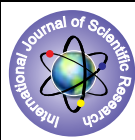


## Artisans in Gulbarga District



### Commerce

**KEYWORDS :** Artisans, Rural, Marketing, Capital, traditional.

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### ABSTRACT

*The Rural Artisans such as potters, carpenters, weavers, cobblers, blacksmiths, tailors, goldsmiths, plumbers etc. helped rural economy sustain on its own. In the earlier time they most often adopted their forefather's vocations; their role was significant in maintaining rich cultural life. Consequently, this enclosed self-sufficient life-style paved the way to rich cultural traditions and practices. In self-sufficient isolated villages. After the harvesting operations were over peasants households used to give a traditionally determined share out of their out-put to craftsmen and artisans and others. Due to progress of market economy this age old bond of community living was destroyed and the Artisans and craftsmen started getting payments for their services in rupees, right at the time of doing the work.*

### Introduction:

Due to increasing magnetization of trade in rural areas enterprising artisans started to go out of their villages in the search of customers. This process continued throughout the independence movement. Lack of capital, inferior techniques and obsolete looks and equipment were the main weaknesses of the rural artisans and craftsmen. The artisans and craftsmen of villages suffered very much. The weavers, potters, cobblers, goldsmiths oilmen and dyers etc. all of them could not escape and fight with the competition of industrial goods. Further rapid growth of media communication and transportation network transformed the rural culture into a new life style, among the rural masses. The new generations discontinued their family occupations and attracted towards the city in search of factory, office jobs.

### Meaning of rural artisan:

A person deriving more than 50% of his income from village crafts like carpentry, black smithing, handloom, leather works etc. is called rural artisan. As an independent occupation, rural artisans represent that class of rural households whose main function is to provide services ancillary to agriculture and farming. They also include households primarily engaged in such handicrafts as are needed largely to meet the local needs. In a sense, rural artisans the peculiar features of a subsistence village economy which has since undergone a process of fast disintegration -carpentry, blacksmith, goldsmith, masohing, weaving dyeing etc. are some of the important trades of rural artisans. The rural artisans conduct their activities at their own residence and mostly the family labour is employed and their market does not extant beyond the locality. They also utilize local raw materials, local skills and produce articles to meet local demand.

### Literature Review:

Prajapati and Lalail explaining that the diversity marketing in craft industry, recommend regular market survey to compile market information to design workable solutions to solve market problems. Thaimani study focused on the lack of market awareness is the main obstacle for any village enterprises to put up their products in urban markets. Sanyal, Banerjee and Majumder6 performed study on the Leather Industry in India by using the Constant Market Share(CMS) Analysis, find the change in export from (1991-2006) and conveys that the leather export has been seen decreasing due the change in demand in the world, change and market competitiveness.

### Objectives:

To study the marketing problems of the artisans in Gulbarga District.

### Research Methodology

This research paper is based on Primary data and the secondary

data

Primary data has been collected through questionnaire. Secondary data resources such as old research paper various journals, books internet, some of the governmental data etc. The study is descriptive in nature and therefore the information presented is based on secondary data. Secondary data has been studied from various documents such as books, newsletters, reports, magazines, journals, newspaper, etc.

### Problems of rural artisans:

The rural artisans like potters, carpenters, weavers, shoemakers, blacksmiths etc. are facing many difficulties and problems these days. The importance of their artwork is decreasing in their respective villages and adjoining towns. The quality of their output is decreasing and they have to face great competition with the industrial sophisticated products. Major factors which are responsible to their failure in this regard can be listed and explained as under:

**1. Illiteracy of artisans:** Mostly rural artisans are still illiterate or uneducated some of them are not educated upto the matric level. Their illiteracy also a crucial factor which disposed of their family occupations. Because they are not aware of the various policies and strategies of marketing and various artisans programme organised by the state and center government.

**2. Non-availability of raw material:** Due to industrialization these rural artisans are facing the problems of non-availability of raw materials. For this raw material they have to depend upon the middle men and dealers on a very high prices and even of the poor quality. So these rural artisans have to shift as a labour to agriculture sector.

**3. Income level of rural artisans:** The income level of rural artisan is also a main constraint for them. Most of the rural artisans are still below the poverty line. They cannot purchase good quality of raw material, modern tools and equipments.

**4. Use of old and obsolete machinery and equipments:** Most of the artisans basically engaged in handicraft or handloom business are using their old and obsolete tools, machinery and equipments which caused a drastic-effect upon the quality and quantity of their output.

**5. Lack of financial assistance:** These rural artisans have to depend on money lenders for their financial requirements, who charged a great interest to their loans. However, government has announced loans on concessional rates and finance for tool-kits and equipments, yet that is not enough. They are still waiting to be awarded which can help them to survive their business and linked to the modern industries.

**6. Seasonal demand of their products:** The demand of the product of rural artisans like, potters, weavers, carpenters etc. are quite seasonal in nature. There are so many factors which effect their sales such as crops, festivals (Holi, Diwali, Dashara, Amavashya etc.), marriage and other social and cultural factors. In addition the maximum part of their sale is on credit because their main customers are rural persons, who make their payments on the crops and in exchange of food grains. They get their necessity goods throughout the year from these rural artisans. Hence, these poor artisans get their payment only two or three times in a year.

