A STUDY ON SOCIO-ECONOMIC CONDITIONS OF RURAL ARTISANS WITH SPECIAL REFERENCES TO POTTERS IN CUDDALORE DISTRICT

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ABSTRACT

Pottery is one of the traditional industries in Tamil Nadu. The rural population earns their livelihood from agriculture and pot making. The availability of land, sources of raw materials, working shed and furnaces is scarce. A limited segment of the society understands the preservation of water in earthen pots and cooking in earthen pots is safe. Stainless and other durable materials have increasingly started occupying the place of pottery articles. The stratified random sampling method is adopted. The potters who are registered with DIC, KVIC, SIPPO, and CAPART are considered as stratas. From each strata, a sample of 30 potters are selected equally from each institution. The study includes only primary data. The primary data were collected through well-structured interview schedule from 120 potters in cuddalore district. Due to economic constrains potters were not capable to buy implements and raw materials, government and other agencies may take some necessary steps for buying implements and raw materials for pottery work. It is very important to start income generating activities to increase of season income.Socio-economic conditions are not sound .Hence, the potter community urgently require the package of service which includes training, new design, raw material, credit, marketing and the patronage of general public government.

Keywords: Rural artisans, Socio-economic conditions, Marketability.

INTRODUCTION:

Potters must have been the first tribe of artisans that existed in India. The origin of pottery in India can be traced back to the Neolithic age. Harrapan and Mohanjodaro cultures heralded the age of wheel-made pottery. The phase of glazed pottery started in the 12th century AD, when Muslims rulers encouraged potters from the Middle East to settle in India. Glazed pottery of Persian models with Indian designs, dating back to the sultanate period has been found in Gujarat. The first pottery unit run in India was by Sir S Deb, in Calcutta. It established the success of high-class pottery made out of clay. Porcelain factories were set up in Gwalior and Calcutta in first decade of 20th century [1]. Today, the pottery is run on both cottage and modern lines. Hundreds of small and big factories all over the country keep this age –old tradition alive. In Indian villages, around 15 lakhs potters with traditional skill are playing their profession. About 95% of them are engaged in the traditional red or local clay pottery work. The extent of employment of outsiders in the village pottery activities is about 9%.The rest 91% are potters family members who assist the potters in various operations, from preparation of clay to baking the raw products in the kiln.

Technology that came from time to time has introduced a whole range of vessels and household utensils that pottery is gradually being marginalized from the mainstream utility items at the household level even in many of the villages. That a class of artisans being marginalized goes without saying that a section of the population is being left without the livelihood opportunity that they dependent on for years. Government of Tamil Nadu state that there are 50,585 potters in Tamil Nadu. Making glazed pottery items using china clay was successful with the support of the Khadi and Village Industries Commission. After Khadi and Village Industries Commission minimized its support , the unit facing severe financial crisis not being able to meet the working capital requirement to procure raw materials such as china clay, chemicals, stone-materials, firewood etc .The profit earned by the potters also has declined as the cost of production has increased.

Potters are not completely blind to market trends as one links. Apart from producing glazed pottery and terracotta items, potters also involve in innovation to remain in the market. They make certain items which attract the attention when one passes by in an exhibition like Magic lamp-a kerosene –light lamp etc. The Khadi and Village Industries Commission and United Nations Development Programme have helped introduce a whole range of improved tools, machineries and technology in pottery.

In typical Tamil Nadu villages pottery articles are gradually becoming less and less as years go by. Stainless and other durable materials have increasingly started occupying the place of pottery articles. The potters are aware of the fact that the market and modernity are marginalization the pottery traditional for ethnic items. Institutional agencies of the government such as the Tamil Nadu Handicrafts Development Corporation, Khadi and Village Industries Commission and the Department of cooperatives of the government are not in position to support potters through finance and marketing assistances, to extent required. Increasing role of fashion, trends and market dynamics keep silently communicating to the potters that they should turn to doing red pottery articles and terracotta items only for the antique shops in five star hotels and not for any use value as it used to be with in ancient kitchens. Pottery requires protection and support. Potters need to identify and cashing in on, by propagating the science associated with using pottery articles in addition to communicating the ethnic value it stands for.[2]

STATEMENT OF THE PROBLEM:

Pottery is one of the traditional industries in Tamil Nadu. The rural population earns their livelihood from agriculture and pot making. The availability of land, sources of raw materials, working shed and furnaces is scarce. A limited segment of the society understands the preservation of water in earthen pots and cooking in earthen pots is safe. Stainless and other durable materials have increasingly started occupying the place of pottery articles. The potters are not able to compete with present market because of the traditional techniques are still in practice. The number of people to whom pottery sold is few. All the potters are not aware of the market trends also. Though the Government lends financial assistances to potters through its agencies. They are unable to avail these benefits due to their ignorance and unawareness. This drives them to the local money lenders who exploit them.

