

## Handicraft Industry: A Primary Survey in District Anantnag Kashmir (India)

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### Abstract

Jammu and Kashmir is known as the home of handicraft. This sector provides satisfactory employment to large artisans. Due to its labour intensive in nature, it plays a dominant role and it is considered as the back bone of rural economy. This sector huge labour force both skilled and unskilled and is the main source of income to various households. From last few years it shows an increasing trend in both in production and employment which boosts our economy.

**Key words:** handicraft, employment and income

### Introduction

Jammu and Kashmir is one among the states of India, which has got good name and fame not in domestic but also in the international markets for their art and craft. The eco friendly handicraft industry is one of the main sources of employment in Kashmir, especially in historical district Anantnag. Large number of artisans are absorbed by this sector apart from that many other non producers of handicrafts are also indirectly engaged with this sector like suppliers of raw material, sellers etc. The production, marketing of handicrafts in Kashmir has been promoted by government programs and policies, which is come across so fruit full for our economy. The factors which effect the production and employment is only credit to availability of raw material for different handicraft goods.

### Objectives of the study

- To know the impact of handicrafts in the employment
- To identify the influence of tourist flow on handicrafts

### Sample Selection

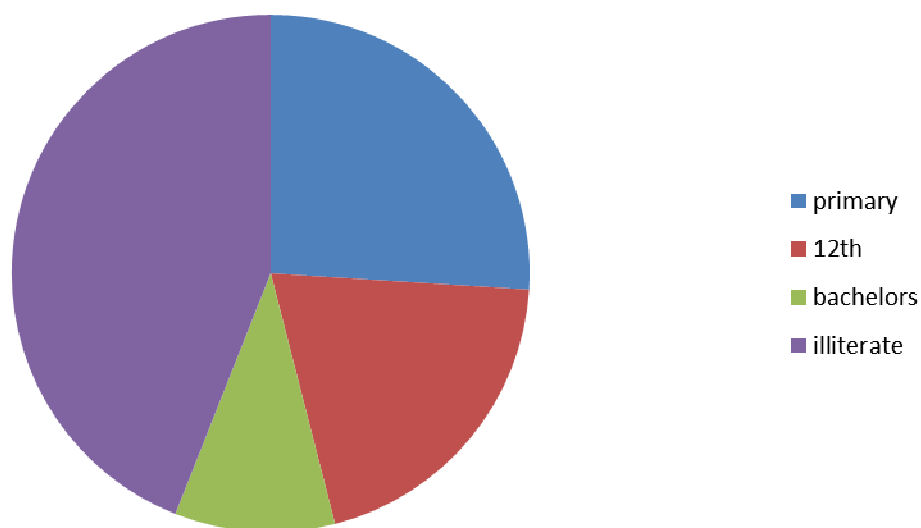
The present study is based on the primary data, in which sample has been taken randomly. The sample had been taken from two blocks of district Anantnag and five villages from each block are selected, among them five respondents are taken from all ten villages among them three are female and two are male.

### Level of education

Education plays an important role in the all sectors of the economy. Education is the weapon in the hands of the person by which he can develop the ability to make his product more attractive and use his all resources in well manner. There is a close relation between the education and the use of new methods for production.

**Table No. 1.1**

Education	Frequency	percent
primary	13	26.0
12th	10	20.0
bachelors	5	10.0
illiterate	22	44.0
Total	50	100.0



