

JOIN THE DOTS

Yojana Series



A Gist of Yojana Magazine (April 2019 issue)

Handicrafts Industry in India: Significance

Perfecting Craftsmanship

Youth Empowerment

Journey of Khadi

Our Shining Stars

Announces

GS Foundation 2020 @ Home



900+ Hrs of LIVE Study
Start Preparing Early.
Stay Ahead of the Rest!



Anudeep Durishetty
CSE-2017



Tina Dabi
CSE-2015



Gaurav Agrawal
CSE-2013

— Program Features —



**Recordings
of sessions
you miss**



**Regular tests +
weekend tests
(UPSC based)**



**Mentoring
by top IAS faculty
members**



**aspiration.ai:
An AI-based
learning platform**

**Audited results*

Enroll Today!

Contents

1.	Magic of Gifted Hands : Empowering Handicrafts Artisans	1
2.	Sustaining Artisans Economically	2
3.	Contributing to Economic Growth.....	3
4.	Crossing the Seven Seas	3
5.	Conclusion and Way Forward.....	4
6.	Perfecting Craftsmanship Through Skiling.....	5

Join the dots! Yojna Synopsis

April 2019

TOPIC: HANDICRAFTS AND TEXTILES OF INDIA

Magic of Gifted Hands : Empowering Handicrafts Artisans

Introduction: The artisans of India have always been recognized for their craftsmanship, sense of design and colour. The excavations of Mohenjo daro and Harrapa show that even during second millennium before Christ the excellence of Indian artisans was established and was recognized world over.

Handicraft is rightly described as craft of the people and in India it is not just an industry as the word is commonly understood but is aesthetic expression of the artisans which not only fulfills the daily need of the people but also satisfies their aesthetic desires.

Definition of Handicrafts: According to Supreme Court of India Handicrafts must be predominantly made by hand. It does not matter if machinery is also used in the process. It must be graced with visual appeal in the matter of orientation or inlay work or similar work lending it an element of artistic improvement. Such orientation must be of substantial nature and not a mere pretence.

Importance of Handicrafts Industry in India:

1. It plays significant and important role in the country's economy.
2. It provides employment to a vast segment of craftspersons in rural and semi urban areas and generates substantial foreign exchange for the country.
3. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over the length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity.
4. In non-agricultural or lean seasons, handicrafts become an alternative means of subsistence for this population and safeguards them from food insecurity.
5. Handicrafts helps in preserving India's cultural heritage.
6. Handicrafts add value to the tourist spots and attract tourists providing an income for local artisans and other petty vendors/service providers in the surroundings.

Implementing Agency

The **office of Development Commissioner (Handicrafts)** is the nodal agency in the Government of India for craft and artisan-based activities. The office supports the artisans and the sector through its six regional offices at Mumbai, Kolkata, Lucknow, Chennai, Guwahati, and New Delhi.

Employment condition of Handicrafts Industry

- The Handicrafts artisans are mostly working in an un-organized set-up which makes them prone to exploitation by middlemen.
- 56% of the artisans are female.
- The 7 million craftsperson's who are the backbone of Indian handicraft industry possessing inherent skills, technique and traditional craftsmanship quite sufficient for the primary platform. However, they need institutional support at their pplace of work.

Global Scenario:

1. India is one of the important supplier of handicrafts to the world market. There is a high demand for Indian utilitarian and traditional crafts in the domestic and international market. A total of 199 lines of products are now being produced and exported from India.
2. India's is the world's largest producer and exporter of handmade carpets since 2013-14. currently India share is 35 percent of total global exports.
3. Indian handmade carpets are renowned worldwide for their beautiful designs, variety, craftsmanship, eco-friendly dyes and quality services at competitive prices.

4. India is the only country that makes handmade carpets that start from 16 knots per square inch to 2500 knots per square inch and also uses more than 10 types of raw materials and makes carpets in all sizes, shapes and color.

Steps taken to improve the condition of Handicrafts Industry

- As recognition of India's contribution, India was made the Partner Country in the world's oldest and one of the best exhibitions "Ambiente" 2019, Germany.
- Every year, the handicraft awards namely Shilp Guru Award, National Award, National Merit Certificates and Design Innovation award are amongst the highest awards to give recognition for encouragement to outstanding craftsmen to maintain excellence in craftsmanship and keeping alive our old traditions.
- Domestic marketing platform is provided by organizing Gandhi Shilp Bazaar, Crafts Bazaar, etc. and organizing handicraft exhibitions in prominent shopping malls of the country.

