

“A STUDY ON KASHMIR HANDICRAFTS”

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ABSTRACT:

Kashmiri handicrafts are unique in its richness and beauty. In spite of the increasing influence of modernity and mechanization, the artistry and skill of hand-made artifacts of Jammu and Kashmir (J&K) continue to receive world-wide acclaim. The traditional woolen shawls, papier-mâché goods, wood-carvings and carpets have all survived the onslaughts of many centuries of socio-economic evolution only because the craft objects of Kashmir are ingrained in the socio-economic ethos of the people. The crafts and cultural traditions of J&K are deeply rooted. Here, the crafts reflect in equal measure its history, landscape and way of life. Therefore this paper is an attempt to find out the problems, employment generation, and tourism development in Kashmir. This paper is divided into three parts. Part one represents introduction, research methodology and objectives of the study. Part two review the problems, and tourism development with the help of handicrafts in Kashmir. The analysis in this paper is qualitative as well as quantitative. This study is based on information obtained from primary sources which includes one hundred customers of Kashmir. Final and third part includes findings and conclusion of the study.

KEY WORDS:handicrafts,industry,development,tourism.

INTRODUCTION

The kaleidoscope of Kashmiri handicrafts is unique in its richness and beauty. In spite of the increasing influence of modernity and mechanization, the artistry and skill of hand-made artifacts of Jammu and Kashmir (J&K) continue to receive world-wide acclaim. The traditional woolen shawls, papier-mâché goods, wood-carvings and carpets have all survived the onslaughts of many centuries of socio-economic evolution only because the craft objects of Kashmir are ingrained in the socio-economic ethos of the people

The crafts and cultural traditions of J&K are deeply rooted. Here, the crafts reflect in equal measure its history, landscape and way of life. A beautiful amalgam of three cultures of the valiant earthiness of Jammu, the Kashmir Valley and the ethereal, but no more mysterious, isolation of Ladakh has a direct effect on the crafts of these regions. The skill of the Kashmiri craftsman, along with their capacity for intricate workmanship is

one of the most important yet most invisible resources. It is to be perceived with concern and with a precise understanding of its values. Once lost nothing can replace it. Handicrafts have a special socio-economic significance in J&K. Keeping in view the vast potential in handicrafts for economic activities like generation of employment and revenue, the State Government has launched various measures to encourage the growth of the handicrafts industry. Against an allocation of a mere Rs. 19.50 crore in 1974-75, the budgetary allocation for this sector has been increased to Rs. 24 crore during 1998-99. Production of handicrafts crossed the Rs. 400 crore mark during 1998-99. There has also been a notable growth in the State's exports in recent years. The Department of Handicrafts has taken several steps to facilitate the carpet manufacturers in procuring the raw material at cheaper rates. It has also launched a comprehensive scheme to register the artisans craft-wise. This will enable the Department to recommend eligible artisans to banks and other financial institutions for financial assistance. The State governments have introduced two insurance schemes for the benefit of artisans. Schemes like Health & Group Insurance provide the facility of treatment and replacement of any defective organ of the artisan and Rs. 10,000 in case of death to the next of kin. The premium for both the schemes is shared by the central and State governments while the artisans have to pay only Rs. 40 and Rs. 120 respectively per annum for the two schemes. Artisans have been brought within an ambit of Cooperative Movement and as many as 873 craft cooperatives engaging over nine thousand craftsperson have been launched throughout the State. The cooperatives are being given regular assistance. Craft-ware worth over Rs. 90 lakh were produced at these cooperative societies during the cooperative year of 1997-98.

MARKETING AND EXPORT

The department enables artisans find markets for selling their products. Organising craft bazaars in almost all commercially viable cities in India, has been one of the main features of the Department. Launched in 1991, the scheme has so far benefited hundreds of artisans and small-scale unit holders in terms of sales worth lakhs of rupees. Each craft bazaar accommodates 25 participants for 15 days in accordance with the norms of selection of stall holders. Such craft bazaars were organised in Bangalore, Hyderabad, Udaipur and many other places. Expos are yet another important feature of the Department for finding out markets. These are organised on bigger scales for longer durations. The expos held in Mumbai and Delhi yielded sales worth over Rs. 8 crore. The Department also organises trade fairs as an annual feature at Pragati Maidan in New Delhi. In this international fair, the producers and entrepreneurs are provided opportunities to exhibit their articles to create better awareness for their crafts among the visitors. During the 15 days of Trade Fair '98, the sales turnover was to the tune of Rs. 30 lakh.

