

The Contribution of Handloom and Handicraft Industries for Rural Economic Growth: Study with Reference Sagalee Sub-Division of Papum Pare District, Arunachal Pradesh

Professor R. C. Parida,

Department of Commerce,
Rajiv Gandhi University, India.

Bengia Tada,

Ph.D Scholar,
Department of Commerce
Rajiv Gandhi University, India.

ABSTRACT

The rural industries are general associate with agriculture products. The Handloom and Handicraft industries are playing major role for the growth of rural economy in Arunachal Pradesh. These industries are providing self employment, generate employment, help to increase standard of living, generate source of income and many more in the rural area of the study area. The present study made an attempt to throw light on the contribution of handloom and handicraft sector for economic growth of Sagalee sub-division of Papum Pare district, Arunachal Pradesh.

Keywords: agricultural products, rural industries, rural economy, self employment, generates employment, standard of living, generate source of income etc.

INTRODUCTION:

The growth of rural economy of the country is essence for the overall growth of nation's economy. Industrialisation plays a vital role to transform backward country into a developed country so it is treated as key component of the developmental process. The development of industries in rural areas helps to eradicated various problems like unemployment, poverty and mitigation of economic inequalities. Large scale industries absorbed large number of labours to operate the industries tools and machines and automatically people of concerns areas gains economic benefits through various means and got an opportunity to solve out major economic constraints being faced by people of rural areas.

The handloom and handicraft is a micro enterprise which are generally a business of rural and poor people of our country which is a family oriented economic activity. This micro enterprise is run by family members to earn to sustain themselves to live on this earth. It is a labour intensive and can be established with less amount of capital which is suitable for the rural people. In other word we can say that handloom and handicraft is a rural industry which is motivating and promoting rural economy to overcome regional economic imbalance of the Arunachal Pradesh in particular and country as a whole and that why, planner and policymaker of the Arunachal Pradesh must considered and find out logical means and method to instrument handloom and handicraft sector to promote rural economic growth because this sector is the most friendly economic activity after agriculture for the rural people.

The promotion handloom and handicraft sector for growth of rural economy will help to development the rural area. It will drastically reduces migration from rural to urban and most importantly it will helps to remove the growth of slums, social tension and further also helps to protect indigenous creativity of art that inherit from forefather. It also motivate rural artisans and craftsmen to take up micro level economy to develop nation with sustain own family members. The textile and cottage/handicraft sector was very important and played a crucial role for self dependent economy before independence in India so Government must take sincere initiative to develop rural area through promotion of this sector as it is generally operate in rural and backward area of the country.

Sagalee Sub-Division is comes under the Papum Pare district of Arunachal Pradesh. Maximum supply of handloom and handicraft come from sagalee sub-division in the market. There are five circle under sagalee sub-division namely Toru circle, sagalee circle, parang circle, Leporiang circle and Mengio circle. All five circles of sagalee sub-division are actively undergo handloom and handicraft production to sale in the market since this sector is becoming alternate activity and source of income for many people after agriculture. 90 percent of them are unorganised in nature but some are doing business through NGO like self help group, multipurpose cooperative society and individuals. It is recorded that among all villages under sagalee sub-division, one Dev village is producing highest production with excellent, innovative and fashionable quality.

REVIEW OF LITERATURE:

The present study is designed to contribution of Handloom and Handicraft Industries for rural economic growth. There have been a good number of published work have done in the form of research paper, reference books, report, publication etc in the area relating to handloom and handicrafts. An attempt is made in this part of the research work study to give a brief description of research literature related to the topic of the present research work.

Narzary, J (2012-13: in his journal paper, Marketing problems and prospects of handloom and handicrafts industry in B.T.A.D (unpublished) has analysed various problem faced by handloom and handicrafts sector in B.T.A.D and also discuss the solutions to solve the various problem faced by B.T.A.D.

Mirza B, Mallya V (2012): "Handloom and handicrafts of Gujrat", in the book authors have attempted to depict the traditional handloom and handicrafts in Gujrat and its prospects in the globalisation market arena.

