



Upliftment of Bamboo Artisans as Entrepreneur in Dindigul District

KEYWORDS

Artisans, Civilization, Rural industrialization, Unorganized, Upliftment.

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ABSTRACT *The Tamilnadu Handicrafts Development Corporation is serving as a fully fledged developmental and promotional agency for Handicrafts Development. To develop this industry the Government works on various schemes to uplift the artisans. The exports of handicrafts (other than hand knotted carpets) was merely Rs.387.00crores during the year of establishment of the Council i.e. 1986- 87 rose to level of 17970.12 Corers in*

year 2012-13. Though we have strong export nature, we could not employ our artisan. They are still in poverty. The schemes developed by the government have not reached the unorganized artisans. So this paper deals with the schemes which were used for the upliftment of artisans and make them as an Entrepreneur.

India is the country of a variety of exquisite handicrafts. Traditional skill and Contemporary skills of Indian craftsmen has always found impulsive expression in the forms of decoration of his handwork. Indian handicrafts are in numerous shapes, designs and colors are integral to the magnificence and spectacle of festive occasions as well as the daily usage of the people. Products can be broadly grouped as artistic products of Metals like brass and bronze, Ivory carvings, Wood carvings, Pottery and Ceramics, Bamboo and Cane products, Stone carvings, Handcrafted Textiles, Jewels and Papier Machie. Handicraft means handmade craft. Handicraft more precisely expressed as artisan handicraft, sometimes also called artisan, and is a type of work where useful and decorative devices are made completely by hand or by using only simple tools. It is a traditional as the human civilization. When stone was used as a tool and wheel, there started craft. Handcrafted products are useful depend upon locally available natural resources. Handicrafts sector is the second largest contributor to the Indian economy after agriculture.

To develop this industry the Government works on various schemes to uplift the artisans. The Tamilnadu Handicrafts Development Corporation is serving as a fully fledged developmental and promotional agency for Handicrafts Development; they provide services like Product development, Marketing, Training, Financial support, Entrepreneur development, Common Facility center etc.

Defining Handicrafts:

Definition According to United Nations Educational, Scientific and Cultural Organization/Information Technology Community (UNESCO/ITC) International Symposium on "Crafts and the International Market: Trade and Customs Codification", Manila, Philippines, October 1997: Handicrafts can be defined as products which are produced either completely by hand or with the help of tools. Mechanical tools may be used as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. Handicrafts are made from raw materials and can be produced in unlimited numbers. Such products can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, tradi-

tional, religiously and socially symbolic and significant.

Important of Bamboo Handicraft:

Bamboo handicraft industry has increased income to the artisans and helps to reduce poverty. Artisans can work in all seasons. Cost can be minimized in production by using locally available resources. As a result it is classified as small scale industry or household industry and at times, even as women-focused craft. So that women can add-on to the family income by working from home, and they can balance their home responsibilities and to work. This industry segment both the domestic and international market. In India the production of bamboo products are done on both large and small scale. As it is of low capital investment, people can start their own business on small scale. Demand and supply can be managed. It has evolved as one of the major revenue generator over the years.

Objective of the Study:

Though there are many craft, the bamboo craft in Dindigul is untouched so the researcher took this study. The Main objectives of the paper is

- i) To know the Socio-economic Condition of the Bamboo Artisans in Dindigul District.
- ii) To assess the awareness about the Schemes Implemented by Government of India among the Bamboo Artisans.
- iii) To study the Production and Marketing Problems of Artisans.
- iv) To Analyze the Entrepreneurial skills in Bamboo Artisans.

Research Methodology:

The Primary data was collected directly from the respondents with well structured schedule through an interview and group discussion. Secondary data will be collected from Handicraft Development Commissioner, Government of Tamilnadu's reports and websites, Planning commission reports, Handicrafts Marketing and Service Extension Center, Magazines, Journals, Periodicals, Newspapers, Previous work of scholars, Internet and Books.

In Dindigul the same community people of Mahendra Mathra Naidu were traditional practicing this craft for more than three generation were chosen for the study. There were 12 families in the same area and among the 12, 10 families are involved in the traditional Bamboo craft making forms the sample and 2 families left this craft and went to Thirupur. Census method was used for the study. The entire member from that family was contacted to find out the Production, Marketing problems and Entrepreneurial skill by group discussion.

