

Understanding the Economic Development of Bishnupur Municipality Through Cottage Industrial Activities: A Comparative Approach



Geography

KEYWORDS : Development, Shrinkage of market, economic perspective.

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ABSTRACT

Bishnupur municipality in Bankura district of West Bengal has great potential for expansion of activity in cottage industries like terracotta cottage industry, handloom industry and conch shell industry etc. The structure of the production unit of these industries are very unique, highly concentrated and most of the units work single handedly with the help of all family members including young boys and girls. The study reveals that neither economic development of these industries is very high, nor the socio-economic condition of the workers and labourers, who work as major contributors, is much standardized. It is due to shrinkage of the market, presence of middleman and some important constraints like high cost and unavailability of raw materials, low labour wage and lesser development of education etc., the income of the households are irregular and economic conditions are very poor in the present economic perspective. There should be more encouragement from the Government so that the producers should have the knowledge regarding the demand of the outer world and therefore they should produce their cottage industrial products more profitably.

INTRODUCTION

Cottage industries play a dominant role in the economic development of both developed and developing countries. In developing countries it is especially important in context of employment opportunities, equitable distribution of national income, balanced regional growth and development of rural and semi urban areas. It provides immediate large-scale employment, offer a method of ensuring a more equitable distribution of the national income and facilitate effective mobilization of resources of capital and skill which might otherwise remain unutilized.

Cottage industries are also called household industries, are organized by individuals with private resources and with the help of family members and are pursued as full-time or part-time occupation. The capital investment is small and the equipment's used are simple. These industries generally use locally available resources, raw materials and indigenous skills. The output produced in each industrial unit is generally sold in local market.

OBJECTIVES

We have set some objectives of our study which are as follows:

- To identify the main cottage industries clusters of the study area.
- To identify the dependency of the total population on this cottage industries.
- To understand the impact of the cottage industries on the social and economy of the local people.
- To identify the present progress of the cottage industries

DATA SOURCE

Different secondary data were collected from different governmental offices like NATMO, Censes Office, Bikash Bhaban, BDO and SDO office in Bishnupur, Municipality office in Bishnupur Municipality. Some important maps were provided by Prof.

Subhasree Dutta (Professor of Ramananda Collage, Bishnupur Municipality) and BDO of Bishnupur. The primary data was collected by the field survey.

METHODOLOGY

The research had been carried out in three stages. At the pre field stage different secondary data were collected from different governmental organizations like Census Office, NATMO etc.

During the field study the detailed field survey was done. The medium of the survey was questionnaire. In nutshell it can be said that a sample survey was done to develop a picture of the social, culture, and economical as well as physical condition of the study area. Beside this, , different secondary data were also collected from governmental office like BDO, SDO office , Bishnupur Municipality office etc.

In the post field study data were analyzed and represented by different cerographic format to understand the actual scenario of urban life particularly their social economic condition.It is an attempt of application of theoretical knowledge in practical domain through micro study and hopefully to be considered for planning purposes of that area acclaiming the attention of concerned personal.

STUDY AREA

In Bishnupur at Bankura district, economic development is based on mainly cottage industries. Bishnupur lies between 23°05'N longitude and 87° 25'E latitude with a population of 156822(Census 2011).

Prabhakar pal, additional director at West Bengal's Directorate of Archaeology and Museums said that, Bishnupur is the West Bengal's first planned heritage city. The town is the home of several cottage industries; it is one of India's oldest heritage towns

and has larges cottage industries.

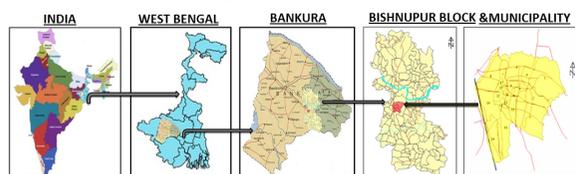
The municipal town of Bishnupur is located within the Bishnupur subdivision in the town of Bankura, West Bengal. The Municipality is surrounded by the Darika Goswaipur Panchayet in the North and Morar Panchayet in the South, Pansuili Panchayet in the East, Dwadas Bari Panchayet in the West.