Niranjana, S, Vinayan, S (2001): "Reports on growth and prospects of the Handloom industry, For dastak Andhra-study commissioned by planning commission" (Unpublished), This reports illustrate that the handloom sector has occupies a distinct and unique position in Indian economy and also analysed that handloom sector in indeed capable of exponential growth and development with proper identification of its needs, a reasonable level of resource input and structural attention.

Sharma, J.P, (1990): "Small scale Industries: Problems and prospects" Anmol publication, New Delhi, pp-4-6, In the research work on rural industries and benefits of traditional industries to the rural people in India.

Rao, R, M (1990): In his book "Development of Handloom Industry" has worked the socio-economic outline of the weavers in handloom industry in Andhra Pradesh. He has also presented an overall view of the performance of primary weavers' and co-operative societies in the state.

OBJECTIVES OF THE STUDY:

1. To know the economic contribution of handloom and handicraft in the study area
2. To analysis the role of handloom and handicraft industry for rural economic growth in the study area
3. To Study the performance of handloom and handicraft activities in the study area.

UNIVERSE OF THE STUDY:

The present study is carried out under five circle of Sagalee sub-division namely Toru circle, Sagalee circle, Parang Circle, Leporiang circle and Mengio circle. All total 50 samples have been randomly selected and 10 from each circle to complete the present study and analysis.

RESEARCH METHODOLOGY:

Random sampling method was adopted for selecting the sample for the present study. The study was carried out in five circle of Sagalee sub-division under Papum Pare district of Arunachal Pradesh. All 50 samples were randomly selected for questionnaire and 10 from each five circle .i.e Toru, Sagalee, Leporiang, Parang and Mengio circle.

Primary data were collected through observation with the help of interviewed schedule and secondary data were collected from various publications, journals, research report and internet etc.

ANALYSIS OF FINDINGS:

Contribution of Handloom and Handicraft for growth of rural economy:

The Micro industry like cottage and textile contributes significant to socio-economic development in rural economy. The handloom and handicraft is also one of the micro and small industries that play vital role for the

growth of rural economy such absorbing labour (Employment), Self employment opportunity, generation of income, Income distribution, increase standard of living, poverty eradication, regional balance and promotion of entrepreneurship in the rural area.

There is no denying of the fact that the handloom and handicraft sector helps to generate income source for the rural people in the study area. Agriculture is the primary activities and after that people are taking up handloom and handicraft as an alternative source of income to manage family needs and desired and also to meet children education expenses. Plus agricultural and handloom and handicraft activity is inter-related and inter-dependent department. Handloom and handicraft activity is generally done after the agricultural time for instance whole day women are busy in their agricultural field after completion of farming time they used to come home and in the leisure time they engage in weaving activity in order to sale it in the market to earn something for the family members.

In the rural area agricultural products are basically for hand to mouth only, it can't be taken up for business purpose, so rural people initiated extra activities like weaving and crafts to earn currency money after agricultural works mostly during morning and evening hour and in this way, it became a major source of earning for the rural people of Sagalee sub-division under Papum Pare district of Arunachal Pradesh.