The data collected by means of schedule was edited, coded, classified and tabulated to make necessary analysis.

Schemes for Entrepreneur Development of Artisans in Tamilnadu:

Urban Haat on the pattern of Dilli Haat was set up in Tamilnadu, preferably around Chennai. Urban Haat will serve as a Tourist Centre and establish a permanent Exhibition Centre for the Craft persons.

Janshree Bima Yojana under which an artisan can avail insurance coverage by paying an annual premium of Rs.40 only. The insurance covers is to natural death, accidental death, Partial or complete disability. Besides scholarships to two children for ensured artisans is also given @ Rs.300 per quarter per child for studying in class 9th to 12th.

Rajiv Gandhi Shilpi Swasthya Bima Yojana

which is health insurance scheme in which an artisan gets a medical cover of Rs.15,000 and a person accidental cover by paying annual premium of just Rs.200/- Design and Development Centre and Training Three Design and Development Centers are proposed to be set up for the major crafts - stone based, wood based, metal based. It is proposed to construct three buildings at Rs. 1.50 crores and another Rs. 1.50 crores has been proposed for staff and establishment charges.

Working capital TNHDC showrooms purchase the finished crafts from the Artisans, and perform trading activities, An outlay of Rs. 2.50 crores has been proposed as working capital assistance.

Museum A State Handicrafts Museum is proposed to be set up to provide a link between the Traditional and Modern Crafts. An outlay of Rs. 30 lakhs was proposed for the start of Museum.

Up gradation of Technologies Research and Designs It was proposed to develop new designs and upgrade technology. The scheme had two parts. First part is to depute persons to Design Centres for advanced training to acquire new technologies and the second part is to invite the services of a designer to do research and introduce new designs. Apart from the master craft persons from the Corporations, production centres, outside craftsmen will also be sponsored for two week programmes. 15 participants will be deputed each year at a cost of Rs. 1.40 lakhs per year, of which Rs.12, 000 towards faculty charges and Rs. 60,000 transport charges for faculties are to be incurred by the Design Centre on behalf of the Corporation for the artisans to be deputed. Organizing Design Development in three specific crafts will be the second part of the training. An outlay of Rs. 43 lakhs has been proposed for this programme for Tenth Plan.

Important Ongoing Schemes

1. Ambedkar Hastshilp Vikas Yojana Scheme (AHVY): The scheme is to promote Cluster and Cluster formation.

The package of support under under AHVY is under the four parts:-

- i) Social Interventions.
- ii) Technological Interventions.
- iii) Marketing Interventions.
- iv) Financial Interventions.

2. Setting Up Of Urban Haat At Mamallapuram

3. Setting Up Of Craft Museum At Chennai

4. Establishment Of Urban Haat At Kanyakumari

5. Developing Poompuhar Production Units as Tourist Centres

6. Proposed Schemes under Part II for the Year 2012-2013

- three year training scheme in production of bronze icons at Swamimalai,
- two year training scheme in production of brass lamps at Nachiarkoil and
- one year training scheme in making Thanjavur art plates at Thanjavur.

7. "The Artisan Becomes an Entrepreneur" Scheme Findings from the Survey and Focused Group Discussion:

I- Demographic and Socio-Economic features of the Artisans:

1. Age: From the 10 Families it is observed that the artisans at the age 75 to age of 11 perform this craft.
2. Type of Family: All the families were identified as Nuclear Family.
3. Gender: The Male or Head of the family procure the Raw Material and process it with simple tools with hands and leave it to dry. And female member of the family start doing the craft. Other children in the family help them finishing the craft.
4. Community and Religion: All the 10 families belong to the same community Known as Mahendra Mathra Naidu of Hindu Religion. They come under MBC of the community. They are mostly relatives.
5. Education: The first two generation people how are performing the crafts have done the primary level of education. The younger generations are first graduates from their family. Among the 10 families there were 2 B.E. studying students, 1-MSc, 1- Diploma Engineer, 1-B.Com, More than 5 Children were doing secondary grade schooling.
6. Tradition of the craft: This craft is being practiced as traditional from Father to Son or known as Kuzal Tholil or Family craft. But it is observed that the younger generation after graduation doesn't want to continue this craft. This is their primary occupation.
7. Income of the Artisans: Total family earn Rs 20000/- approximately as their monthly income. According to their family size the income changes. If there are more members, they all work so income increases.
8. Housing and Place of work: The 99% of artisan's life in rented house. Only one live in own house. All have amenities like Television, Maxi, Grinder, Refrigerator, Jewels, Mobile, Two-wheeler. They work and store the Raw material and finished crafts in front of the house. They also sell the craft in their house itself.
9. Finance: All the 10 Families use their own fund for the business with that they buy the raw material and other tools. Sometimes they get money for interest from the finance people for their personal purpose.