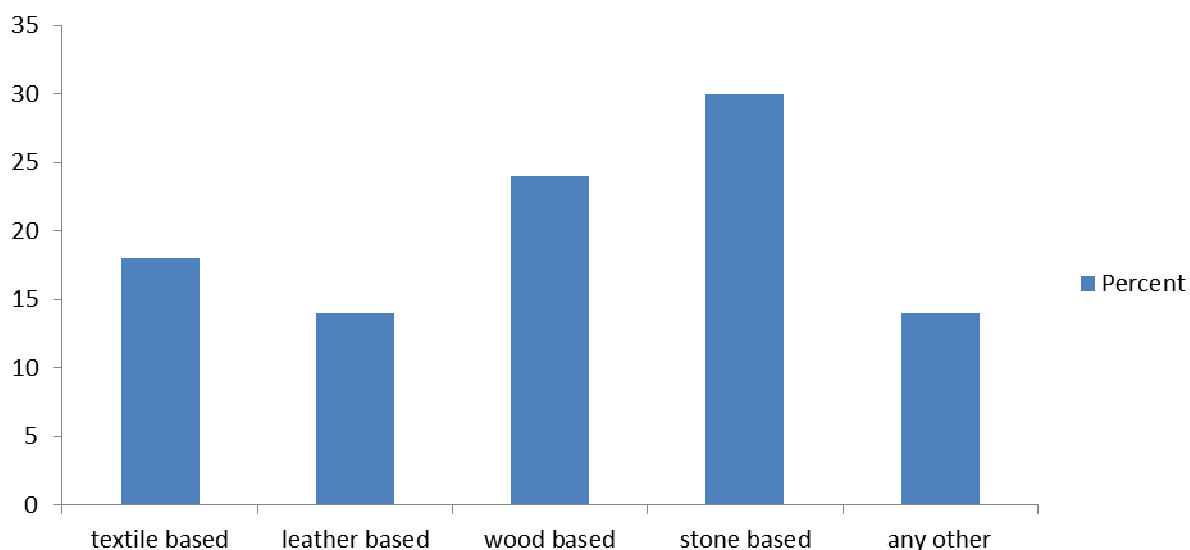
Above table shows that 26% handicraft producers got primary education, 20% got secondary education, 10% got bachelors degree and 44% are illiterate. Which means that highest percentage of handicraft producers is illiterate, one thing here comes out that it is not necessary to be literate, the thing is necessary that a producer should be skilled.

**Type of handicrafts**

It is important to discuss that type of handicraft which is produced in different areas in the state. Each and every region has its specialty in their handicrafts which become their main source of income and employment.

**Table No. 1.2**

Type of handicraft	Frequency	Percent
textile based	9	18.0
leather based	7	14.0
wood based	12	24.0
stone based	15	30.0
any other	7	14.0
Total	50	100.0



In the above table there are different handicrafts which are produced in the region of survey like textile based handicraft is produced 18%, leather 14%, wood 24%, stone 30% and other handicrafts are 14% produced. Among them all stone based handicraft are much dominant 30%, the reason behind this is that there is much domestic demand for this craft. The carving or polished stones are often used in making the bases of our houses, also for making of (Hamams) a room in the houses which is used at the time of winter to make ourselves protect

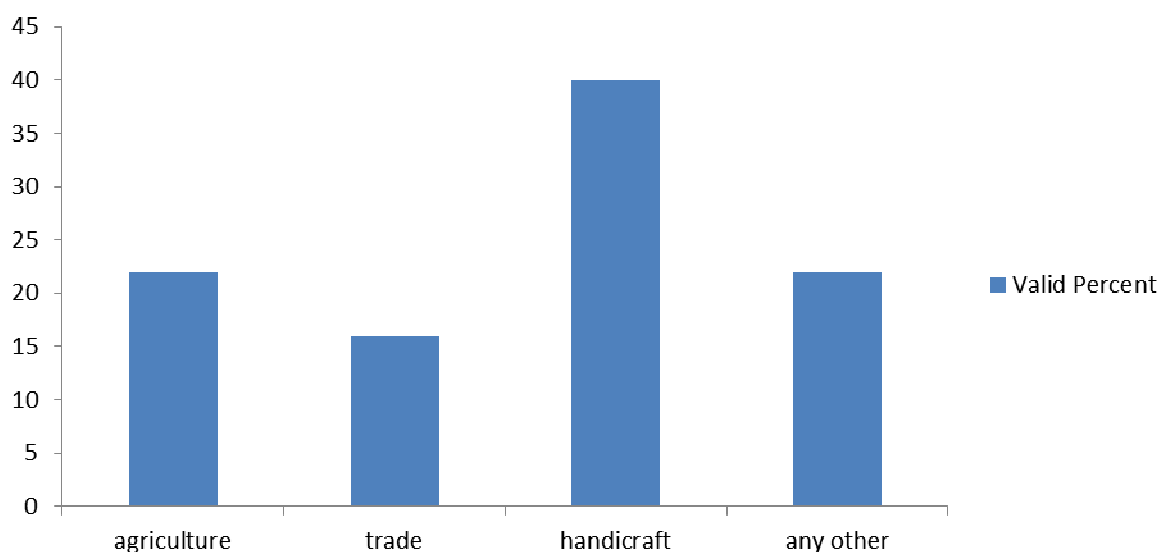
from chill and many houses are also made up of polished stones there are many other alternative uses of the polished stones, which become the satisfactory employment generator in our district.

### Sources of income

Income plays main role for the producers of the handicrafts, there is a direct relationship between income and their production.