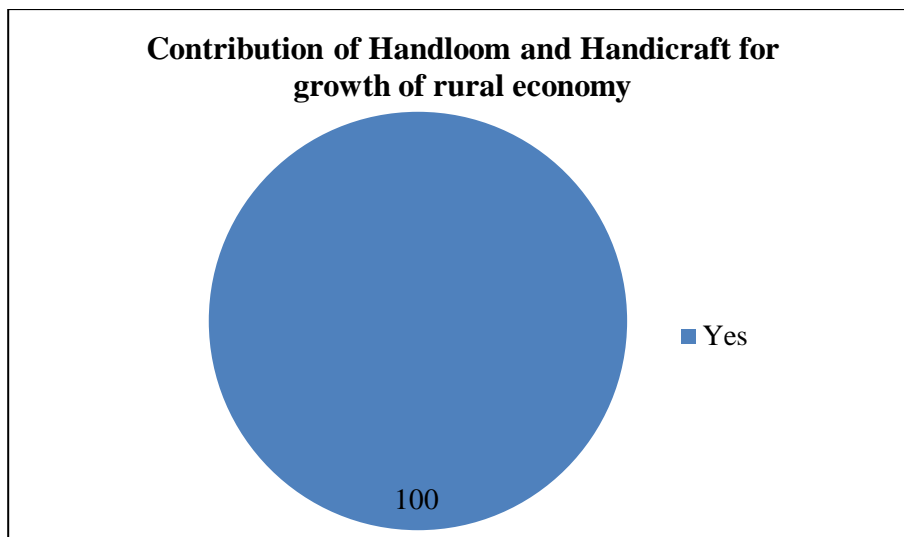
Table No.1: Contribution of Handloom and handicraft for rural economy development

Total Respondents	Yes	No
50	50	Nil
Percentage	100	Nil

Source: Field data/Survey

Table no.1 and figure.1 clearly revealed that 100 percent of respondents agreed that handloom and handicraft sector contributes economic development for many rural artisans and craftsmen in the study area. This is a major contribution of handloom and handicraft sector for growth of rural economy in Arunachal Pradesh in general and study area in particular. They are making weaving and crafts after the engagement of agricultural activities and their entire product have been selling to agents (Intermediaries) and directly to the consumers in the market of the Arunachal Pradesh in consideration of cash and this way, people of rural economy has been getting improving.

Figure: 1: Contribution of Handloom and Handicraft for growth of rural economy



Self Dependent Economy in Study Area:

During field survey researcher has focussed to know the economic advantages out of handloom and handicraft sector in the study area. In a developing economy, it is a micro and small industry became a backbone for it economic structure through vast employment opportunity for its people, by creating industrial estate which makes decentralisation of industries and equally distribution of income and power of purchasing. Scholar has made an attempt to know the views of rural artisan and craftsmen to know that handloom and handicraft sector provides self dependent economic in the study area and result of survey are presented in the table no.1.2

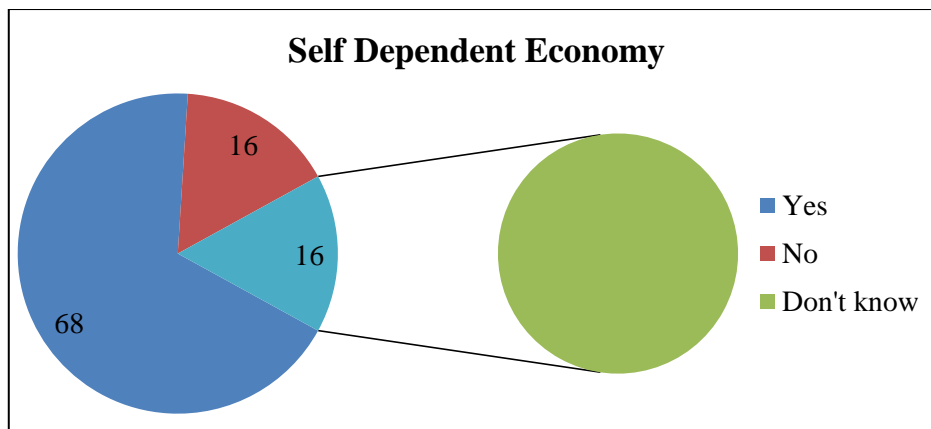
Table No. 1.2: Self dependent economy

Total 50 samples	Yes	No	Don't Know
Do you agreed handloom and Handicraft provide Self dependent economy	34	08	08
Percentage	68	16	16