TRAINING

With its vast potential for employment, the handicraft industry has always been a priority sector for the J&K government which has undertaken large-scale training programmes for the youth in different crafts using their inherent skills in learning and creating while conserving the past. Since 1974-75, over one lakh young artisans have been trained in various craft skills such as papier mashe, wood carving, chain stitch staple embroidery and other art and craft forms of the region. Of these, 40,000 were trained in carpet weaving only. Craft Training Centres have been set up in far-off areas like Gurez, Tulel and Chycholi, Shama, Yougma and Chitken in Ladakh and in the backward areas of Rajouri and Poonch. To rejuvenate the traditional crafts like Kani shawl weaving, making copperware, silverware and Khatum Band (Wood Mosaic Joinery), the Department has opened training centres specifically for these

crafts. At these centres, the training is given for one to two years. Besides popularising the crafts outside Kashmir Valley, some important Kashmiri handicrafts have also been introduced in training centres in places like Doda. These measures will not only help J&K to continue to hold its significant place in the realm of crafts for long but also spur the growth of its exports in the world market.

OBJECTIVE OF THE STUDY

To analyze the multi dimensions of handicrafts industry in Kashmir

To identify the major problems faced by Handicraft Industries in J&K.

To find out how much people of Kashmir get livelihood from Handicraft Industries.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is detailed blue print used to guide a research study towards its objectives. It helps to collect, measure and analysis of data.

TYPE OF RESEARCH

The study undertaken is of “Descriptive Research” in nature.

TYPE OF ANALYSIS:

The type of analysis carried out during the study is “Statistical Analysis i,e Excel”

PRIMARY SOURCE:

The primary source of collecting for research is:
Questionnaire filled by the customers of handicrafts of Kashmir.

RESEARCH TECHNIQUE:

In this study “Sample Survey Method” is used as a research technique. This method helps to obtain right information from respondents.

CONTACT METHOD:

In this study “personal Interview” is taken as a tool for contact method. In which the personal interview is conducted with the customers of Kashmir.

SAMPLE SIZE:

The sample size covered during the research is of 100.

SAMPLE PROCEDURE:

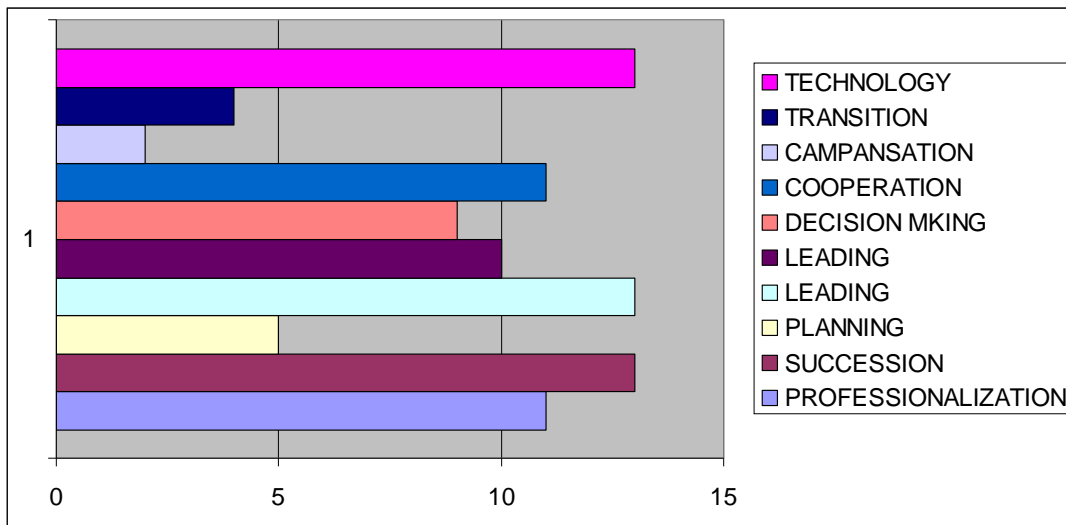
The sampling procedure followed is Convince Sampling

RESEARCH INSTRUMENT

In this study the research instrument is Questionnaire it consists of set of questions presented to respondent. The questionnaire is structured and combinations of various close and open ended questions.