**Table No. 1.3**

Main source of income	Frequency	Percent
agriculture	11	22.0
trade	8	16.0
handicraft	20	40.0
any other	11	22.0
Total	50	100.0



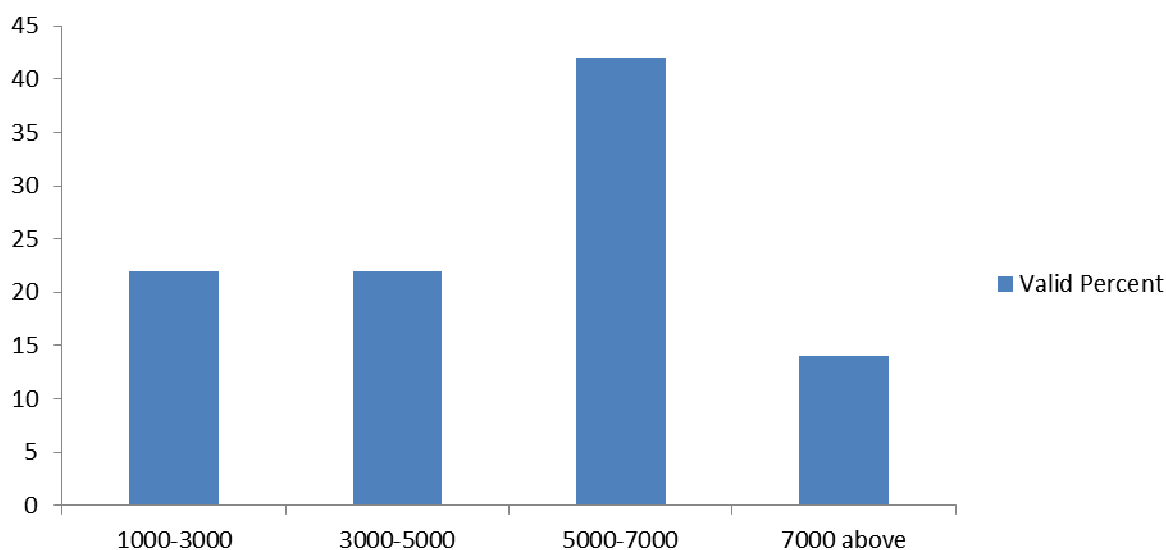
According to survey 40% respondents say that their main source of income are handicrafts, and rest said that their main source of income are agriculture, trade and other sources. Apart from their main source of income they are also the contributors of the handicraft production but little like part time.

### Earnings per month from handicraft

To identify the economic status of farmers within the sample, we had directly accounted their income from the handicrafts per month. More the income more efforts are taken by the producer for the betterment of their production.

**Table No. 1.4**

Earnings per month	Frequency	Percent
1000-3000	11	22.0
3000-5000	11	22.0
5000-7000	21	42.0
7000 above	7	14.0
Total	50	100.0



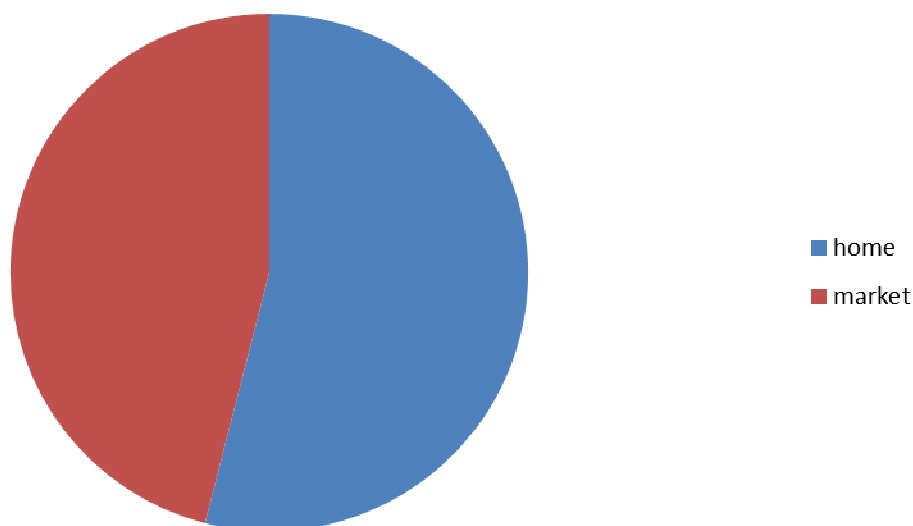
The above table reveals that about 42% of producers earn monthly income from handicraft in district Anantnag between five, to seven thousand. 22% earn one thousand to three thousand, 22% earn three to five thousand and 14% earn seven thousand or above the seven thousand per month.

