

THE GROWTH OF HANDICRAFTS IN INDIA AND ITS ROLE IN TOURISM

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Abstract

Handicraft and its role in tourism and development are part of the strong cultural heritage of all countries. This cultural component will lead to economic growth. Many countries consider Handicrafts as a major centre of tourism development and establish tourism facilities near major handicraft manufacturing centres. Some people try to show their originality and identity by presenting new products made by combining their national identities with their crafts. The Indian Handicrafts are known the world over for their rich variety, grace, and elegance and skilled. Excavations conducted in different parts of India prove that India in various periods had unmemorable Handicrafts. Varieties of Handicrafts are produced over time in all parts of the country including tribal areas. Thus Handicrafts of any given time and space reflect and preserve in them the results of centuries of patient experiments of man under varying circumstances. Like art craft treasures also reflect the taste of human society through the individual and give collective mind of the community. Crafts not only satisfy economic wants but also the aesthetic yearning of man. This article is aimed at exploring the role of handicrafts in India and its growth in Tourism Industry.

Keywords

Handicrafts, artistic, tradition, tourism, culture, economy

1. Introduction

Handicrafts are mostly defined as “Items made by hand, often with the use of simple tools, and are generally artistic and/or traditional in nature. They are also objects of utility and objects of decoration.” The role of handicraft industry is very important in Indian economy because economy of any country directly related to the foreign currency of different country. Innovative giftware products which promote the consumer to purchase this product. Handicraft is very important sector to earn foreign currency for our country. It plays important role in employment generation because it has 3% growth rate within last five year. This is one of the sectors which required very less amount of money to start the business like raw material, small instrument etc. Handicrafts is an important sector in our economy and society, various aspects of Handicrafts, such as, sociological, economic, technical, cultural, artistic and aesthetic aspects.

2.Literature Review:

Jena,P.K.(2010)in his paper titled “Indian Handicrafts in Globalization times:A analysis of global-local dynamics has explained that through the concept of globalisation has open new marketers for Indian craftsmen. Ghouse,S.M(2012) in his research “Indian Handicraft Industry: Problems and Strategies”has recommended the government in more promotional activities.Dash,M(2015) in her paper titled “The role of family influence in buying handicrafts products” this paper has explained where and who are the buyers of handicrafts.

3. Methodology:

The research method used in organizing the present study is historical method which highlighting the handicrafts of India its role and growth. Authentic and descriptive methodology is used in the research.

4. Profile of India:

India is one of the oldest civilizations in the world with a variety of cultural heritage. It covers an area of 32, 87,263 sq. km (1,269,346 sq mi), extending from the snow-covered Himalayan heights to the tropical rain forests of the south. As the 7th largest country in the world, India stands apart from the rest of Asia, marked off as it is by mountains and the sea, which give the country a distinct geographical entity. Bounded by the Great Himalayas in the north, it stretches southwards and at the Tropic of Cancer, tapers off into the Indian Ocean between the Bay of Bengal on the east and the Arabian Sea on the west.

Lying entirely in the northern hemisphere, the mainland extends between latitudes 8° 4' and 37° 6' north, longitudes 68° 7' and 97° 25' east and measures about 3,214 km from north to south between the extreme latitudes and about 2,933 km from east to west between the extreme longitudes. It has a land frontier of about 15,200 km. The total length of the coastline of the mainland, Lakshadweep Islands and Andaman & Nicobar Islands is 7,516.6 km.

The Indian Handicraft industries play an important role in world in Handicraft field. This is one of the oldest cultures of India which represent different traditional art, of the different part of India. Handicrafts, as cultural souvenirs, also play an important role in tourism. The handicraft products have very large market in the world due to its growing potential in the world. Many countries entered and some other country wants to enter in this field because this is unexplored field for business organization and some of the country like China, Korea and Thailand etc. are major players in Handicraft industry. Due to its uniqueness and quality the number of customers are increased in present era. The demand of these products is increases in many countries like Germany, France, Italy and Switzerland etc. The substantial supply of giftware products of handicraft has transformed these country giftware market of handicraft in to a fiercely price in competitive market place.