DATA ANALYSIS

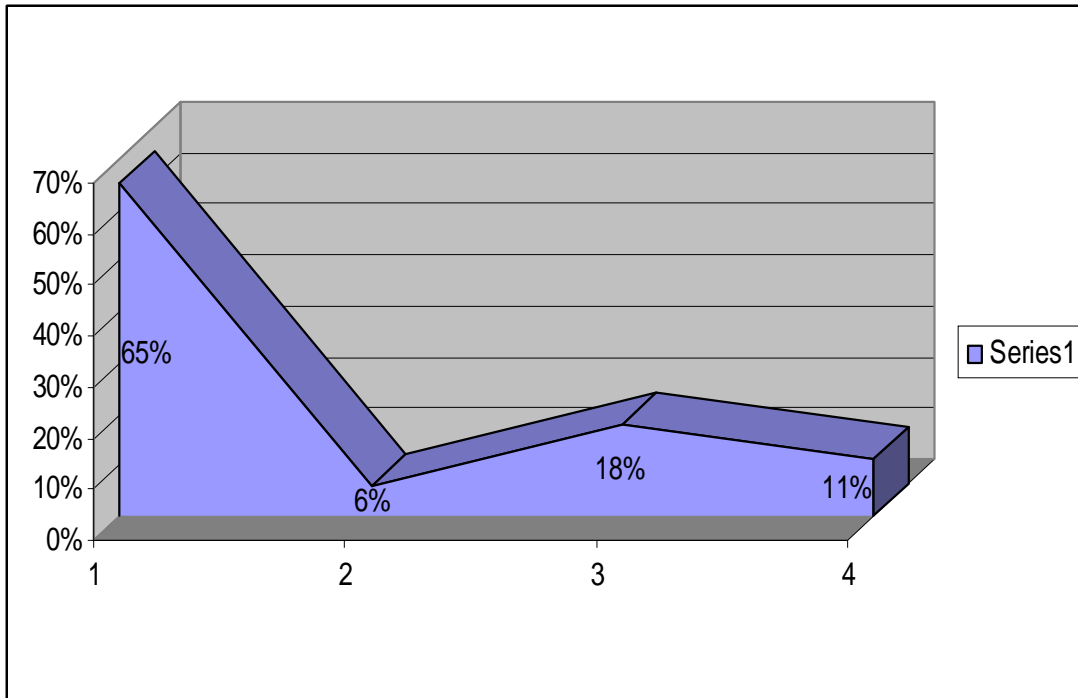
Major problems faced by handicrafts industry in j&k



Major problems faced by apple industry are mentioned here are technology, transition, campansation, cooperation, decision making, leading, planning, succession, professionalization

handicraft industry provides employment to a large number of people of kashmir

S.No	Response	Percent
1	Yes	65%
2	No	06%
3	Some extend	18%
4	Can't say	11%
	Total	100%