At present, the financial assistances given by khadi and village industries commissions is also minimised and the potters are facing severe financial crisis. So, the researcher has made an attempt to analyse the socio-economic condition of potters in Cuddalore district.

OBJECTIVES OF THE STUDY:

The objectives of the study are

- To findout the factors influencing socio-economic conditios of potters
- To analyse problems faced by the Potters.
- To give suggestions on the basis of findings.

HYPOTHESES:

To give specific focus to the objectives, a few hypotheses have been drawn up and tested using appropriate statistical tools.

- Savings of the potters are not related to age, education and income.
- There is no significant in the ranks assign by different potters regarding the source of savings.
- There is no significant difference between the age and the level of satisfaction of the potters.
- There is no significant relationship between willingness to continue and the level of satisfaction of the potters.

RESEARCH DESIGN:

Exploratory research has been used for this study purpose. It is meant to provide more information about the problem or of developing working hypothesis from an operational point of view.

Sampling Technique:

The stratified random sampling method is adopted. The potters who are registered with DIC, KVIC, SIPPO, and CAPART are considered as stratas. From each strata, a sample of 30 potters are selected equally from each institution. The study includes only primary data. The primary data were collected through well-structured interview schedule from 120 potters in cuddalore district.

Frame Work of Analysis:

Factor analysis, Chi-square test, Garret's ranking technique, Weighted average method, Intensity value, One-way ANOVA, Kendall coefficient of concordance, Multiple Regression, Percentage analysis, bar diagram and pie diagram were used to analyse the data.

FINDINGS:

The findings of the data collected from 320 potters are present in this study.

- Majority of the potters (58.8%) are accounted are male.
- Majority of the sample potters (40.8%) fall in the age group of 40-60 years.
- Majority of the potters (46.6%) have completed only primary education.
- Most of the potters (85.8%) are married.
- Out of 90, 3 (34.4%) potters have the traditional experience of 40-60 years.
- Many of the potters (28.3%) are having two earning members in their family.
- Many of the sample potters (59.1%) earn a monthly income between Rs 3000 to 5000.
- Overall 80 percent of the potter's form of savings is monthly
- The major proportions of the potters (70.8%) are engaged daily with the pottery work.
- Majority of the potters (73.3%) are living in own houses.
- Nearly 32 potters residing in rented house, out of them 19 (59.3%) potters pay rent of less than Rs1500.
- Many of the potters (44.1%) potters spend between Rs2001 – 3000 on food items.
- Around 45 percent of the potters spend less than Rs 500 of their income for the purpose of their children education.
- Out of 120, 82(68.3%) potters go to government hospital to take care of their health .Only 38(31.6%) potters approach the private hospitals.
- Majority of potters (73.6%) are spending below Rs 500 for their health care.
- Most of the potters 62 (51.6%) are having the habit of saving below Rs 250 per month.
- Multiple Regression analysis is used to analyse the relationship between saving of the potters, the dependent variable which is based on the independent variables such as age, educational qualification and income. The result of adjusted R square value is 1.000. It is seen that the independent variables age, educational qualification and income account for 100% relationship on the dependent variable, that is savings.

