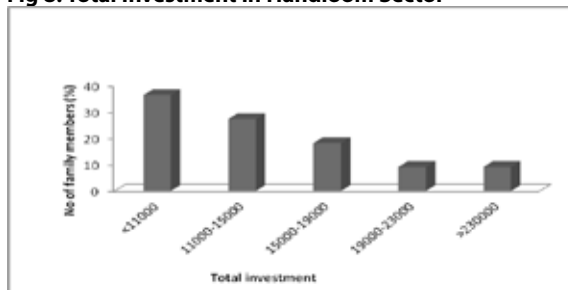


Fig 9: Total monthly sell In Handloom Cottage Industry

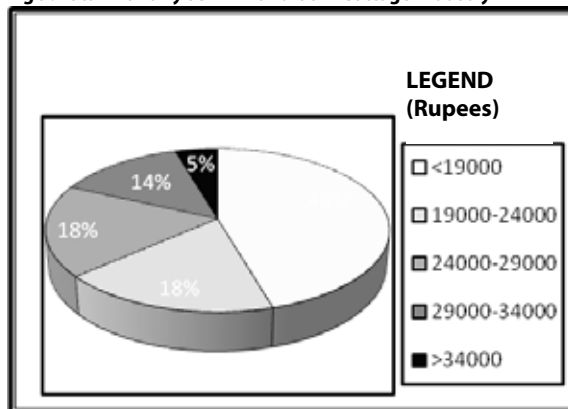
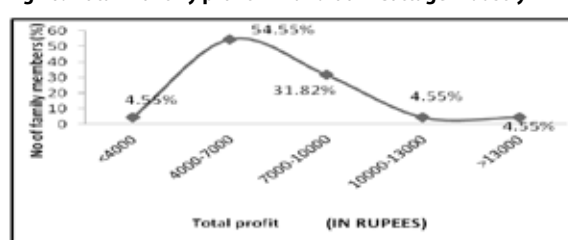


Fig 10: Total monthly profit In Handloom Cottage Industry



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