Handicraft is very important sector to earn foreign currency for our country. Indian Handicrafts reached the almost height of perfection and glory during the Mughal period. But, with arrival of British, the growth of the factory system of mass production was the direct, immediate and most important cause for the decline of Indian Handicrafts. Post-independence role and importance of Handicrafts in the economic, social and political scene were strongly felt and the industry started to revive again. In India, a particular craft have clusters of handicraft artisan who are specialized in production and skills are passed from one generation to another.

5 Roles of Handicrafts in Tourism Industry:

The term 'Handicraft' essentially entails processing raw materials manually, or with the help of basic tools to create useful or decorative products from clay, rock, paper, stone, etc. which are crafted by skilled artisans. Here is a list of different types of Indian Handicrafts. Metal work of India like enamelled, engraved and filigree cut work on silver and brassware is a glory of India. Different categories of Handicrafts that come under art metal ware are brass metal ware of Moradabad, metal bidri work and dhokra of Andhra Pradesh, bell metal in Madhya Pradesh, etc. Woodcraft of India is famous since centuries and thought to be one of the most primitive arts. Across India, different type of wood art is being practiced. Major producers are Kerala, Jammu & Kashmir, Uttar Pradesh and Assam. The most common varieties of wood used for craft are teak, sal, oak, ebony, mango, sheesham, etc. Saharanpur in Uttar Pradesh is famous for its wood works and also referred as "wood city of India. India Textiles known for its distinguish art, printed and dyed cotton cloth. For centuries its creative processes flourished as the fabric received royal patronage.

Different types of hand printed textiles include kalamkari, tie and dye, block printing, etc. Major centres for tie and dye are located in Gujarat (Jamnagar, Ahmedabad, etc) and Rajasthan (Jaipur, Jodhpur, etc). In embroidery fabric and other goods are decorated using needle and yarn. Indian embroidered goods have its distinct and rich style. It include Kashmiri work, Zardozi, kasuti, chikankari, Parsi work, phulkari work, etc are some of the designs being practiced in India. Key centres are Amritsar, Jaipur, Lucknow, Kashmir, Bikaner, etc. Indian unique stone work is appreciated all around world and can be seen in various historical

buildings in India. Different types of stones like, marble, soapstone, sand stone are used by craftsmen in India. Few famous cities are Agra, Jodhpur, Chennai, etc. It is a unique craft that evolved during the Mughal period and today being practiced by a large number of artisans in India. A large variety of utilitarian items such vases, houseboat models, as boxes, Samovar, etc. in all shapes and having bright colours. Terracotta is beautiful reddish coloured glazed pottery with different designs. The art of moulding terracotta objects was prevalent during the time of Indus Valley civilization. Variety of objects like lamps, drums, flower vases and musical instruments are prepared from clay. Different states have their unique Terracotta styles. Even clay colour varies from place to place. Major states are Gujarat, West Bengal, Delhi, Rajasthan and Tamil Nadu. India artistic the simple motifs are brought from local and developed into artistic patterns. Beside metal, lac is also extensively used for making attractive ornaments. Major centres are in Jaipur, Delhi, Gujarat, Moradabad, Sambhal etc. Leather is processed via various shaping techniques and colouring techniques to manufacture artistic leather goods. Leather craft is mostly practiced in Kolhapur, Kanpur, Indore, Barmer, etc. Tourists are much attracted towards such Handicrafts. Thus it plays a very crucial role in tourism industry.

6. The Growth of Handicraft Industry:

The government is actively working towards developing the sector to maximise its potential. Artisans face challenges such as inaccessibility of funds, low penetration of technology, absence of market intelligence and poor institutional framework for growth. In addition, the sector is plagued by implicit contradiction of handmade products, which are typically at odds with scale of production. To overcome these challenges, the government has launched several initiatives and schemes.

