

EMPLOYMENT GENERATION AND PRODUCTION OF JAMMU AND KASHMIR HANDICRAFT INDUSTRY DURING LAST DECADE

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Abstract

Handicraft sector occupies a prime position in the Indian economy. It is the largest employer, next to agriculture. The sector, while providing livelihood for thousands of artisans, provides avenues for realization of social and cultural potential of millions of people. The mythological, religious, social, historical and artistic expressions in crafts symbolize the strengths of Indian heritage while combining in these crafts both utility and beauty.

High employment potential, low per capita investment and high value addition, involvement of women and weaker section, eco friendliness and the potential to stimulate creative talents make the sector one of the most preferred sectors in the process of economic development.

India which consists of a variety of ethnic traditions and culture is also a treasure house of Indian handicrafts. Exquisite handicrafts using diverse raw materials are produced in different parts of the country. This include art metal ware, wood ware, hand printed textiles and scarves, leather crafts, hand knotted carpets and embroidered goods, wood design, shawls as art ware, stone carvings, imitation jewellery and miscellaneous other handicrafts.

One of the unique feature of the handicrafts is that more often the same item of the handicraft, produced in different regions, are different from each other in terms of the craftsmanship, style, colour combination and finish by artesian creativity.

Handicrafts are a pivotal source of revenue generation of Jammu & Kashmir State. This industry is unique in terms of design, cost and quality of products and thus provides a competitive advantage on other national and international players of handicrafts market

Keywords: Handicrafts Industry, Employment Generation, Marketing, Artisans, Economic Development

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INTRODUCTION

Handicraft is a form of industry and products that are for the greater part made by hand. They are usually produced with low initial capital investment from materials available mostly within the producing country, the designs reflecting local cultural factors and skills. The workers in this industry are not unionized. Handicrafts are an important productive sector and export commodity for many developing countries. The growth of international markets for home accessory products and an increased interest in global goods have opened up new market opportunities for artisans. Despite widespread production, however, there is a lack of common definition of handicrafts, although various attempts have been made to characterize this broad and rather unstructured sector.

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, traditional, religiously and socially symbolic and significant.

Developing country, like India, from time immemorial, has been the home of a variety of exquisite handicrafts. Traditional skill and craftsmanship of Indian craftsmen has always found spontaneous expression in the forms and decoration of his handwork. Indian handicrafts in their numerous shapes, intricate designs and colour are integral to the pomp and pageantry of festive occasions as well as the daily usage of the people. Both from the point of view of materials used the techniques employed, the end products can be broadly grouped as artistic products of brass and bronze, ivory carvings, wood carvings, pottery and ceramics, Bamboo and cane products, stone carvings and handcrafted textiles. Every conceivable form of beauty that a collector may look for can be discovered in the wide-ranging handicrafts, which explain its increasing demand through the centuries.

Key Facts of Indian Handicrafts Industry

- India's rich cultural diversity and heritage provides a unique and huge resource for developing craft products.
- The Indian Handicraft Industry is showing continuous growth rate of 20% every year.
- Handicrafts industry is one of the important segment of decentralized sector in India.
- Major parts of industry operates in rural and semi urban areas throughout the country and has potential Indian and International market with around 67000 exporters to tap the market.
- According to the national census of handicrafts, undertaken by the National Council for Applied Economic Research the value of handicrafts produced last year were of Rs.26,213 Crore.