**Source of raw material**

Raw material plays an important role in the production, without which production is impossible.

**Table No. 1.5**

source of raw material	Frequency	Percent
home	27	54.0
market	23	46.0
Total	50	100.0



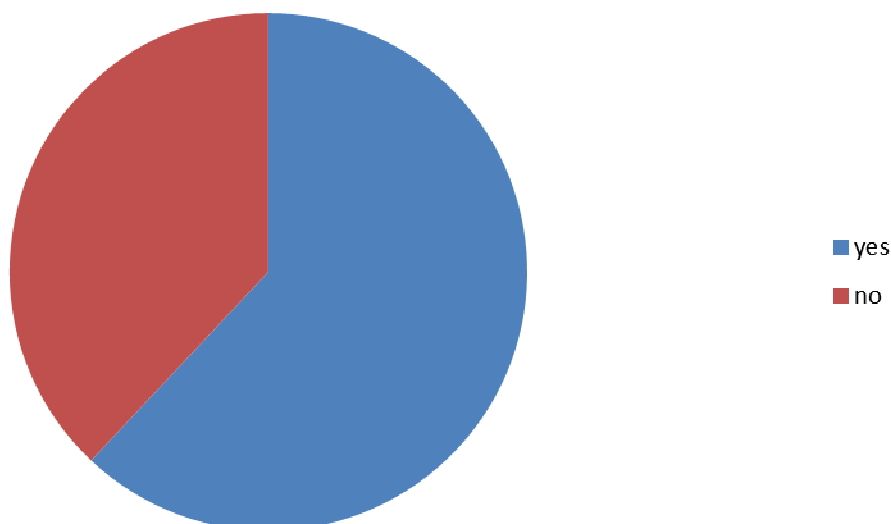
The table 4.6 shows that 45% of respondents said that their source of raw material is available at home, and 46% are dependent on market. If there is any fluctuation in the market of handicraft 45% of producers can use their raw material for their alternative uses, by which they can defend their economy.

**Change in demand of handicrafts due to the flow of tourists**

Tourist industry plays an important role in each and every economy which is also known among the largest industries. This industry generates income and employment through different channels.

**Table No. 1.6**

change in demand due to tourists	Frequency	Percent
yes	31	62.0
no	19	38.0
Total	50	100.0



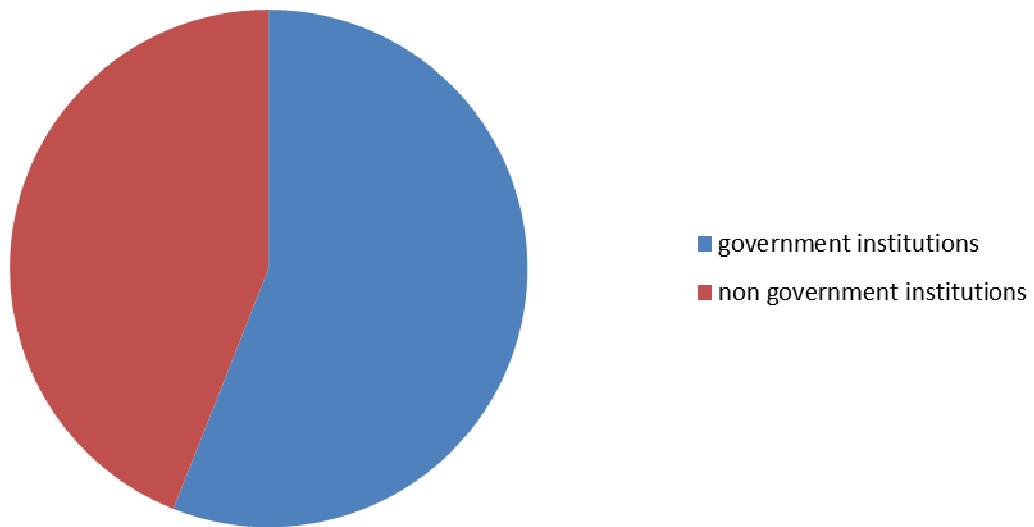
The above table depicts a clear picture of the demand for handicrafts are increased due to the increase in the flow of tourists. 62% of respondents said that due to the flow of tourists the demand of handicraft increased, and rest said that there is no change in the demand due to the flow of tourists. The reason for these 38% is that the handicraft good they produce are only domestic or traditional use only.