Sustaining Artisans Economically

Handicrafts is one of those market segments that have led India to establish its distinct identity in the International market. Be it *Kutch embroidery of Gujarat* or *Zari-Zardozi and Chikankari of Uttar Pradesh*, *wooden toys of Karnataka* or *bamboo crafts of Assam*, *puppets of Rajasthan* or *Sikki, Tikuli and Madhubani arts of Bihar*; all these are not only the traditional arts of the respective provinces but also form an important source of alternative income for the artisans.

Various Crafts in India

1. Zari:

- Zari is an even thread traditionally made of fine gold or silver used in traditional Indian, Pakistani and Persian garments and curtains, etc.
- Surat is the home of zari industry in India. Other clusters producing zari are Bareilly, Varanasi, Agra, Hyderabad, Lucknow, Vadodara, Lathur, Jaipur, Barmer etc.

2. Carpet:

- Major centers of carpet production are Bhadohi, Varanasi, Mirzapur, Agra, Jaipur, Bikaner, Kashmir, and Panipat, Gwalior, West Bengal, Uttarakhand, Karnataka and Elluru in Andhra Pradesh.

3. Handloom:

- India is a major handloom producer in the world, accounting for 85 per cent of the total production globally.
- Major clusters in India are Bahraich, Bhuj, Karimnagar, Patan, Varanasi, Nawan, Shaher, Boudh, etc. Handloom industry is the second largest employment generator in India, next only to agriculture.

4. Textile Hand Embroidery:

- In textile hand embroidery, embellishment is made on fabric with threads and sometimes with other materials.
- There are many popular embroidery clusters such as chikankari and zardozi of Lucknow, katha of Bengal, pulkari of Punjab, kutchi embroidery of Gujarat and kashidakari of Kashmir.

5. Textile Hand Printing:

- Hand printed textiles is a craft in which cloth is dyed with hand or printed using shapes. Various types of hand printing practiced in India are block printing, batik, kalamkari (hand printing by pen) and bandhani (tie and die).

6. Cane and Bamboo:

- Assam and Tripura are recognized as prominent places for cane and bamboo products both nationally as well as internationally. Other major cane and bamboo handicraft centers are Manipur, Arunachal Pradesh in North Eastern region, West Bengal, Kerala and Odisha.

7. Filigree and Silverware:

- Filigree is an extremely ancient technique dating back to 4000 years ago. Filigree work is performed on silver and involves significant precision and technicality. Two major clusters of silver filigree in India are Karimnagar in Andhra Pradesh and Cuttack in Odisha.

8. Metal Ware:

- Different categories of handicrafts that come under metal ware are, **brass metal ware** of Moradabad, **metal bidri work** and **bell metal** in Madhya Pradesh, Odisha, and so on.
- **India is the largest brassware producer in the world.** Major clusters of brassware are Moradabad, Murshidabad, Madurai, Salem, Cuttack and Haryana.

Contributing to Economic Growth

Components of our Textile Industry:

The textile industry in India comprises three sectors —

- Powerlooms contribute 61.32 per cent
 - Mills contribute 3.34 per cent
 - Handlooms contribute 11.28 per cent
1. The textile sector has been one of the oldest industries in India currently estimated at around US\$ 150 billion and expected to reach US\$ 250 billion soon.
 2. It contributed **seven per cent of the industry output** (in value terms), **15 per cent in export earnings** and over **two per cent in GDP** (Gross Domestic Product) of India in 2017-18.
 3. This industry is now on the way to becoming the second largest manufacturer and exporter in the world, after China.
 4. Textiles and handicrafts have been a key source of employment. As per the latest available Annual Survey of Industries data, number of persons employed in the organized Textile and Wearing Apparel Sector is around 26,94,280 in 2016-17.
 5. Further, the handloom sector provides direct and indirect employment to 43 lakh weavers and allied workers.