The Bishnupur Municipality is a trade base town and one of the biggest trade centres in West Bengal. This whole sale business centre is renowned for selling Rice Building materials, cloths, electronic goods etc. There are some small industries like candle factory, bakery, ice – candy factory & saw mill etc. Many people are engaged in retail & wholesale business. Cottage industries like Brass Metals, conch – shell and weaving are the main incoming source of the maximum people.

Panchmura is the name of the village, which is located at a distance of about 40Km from Bishnupur, and 11 km from Taldanagra, The Panchmura village has 60-70 Kumbhakar (Potters) families who do the Terracotta works. Only the Kumbhakar people of the village practices the Craft and they also provide formal training to other people.

These cottage industries are located in different wards in Bishnupur municipality as well as the Panchmura village which are our study areas.

Fig no. 1: LOCATION MAP



COTTAGE INDUSTRIES IN BISHNUPUR MUNICIPALITY

In the study area there are three main types of cottage industries like

- Terracotta cottage industry
- Handloom cottage industry
- Conch shell cottage industry

Terracotta Cottage Industry

The Latin word ‘Terracotta’ means ‘Baked earth’. Mainly this cottage industry developed in the area of Panchmura village & Bishnupur. Soil is the main raw material of the terracotta cottage industry. Except soil, the other important raw materials are sand, colour, rice-straw, leaves and dry cow dung, water, basket etc. The labor cost of this area is 100 to 300 Rupees per day. The middle man or businessman bought the ready products for sell in the market which is 12 km for from the Panchmura village. Van, truck or matador is used to bring those terracotta crafts and products to the market. Generally the fare of truck is Rs 1000-Rs. 5000 per trip, the fare of motor van is Rs 1500-Rs. 2000 per trip , and the fare of matador is of Rs 500-Rs. 1500 per trip.

Table 1: Showing the cost of the products in terracotta industry

PRODUCT	LOCAL PRICE	PRICE IN OTHER STATES
Giant Horse	Rs. 500-700 a pair	Rs. 800-1500
Women’s water pot	Rs. 200-300	Rs. 400-500
Manasa Jhar	Rs.500-600	Rs. 1000-1200
The tribal art, monkey, cat	Rs. 60-100	Rs. 150-200
Small doll, astray flower vase, horse, Ganesh, agarbatti stand	Rs. 2-20	Rs. 30-60
Terracotta jewellery	Rs. 50-150	Rs.200-250

Source: Primary survey

Handloom Cottage Industry

Bishnupur was the capital of Malla dynasty and different kinds of crafts flourished during their period under the patronage of Malla kings. Temples made of terracotta bricks were one achievement of these rulers. A major influence of these temples can be seen in Baluchuri saris. Mythological stories taken from the walls of temples and woven on Baluchuri saris, is a common feature in Bishnupur.

Famous Baluchuri saris were manufactured at Baluchuri of Murshidabad, which has been introduced by the weavers of Bishnupur. The Baluchuri tradition dated back to the 7th century A.D and since then it has undergone several changes in style and technique in the intervening ages. Woven on unusual punch-card looms, these sarees have episodes from the Mahabharata woven into the border and pallu.

The sarees are being made in ward no. 17 & 12 in Bishnupur municipality where most of the production house are situated, is known as Tanti Para. Sarees are made in handloom 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 weavers weave their clothes. The better quality sarees from these looms sell at a premium rate all over the country. Baluchuri and Swarnachari are two very Well-known varieties of sarees found in this region. Bishnupur is renowned for production of its versatile production of Silk, Baluchuri Sarees. Other traditional products are Bed-sheet, Bed-Cover, Towel, Cotton sarees, Silk sarees, Silk shirting etc.

