CHAPTER I

HANDICRAFTS AN OVERVIEW
A) INTRODUCTION:

Handicrafts are basic activity of human society and hence form an integral part of our life. They are more cohesive in human relationship than even language and can cross all barriers that language may create. The craft is as much an expression of the human spirit in material form which gives delight to mankind, as any of what are termed fine arts.¹ Handicrafts reflect the cultural heritage of a country. India is known for the richness of handicrafts from time immemorial. This is a cultural heritage inherited from generations of the past. Handicrafts are the material symbols of India's

A journey into history would reveal that India has always possessed a great culture and rich heritage, which over the ages have left behind memories in the form of exquisite handicrafts.² Handicrafts have their importance not only as a source of employment to craftsmen, but, perhaps, much more due to their capacity to reflect the culture and civilization, hopes and fears of

a generation through artistic expression. These crafts are the custodians of Indian cultural heritage.¹

According to Chamber's Twentieth Century Dictionary handicap means "a manual craft or trade".² The New Encyclopaedia, Britanica, defines handicrafts as "occupations of making by hand usable products graced with visual appeal". Handicrafts encompass activities that require a broad range of skills and equipment including needle work, lace making, weaving, printed textiles, basketry, pottery, ornamental working, jewelling, leather working, wood-working and the making of stained glass.³ The basic characteristics of handicrafts are that they are hand rather than machine made, incorporate a substantial element of craft-skill and are luxury rather than essential items.⁴ Articles besides being made by hand having its decorative artistic value are only

qualified as handicrafts. The word 'H-A-N-D-I-C-R-A-P-F-T-S' is characterised as follows:

H - Hand made
A - Aesthetic
N - New
D - Decorative
I - Innovation
R - Reflection
A - Appealing
F - Functional
T - Tradition
S -

From the above, the products which are made by hand having the above characteristics mentioned are basically handicrafts.¹ Handicrafts include a wide range of products such as carpets, hand-printed textiles, art metalwares, cane and bamboo articles, wood-work, toys and dolls, ivory products, gold jewellery, silver jewellery, stone-ware and artistic mats etc.

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Handicrafts have the following attributes:

1. Hand-made rather than machine made sometimes machines with low technology may be used in the process of manufacturing but they are mostly hand operated and their requirement in the total process is very negligible.

2. Handicrafts are produced invariably by highly labour-intensive process.

3. Labour cost is very high compared to material and fuel costs.

4. The artistic and esteem value of the handicrafts are generally more than the functional value.

5. The demand for handicrafts is generally income elastic.

6. Handicrafts require minimum capital, equipment and energy.

7. Employment opportunities can be easily created through abundant use of local skills by creating more demand for handicrafts.

8. Handicrafts production is mostly concentrated in less developed countries and the demand for handicrafts is concentrated in more developed countries.
B) HANDICRAFTS - A GLOBAL PERSPECTIVE:

History has revealed that handicrafts have existed in both developed and developing countries of the world. They include United States of America, United Kingdom, Japan, Afghanistan, Nepal, Sri Lanka, Greek, Thailand, United Arab Republic etc.

United States of America:

The handicrafts in United States are weaving, embroidery, leather goods making, olive wood products, pottery and silver ware. In the wake of rapid industrialisation, handicrafts practically disappeared from American scene. However, America is eager for the non-standardized, human quality of authentic work. ¹

United Kingdom:

Marriott² divided Britain handicrafts into three classes: First one is surviving rural crafts such as the work of the blacksmith, spinning, weaving and basketry. Second class is decorative handicrafts which include pottery, glass, the work of silversmith and goldsmith, jewellery handwoven, hand printed textiles, wood

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and ivory carvings. The third class of handicraft, in which the craft element is only design. The total work is done by machinery.

Currently, handicrafts in general, rural crafts in particular, have tended to decline because of reduced activity of agriculture and the migration of villagers to the towns. Except in remote parts of the British Isles, home-spinning and weaving have practically died out. Rural Industries Bureau was established in Britain for the survival of rural crafts and to revive the declined ones. Its function is mainly advisory, through technical experts and designers to rural artisans.

Japan:

The handicrafts in Japan are called folk arts. Folk art is essentially a craft art which produces objects by hand for utilitarian purposes. The uniqueness of the folk art lies in the combination of beauty and usefulness. The craftsmen in Europe, Asia and America produced handicrafts with the skill and care of long indigenous tradition. The Industrial Revolution had practically done away with the flourishing local crafts. Although industrialisation has been world-wide, it has not yet been able to kill the folk art of Asia. But even there, cheap, modern, machine products have replaced the beautiful hand-made
objects. The folk art of Japan is still flourishing. In Tokyo, Mumsterberg says that one can still see the artisans in their 'happi' coats, find pots of real beauty in the local pottery stores and see children playing with folk toys made of paper or clay. The most popular of the folk art products of contemporary Japan are many and varied objects fashioned of bamboo, grass, branches or bark. The popular crafts in Japan are pottery, basketry, lacquer ware, metal work, toys and textiles.¹

Afghan handicrafts have been influenced by Persian civilizations.² Religious and social traditions in Afghanistan have had a marked influence on handicraft activities. For example, tables and chairs are little used, but the carpet is an indispensable household furnishing. Carpet-making provides a source of additional income to the people in Afghanistan.