**Credit sources for the producers of handicrafts**

Handicraft plays satisfactory role in the inhabitants of Anantnag district. Production of handicraft needs some money in order to purchase inputs. All producers are not able to purchase their inputs, it becomes necessary for poor producers to take loans.

**Table No. 1.7**

source of credit	Frequency	Percent
government institutions	28	56.0
non government institutions	22	44.0
Total	50	100.0



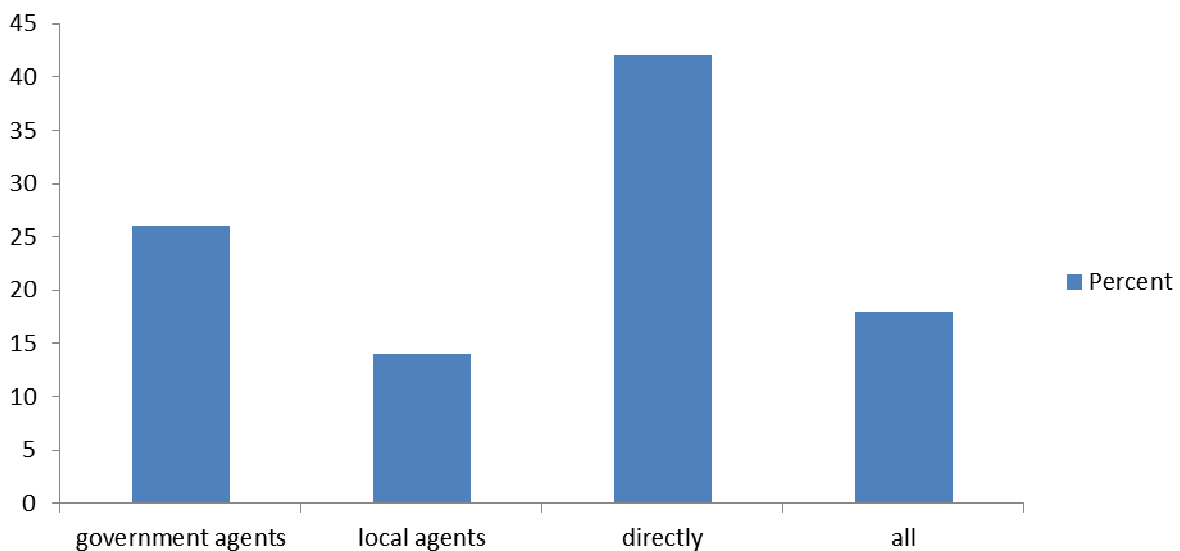
The table 4.9 shows that 56% respondents said that their main sources of credit are government institutions, and 44% said that their source of credit is non government institutions.

#### Interaction with market

For the sale of the product every producer is interact with the market, which plays an important role in the sale of his product, because until and unless the product should interact with the consumers it cannot get good price.

**Table No. 1.8**

Market channels	Number of producers	Percent
government agents	13	26.0
local agents	7	14.0
directly	21	42.0
all	9	18.0
Total	50	100.0



The above table depicts that 42% producers said that they interact directly with the market, the reason behind this is that they get good price, they save himself from the exploitation of intermediates. 26% respondents said that they sold their products to government agents or institutions, reason behind are that they get security. 14% sell their products to local agents and 18% said all of them.

### Family members receiving employment

Handicraft play an important role in the employment generation in rural as well as in urban areas of Anantnag district, being a labour intensive and cottage based industry. It plays vital role in rural areas because there is absence of facilities, so this sector needs not much man made facilities.

**Table No. 1.9**

family members are engaged	Frequency	Percent
01-05	38	76.0
05-10	11	22.0
10-15	1	2.0
Total	50	100.0