Table 2: Showing the Cost of the product produce in handloom industry

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

Source: Primary survey

Conch Shell Cottage Industry

Conch is a common name for certain marine gastropod mollusks. The conch shell has survived as the original horn trumpet since time immemorial. Conch is a musical instrument that is made from a seashell. These instruments are sometimes referred to as “shell trumpets”. Shankha is a finished product of conch shell. The craftsmen of conch shell products belong to the ancient ‘Nabasakha’ communities. The carvings on the conch shell reflect the social, mythological and historical expressions, rendered with the help of the traditional Folk knowledge and technology.

The conch shell industry found in ward no. 6 in this municipality. Although the industry is entirely dependent upon its raw material- conch shell, these have to be brought from places like Chennai and Srilanka by water ways. The raw material then reaches Bishnupur by train. The costs of the raw materials are very high.

Table 3: Showing the product costs in conch shell cottage industry

Products / items	Average price of the products per piece
Netha	38
Lejpata	8
Muchali	0.6
Break sankha	65/kg
Latha making	20

Source: Paul Anamitra, Sebak Kumar Jana(2012) Journal of Studies in Dynamics and Change (JSDC) Vol: 1,

Table 4: Showing investment status in different cottage industries

Name of cottage industries	Electricity charge	Govt. tax	Labour cost	Transport cost
Terracotta	Rs.200-Rs.1000	Approx. Rs.50	Rs.5000-Rs.30000	Rs.500-Rs.5000
Handloom	Rs.1000-Rs.4000	Approx. Rs.500	Rs.10000-Rs.30000	Rs.6000-Rs.80000
Conch shell	Rs.500-Rs.1000	Approx. Rs.200	Rs.1000-Rs.3000	Rs.300-Rs.500

Source: Primary survey

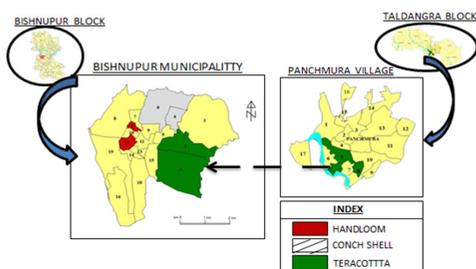
COMPARATIVE STUDY OF DIFFERENTIAL SOCIO-ECONOMIC IMPACT OF THE COTTAGE INDUSTRIES OVER THE STUDY AREA

The primary purpose of the study is to bring out the relationship between the cultural and socio – economic landscape of the area. The overall development of the region is greatly influenced by the cottage industry. Based on these cottage industries the economy has been developed.

Locational Clusters Of Various Cottage Industries

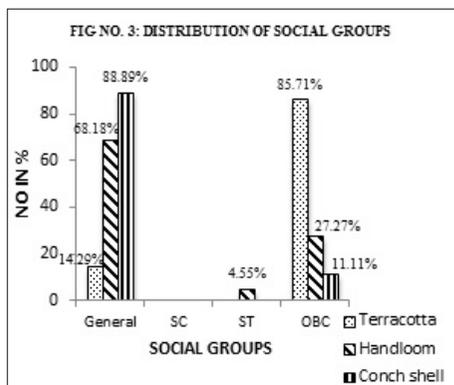
The origin of the terracotta cottage industry is Panchmura Village of Taldangra Block, adjacent to Bishnupur block. From here the products are brought to the market area of ward no. 2 and 3 in Bishnupur municipality for marketing purpose. Most of the people of ward no. 12 and 17 are engaged in Handloom industry where it has been seen most of the houses are production unit. For selling, the handloom products are brought to the market area of ward no. 3 and 17 from the production unit. The origin of conch shell cottage industry is 6 no. Ward but the products are brought for sell in the market area of ward no. 4 in Bishnupur municipality, Bankura.