The Ambedkar Hastshilp Vikas Yojana collaborates with Dastkar Shashktikaran Yojana to support artisans with their infrastructure, technology and human resource development needs. Mega Cluster Scheme includes employment generation and improvement in the standard of living of artisans. This programme follows a cluster-based approach in scaling infrastructure and production chains at handicraft centres, specifically in remote regions. Under this scheme, clusters are identified by the Handicrafts Mega Cluster Mission (HMCM) via central and state agencies for up skilling and development. Marketing Support and Services Scheme provides interventions for domestic marketing events to artisans in the form of financial assistance that aids them in organising and participating in trade fairs and exhibitions across the country and abroad. Another component of this scheme is increasing publicity and promoting brands in print and electronic media to improve visibility.

Research and Development Scheme was introduced to generate feedback on economic, social, aesthetic and promotional aspects of crafts and artisans in the sector, with the objective of supporting implementation of aforementioned schemes. Indian Handicrafts & Gifts Fair which today had become a show window of Indian Handicrafts among all the leading overseas buyers' needs no introduction the show is being organized since 1994.

Export Promotion Council for Handicrafts (EPCH) was established under Companies Act in the year 1986-87 and is a non-profit organisation, with an object to promote, support, protect, maintain and increase the export of Handicrafts. It is an apex body of Handicrafts exporters for promotion of exports of Handicrafts from country and projecting India's image abroad as a reliable supplier of high quality of Handicrafts goods & services and ensured various measures keeping in view of observance of international standards and specification. EPCH activities providing commercially useful information and assistance to members in developing and increasing exports.

In the 1950s and 60s, the Khadi and Village Industries Commission (KVIC), Central Cottage Industries Emporium, Handlooms and Handicrafts Export Corporation, Regional State Handicraft and Handloom Development Corporations, All India Handicrafts Board, the Weavers' Service Centres and Design Centres, and the Weavers' Cooperative Apex Societies, were set up in every state to protect and promote Indian craft producers. Today, there are 1,5431 sales outlets, out of which 7,050 are owned by the KVIC. These are spread all over India. The products are also sold internationally through exhibitions arranged by the Commission.

The Handicrafts and Handlooms Export Corporation of India (HHEC) is a subsidiary of the State Trading Corporation of India, and came into existence in 1962. The Corporation's policy in the field of direct exports was designed to develop new markets and expand traditional ones and to introduce new products suitable to the consumers' demands abroad. The Central Cottage

Industries Corporation Private Limited, a registered society, runs the Central Cottage Industries Emporium (CCIE), New Delhi, the premier retail sales organisation in Indian Handicrafts. The CCIE has branches in Mumbai, Kolkata, Chennai and Jaipur. Present Handicraft market is quite competitive; a cut-throat competition is faced by the artisans engaged in trade. The process of globalization has created opportunities for the developing world to compete with the developed and make a dent in selected domains (for Example, globalization helps in earning foreign exchange through exports in the handicraft sector, while on other hand it has dropped demand of few traditional goods due to increase in choices by global products.

Today, Handicrafts exports are showing positive growth one should not forget that the challenges artisans are facing. These challenges will slowly take the industry towards mode from where we have to start again. Although government is taking several measures to make the thing well, but there is a need to do more & provide the strategic direction and action plans to evolve systems, so that the craft persons and their industry can grow & survive this competitive era of globalization.