II- Schemes of the Government:

Government has implemented many schemes for the well being of artisans, but there are still in poverty. So to identify why they are in this condition, the research wanted to study the awareness of the Bamboo Artisans about the schemes implemented by the Government.

It is observed that 90% of artisans were not aware of the schemes of the government and don't know about handicraft commission or corporation. 8 artisans and their family have said that they were not survey and 2 artisans conveyed that we know when forming the Society they will survey about the dwelling of the artisans.

80% of the artisans and their family know about the SHG, Cluster, Cooperatives, Trusts, Society etc, In that 8 families say mobilization brings community development. But 10 Families are also not interested in forming a SHG or Clusters.

10 families also said that they were not aware of financial assistance provided by the government for doing business or marketing in national and international level, production with latest technology, tools and equipments. It is found that they don't have Common Facility center.

They have conveyed that they don't know about "Artisans become Entrepreneur" Scheme. They are not ready to take risk and don't want to become an entrepreneur. In this, 10 families said that their Bamboo craft is old and languishing craft. Though, they are not ready to take this tradition to the next generation.

So it is observed that the schemes implemented by the Central and State Handloom and Handicraft Corporation have not reached the Bamboo Artisans in Dindigul District.

III- Entrepreneurial Skills of Bamboo Artisans:

A. Technical skills:

All the artisans speak Telugu as their Mother tongue and as the local communication language is Tamil they also speak that language to perform their marketing activities.

10 families' artisans know where they buy their Raw material and as well as know their customer as they were doing direct marketing and sell the remaining crafts in the local bazaar. Then don't plan before producing or marketing their craft. They produce according to their convenient and availability of the raw material, so they produce in Mass and market it.

It is observed that they don't interfere in others work, don't give orders to other families and they do not coor-

dinate with each other. They don't control each other. 80% of the artisans consult with their families and take decision as the women's are also the earning member. 90% of artisans don't want to increase their marketing channel, but 10% said if governments helps and market their finished craft then they are ready to increase the channel.

B. Business Management Skills:

All the 10 Families said they don't want to start their own enterprise. They afraid for the risk. They all felt that there is improvement and their standard of living has increased due to their craft. Their business has grown over a period of time. Only 2% of artisans said they have tried for new craft, that too when models is shown and given order. 98% of Artisans use mobile phone for their Orders and Marketing. Personal contact with the customer is enough for the remaining 2% of artisans.

They maintain the same cost because they buy the raw material locally and sell it to the local intermediaries and local customer. It is observed that if they sell directly to the customer they earn more profit. It is observed they don't maintain accounts.

C. Personal Entrepreneurial skills:

All the Artisans said they don't want to go for global standard, what they are getting is enough for them. Only 2% knows about the Award given to the artisans. 98% are not interested in adopting new technologies which simplifies their work and the new environment. Only 4% of artisans like to go for new training at any place. 98% artisan were not interested in having contact with change agent like DIC, SIPPO, NABARD. They never tried to get help from any of them.

Solution for the problems of Artisans:

Periodical Censes and Survey of artisans. Creating Awareness about the Government bodies and their schemes through publicity in Radio or Television. Organizing Clusters in the form of SHGs, Co-operatives, Craft cluster. Frequent contact by Government bodies like DIC, NABARD, SIPPO. Arrangement of Training Nationally and International with stipend and remuneration. Interchange of Cultural and Craft Exchange Programme. Make them Participate in Fairs, Melas, Exhibition, Buyers-Sells Meet etc. Creating Awareness among the younger generation and train for the global scenario.

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