Source: Field data

It is clearly disclosed in table no. 1.2 and figure. 1.2 That 68 percent out of total samples were agreed that handloom and handicraft industries are providing self dependent economy to the rural artisans and craftsmen in the study area. 8 percent says 'No' and another 8 percent say 'Don't Know'. Handloom and handicraft industry is a village industries, rural industries or agro-based industries which is suitable for rural people and this sector provide supplementary income for the villagers' people after agricultural products and became a source of inspire for entrepreneurship development in the countryside. In the study area, particularly in Dev village under Sagalee circle 90 percent of villagers are doing handloom and handicraft business, therefore, 40 percent of local products in the Itanagar, naharlagun and Nirjuly market are generated from Dev village. They are engaging production activity by forming Cooperative society and even taking up at individual level. The products like Bopia, Nara, jacket, gali, Egin Etc are usually arriving form Dev village in the markets.

Figure: 1.2.



Increase Income Level:

Mere agricultural income is not sufficient to meet the entire family requirement because their demands are unlimited. Moreover agricultural products are unpreserved commodities and we cannot keep it for a long period of time to sale in the market. Therefore, agricultural production business is not very much suitable for the rural area where road and communication problems are existed, basically agricultural production is only perfect for selves' consumption and suitable for barter system. That why agricultural products are generally consumes by family members and sale and purchase is done within the villagers and inter-villages. Therefore, income of the farmers remains below standard and resultant unable to fulfilled entire needs of the family members and they need additional economic activity to manage their needs and wants.

It is indispensable to find out the income level of villagers and during field survey scholar has made an attempted to know the income affects of rural artisans and craftsmen in the study area after taking up handloom and handicraft business are given in the table no. 1.3

Table no. 1.3: Income level of rural artisans and craftsmen

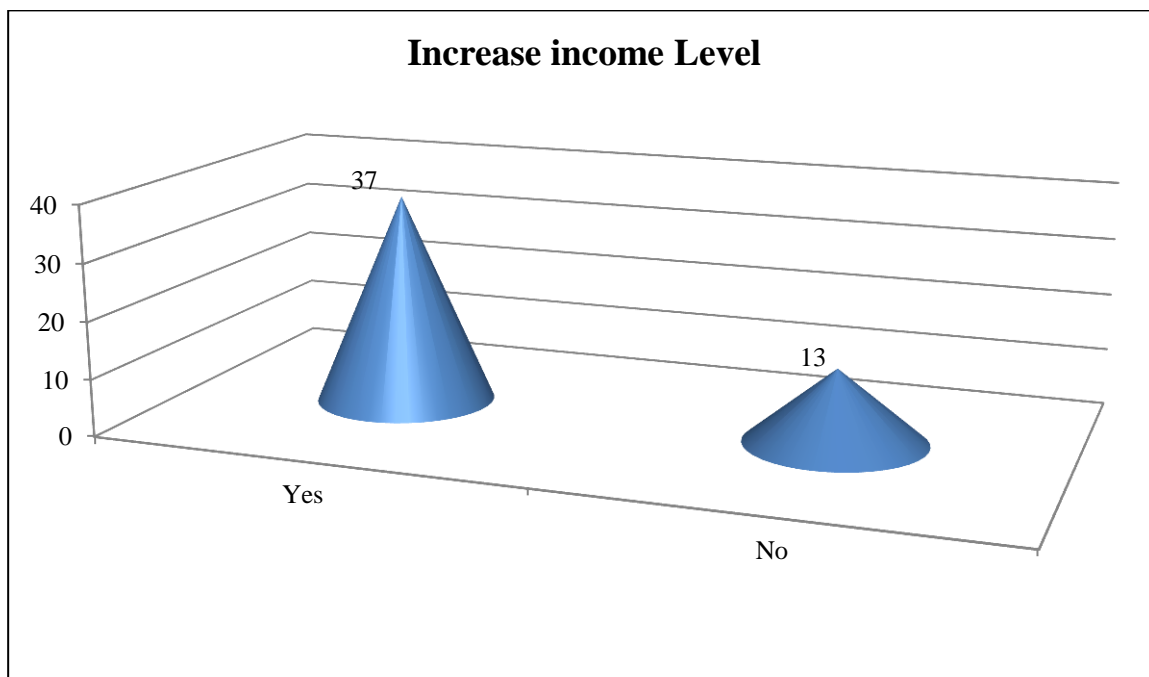
Increase income level	Yes	No
Total 50 respondents	37	13
Percentage	74	26

