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GIST OF YOJANA

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Shankar IAS Academy™

Door No 18, New Plot No 259 /109,
AL Block, 4th Avenue, Shanthi Colony,
Annanagar, Chennai - 600040.



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YOJANA APRIL 2019

1. KHADI'S JOURNEY: FROM GANDHI'S KHADDAR TO FASHION SYMBOL

What is the scope and potential of Khadi Industry?

- 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 the economic growth of the nation.
- In 2011, the low-profile Khadi industry saw sales worth Rs 50,000 crore.
- Products manufactured in villages by small-scale industries and social entrepreneurs, most of which are run by women, also saw huge demand.
- The astounding growth registered in production and sale of khadi products in recent years established the fact that khadi is a versatile and timeless fabric.

What are the steps taken to promote Khadi?

- Efforts have been made to involve corporate brands and PSUs to provide the largest spectrum for the Khadi for repositioning khadi on the textile map.
- 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 institutions.
- Another innovation in the form of 'Khadi Mitra' is on the cards, where the

housewives could sell Khadi with a very nominal capital investment initially.

- It is proposed to open Khadi outlets outside the country to promote products made using the indigenous handspun fabric in the global markets as interest has been shown from Dubai, Chicago, Mauritius and South Africa in the manner of franchise model.
- In the recent blockbuster 'Manikarnika' the lead actress has shown the Queen's love for the country's heritage fabric Khadi in this epic biographical film.
- For promotion of this signature fabric the attire of the lead casts of this movie was sponsored by KVIC.
- In a bid to increase cotton supply to Khadi institutions, six cotton sliver plants have been upgraded.
- Enhancing the wages of Khadi artisans to a moderate level and in order to ensure that khadi profession provides sustainable life support, remuneration per hank (a coil or skein of yarn) 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 production at 124 more units.
- As many as 89 and 63 new Khadi institutions were registered in 2015-16 and 2016-17 respectively and have started production.



- Individuals, PSUs and Corporates have been urged to contribute for providing Charkhas - the Gandhian tool of self-reliance - to the artisans predominantly women.
- PSUs have been approached for deploying their CSR funds towards empowerment initiatives of Khadi artisans and the Khadi institutions.
- To popularize the khadi brand, huge charkhas have been set up at IGI Airport and Connaught place.
- Charkha Museum and Khadi Haat have been also been opened at Connaught Place in New Delhi.

2. MAGIC OF GIFTED HANDS: EMPOWERING HANDICRAFT ARTISANS

What is meant by Handicraft?

- 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 the aesthetic expression of the artisans which not only fulfils the daily needs of the people but also satisfies their aesthetic desire.
- The definition of handicrafts as per Honourable Supreme Court in Louis Shoppe judgment decided on 12.03.1995 says "it must be predominantly made by hand.
- It does not matter if some machinery is also used in the process. It must be graced with visual appeal in the matter of ornamentation or inlay work or some similar work lending it an element of artistic improvement.

- Such orientation must be of a substantial nature and not a mere pretence".

What is the potential of Handicraft sector in India?

- The handicrafts sector plays a significant and important role in the country's economy.
- It provides employment to a vast segment of craftspersons in rural and semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage.
- 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.
- There are approximately 70 lakh handicraft artisans in the country, which includes 20 lakh artisans related to the carpet sector, practicing more than 500 types of crafts.

What are the awards given by GOI to artisans?

- The handicraft awards namely Shilp Guru Award, National Award, National Merit Certificates and Design Innovation award are amongst the highest awards for the meritorious handicrafts artisans of the country.
- The objective is to give recognition for encouragement to outstanding craftspersons to maintain excellence in craftsmanship and keeping alive our old traditions.



- Every year, 10 Shilp Guru awards, 30 National Awards (including 5 National Awards to women artisans and 5 National Awards for promotion and development of endangered crafts), 40 National Merit Certificates, and 3 Design Innovation awards on co-creation basis are being conferred to the meritorious artisans.

What is the economic importance of Handicraft Industry?

- India is the world's largest producer and exporter of handmade carpets since 2013-14.
- Currently, India's share is 35 per cent of total global exports.
- About 85 per cent of total production in the country is exported to more than 100 countries.
- USA accounts for 45 per cent of total exports and Germany, UK and UAE together account for 20 per cent.
- China and countries of South America like Brazil, Mexico, Chile and Ecuador are emerging markets.
- Indian handmade carpets are renowned worldwide for their beautiful designs, variety, craftsmanship, eco-friendly dyes and quality services at competitive prices.
- 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 colors.
- Access to economic independence through the handicraft sector can

address the livelihood issues and would lead to income generation in rural areas.

- Also, skill upgradation and development in handicraft sector is an excellent approach for development of artisans, poverty reduction and providing income generation which would also help in achievement of sustainable development goals.

3. VARIOUS CRAFTS IN INDIA

What are the various crafts in India?