The six biggest benefits of handlooms are:

- **Large premium design choices:** Handloom enables more varieties of design to be spun out. This enables a consumer to literally own apparel that is unique in the world and made only for him or her.
- **High ROI:** The return on investment (ROI) on handloom is handsome. The cost of material is usually 10-15 per cent; this gives a handsome ROI in only about two to three months. Very few asset investments give that kind of ROI.
- **Employment generator:** In a country like India where young people are looking for employment with high income, the handloom sector provides a golden opportunity to earn handsomely. It can enable reverse migration possibilities, from urban to rural, and reduce stress on urban infrastructure. It employs 10 million artisans already and can employ more.
- **GreenTech:** Handloom is well suited to rural India where there are power problems as it does not depend on electricity.
- **Ripe for tech disruption:** There are multiple tech disruption possibilities here. Remember, we are looking at disaggregated supply (2.3 million handlooms scattered across India) and disaggregated demand (rural, urban and international) .
- Handloom has the opportunity to create a cab aggregator type of business model which enables matching of this disaggregated demand and supply.
- **Women's empowerment:** This is an industry which employs 83 per cent women. There are not many industry or corporate or government institutions that have such an inclination towards employing women.

Crossing the Seven Seas

- During recent years, the importance of Handicrafts has surged due to its cultural and economic value. The small scale industries including handicrafts play a major role in the development of the economy of both developed and developing countries equally.
- Each state has its unique handicraft products which reflect the diverse nature of the Indian handicraft industry.
- Besides being an employment generator, the handicraft industry (in India it is cottage industry) is economically viable, because of low capital investment while the potential for export of the various handicrafts products is considerably high. Hence, it is an important foreign exchange earner for our country.

- The importance of Handicrafts sector cannot be underestimated in India as it is one of the largest generators and account for a significant share in the country's exports.
- E-commerce and Internet have emerged as prominent distribution channels to market and sell handicrafts products.

Some of the important hubs of the Indian handicrafts industry are:

- Moradabad (also known as the 'Peetalnagari'- city of brass, noted for its brass artifacts),
- Saharanpur (noted for its wooden artifacts), and Ferozabad (noted for its exclusive glass handicrafts), in Uttar Pradesh,
- Other important handicraft producing hubs are Jaipur (famous for its unique wooden and wrought iron furniture), in north western Rajasthan.
- Kutch (the coastal state of Gujarat) also needs a special mention because of its exotic embroidered handicrafts and
- Narsapur (Andhra Pradesh) famous for its lace handicrafts.

Role of India's Textile Industry:

- India is the **largest producer and the second largest exporter** of cotton in the world. India is also the **leading consumer** of cotton.
- Domestic textile and apparel industry contributes **2 per cent to India's GDP** and accounts for **14 per cent of industrial production**, 27 per cent of the country's foreign exchange inflows and 13 per cent of the country's export earnings.
- The textile and garments industry in India that employs 45 million people is **second only to the agriculture sector in terms of employment**.
- The textile sector in India is dominated by women workers, with 70 per cent of the workforce being women.
- At 50 per cent of world production, India is the **largest producer of raw jute** and jute goods in the world.
- India is also the second largest producer of silk in the world. Mulberry, Eri, Tussar, and Muga are the main types of silk produced in the country.
- According to a report, the Indian textile industry covers 61 per cent of the international textile market and over 20 per cent of the global market.

Conclusion and Way Forward

- The industry needs to focus on innovation and value addition for improving global competitiveness of Indian textiles and apparels. Innovation such as promoting waterless dyeing by adopting new technology is also needed
- However, the sector also needs to improve supply chains and internal systems, focus on research and development, cost optimization and scaling-up to achieve greater competitiveness and command a higher share in the production and export of top items traded in global markets.

Case Study : Textile Sector in Northern States

- There is increase in share of Industrial activity in all 8 states in the regions, with Meghalaya, Tripura, and Arunachal Pradesh recording the highest growth. Most development indices also show positive performance in the region when compared to other states in India.
- North-east India occupies a unique and important place in the indigenous textile sector of India.
- There are 23,77 lakhs handloom in the country of which 16,47 lakhs handloom in north-east region as per the handloom census of 2009-10.
- Each tribes has a unique culture and their handicrafts are great as souvenirs for those visiting north-eastern India.

A common factor that binds all the North-east states are:

A. Weaving:

- There are only a few exceptions, such as the Nokteys of Tirap in Arunachal Pradesh and the Khasis of Meghalaya who do not weave.
- Meghalaya is known for establishing tradition of high quality weaving. Arunachal Pradesh weaves are famous for their beautiful color combinations. Exceptional are the Sherdukpen shawls, Apatani Jackets and scarves,

Mishmi shawls.

- Naga shawls, also known as the angami naga, are famous for their bright colours and bold embroidery of animal motifs.
- The striking feature of Tripura handlooms is the vertical and horizontal stripes with scattered embroidery in different colors.