Source: Field data

In the figure no. 1.3 indicates that 37 (74%) of villagers agreed that business of handloom and handicraft business income level of people are drastically change in the study area. 13 (26%) responded didn't agreed with

it. However, majority of rural artisans and craftsmen income level is increased and got source of income to manage the family affairs in the daily basis. During the survey time they said that handloom and handicraft activity is very friendly nature and can established with small amount and low risk in comparison to other business activities.

Figure 1.3: Increase Income level



Reduced Social Tension:

Social tension is the one of the major problem of the educated as well as non-educated youth in this world. When person don't have any engagement, automatically social tension starts in and around the surroundings and chances to increase crime rate in the country. Finally economic development is the key component to defuse social tension. Likewise, handloom and handicraft sector is an agro-based sector and also we can term it as rural industry. In the villages level person with entrepreneurship mind they took up weaving and crafts economic activities because its need low capital investment and family based business activity. This industry abundantly reduces social tension by providing opportunities of self employment, jobs, intermediary role, etc at villages plus it doesn't required highly technical qualification to run this type of business house.

During field survey scholar have collected a data with schedule questionnaire to know the views of rural artisans and crafts wither handloom and handicraft sector helps to minimise social tension in the study area and respondent of samples are given below in the table no.1.4.

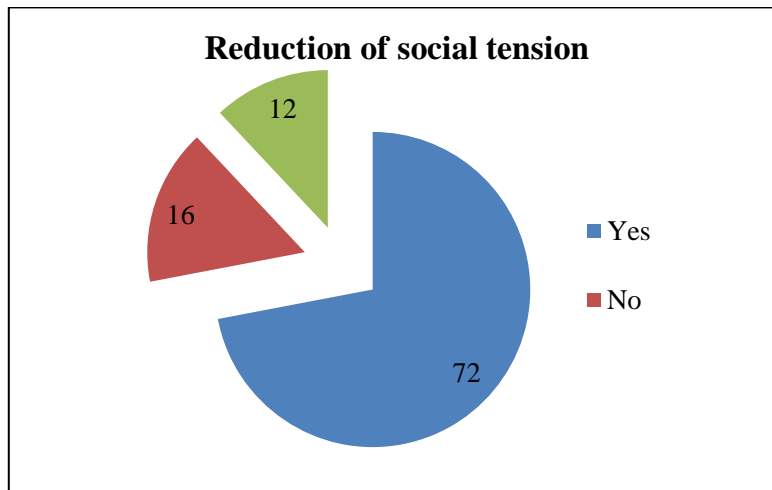
Table No 1.4: Handloom and handicraft economic activity reduces social tension

Social tension	Yes	No	Don't Know
Total Samples (50)	36	8	6
Percentage %	72	16	12

Source: Field data

Figure no. 1.4 clearly revealed that taking up of handloom and handicraft entrepreneurship in rural belt some sort of social tension crop up due to economic factor became minimised. During course of study, it was found that regarding defused of social tension, 72 percent respondent agreed that it helps to reduce prevailing social in the study area because of rural industry like handloom and handicraft, 16 percent respondent says No, they said there is no such impact till date and 12 percent responded they don't know about it. However, majority of the samples that is 72 percent agreed that it helps to reduce social problems and tension.