- **Bamboo Handicrafts:** Being a producer of bamboo, handicrafts made from bamboo are one of the eco-friendly crafts in India.
- The varied items made from bamboo are baskets, dolls, toys, chalani, furniture, mats, wall-hangings, umbrella handles, crossbows, khorahi, kula, dukula, kathi, jewellery boxes and many more. Bamboo handicrafts are mostly made in West Bengal, Assam and Tripura.
- **Cane Handicrafts:** Cane products, a famous form of Indian handicraft, include utilitarian objects like trays, baskets, stylish furniture, etc.
- Vellore district of Tamil Nadu is famous for cane handicrafts in India.
- **Bell Metal Handicrafts:** The hard form of bronze, which is usually used to make bells, is referred as bell metal. This kind of hard alloy is used to make crafts like vermilion boxes, bowls, candle stands, donari (pendants) and many more.
- This bell metal crafts are mostly prevalent in Madhya Pradesh, Bihar, Assam and Manipur. In Madhya Pradesh,



this form of handicraft is even regarded as "tribal craft".

- **Bone and Horn Handicrafts:** Originated in the state of Odisha, the bone and horn handicrafts are famous for creating birds and animal figures, which seem real and alive.
- Besides, goods like pen stands, ornaments, cigarette cases, table lamps, pepper and salt sets, chess sets, napkin rings, laughing Buddha etc. are prepared in Odisha, Karnataka, Kerala and Uttar Pradesh.
- **Brass Handicrafts:** Durability of brass items adds to the fame of brassware.
- Items made of brass like crawling Krishna, Lord Ganesha's figure in different postures, vases, table tops, perforated lamps, ornament boxes, hukkas, toys, wine glasses, plates, fruit bowls and many more are extensively used in many Indian houses till now.
- These artisans are famously known as "Kansaris". The manufacturing of brassware is mainly done in Rajasthan.
- **Clay Handicrafts or Pottery:** With its origination during the Indus Valley Civilization, clay craft or pottery is said to be one of the most primitive forms of handicrafts in India.
- People engaged in pottery are called "Kumhaars". Besides its world famous Terracotta form, pottery has got different forms like red ware, grey ware and black ware.
- Uttar Pradesh is known for its painted black wares.
- Besides, Krishnanagar in West Bengal, Bikaner, Lucknow, Pune and Himachal Pradesh even prepare clay ware.
- **Dhokra Handicrafts:** Dhokra, the oldest form of handicraft is known for its traditional simplicity. This tribal handicraft originated in Madhya Pradesh.
- The other states involved in the making of such handicrafts are West Bengal, Bihar and Odisha.
- Dhokra is famous for its unique items portraying folk characters. Dhokra jewellery, candle stands, pen stands, ash trays and varied kinds of showpieces are available at every handicraft shop.
- **Jute Handicrafts:** Jute craftsmen have created a worldwide niche in the field of jute handicrafts.
- The huge range of jute crafts includes bags, office stationeries, bangles and other jewellery, footwear, wall-hangings and many more.
- West Bengal, Assam and Bihar, being the leading jute producers, lead the jute handicrafts market in India.
- **Paper Handicrafts:** Vibrant coloured papers are combined together to form varied crafts like kites, masks, decorative flowers, lamp shades, puppets, hand fans etc.
- Papier Mache, developed in the Mughal Era is even a famous form of paper handicraft in India.
- This craft industry is mainly located in Delhi, Rajgir, Patna, Gaya, Awadh, Ahmedabad, and Allahabad.



- Besides that, paper crafters are found on the outskirts of almost every major town.
- **Rock Handicrafts:** Prevalence of rock carving, one of the primitive rock art can be seen in the states of Rajasthan, Jaipur, Odisha and Nagpur. Rajasthan, Jaipur and Madhya Pradesh are famous for marble stone carvings.
- Green coloured stone art is the specialty of Madhya Pradesh, whereas, Patharkatti is the unique rock craft of Gaya. Age old temples of Odisha are the world famous examples of rock craft in India.
- Numerous utensils, decorative pieces, stone jewellery and statues are made from rocks.
- **Shell Handicraft:** From time immemorial, shell handicrafts are one of the demandable crafts in India.
- Shell handicraft can be made out of three types of shells like conch shell, tortoise shell and sea shell.
- Different kinds of goods like bangles, forks, decorative bowls, lockets, spoons, buttons, curtains, chandeliers, mirror frames, table mats, etc. are the products of shell crafting.
- Generally, the places located on the sea shore like Gulf of Mannar, Goa, Odisha, etc. are the places for shell handicraft.
- **Weaving or Embroidery Handicrafts:** Weaving mainly refers to the process of cloth production by two thread sets known as weft and warp crossed with each other.
- This traditional form of handicraft is mostly found in the states of Gujarat, Madhya Pradesh and Rajasthan.
- Bandhanis, the famous form of weaving, are created in Jamnagar and Rajkot. Bihar and Karnataka are known for their embroidery work.
- **Wood Handicrafts:** Wood craft is prevalent in India even before the time stone sculpture came into existence.
- Varied goods are created by the skilled craftsmen by shaping a piece of wood. Gujarat, Jammu & Kashmir, Karnataka, Kerala and Uttar Pradesh are known for their unique form of woodwork.
- Axes, toys, utensils, decorative pieces, jewellery and many more designer household goods like lamp shades, candle stands, vermilion boxes, jewellery boxes, bangle holders etc. are some of the common wood crafts used in almost every Indian house.