- This Industry provides huge employment opportunities to artisans that include women and people belonging to backward and weaker society. This is one of the major source of income there.
- The Indian Handicraft Industry is a \$100 billion industry worldwide.
- India's contribution in world market is 1.2%
- The total exports of crafts items: - Rs. 13412.92 Crore.
- Industry's share in India's exports:- 1.51 %

Characteristics of Indian Handicrafts for exports; as defined by Govt. of India are:

- They are quota free and neutral to fiber content or composition, barring 100% silk.
- They include Garments, Made-up and clothing accessories.
- Are produced in cottage industries.
- Should not have zippers.
- Must be ornamented using any one or more of the following Indian folk styles.
- Hand painting, Hand printing, Batik, Tie and Dye, Kalamkari.
- Hand embroidery, Crocheting.
- Appliqué work of sequins, wooden or glass beads, shells, mirror, ornamental motifs of textiles materials.
- Extra wrap of welt ornamentation of silk, art silk or zari threads.
- Should conform to shape and styles of each item as defined in the agreed list of different countries.
- Should satisfy the dimensional aspects.

KASHMIR HANDICRAFT INDUSTRY

The state of Jammu and Kashmir is famous throughout the world for its scenic beauty, bracing climate and craftsmanship skills. It was during the reign of Sultan Zain-ul-Abidin, popularly known as Budshah or the great king who ruled Kashmir from 1420-70 AD that handicrafts were introduced in Kashmir. The king Zain-ul-Abidin hired skilled craftsmen from Central Asia to train local inhabitants in a number of handicrafts which were till then altogether unknown to the people of the state. Since then historical legacies continued and got encouragement and patronage from different rulers, princess, visitors to the valley, thus skills remained passing on generation to generation. Jammu & Kashmir has comparative advantage in producing a high quality and worlds famous fabrics of Pashmina and Kani shawls, silken, woollen and cotton fabrics and crafts like papier-mache, wood works, Tila work, Sozni, Crewel, etc. These products are famous over world because of unique craftsmanship. The Handicraft sector has, however, suffered due to its unorganized structure, with the additional constraints of lack of skilled education, low capital, poor exposure to new technologies, absence of market intelligence, poor infrastructure and institutional framework

Jammu and Kashmir has a rich heritage of handloom and handicrafts. Handicraft goods of the state occupy an important position both in the national and international markets. Carpet industry is making a great contribution towards foreign exchange earnings. The Handicraft

sector in J&K occupies an important place with a fine tradition of craftsman, employing 4-5 lakh artisans, 179 major craft clusters and revenue generation of 1000 crore plus. Highly labour intensive, the sector contributes significantly to employment generation but has underperformed due to lack of a Kashmir brand, poor quality control, obsolete designs, exploitative middlemen and competition from machine-made fabrics. Both the central and state governments have taken number of initiatives to address these growth bottlenecks like establishing a carpet cluster in Srinagar area, obtaining a Geographical indication for Sozni embroidery, Pashmina and Kani shawl and starting a skill development scheme for craftsmen. While expanding the scope of the current schemes some other actions to boost the growth in this sector are to have smaller carpet production centres, develop a cluster for embroidery and crafts, build a tangible “Kashmir” brand image and design and enforce traceability norms. Moreover encouraging craft tourism will enable artisans to find ready markets outside the State.

Literature Review:

According to Jammu & Kashmir Handicrafts Corporation Limited (2013), there has been an increase of 38.50 percent turnover to the total export of handicrafts products in financial years of 2011-2012 to 2012-2013 aggregate contribution of Rs. 17970 Crores from 12975 Crores to total State Gross Domestic Product (SGDP).

Dr Manjusmita Dash, (2011) there are about 3500 handicraft items produced in the country and the sector employs 60 lakh artisans working independently or in small co-operatives or firms

Selim Reza, (2012) Bamboo handicraft helps to develop and upgrade the various nodes in the value chain and its direct impact could be observed in socioeconomic development of rural poor and small producer groups.

Mansoor Ahmad Dar, (2013) the handicrafts industry of J&K is an important sector contributing to overall development of current and other allied sectors in terms of wealth and employment creation, this occupying an important place in the economy of J & K. It is basically a cottage industry and provides direct and gainful employment to more than 3 lakh people and has the potential to facilitate the path of raising the living standards of citizens residing within and outside the boundary of state.