- To judge the significance of W the table value at 5% level of significance is 112 and the calculated value is 10456. The calculated value is more than the table value. Hence the null hypothesis is rejected and infers that there is a significant relationship in ranks assigned by different potters regarding the source of savings
- Overall 69 sample potters opine that they are having more debts.
- On the basis of the weighted average score given by the potters for sources of borrowings money lenders gets the highest score with the weighted score of 226.
- The potters who are registered with DIC, KIVC , SIPPO, CAPART are selected by giving equal chance to each institutions.
- Majority of the potters (41.67%) are benefited by getting the power tools.
- To test the difference in the single dependent variable satisfactions among the four groups formed by single independent variable, one way ANOVA is used.. The hypothesis is proved that there is a significant difference between age and level of satisfaction of the potters.
- The application of factor analysis technique showed that environment, finance, technology, health problem, marketing problems, social status are the main factors related to problems faced by potters. Among the factors rotated under 'environment', is the highest loaded factor inadequate working place, under 'finance', the highest loaded factor is non availability of finance in time', under 'technology' Unaware of modernization, another factor loaded is occupational diseases, under 'marketing problem', the highest loaded factor is less demand for the product and inferior status about their occupation is the another factor.
- With regard to the remedial measures that to improve pottery business, the garret's ranking results shows that easily availability of raw material gets the first rank with garret's score of 8322.
- While analysing the reasons associated with continuing pottery work, Traditional occupation gets the first rank with the intensity value of 632.
- To analyse the relationship between the willingness to continue and the level of satisfaction of the potters the Chi-square test is used. The hypothesis is proved that there is a significant relationship between willingness to continue and level of satisfaction

SUGGESTIONS:

On the basis of the findings the following suggestions are made:

- Arrangement of raw material at reasonable prices.
- Storage facility for finished goods made by potters should be provided to them. It will reduce the involvement of middlemen.
- New scientific methods should be introduced to reduce pollution from kiln.
- Adequate marketing facility through the arrangement of marketing union centres at the district and state level.
- State government should come forward to purchase the products of artisans or arrange some agencies for purchasing finished goods
- Possibility of export should be explored.
- Efforts to attract the younger generation mainly the youth to learn and practice the traditional arts and crafts.

CONCLUSION:

On the whole the potters were not capable to meet their basic needs. Government and NGO should play major role to improve socio-economic condition of potters and particularly to reduce the poverty level. Due to economic constrains potters were not capable to buy implements and raw materials, government and other agencies may take some necessary steps for buying implements and raw materials for pottery work. It is very important to start income generating activities to increase of season income.Socio-economic conditions are not sound .Hence, the potter community urgently require the package of service which includes training, new design, raw material, credit, marketing and the patronage of general public government.

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TABLES:

Table 1.1: Rural artisans and potters in Cuddalore Revenue Division

Rural artisans	Potters
6194	925

Source: District Industries Center, Cuddalore

FACTOR ANLAYSIS:

TABLE 1.2: Rotated Factor Matrix

Variables	Factor I	Factor II	Factor III	Factor IV	Factor V	Factor VI	Communalities
Inadequate work place	**0.820**						0.804
Heavy work load	**0.801**						0.770
Lack of storage facility	**0.572**						0.618
Non availability of raw material	**0.535**						0.809
Pollution from kiln is not controllable	**0.532**						0.588
Non availability of finance in time		**.758**					0.690
High interest Rate		**.704**					0.699
Unaware of modernization			**.672**				0.538
Lack of technical guidance			**.633**				0.654
Lack of machinery for preparing of clay			**.654**				0.476
Lack of technology exposure			**.547**				0.551
Occupational Diseases				**.829**			0.709
Less demand for the product					**.779**		0.716
Exploitation by intermediaries					**.720**		0.758
Inferior feeling about the status						**.908**	0.828

Table 1.3: Factor I–Statement with High Loadings

Statement	Factor Loadings
Inadequate work place	0.820
Heavy work load	0.801
Lack of storage facility	0.572
Non availability of raw material	0.535
Pollution from kiln is not controllable	0.532

Table 1.4: Factor II–Statement with High Loadings

Statement	Factor Loadings
Non availability of finance in time	.758
High interest rate	.704

Table 1.5: Factor III–Statement with High Loadings

Statement	Factor Loadings
Unaware of modernization	.672
Lack of technical guidance	.633
No machine for preparation of clay	.654
Lack of technology exposure	.547

Table 1.6: Factor IV–Statement with High Loadings

Statement	Factor Loadings
Occupational Diseases	.829

Table 1.7: Factor V–Statement with High Loadings

Statement	Factor Loadings
Less demand for the product	.779
Exploitation by intermediaries	.720

Table 1.8: Factor VI –Statement with High Loadings

Statement	Factor Loadings
Inferior feeling about the status	.908