Silk:

- Assam is the 3rd largest producer of silk in the country and leading among the north-east states.
- Manipur produces almost 100 per cent of the country's Muga tussar silk and is the highest producer of Mulberry silk among the North east states.
- Tripura focuses on production of only Mulberry silk with end to end solution.

C. Bamboo and Cane Craft:

- Mizos great pride in their cane and bamboo work.
- Over 16 tribes live in the state of Nagaland. Most are adept at wood, metal and bamboo handicrafts.
- An Assamese life revolves around cane and bamboo goods.
- The Jappi, a traditional sun shade, still remains the most significant bamboo article. The jappi shade was used to welcome the great Chinese traveler Hiuen Tsang who visited Assam around 642 AD.

D. Carpets:

- The most ancient form of carpet weaving in Sikkim. The traditional pattern of weaving is done by the 'Bhutia' community.
- Arunachal too is well known for carpets.

E. Wooden and Metal product:

- Sikkim excels in wood carving. One can see the special wood carving with papier-mache in the mask dances of Sikkim. Pemayangtse Monastery is a fine illustration of carved wooden sculptures and wood carvings.
- Some of the finest woodcarvers in India come from the Wancho, Konyak and Phom tribes in Nagaland.

Perfecting Craftsmanship Through Skilling

- The elevating employment opportunities in the textile and handicrafts sector and its allied industries will make these sector(Handicrafts) more prosperous.
- Preservation of Indian weavers and craftsmen is the need of the hour, because the world is taking notice of our immediately unique heritage, and the time is ripe for artisans and craftsmen to reap the rewards.

Initiatives for Upgradation of Handicraft Industries

- To spearhead and address the immediate need of the textile industry, successful efforts were made in developing 72 Qualification Packs (QPs), out of which 71 have been cleared by **National Skill Qualification Committee (NSQC)**.
- Indian textile industry has strengths across the entire value chain from natural to man-made fiber to apparel to home furnishings.
- The elevating employment opportunities in the textile and handicrafts sectors and its allied industries will make these sectors more prosperous.

Conclusion:

- With the advent of Industry 4.0 – where digitization, the World Wide Web, mass customization and pace are shaping the processes, these industries are also positioned to spur and speed up.
- With increasing emphasis on quality, the demand for skilled labor has increased.
- The development of these segments in India is socially significant in terms of creating more employment opportunities, women empowerment and eradication of poverty and destitution.
- It is also a harbinger of growth in terms of enhancing national income, exports, and entrepreneurship, given that some segments in the textile chain are capital-light and have less gestation period for commissioning the project.

Khadi's Journey: From Gandhi's Khaddar to Fashion Symbol

- The growth of Khadis in the recent past is indication that the nation has emerged as a tool of economic transformation en route fashion.
- Khadi, as Gandhiji believed, is not only the tool of self-reliance or symbol of nationalism, rather it can also play a vital role in economic growth of the nation.
- Over 30 thousand charkhas were distributed between 2015 to February, 2018 thereby creating over 14 lakh jobs.

Steps to promote Khadi in India:

- Celebration of Environmental Day and Yoga Day,
- Installation of the world's largest wooden charkha at Delhi's IGI Airport
- Installation of monumental steel Charkhas at Sabarmati Riverfront, Ahmedabad, Motihari in East Champaran Bihar and Connaught Place New Delhi,
- Khadi showings in South Africa
- Honeybee box distribution among women workers and farmers,
- Charkha enablement across Punjab
- Resuscitation of the worn-down Gandhi Ashram of Sewapuri near Varanasi
- Khadi-draped train that carried people from Pentrich to Pietermaritzburg in South Africa in June 2018.
- **A Memorandum of Understanding (MoU)** was also signed with the **National Institute of Fashion Technology (NIFT)** for better design *development and training at different Khadi institution.*
- Another innovation in the form of '**Khadi Mitra**' is on the cards, where the housewives could sell Khadi with a very nominal investment initially.
- In a bid to increase cotton supply to Khadi institutions, **six cotton silver plants** have been upgraded.
- Recognising the importance of enhancing the wages of Khadi artisans to a moderate level and in order to ensure that khadi profession provides sustainable life remuneration per hank have been increased from the existing Rs. 5.50 to Rs. 7.
- As many as 143 defunct Khadi units have been revived and steps are afoot to start product at 124 more units.
- PSUs have been approached for deploying their CSR funds towards empowerment initiatives of Khadi artisans and the Khadi institutions. REC (Rural Electrification Corporation) was roped in to revive the legacy of the Sewapur Ashram.