Dr. Darakhshan (2011) stated that in the absence of large scale industries in the State, handicrafts remained a key economic activity from times immemorial and they contribute towards foreign exchange earnings of the State in particular and country in general.

Objectives

To analyze the handicraft production of Jammu and Kashmir.

To understand the current status of employment fashioned by handicraft industry

Research Methodology

Research methodology plays an important part in any investigation. For the present study, data was obtained from secondary sources. Secondary data is the second hand information, which is already collected by others, and that information is available in printed form.

The main sources of secondary data are:

1. Books and Journals.
2. Directorate of Handicrafts, J&K (official records).
3. Directorate of Handloom Development, J&K (official records).
4. Directorate of Craft Registration, Srinagar (official records).
5. J&K Handicrafts (S & E) Corporation Limited (official records).
6. Digest of Statistics, Statistics and Planning Department, 2013-14.
7. Economic Review of J&K, 2013-14(Statistics and Planning Department).
8. Economic Survey of J&K, 2013-14 (Statistics and Planning Department).

Results and discussion

The Kashmir Handicraft industry is so widely scattered all over the state with a dominance of small and tiny units, apart from this Kashmir handicrafts showing the trend of growth in its export. This sector is important for the economy due to its employment generation, foreign exchange earnings and vast untapped export potential. A recent study by the EXIM Bank recommends that the handicraft sector needs to be given an industry status so that a mechanized, modern segment will emerge to face the global competition. This is the most fundamental step which boosts Indian handicrafts in international market. Once India recognizes the potential of handicrafts it can lead the whole market. For that we have to improve our technology and tools to make handicraft more popular in the whole world.

Table No 1 PRODUCTION AND GROWTH OF HANDICRAFT

Year	Production (Rs in Crores)	Growth Rate
2005-06	900.00	01.46
2006-07	950.00	05.55
2007-08	1614.59	69.95
2008-09	1100.00	(-)31.87
2009-10	1000.00	(-)9.09
2010-11	1650.30	65.03
2011-12	1815.33	10.00
2012-13	1843.21	01.53

2013-14

1855

02.26

Source: Government of Jammu & Kashmir digest of statistics 2013-14

Growth Rate is calculated by using following formula

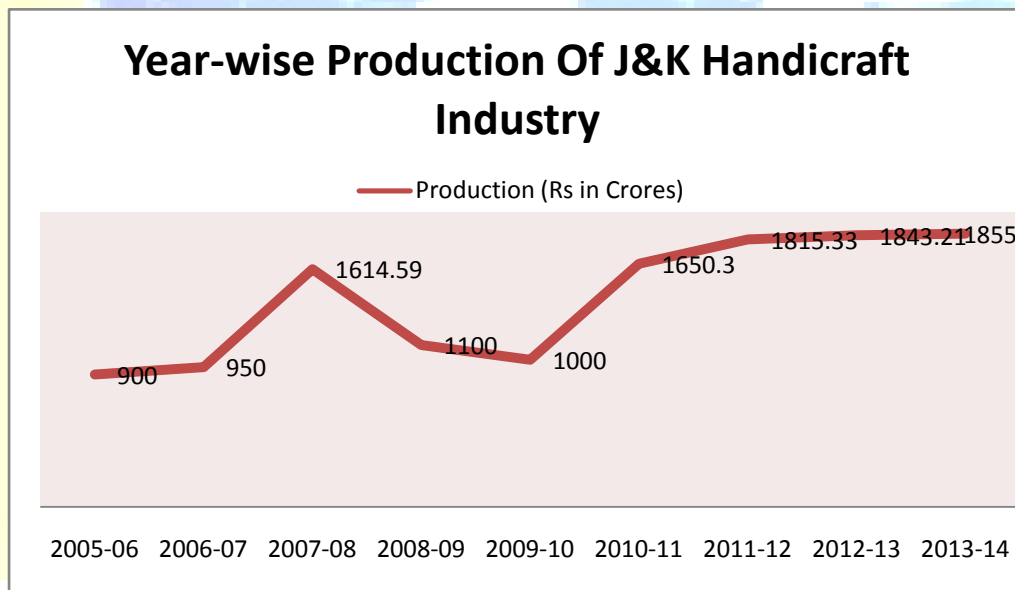
$$PR = \frac{(V_{Present} - V_{Past})}{V_{Past}} \times 100$$