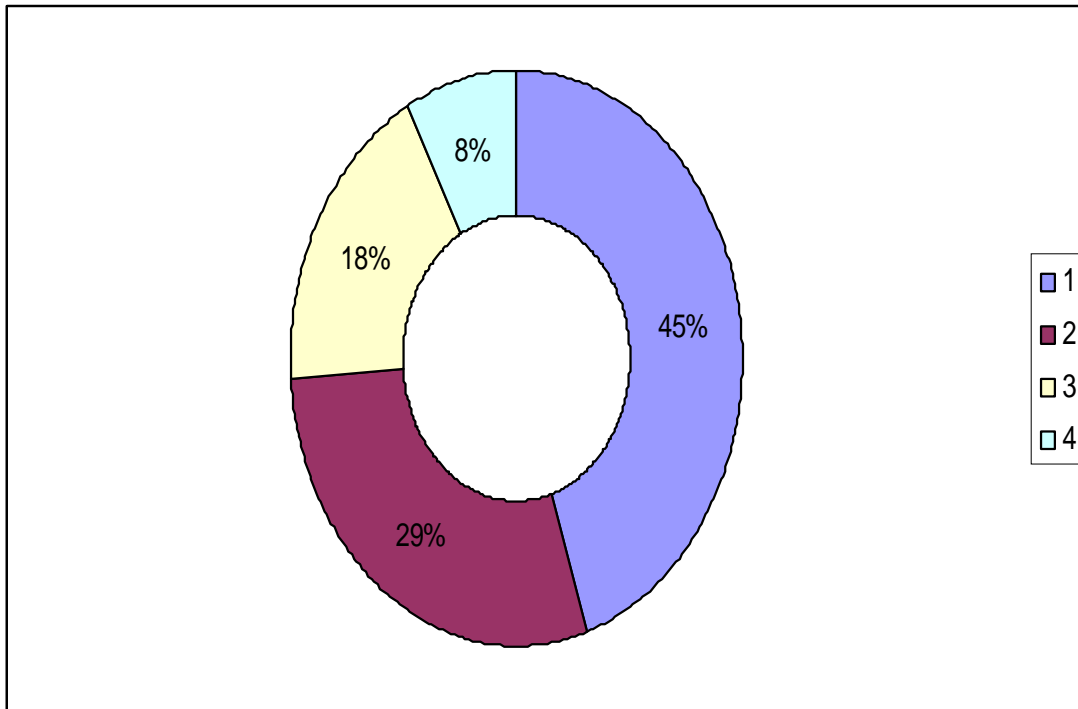


Interpretation:-

65% respondents say yes that handicraft industry provides livelihood to large number of people of Kashmir. 18% respondents feedback is to some extent handicraft provides livelihood to people of Kashmir. And 11% respondents' feedback is that they can't say anything about this, Only 06% respondents say no, that it doesn't provide this type of assistance to the people of Kashmir.

Are there any financial policies available for common people to setup handicraft units?

S.No	Response	Percent
1	Yes	45%
2	No	29%
3	Can't say	18%
4	Don't know	08%
	Total	100%

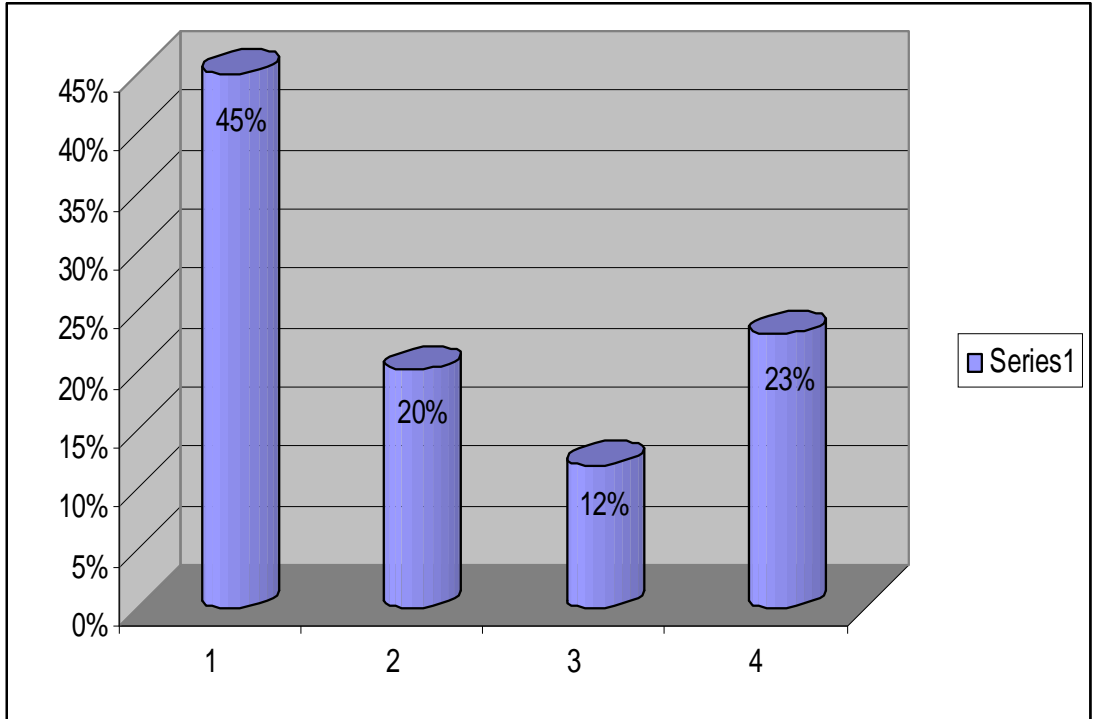


Interpretation:-

45% respondents say yes that there are financial policies available to setup handcraft units, 29% respondents say no, there is not any type of financial assistance available to setup handcraft units. 18% respondents feedback is that they can't say anything about this, Only 08% respondents don't have knowledge regarding this.