### Percent

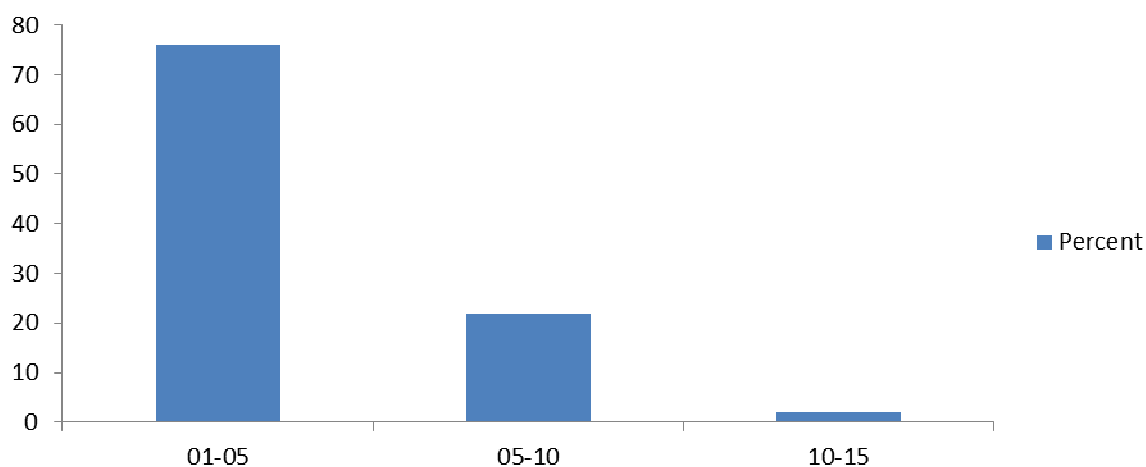


Table shows that 76% of respondents said that one to five family members are engaged with the production of handicrafts. 22% said that five to ten and 2% said that ten to fifteen are engaged with the production of handicrafts.

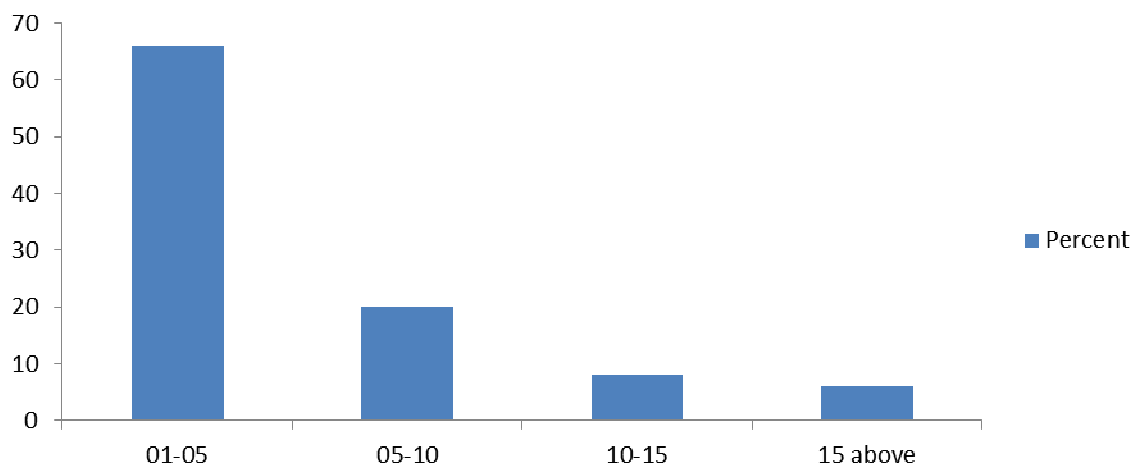
### Haired workers are occupied job

Handicraft industry has also much potential to create jobs not for family members alone but also for the outside workers not in bulk quantity but to some extent satisfactory.

**Table No. 1.10**

haired workers are occupied job	Frequency	Percent
01-05	33	66.0
05-10	10	20.0
10-15	4	8.0
15 above	3	6.0
Total	50	100.0

## Percent



The above table reveals that 66% respondents said that one to five haired workers are receiving jobs from their unit. 20% said five to ten, 8% ten to fifteen and 6% said 15% or above are receiving job from their units.

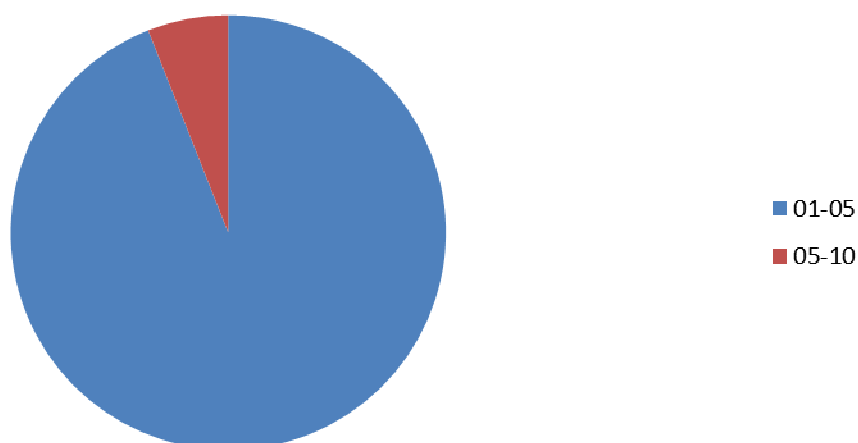
### Females of your own family engaged

The handicraft sector absorbs much female workers, because of its labour intensive nature and also available of work in their locality, which is the key point for female workers due to their family responsibilities.

