

A Study on Integration of Zari-Worker in Contemporary/Modern Economic Scenario

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ABSTRACT

The purpose of this paper is to provide a broad summary of the financial analysis of rural artisans in India and the challenges they are facing. A notable aspect about these rural artisans is that they belong from the unorganised sector. These artisans on one hand are regarded as custodians of the heritage of India and on the other hand deprived of all the modern facilities and financial assistance. This unorganised sector can contribute a lot to the Indian economy by providing employment opportunities, generation of rural income and improving the purchasing power of rural people. The craft and handcraft sector forms the second largest unorganised employment sector in India, second only to agriculture. In India craft can be described not merely an industry but a creation symbolising the inner desire and fulfilment of the community, at present nearly 23 million handcraft people in India today. Some economic policies have been taken by the government to improve the financial positions of these rural artisans and enhancing the socio-economic growth. Even though Zardozi is believed to have its origin in Persia (Zar in Persian means gold and Dozi is embroidery), the use of gold and silver thread work, in fact, goes back to ancient India, finding mention in Vedic literature and visually evident in the figures that adorn the walls of the caves of Ajanta.

However, it was only under the royal patronage of the Mughal Emperor Akbar that Zardozi and Arri embroidery reached its zenith and was extensively used to enrich the garments of the court, wall hanging, palanquins, scabbards, regal sidewalls of tents and the rich trappings of elephants and horses. A closer look at the miniature paintings of the royal court of the Mughal era reveals the elaborate and highly refined floral motifs in gold, embroidered on the princely attire. After flourishing seamlessly in the initial Mughal period, the craft declined during the rule of Emperor Aurangzeb when the royal patronage that had been extended to craftsmen was stopped. The

onset of industrialization in the 18th and 19th centuries was yet another setback.

INTRODUCTION

Despite the fact that Zardozi is accepted to have its starting point in Persia (Zar in Persian methods gold and Dozi is weaving), the utilization of gold and silver string work, indeed, returns to antiquated India, discovering notice in Vedic writing and outwardly obvious in the figures that decorate the dividers of the caverns of Ajanta.

Not with standing, it was distinctly under the imperial support of the Mughal Emperor Akbar that Zardozi and Arri weaving arrived at its pinnacle and was broadly used to advance the pieces of clothing of the court, inside decoration, carts, sheaths, majestic sidewalls of tents and the rich features of elephants and ponies. A more critical gander at the small scale canvases of the illustrious court of the Mughal time uncovers the expound and exceptionally refined botanical themes in gold, weaved on the regal clothing.

In the wake of thriving flawlessly in the underlying Mughal period, the art declined during the standard of Emperor Aurangzeb when the imperial support that had been reached out to specialists was halted. The beginning of industrialization in the eighteenth and nineteenth hundreds of years was one more misfortune.

With the rise of Muslim respectability in Bengal, the specialists discovered considerable support and settled down on the banks of River Hooghly, in the Uluberia and Ranihati territory, naturalizing the Zardozi and Arri art to Bengal. As of now, more than 75% of the number of inhabitants in Uluberia relies upon this art for their job. Sexual orientation jobs?!

Most of them are Muslim specialists who keep alive the legacy of their ancestors. While men work all things considered in workshops, ladies practice the specialty at home, between their every day tasks. Sitting inside his clammy workshop, Sheik Mosibur Rehman; a fifth era Zardozi (a Zardozi skilled worker) nostalgically reviews how his ancestors were alluded to as 'grounds-keepers of

articles of clothing', in commendation of the mind boggling flower themes they consummately and meticulously weaved with their little sew snared needles.

History of Zardozi Embroidery in India

The word 'Zardozi' is comprised of two Persian terms, Zar meaning gold and Dozi meaning weaving. A Persian weaving structure, Zardosi accomplished its highest point in the seventeenth century, under the support of Mughal Emperor Akbar. Under the standard of Aurangzeb, the illustrious support halted and this prompted the decay of the art. Since the expense was high and crude materials very uncommon, skilled workers couldn't continue with the weaving all alone.

Numerous experts left Delhi and went to the courts of Rajasthan and Punjab looking for work. With the eighteenth and nineteenth century bringing industrialization, the art endured another difficulty. It was solely after accepting autonomy in the year 1947 that the Indian government embraced steps to advance Zari weaving.

Strategy for Zardozi Embroidery

The way toward doing Zardozi weaving begins with the skilled workers sitting leg over leg around the Addaa, the wooden system, with their devices. The devices incorporate bended snares, needles, salmaa pieces (gold wires), sitaaras (metal stars), round-sequins, glass and plastic globules, dabkaa (string) and kasab (string). The second step in the process is to follow out the plan on the material, if potential textures like silk, silk, velvet, and so on The texture is then extended over the wooden casing and the weaving work starts. Needle is utilized to pull out each zardozi component and afterward, it is coordinated into the essential plan by driving the needle into the texture.