Handicraft also upgrade the export trade of Kashmir

S.No	Response	Percent
1	Definitely	45%
2	Probably	20%
3	Can't say	12%
4	Some extend	23%
	Total	100%

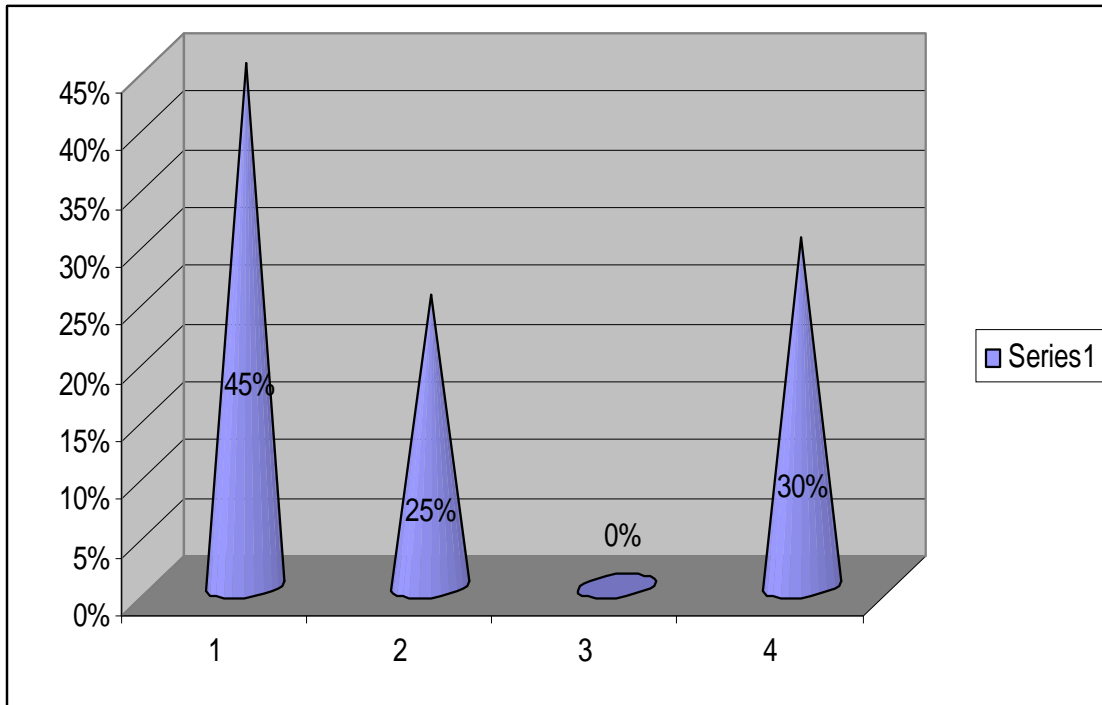


Interpretation:-

45% respondents says definitely handicraft upgrade the export trade of Kashmir, 20% respondents says handicraft probably upgrades the export trade of Kashmir And 23% respondents feedback is, to some extend handicraft upgrades the export trade of Kashmir. 12% respondents feedback is they can't say anything regarding this.

Handicraft make Kashmir famous allover the world

S.No	Response	Percent
1	Agree	45%
2	Disagree	25%
3	Neutral	00%
4	Can't say	30%
	Total	100%