Fig no. 2: LOCATION OF THE COTTAGE INDUSTRY



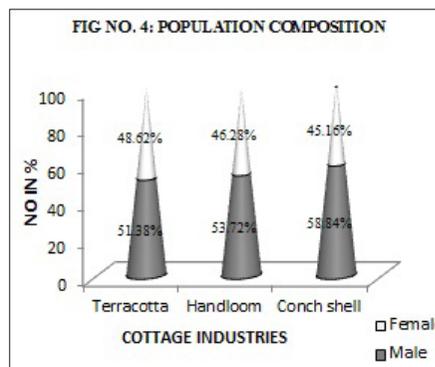
Caste Structure of People Dependent on These Cottage Industries

In terracotta economy most of the people belonged from OBC class (85.71%) People came from general group is higher in both handloom (68.18%) and conch shell cottage industry than other groups. Here, the backward classes like OBC, ST Etc. has developed their socio-economic condition by depending on these cottage industries.

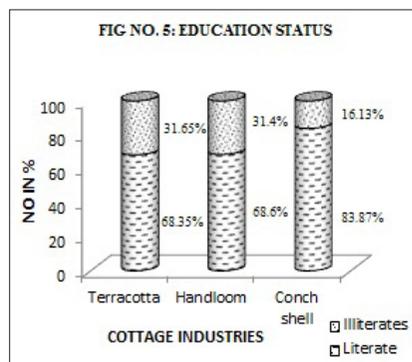


Population Composition

In all of these industries male population are larger than female population. Conch shell cottage industry has the higher male population (58.72%) than other industries where terracotta cottage industry has higher female population (48.62%) than other.



According to these industries, male population is more literate than female population and also there is more literate population than illiterate. Conch shell industry has higher literates (83.87%) than others, but terracotta industry has higher illiterates (31.65%) than other industries.

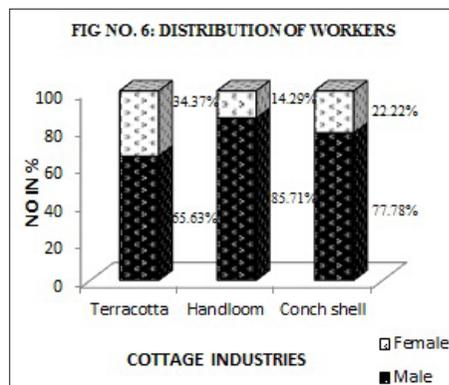


Most of the people are dependent on cottage industries by selling the products. In these cottage industries male workers are higher than female from detail analysis.

The handloom industry has high percentage of workers (85.71%) who are engaged in this occupation greater than other industries.

In case of female workers, terracotta cottage industry has the higher (34.37%) percentage but it has lower male workers than other.

The conch shell industry has a moderate status in case of gender wise involvement.



Customer Type

People of cottage industries sell their product to the customers for their living. Two types of customers are seen in these cottage industries. They are-

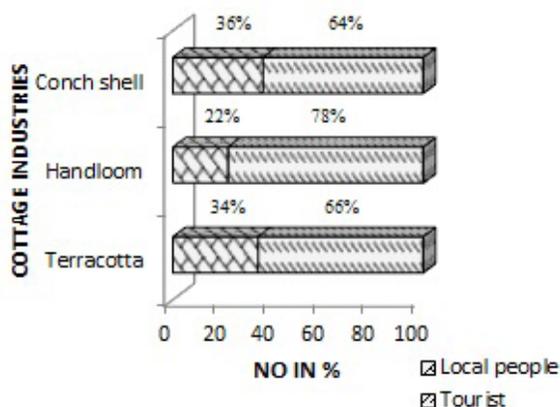
Local people, who are living in this place.

Tourists, who comes for a few days mainly in winter and also in other seasons.

To the cottage industrial workers, the tourists are the dominant customers in compared with the local people.

- i) Handloom cottage industry has higher (78%) percentage of customer than other industries.
- ii) As a customer local people is high (36%) in conch shell industry than other.
- iii) The percentage of customer both tourist and local people has a close margin in these industries.

FIG NO. 7: CUSTOMER STATUS



Status of Investment

According to the primary survey Maximum people (50%) of terracotta cottage industry have low investment (<Rs.8000 per month). But there are a few people (about 7.15%) who invests quite high (>Rs.23000) in their business.

High percentage of People (50%) in handloom cottage industry invest a lesser amount (< Rs.7000) for their business where other people invest a high amount.