4. CONTRIBUTING TO THE ECONOMIC GROWTH

What is the status of Textiles and Handicrafts?

- 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 26,48,238 in 2015-16 and 26,91,280 in 2016-17.
- Further the handloom sector provides direct and indirect employment to 43



lakh weavers and allied workers. There are 68.86 lakh handicraft artisans.

- The handloom and handicrafts sector together provide about 111 lakh employment both in the organized and unorganized sector.
- Textile and apparel exports have been reported at around USD 39 - 40 bn in the last four years.
- As per trade data, exports have been reported at USD 26.63 bn during April to December 2018 which is an increase of 2.5 per cent over the previous corresponding period.

What is the position of Handicrafts sector?

- It is mainly an un-organized and diversified sector with estimated 70 lakh artisans practicing 32 broad crafts categories throughout the country.
- To organize and standardize the Indian handicrafts, approximately 22.85 lakhs artisans have been trained under 'Pahchan' initiatives.
- Moreover 35 crafts have been identified as endangered crafts and 92 crafts have been registered under Geographical Indication Act.
- For standardization of carpets, carpet rating scheme has been formulated. but handicraft items are mainly handmade.
- The beauty of handicrafts lies in the artistic hands of the artisans and each handicraft product is different from the other even if it is made by the same artisan using the same raw material.

- In an effort to establish authenticity of handmade products there is a scheme of handicraft mark.
- There is a direct marketing portal for handicrafts artisans to provide direct market access facility to genuine handicrafts artisans including tribal artisans working in the far-flung areas.
- Any handicraft artisan registered under 'Pachchan' can utilize this portal for marketing their products.

What are the challenges pertaining to textiles sector?

- Manufacturing costs of textile sector in India is higher due to the fragmented structure of the industry and presence of MSMEs (Micro, Small and Medium Enterprises).
- One of the key challenges which India faces is duty disadvantage of up to 9.6 per cent in important consuming markets like the 'European Union as compared to competing countries viz. Bangladesh, Sri Lanka, Turkey and Pakistan which have zero duty access.

What are the measures taken by GOI to address these challenges?

- Now, in order to meet these challenges, there is a package for garments and made-ups sectors.
- It offers Rebate of State Levies (RoSL) and labour law reforms and relaxation of Section 80 JJAA of Income Tax Act.
- Products such as fiber, yarn and fabric in the textile value chain are being strengthened and made competitive.



- Also, interest equalization rate for pre and post shipment credit for the textile sector has been raised from 3 per cent to 5 percent.

5. SUSTAINING ARTISANS

ECONOMICALLY

What is the position of Handicraft Industry?

- Handicrafts include the products produced by hands /and or a combination of hands and simple technology.
- Like the unique diversity of our country, our handicrafts are also very diverse and can be placed in innumerable categories.
- Some of these may be decorative, religious, historical, artistic, ornamental, daily utilities, symbolic and so on.
- The sector also includes village-cottage industries, handloom and carpet sectors.
- Handicrafts are known for their use of locally available raw materials.
- This is again a huge range consisting of natural and artificial inputs like bamboo, clay, tones, threads, canes, fabrics, beads, lasses, natural and artificial dyes, motifs, metals, ceramics, and glasses, to name a few.
- Almost 70 per cent of our country's population residing in rural areas is directly or indirectly dependent on agriculture as the primary source of livelihood.
- In non-agricultural or lean seasons, handicrafts become an alternative means

of subsistence for this population and safeguards them from food insecurity.

- In this way, handicrafts become an important source of livelihood for a large chunk of the Indian population.
- There were 68.86 lakh artisans as per the census of handicrafts conducted during 11th Five Year Plan.
- The magnitude and strength of this sector can be very well understood from this fact.
- The sector provides employment in various forms to the artisans.

What are the measures taken to promote or popularize handicrafts?

- Export Promotion Council for Handicrafts (EPCH) organizes product-specific shows and also 'Indian Handicrafts and Gifts Fair' bi-annually.
- There have been efforts like product based-exhibitions and live demonstrations by artisans for promoting these products abroad.
- Market Development Assistance (M.D.A) and Market Access Initiative (M.A.I.) envision better marketing of these products through fairs, exhibitions and producers-buyers meets.
- 'India Handloom Bazaar', an online marketing portal is based on marketing of the handicrafts through facilitating direct interaction between buyers and sellers.
- Around four hundred Hastkala Sahyog Shivirs were organized in two hundred districts in October 2017 that supported a large number of weavers and artisans



in strengthening their micro enterprises through various measures.

- The focus is now on the artisans and their enterprises to utilize the facilities enabling them to contribute towards our economy as well as socio-economic upliftment of the community.
- The artisans and their associations should move forward to get Geographical Indication (GI) tag to enhance the credibility of their products.

- GI tag is the sign on the product showing its region of origin.
- Some of the handicrafts which have received GI tag are-Kangra paintings, Varanasi brocades and saris, Bustarwooden craft, Villianur terracottaworks etc.

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