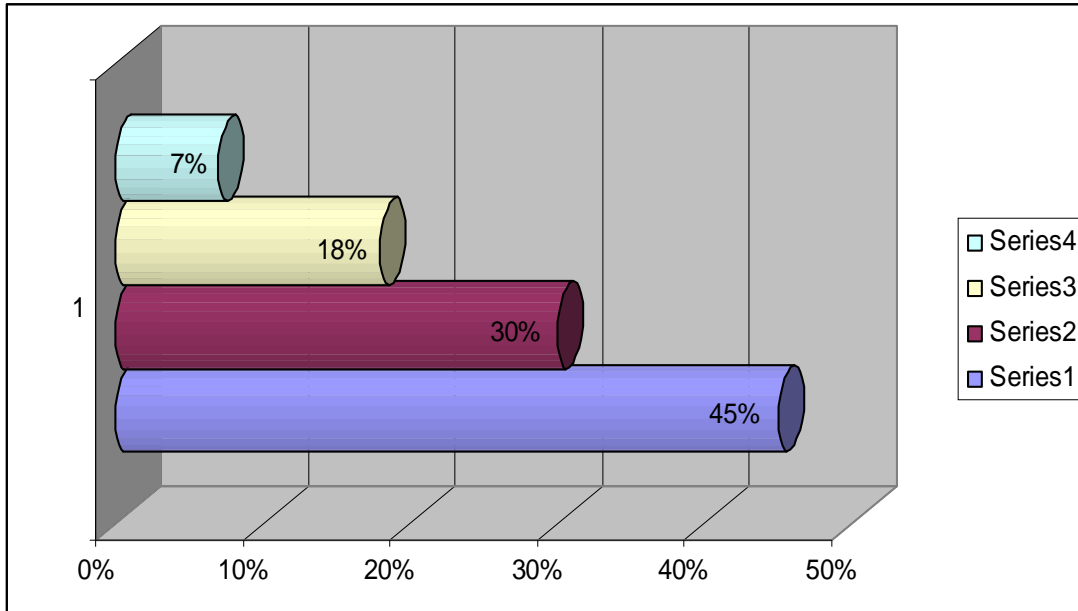


Interpretation:-

45% respondents agreed that handicraft makes the Kashmir famous all over the world. 25% respondents doesn't agree that handicraft makes the Kashmir famous all over the world and 30% respondents feed back is that they can't say anything regarding this.

Do you think that the handicraft products are mainly made for the tourists and develop tourism in Kashmir.

S.No	Response	Percent
1	Definitely	45%
2	Probably	30%
3	Can't say	18%
4	Not at all	07%
	Total	100%

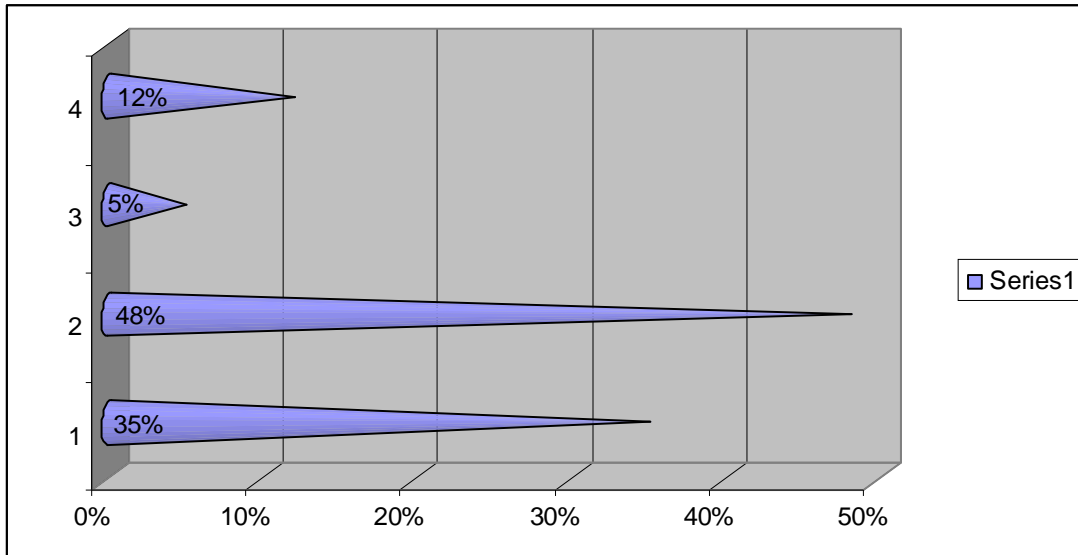


Interpretation:-

45% respondents feedback is definitely handicrafts are mainly made for the tourists.
 30% respondents feedback is probably handicrafts are mainly made for the tourists.
 And 18% respondents feedback is that they can't say anything about this.
 Only 07% respondents doesn't agree that handicrafts are mainly made for the tourists.

Handicraft units improve the living standard of common people of Kashmir

S.No	Response	Percent
1	Agree	35%
2	Disagree	48%
3	Some extend	05%
4	Not at all	12%
	Total	100%



Interpretation:-

35% respondents agree that the handicraft units improve the living standard of common people of Kashmir.