Where PR = Percent Rate

V_{present}=Present or Future Value

V_{Past}= Past or Present Value

Handicraft goods of the state occupy an important position both in the national and international markets. Carpet industry is making a great contribution towards foreign exchange earnings. Handicraft a labour intensive sector is engaging around 4-5lakh artisans in the state. The state is a major exporter of superior quality carpets, wooden shawls, embroiderical clothes and many other valuable crafts. The handicraft sector of the state substantially contributes towards foreign exchange earning



The production from 2005 was good and was gaining pace but then suddenly during the year 2008 it shows downfall the reason for the same was the summer unrest in the state during year 2008 which affected the business community badly.

Table No 2 GROWTH OF EMPLOYMENT THROUGH HANDICRAFT INDUSTRY

Year	Employment (In Lacs)	Growth Rate
2005-06	3.483	03.45
2006-07	3.496	0.37

2007-08	3.505	0.25
2008-09	3.450	1.56
2009-10	3.560	3.18
2010-11	3.650	2.52
2011-12	3.740	2.46
2012-13	4.110	9.89
2013-14	4.250	3.40

Source: Government of Jammu & Kashmir digest of statistics 2013-14

Table 1 and 2 reveals that the growth rate of production has changed from 1.46 percent to 2.26 percent during 2005-2014, the growth rate of employment has changed from 3.45 percent to 3.40 percent

The Handicraft sector in J&K occupies an important place with a fine tradition of craftsman, employing 4-5 lakh artisans, 179 major craft clusters and revenue generation of 1000 crore plus. Highly labour intensive, the sector contributes significantly to employment generation.

Table No 3 Employment and Production of Handicrafts

Year	Employment (In Lacs)	Production (Rs in Crores)
2005-06	3.483	900.00
2006-07	3.496	950.00
2007-08	3.505	1614.59
2008-09	3.450	1100.00
2009-10	3.560	1000.00
2010-11	3.650	1650.30
2011-12	3.740	1815.33
2012-13	4.110	1843.21
2013-14	4.250	1855

Source: Government of Jammu & Kashmir digest of statistics 2013-14

The sector makes conspicuous contribution in sustaining export trade of the state. The handicraft activities are especially carried out in Kashmir Valley which is called the home of handicraft goods and has earned a unique place in the world of handicrafts. This sector provides employment opportunities and great potential to generate gainful employment within and outside the state. The production of handicraft has increased to Rs.1885 crores during 2013-14 as against Rs.900 crores during 2005-06; employment of handicraft has increased to 4.2500 lacs during 2013-14 as against Rs.3.483 lacs during 2005-06

Conclusion

The handicraft sector has a large potential to generate a gainful employment opportunities to unemployed people and has a great potential for economic development of a country/region like Kashmir, which is known all over the world with its traditional crafts. Kashmir Handicrafts are the matchless appearance of our society and way of life. After tourism, Handicrafts is the second largest Industry of Jammu and Kashmir. Jammu and Kashmir is not only home to the vast cultural and ethnic diversity but also the myriad arts and crafts that have been carefully nurtured for the centuries. A variety of motifs, techniques and crafts flourished in the land as the people from different regions flocked through this beautiful place and many of the skilled craftsmen decided to settle amidst its charming abundance of natural beauty. With time, these arts have gained even more distinctiveness and today Kashmir is known for woollen textiles, Pashmina shawls, embroidered suits, Kashmir silk saris, paper mache, woodcarving, hand knotted carpets and lots of other traditional crafts.

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