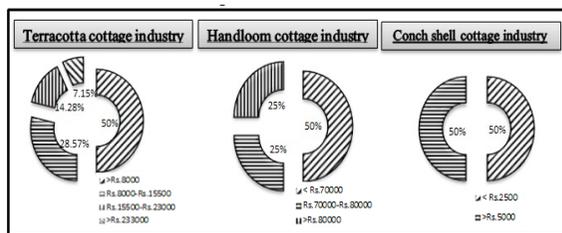
From the viewpoint of investment, handloom cottage industry has the highest share of amount Rs. 8000 – Rs 23000 and more, whereas conch shell industry invests a very lesser amount i.e. within the range of Rs. 2500 – Rs.5000 and more for their business purpose.

Table 4: Showing investment status in different cottage industries

Name of cottage industries	Electricity charge	Govt. tax	Labour cost	Transport cost
Terracotta	Rs.200-Rs.1000	Approx. Rs.50	Rs.5000-Rs.30000	Rs.500-Rs.5000
Handloom	Rs.1000-Rs.4000	Approx. Rs.500	Rs.10000-Rs.30000	Rs.6000-Rs.80000
Conch shell	Rs.500-Rs.1000	Approx. Rs.200	Rs.1000-Rs.3000	Rs.300-Rs.500

Source: Primary survey

FIG NO. 8: INVESTMENT STATUS

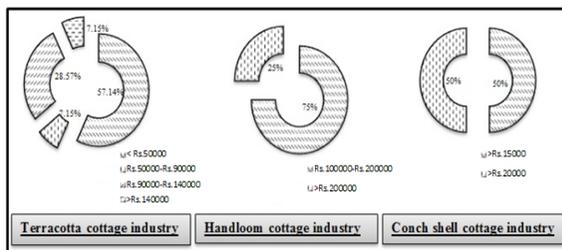


Selling Of Products

The people of these cottage industries sell their products in market and sometimes they sell it from their own houses where they produce it. They also sell it to the Mahajans or through the middle man to the market. These industries have maximum sell of the products in winter when tourist will come here.

- In terracotta cottage industry, a high percentage of people (57.14%) get lower percentage (< Rs.50000) of sell and a few people (7.15%) sell higher (>Rs.140000) than other.
- Maximum people (75%) In handloom cottage industry get lower (Rs. 10000-Rs. 200000) percentage of sell and some people (25%) have higher amount of (>Rs.200000) sell than other.
- In conch shell cottage industry 50% people have their product sell around < Rs.1500 and 50% people get >Rs.2000.

FIG NO. 9: SELLING STATUS



Profit Earning

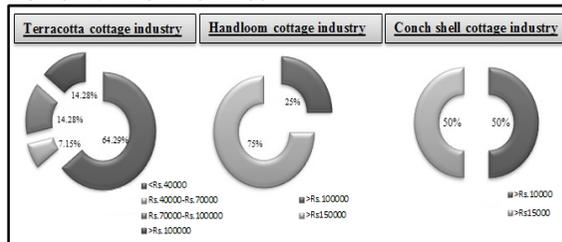
Profit is the difference of total selling price and investment .These cottage industries do not earn a good profit. The presence of middleman, lack of investment facility, lack of profitable price of the product, inadequacy of raw materials etc. decrease their profit in these cottage industries.

There are a few people (14.28%) in terracotta cottage industry who earn maximum (>Rs.100000) profit per season.

In handloom cottage industry, maximum people (75%) earned a minimum (<Rs. 100000) amount of profit where few people (25%) earned maximum (>Rs.150000) profit to sell their product. This implies better condition compared to the terracotta industry.

In conch shell cottage industry, 50% people earned the profit of <Rs. 10000 & below and other 50% people earn >Rs15000.

FIG NO. 10: PROFIT STATUS



PROBLEMS OF THE COTTAGE INDUSTRIES**Low production rate:**

Because of high production cost, production rate is low in cottage industries.