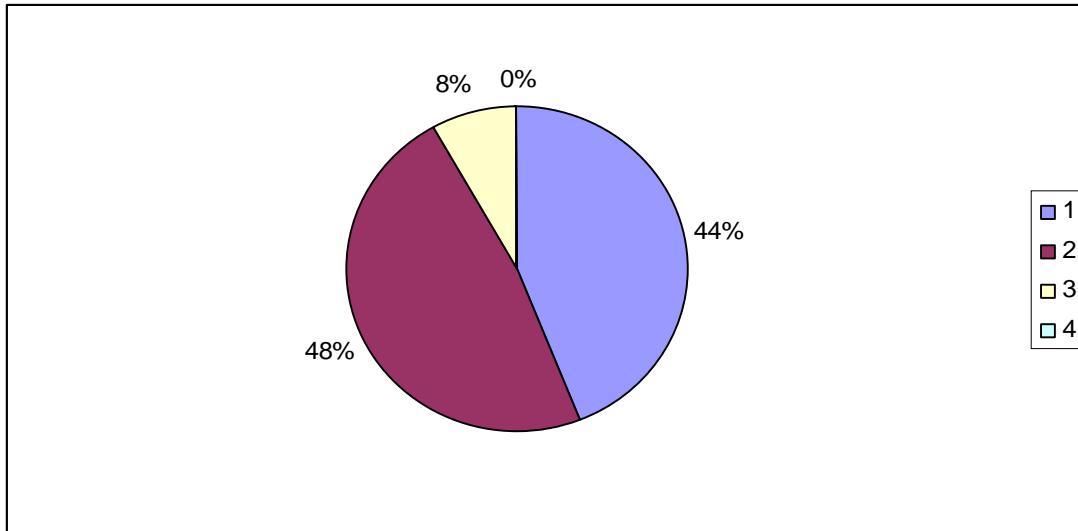
48% respondents disagree that the handicraft units does not improve the living standard of common people of Kashmir

And 05% respondents' feedback is, to some extend handicraft units improve the living standard of common people.

12% respondents highly disagreed with this.

After knowing all the benefits of Kashmir handicrafts would you like to setup your own unit or center

S.No	Response	Percent
1	Yes	44%
2	No	48%
3	Can't say	08%
4	Not at all	00%
	Total	100%



Interpretation:-

60% respondents say yes that they will setup their own unit of Kashmiri handicrafts
 And 48% respondents' feedback is, that they will not setup their own units of Kashmiri handicrafts.
 Only 08% respondents' feedback is that they can't say anything regarding this.

RESULTS AND DISCUSSIONS

MAJOR PROBLEMS FACED BY APPLE INDUSTRY ARE:

Technolog, Transition, campansation, cooperation, decisionmaking, leading, planning, succession, professionalization.

EMPLOMENT GENERATION

65% respondents say yes that handicraft industry provides livelihood to large number of people of Kashmir.

45% respondents say yes that there are financial policies available to setup handicraft units

EXPORT TRADE DEVELOPMENT

45% respondents says definitely handicraft upgrade the export trade of Kashmir. 20% respondents says handicraft probably upgrades the export trade of Kashmir

GAINING OF KASHMIR POPULARITY

45% respondents agreed that handicraft makes the Kashmir famous all over the world.

TOURISM DEVELOPMENT

45% respondents feedback is definitely handicrafts are mainly made for the tourists.

30% respondents feedback is probably handicrafts are mainly made for the tourists.

IMPROVING LIVING STANDARD

35% respondents agree that the handicraft units improve the living standard of common people of Kashmir

INTERESTING FOR ESTABLISHING OWN UNITS

60% respondents say yes that they will setup their own unit of Kashmiri handicrafts.

SUGGESTIONS AND RECOMMENDATIONS

The Handicraft industries of J&K should put more interest towards the advertisement.

The Govt. should also be very interest towards the handicraft industries because these reduce the unemployment to a greater level in Kashmir.

More and more units or centers of handicrafts should be established so that each and every person's become aware about these industries.

The various financial policies like loans should be available easily at lower interest rates so that a skilled person can setup his own unit easily.

The handicraft industries should use attractive marketing strategies so that a customer will be fully satisfied with their products.

Training centers should be established by the Govt. where training will be providing to skilled unskilled, semi-skilled persons.

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