REASONS FOR PROBLEMS FACED BY RURAL ARTISAN

Most of the problems that are being faced by the rural artisans emerge from the conditions in which the artisans are placed. The importance of handicraft items of these artisans is decreasing in their locality. The quality of this handicraft items are decreasing day by day because of great competition with the industrial sophisticated and cheap products. Major factors which are responsible for their failure are listed below.

- **Weak Financial Power and inability to get bank loans**

The financial position of the artisans is very weak hence they had to depend on the money lenders for the financial requirements, who charge exorbitant rate of interest on this loan, in many

cases if the artisans are unable to pay interest or principle amount these money lenders take the handcraft items at very low price which is much below the market price. Due to weak financial power, these artisans are unable to buy raw material in bulk and hence to production cost goes high with low profitability.

However government have announced loans and finance at concessional rates for procurement of equipment's and tool-kits, yet they are unable to get because of huge formalities maintained by the nationalised banks. Lack of finance and cash flow is almost always the crux of the artisans, these artisans are still waiting for simplified and proper financial award which can help them to survive their business and livelihood.

- **Illiteracy of artisans**

Mostly rural artisans are uneducated and illiterate thus lack of education makes it difficult to manage inventory, access government schemes and bargain with traders and middlemen. As per the report published in economic and political weekly 2003, by the World Bank titled handmade in India: Preliminary analysis of crafts producers and craft production 90% of the female artisans are completely uneducated and 50% of heads of households of crafts producing families had no education.

- **Non availability of quality raw material**

Rural artisans often lack access to quality raw material, for raw material they have to depend upon the middle men and dealers on very high price and even of poor quality. Another reason is due to weak purchasing power they can't procure bulk raw material as a result they have low bargaining power and are forced to buy sub-standard material at a higher price. So these rural artisans are gradually shifting as a labour to agricultural sector.

- **Lack of skill improvement and technology up gradation**

Artisans lack the financial capability to upgrade technology in production and to undergo necessary trainings on regular basic. Most of the artisans engaged in handloom and handicraft business are using old and obsolete tools, machinery and equipments which drastically effect upon the quality and quantity of their product.

- **Shift of rural customers towards the industrial product**

With the growth of industrialisation the demand of handloom and handicraft products are decreasing substantially and the rural buyers are attracted towards machine made, good looking, and attractive package products. With the advent of globalisation and availability of cheaper and more

varied products craft faces tough competition in contemporary market. They are typically perceived as traditional, old-fashioned and antithetical to modern taste. In most modern societies design evolved in the interaction between the artisans and consumer but the rural artisans are unaware of the sociocultural context of the consumer and could not design the products as per their needs and fashion.

Prospects to improve the condition of artisans

Most of the artisan faces the problem of inadequate accommodation, accommodation can be provided to these artisans through Government housing schemes or cooperative housing societies. Training institutions should come forward to train the artisans in upgrading skills. A good number of institutions, as the council for the advancement of people's action and rural technology (CAPART), the khadi and village industries commission (KVIC), the small industries development bank of India (SIDBI) and national bank for agriculture and rural development (NABARD) have been involved in funding and implementing development works in different aspects. More health related schemes have to be implemented for social security of the artisans, government had implement two programmes in the name of Rajiv Gandhi ShipliSwasthyaBimaYojana and the JanshreeBimaYojana for artisans in the age group of 18-60 for health and life insurance in association with the Life Insurance Corporation of India for the artisans along with three dependents. Financial institutions and commercial banks should take increasing interest in helping the artisans and establish a well linkage between these artisans and co-operative, commercial banks and rural banks. Some development should be brought in design and technology to cater the increasing domestic and export demand. Some credit card schemes have been implemented so far such as the artisan credit card scheme and the baba saheb ambedkar hastshilp vikas yojana by the development commissioner of Handicrafts. Efforts had been taken by the development commission for marketing support of the artisans.

Artisans mostly work on traditional or unorganised sector in which they are vulnerable to exploitation and low wages. Their economic and social conditions are lower as compare to the people in other sector. Despite efforts being taken by government, issues like lack of implementation of policies and concentration on the macro perspective have ceased the effectiveness of the efforts, giving little or no results. Traditionally the artisans had been the backbone of the Indian society, yet today they are the most valuable

character for the development. Thus in this paper an attempt has been taken to study the weakness and challenges and to identify the possible ways to overcome this Challenges.

Research METHODOLOGY

Research Methodology is the deliberate, hypothetical investigation of the techniques applied to a field of study. It involves the hypothetical investigation of the collection of techniques and standards related with a part of information. Exploration Methodology is the manner by which research issues are addressed efficiently. It is a study of concentrating how exploration is led experimentally. Business exploration can be characterized as an orderly and target interaction of social affair, recording and breaking down information that gives data to control business choice. Any legitimate endeavor to consider an issue efficiently or to add to information on an issue might be viewed as exploration.