Figure 1.4: Reduction of social tension due handloom and handicraft entrepreneurs



Encourage Rural Entrepreneurship Development:

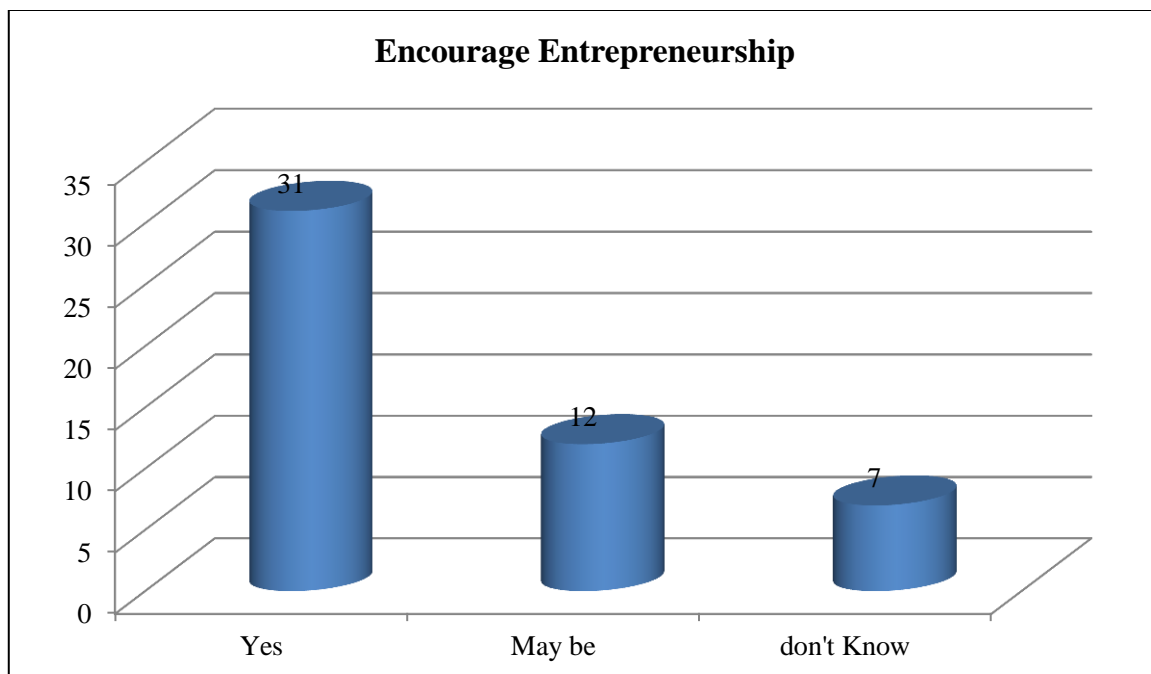
The operation of handloom and handicraft industries in rural area are helps to develop entrepreneurship. It encouraging and motivating them to set up micro and small scale industries in the study area. When people starts micro and small scale industries in the rural area automatically socio-economic conditions of that area would improve. The entrepreneurs’ development is one of the most important elements of economic development of rural area in the country and world as well and entrepreneurial competent makes all the difference in the rate of economic development. Likewise, progress of handloom and handicraft industry is study area will definitely contribute economic development. Respondents of field survey and its analysis are given below table no. 1.5.

Table no 1.5: Encourage Rural Entrepreneurship

Encourage Rural Entrepreneurship	Yes	May be	Don’t Know
Total Samples (50)	31	12	7
Percentage (%)	62	24	14

Source: Field data

Figure 1.5: Encourage Entrepreneurship Development



CONCLUDING REMARKS:

Throughout the present study it can be concluded that Handloom and handicraft activity contributes many things for rural economic development in the study area. The operation of this sector in rural area like Sagalee sub-division of Arunachal Pradesh has been providing employment opportunity such as middlemen, sellers, distributors, service facility Etc, self employment self, increase income level, generate source of income, properly utilised nature resources, reduce social tension and problems, Etc. Through this industry people of study area getting alternative source of income after agricultural activity and got opportunity to manages the needs and requirement of family members out of handloom and handicraft activities. So it is duty and responsibility of every one of us to encourage and promote handloom and handicraft industry in the rural area of Arunachal Pradesh in days to come because it will helps to develop rural entrepreneurship development and with this economic development will take place.

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