**Table No. 1.11**

females of your own family are engaged	Frequency	Percent
01-05	47	94.0
05-10	3	6.0
Total	50	100.0

## Percent



Above table shows that 94% respondents said that one to five women are receiving jobs and 6% said that five to ten female receiving job in their units, which means a unit have capacity of one to five hired working female to do their job.

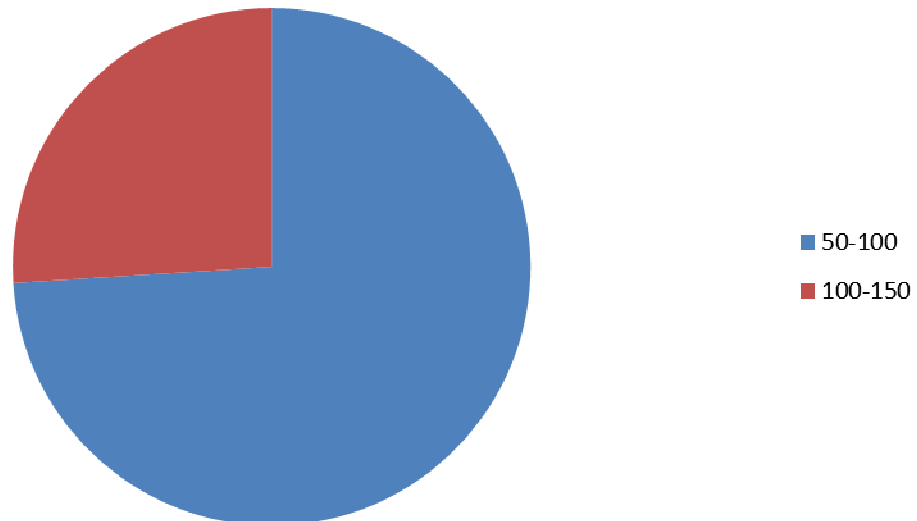
### Wages paid haired female per day

The handicraft sector has engaged much female working force, because of the passionate nature of work which finds in female workers.



**Table No. 1.12**

wages you are paid haired female per day	Frequency	Percent
50-100	37	74.0
100-150	13	26.0
Total	50	100.0



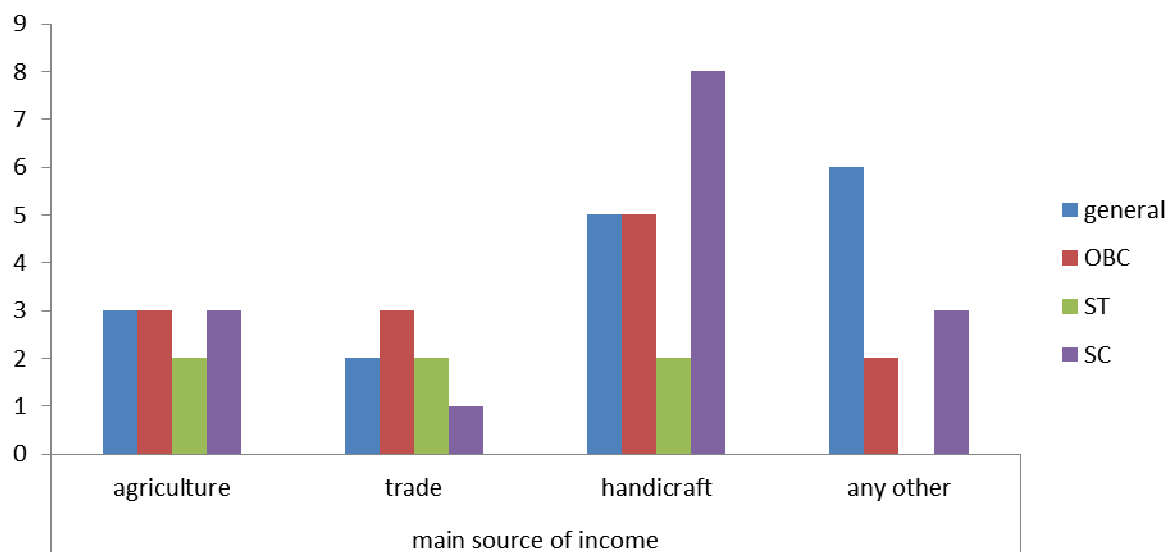
The above table shows that 74% respondent said that 50 to 100 Rs. of wage they are paid every female worker and 26% of respondents said that 100 to 150 they are paid which is not so sufficient for them, but due to no alternative they work on such a hand to mouth wages.