RESEACH DESIGN

The Research Design alludes to the general methodology that you decide to incorporate the various segments of the investigation in an intelligent and coherent manner, subsequently, guaranteeing you will viably address the exploration issue; it comprises the outline for the assortment, estimation, and examination of information. Examination Design is a bunch of cutting edge choices that make up the end-all strategy determining the techniques and strategies for gathering and breaking down the required data.

SAMPLE DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of sample. Sample design is determined before data are collected.

The process of selecting the right individuals, objects or events for the study is known as Sampling.

Sampling involves the study of a small number of individuals, objects chosen from a large group.

Sample size

I have taken the sample size of 50 individuals for the research.

Sample Unit

In this, the target population that will be sampled. Once the sampling unit is determined sampling

frame has to be prepared so that each and every one in the target population has an equal chance of being sampled.

Sampling Area

The sample area of my research project was students of Bareilly.

Data Analysis

The data analysis is done with the help of graphs and pie charts.

Kind OF DATA COLLECTION

Primary Data

In essential information assortment, the information is gathered utilizing techniques like meetings and surveys. It is essential to set up a classification plan and dependent on it plan the survey to ensure that no table will be forgotten about. There are situations when tables can't be delivered on the grounds that surveys were planned without having an arrangement plan set up.

Essential information is gotten from direct sources, for example, Direct Observation, meeting, review, and survey and so forth

The essential information are those which are gathered a new and interestingly, and in this manner end up being unique in character.

Assortment of Primary Data

There are a few strategies for gathering essential information, especially in overviews and clear investigates. Significant once are:-

- a. Observation Method
- b. Interview Method
- c. Through Questionnaires
- d. Through Schedules

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Secondary Data

Auxiliary information alludes to information that was gathered by somebody other than the client. Basic wellsprings of optional information for sociology incorporate censuses, data gathered by government divisions, authoritative records and information that was initially gathered for other examination purposes.

Optional information is gotten from auxiliary sources, for example, Printed material and Published material and so on Auxiliary information is utilized to expand the testing size of exploration contemplates and is additionally picked for the proficiency and speed that accompanies utilizing an all around existing asset.

Method OF SAMPLING

There are two sorts of testing strategies:-

1. Likelihood examining method
2. Non-Probability examining method

The strategy utilized for the examination is non-likelihood testing method.

1. Likelihood testing strategy

Likelihood examining utilizes irregular inspecting strategies to make an example. It depends on the way that each individual from a populace has a known and equivalent possibility of being chosen. In this technique, the determination of inspecting units relies totally upon the individual judgment of the examination.

2. Non-likelihood inspecting procedure

Non-likelihood inspecting strategies utilize non-irregular cycles like specialist judgment or comfort examining. It addresses a gathering of examining methods that assist scientists with choosing units from a populace that they are keen on considering. All things considered, these units structure the example that the analyst examines [see our article, Sampling: The nuts and bolts, to get familiar with terms like unit, test and population.

Kinds OF RESEARCH

Distinct Research

Distinct exploration is an investigation intended to portray the members in a precise

manner. All the more basically, enlightening examination is tied in with portraying individuals who participate in the investigation.

There are three different ways an analyst can approach doing a spellbinding examination task, and they are:

- Observational, characterized as a technique for review and recording the members
- Case study, characterized as a top to bottom investigation of an individual or gathering of people
- Survey, characterized as a short meeting or conversation with a person about a particular subject.

Grouping of Descriptive Research

There are two kinds of clear exploration:

- Cross-sectional plan and
- Longitudinal plan

Cross-sectional examinations measure units from an example of the populace at just one point on schedule. Longitudinal examinations more than once measure a similar example units of a populace after some time.

Longitudinal examinations regularly utilize a board which addresses test unit who have consented to respond to inquiries at intermittent spans.

Cross-sectional Design

The cross-sectional investigation is the most oftentimes utilized expressive plan in promoting research. Cross-sectional plans include the assortment of data from some random example of populace components just a single time.

They might be either single cross-sectional or different cross-sectional.

- In single cross-sectional plans just one example of respondents and data is gotten from this example just a single time. These plans are additionally called test study research plans.
- In various cross sectional plans, there are at least two examples of respondents, and data from each example is gotten just a single time. Frequently, data from various examples is gotten at various occasions.

QUESTIONNAIRE METHOD

Questionnaires can be classified as both, quantitative and qualitative method depending on the nature of questions. Specifically, answers obtained through closed-ended questions with multiple choice answer options are analysed using quantitative methods and they may involve pie-charts, bar-charts and percentages, whereas answers obtained to open-ended questionnaire questions are analysed using qualitative methods and they involve discussions and critical analyses without use of numbers and calculations.

Advantages of questionnaires include increased speed of data collection, low or no cost requirements, and higher levels of objectivity compared to many alternative methods of primary data collection.

Sampling

Research Design: Descriptive
Sample Area: Bareilly (U.P)
Sample Unit: Individual (both male and female)
No. of Respondent: 50 Respondents
Sample Technique: Random
Data Collection: Primary data (structured by questionnaire)
Secondary data (it is collected from internal source i.e. Article, Research papers, journals & internet)

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