7. Findings:

The present study clearly explains the growth of Handicrafts in the development of tourism in India. This study helps to know what are the Handicrafts are produced in India in each part of the district. This study is being conducted to evaluate the tourism and its growth with reference to handicrafts and the potential impact on it. Handicrafts are the main tool for developing the country's economy. Many industries are found here at the village level and people get their livelihood through these industries. The numerous Handicrafts produced by these industries attract a large number of tourists. Promoting urban businesses is a characteristic of tourism. This trade has had a significant impact on the Indian economy and as a result many factors such as high foreign exchange, inflows, jobs, conservation of natural resources, and rural development have contributed to such cosmic growth. And some key features have increased the number of tourists. The following diagrams display Exports of Handicrafts and Indian Handicrafts & Gifts Fair Participation Trend.

**Diagram- 1
Exports of Handicrafts**

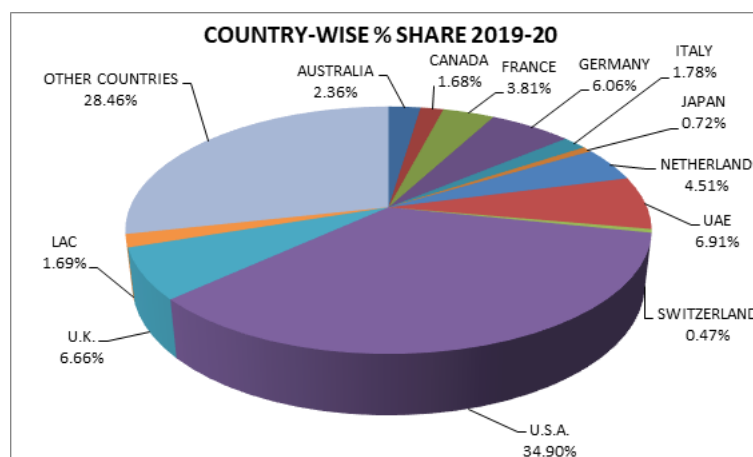
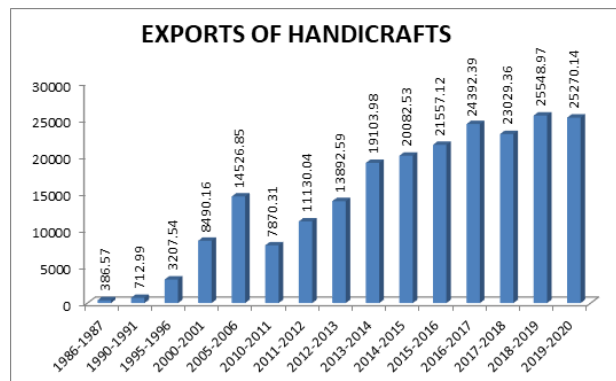
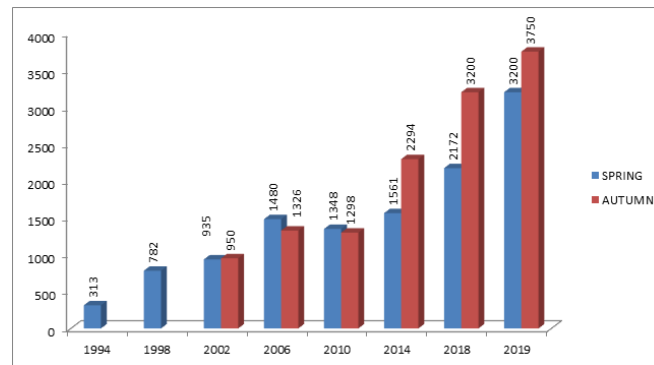


Diagram- 3
Indian Handicrafts & Gifts Fair Participation Trend



8. Conclusion:

Tourists love fresh air and atmosphere. Hence Handicrafts sector also plays an important role in the development of tourism. Handicrafts are on display at every tourist site. They attract a lot of tourists. Tourists go shopping for Handicrafts. It will help in the development of tourism as the Handicrafts industry grows. As the growth of tourism and the growth of Handicrafts increase they can earn cash income to increase. India will be a wonderful country where everything will be available to all the people as the personal income will rise and the living standards of the rural workers will rise. Thus it out as the best country in the world in terms of Handicrafts.

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