**7. No means of transportation and communication:** These poor artisans are lacking the various facilities of transportation and communication in rural area. They have to depend on the means of transportation provided by the landlords on high In addition to this they have no distribution centre from where they can distribute their products. They have to go to exhibitions organised in the cities, where they can get some exhibition prices of their artwork.

**8. Shift of rural customers towards the industrial products:** The growth of industrialization the demand of their product decreased substantially and attracted the rural buyers towards the machine-made, good looking, attractively packed products. The Rapid growth of media communication and transportation Network transformed the Rural Cultural life into a new life style among the rural masses.

**ANALYSIS AND INTERPRETATION:** The present paper includes the result of analysis and interpretation of data collected by researcher. Analysis means the categorizing, ordering, manipulating and summarizing of data to obtain answer to research questions. The purpose of Analysis is to reduce data to intelligible and interpretable form so that the relation to research problems can be studied and tested.

It is clear from the Table No.1 showing sources of raw material for rural artisans that 78 artisans acquire raw material for their products from their own village out of 100 i.e. 78%. 18 artisans out of 100 i.e. 18% acquire raw material for their products from adjoining village. Only 4 artisans out of i.e. 4% fulfill their raw material requirements from towns. Hence, he is accepted i.e. the main source of raw material for rural artisans is their own village itself.

Table No.2 express that there are 36 artisans. Who are making daily used products out of 50 i.e. about 72%. There are 6 artisans out of fifty i.e. 12 are producing products for decoration purpose and there are only 4 artisans out of 50% i.e. 16% are producing products and articles for cultural usage. Hence we can conclude that maximum products are of daily used produced by rural artisans.

Table No.3 shows that there are 72 artisans out of 100 i.e. 72% whose annual output is more than Rs. 20,000. There are 18 artisan out of 50% i.e. 18% whose annual output is more than Rs. 30,000. There are 6 artisans out of 100 i.e. whose annual output is more than Rs. 35,000. In the same way there are 4 artisans out of 100 i.e. 4% who are producing an annual output more than Rs. 40,000.

It is clear from table no. 4 that there are 94 artisans out of 100 i.e. 94% whose all the family members are involved in their business activities. There are just 4 artisans out of 100 i.e. 4% where no family members is involved and there is only 2 artisan out of 100 i.e. 2% where labour is also appointed to carry on the business operation.

Table No.5 shows that there are 78 artisans out of 100 i.e. 78%

whose sale is affected by crops and some festivals like hole, Diwali, Dashara etc. There are 12 artisans out of 100 i.e. 12% whose sale is affected by the preferences and taste of new generations in the rural area. There are only 10 artisans out of 100 i.e. 10% whose sale is affected by the media communication -network. Hence, we conclude that the demand of their products upon the crops and festivals. It is seasonal in nature so we accept H6 i.e. the demand of their product is season.

The table No.6 shows that 100 artisans gave the answer is yes out of 100 to the question. It barter system still prevailing in the village or rural economy. Hence, we conclude that the barter system is still prevailing in the rural economy and H2 is accepted i.e. Barter system is still prevailing in the marketing by rural artisans.

It can be seen from the table no. 7 that there are 78 artisans out of 100 i.e. 78% whose marketing area does not extent to the village level and there are 12 artisans out of 100 i.e. 12% whose marketing area is up to district level and there are also 10 artisans out of 100% i.e. 10% whose marketing activities. Covers the area both for village and district level.

Table 8 shows that there are 94 artisans out of 100 i.e. 94% who are still using their traditional tools and equipments which are old and obsolete and adversely affecting the quality and quantity of their output. There are only 6 artisans out of 100 who are using modern tools and equipment which is just 6% of the total. The rural artisans are still using old and obsolete tools.

### Suggestions

1. To facilitate regular marketing arrangement, the government has been mainly undertaking the following measures:
2. Exclusive purchase of specific products of small scale units, cottage industry and rural artisans.
3. Price percentage (of specified percentage) to small-scale enterprises and artisans in public sector purchases.
4. Provisions of quality control and testing facilities with a view to increase the competitiveness of the products of small scale -units.
5. Assisting in the sale of products of small enterprises, artisans (modern and traditional
6. by operating sale emporia under the state owned co-operatives and assisted co-operative societies

### Conclusion

This is a study of artisans in Gulbarga district concerning. The evolution of planned development strategy for village industry is as old as the development planning in the country itself. However, adequate attention for the first time was paid only during the second five year plan. It witnessed the evolution of the industrial policy resolution 1956, constitution of Khadi and village industries and introduction of 'pilot project' programme in certain selected areas in the country. Efforts were made in the plan to carve out and independent status of the village and small industry sector. Further, the rapid growth of media communication and transportation network transformed the rural culture into new life style among the rural masses. The new generations discontinued their family occupations and attracted towards the city in search of factory, office jobs. The media communication network exposed them to new glamorous entertainment means of life.

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