**Social groups and their main source of income**

Every society is divided in many social groups and they have their own way or source of income.

**Table No. 1.13**

social group	main source of income				total
	agriculture	trade	handicraft	any other	
general	3	2	5	6	16
OBC	3	3	5	2	13
ST	2	2	2	0	6
SC	3	1	8	3	15
Total	11	8	20	11	50



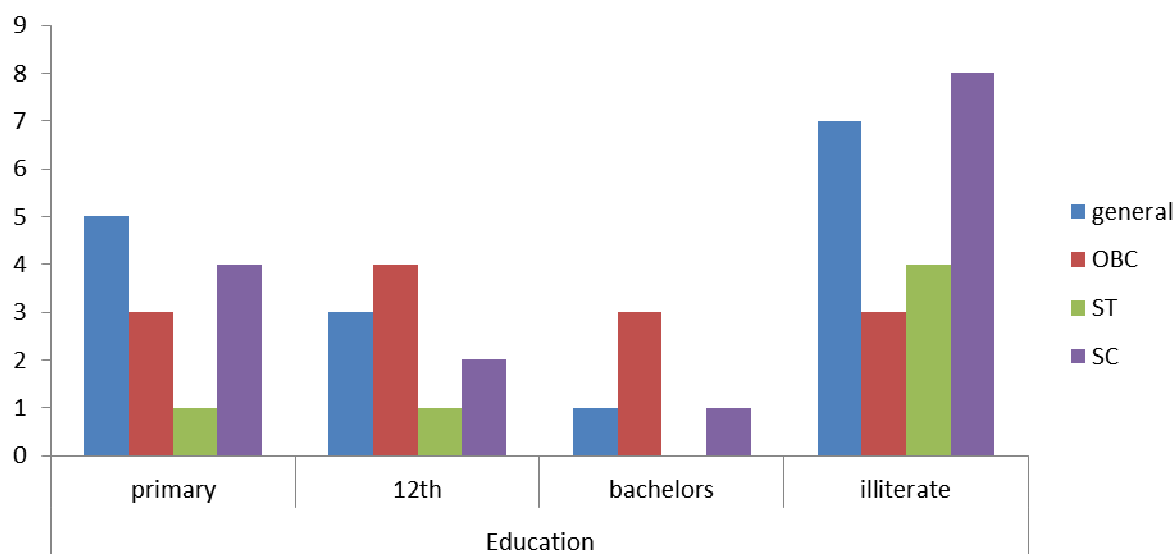
In the above table 4.17, 20 respondents from all social groups are having handicraft as their main source of income, 11 respondents said agriculture, 8 said trade and 11 said other, are their main income. It means that among the 50 respondents all the social groups have handicraft their main source of income.

#### Social groups and their education level

Education plays an important role in every sector of economy, because education is that tool in the hands of a man by which he can utilize his resources very efficiently than an illiterate person.

Table No. 1.14

Social group	Education				Total
	primary	12th	bachelors	illiterate	
general	5	3	1	7	16
OBC	3	4	3	3	13
ST	1	1	0	4	6
SC	4	2	1	8	15
Total	13	10	5	22	50



The above table shows that the social groups in the survey 44% from all social groups are illiterate which shows that education is not so much important in the handicraft, it needs skill but if a skill full person is also well educated then he can utilize and manage his unit very well. 26% from my sample are receiving primary education, 20% receiving secondary education and 10% are receiving bachelor's degree.

### **Conclusion**

The handicraft sector occupies an important position in the economy of jammu and Kashmir especially district Anantnag. Large inhabitants of district are directly or indirectly depend on the handicraft industry, because of its eco friendly and labour intensive in nature which generates much employment with low investment of capital. Due to absence of large industries handicraft industry which is cottage based industry remains the key economic activity in both rural and urban areas in the economy. Our handicraft is famous in international markets also. But the economic status of our producers is badly affected by the poor prices and exploitations by the market controllers. So government has to come forward and take immediate action for the uplift of handicraft producers if they expect more employment from this sector in district Anantnag.

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