Insufficient and high rate of raw materials:

The cost and availability of raw materials used in cottage industries is very high and insufficient. The same amount of soil is not collected in every year because the source of this collection is gradually become void in terracotta industry. The price of silk is also increasing day by day and people do not get the pure silk for the Baluchuri production. The resources of conch shells are not sufficient as per demand and also these got much importance at very distant places like Barrack pore, Puri, Vishakhapatnam etc for numerous locational advantages.

Low labors cost:

The labors work very hard for production in cottage industries but they do not get the proper wages according to their quality of working because of high cost of the production and low production rate.

High packaging and transportation cost: When the producers are going to sell the products made by them, they do not get the proper price. Beside this, the transportation cost for carrying those to the market is very high. The packaging cost of the products also maximum.

Low profit:

The usages of plaster of Paris, plastic, fibers are increasing day by day. For this reasons, the amount of profit is becoming very low.

Child labor:

In the entire cottage industries in most of the production units, there are a large number of children involved in the making process. For this, their education process is too much hampered and they are becoming child labors.

PROSPECT OF THESE COTTAGE INDUSTRIES

In the present time, the world is addicted to plastic, fiber materials etc. but Bishnupur is famous for producing earthen materials. Plastic materials are rejected by the Government. Therefore, the situation can warmly welcome the earthen material products like terracotta products. The raw materials of plastic or fiber products are very costly but the production costs of earthen materials are less. Thus the demand of these products can be raised.

If the middle men are removed and products are transferred from producer to direct sellers, then it will be profitable for the workers and producers in handloom cottage industries. Also the attraction of tourists to buy handloom products help to increase their profit.

Nowadays various modern designs of conch shell will help to increase the product demand and also the social rules help to increase the value of conch shell because every woman has to wear it after marriage in Hindu Bengali community.

FINDINGS & RECOMMENDATION FOR IMPROVEMENT OF COTTAGE INDUSTRIES IN BISHNUPUR MUNICIPALITY:

Economic development of the study area is based on local cottage industries. Local participation for community development is highly required for maintenance of these traditional cottage industries.

The people of this area have a probability of shifting their job from this industry to any other due to lack of income, high rate of raw materials, attracted by other jobs etc. It is needed to increase the availability of raw materials and decrease the price of raw materials. As a result, the collection of raw materials will increase with increase the production and profit will also increase. It is also necessary to increase the labor wage & the govt. help in various levels for this industrial activity.

In this industrial economy, whole seller and retailer have earned more than the producer of the products. It is necessary to reduce the involvement of middle man in any industrial activity. Development of transport and communication system is necessary by increasing the frequency of the transport mode in Bishnupur.

At present, modern technology has to be interrupted in these cottage industries. It is necessary to use the modern technical process of industrial activity. In this purpose for the terracotta industrial activity, use of modern electric woven for burning, for the handloom industrial activity use of modern computerized design and for the Conch shell industrial activity use of the modern machine for cutting the conchs is required. As a result the importance of production and sell of those productions will also increase. Thus these industries can maintain their tradition as a cottage industry otherwise these are extinct in comparison to other modern technology skilled products.

Ultimately it can be recommended that some developmental policies are being adopted for the economic protection and growth of industrial activity which help of economic development of the region. So, the relationship between industrial growth and economic development should be stabilized in balanced manner.

CONCLUSION

We know basically Bishnupur Municipality area is famous for the location of many old temples and palaces. So it is also called a Heritage city. Beside this, the different cottage industrial sectors also influences on the tradition of Bishnupur municipality. We know and recognize the Bishnupur with the popular names like Baluchuri sarees, Terracotta handicrafts etc. through our field observation, we can conclude, these cottage Industries are the main economic sources as well as social parts of the Bishnupur municipality. Maximum population of this area, their standard of living and lives are dependent of these sectors. The products are sent to different states of our country and also being exported in the foreign countries. So the makers are awarded for their artistic activities. But now a days, these industries becomes in vulnerable condition. So it is very important to find the problems and gives a proper solution because these industries hold the age old tradition of Bishnupur as well as West Bengal in front of world.

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