Handicrafts are an important branch of Afghan economy providing livelihood for thousands of persons

¹ Hugo Mumsterberg, "The Folk Arts of Japan", Charles E. Tuttle Company of Rutland, Vermont and Tokyo, Japan, 1958, p.23.
² Culture and traditions of Muslims in Iran.
producing a wide variety of essential articles and luxury goods. Some of the latter are exported and provide a valuable source of foreign currency. The others are locally consumed. The popular crafts in Afghanistan are weaving, pottery, carpets and woollen products.

Nepal:

Nepal has been known since ages for its artistic skill intricate craftsmanship as also for its woollen and other products. Its development depends on improved and modernised agriculture coupled with a more effective utilisation of its artisan skills and traditional craftsmanship. The most popular handicrafts of Nepal include handlooms, woollen and metal products. Climatic conditions and the availability of raw materials have contributed to the increasing production of woollen products. The products manufactured in Nepal are jackets, shawls and carpets. Sarma observed that the supply of raw materials and the marketing of finished goods is largely in the hands of private traders.

Sri Lanka:

Sri Lanka is a pear-shaped island lying in the Indian ocean and is separated from the sub-continent of India by a narrow strip of shallow water palkstrait. Its location on an important sea-route linking the west and the east via the Suez canal has placed Sri Lanka in a favourable position in the sphere of trade and commerce. The scenic beauty and sunny climate of Sri Lanka has made it a popular resort of tourists. These two factors are destined to play a significant part in the development of Island's handicrafts. The most important handicrafts of Sri Lanka are basket-ware, lace goods, gold and silver smithy, carving work, lacquer ware, paper dolls and metalware.¹

Greek:

In Greek the manual industries and crafts are ancient. They are developed to cater to regional needs. The products produced in small industries included craft or manual type which are distributed fairly well all over the country. Currently, the market for home crafts has declined; owing to changing ways of living, dressing and

the drift of population away from isolated communities that once were self-sufficient.

The migration of people from rural areas to urban areas is one of the major sociological problems of Greece. To avoid this situation, the Government should enlarge opportunities in rural areas to encourage cottage industries, handicrafts etc. The important handicrafts of Greek are pottery, weaving, painting and stone carving.¹

Thailand:

Thailand handicrafts show the influence of neighbouring countries, particularly of India and China. Handicrafts in Thailand concentrated in such areas as Chiankur, Chienganai, Chonburi and Bangkok on account of raw material availability or proximity to markets. Important handicrafts of Thailand are pottery, mat-weaving, lacquer ware, wood carvings, silver ware, bronze ware, cotton and silk textiles.²

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1. International Co-operation Administration, Office of Industrial Resources, "Greek Crafts", Washington, 1956, p.3.

United Arab Republic (Egypt):

Handicrafts in United Arab Republic may be classified as traditional crafts, tourist crafts and subsistence crafts. Traditional crafts include weaving and tailoring traditional dresses. Tapestry weaving is tourist craft. The subsistence crafts can be defined as the craft which involve small amount of capital and low skill levels in production. These crafts thus provide work for many lower income people who do not have the more skills and education. The important subsistence crafts are date palm crafts, basketry and smithing.¹

C) HANDICRAFTS IN INDIA:

Handicrafts have a direct impact on the religion, culture and life styles of the people in India. History goes to prove that many were the glories of Indian handicrafts for ages past. The cradle of an ancient civilization, India bequethed a rich legacy in arts and sciences to the world.² Excavations conducted

in different parts of India prove that India in various periods had innumerable handicrafts, some of them in high standard. In ancient India, craftsmen were organised on guild system and functioned as associations. 'The Ramayana' one of the sacred books of Hindu religion, specifically names eighteen traditional craft associations. They are jewellers, potter, ivory carvers, perfumers, goldsmiths, weavers, brass workers, painters, musical instrument makers, armourers, leather workers, blacksmiths, copper smiths, carpenters, makers of figures cutters of crystal, glass makers, in-layers.\(^1\) Indian craft tradition is intermingled with Hindu religion, since most of the castes were formed on the basis of the different crafts and occupations, undertaken for their livelihood. In order to emphasize the religious character of vocation, the ancient Indian craftsmen traced descent of their castes from 'VISWAKARMA', Lord of the arts, master of a thousands handicrafts, carpenter of the gods, and builder of divine places, fashioner of every jewel, first of craftsmen by whose art men live and as a great and deathless god, they worship.\(^2\)

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Ajanta and Ellora caves\(^1\), the temples of Konark\(^2\), Khajuraho\(^3\) even today resound the rich past craft-heritage. All the above indicates that the Indian handicrafts are very old and its tremendous influence on the religion and culture in India.

Handicrafts are seen in almost all the States and Union Territories of India. But, the number of crafts in each state are different. Some states like Jammu and Kashmir, Andhra Pradesh, West Bengal, Maharashtra and Gujarat have more number of crafts because of the availability of required raw materials and human skills. The culture and traditional background of the people influence the various types of crafts in the state. The handicrafts provide employment to a number of people. It solves the unemployment problem in the country to some extent. The details of number of crafts in each state and their employment during 1990 are shown in Table 1.1. The highest number of crafts i.e., 21 are found both in Andhra Pradesh and Jammu and Kashmir. About two-thirds of the

1. Cave temples in the State of Maharashtra, famous for fine sculpture and painting.
2. The Sun Temple famous for sculpture in Konarka town of Orissa state, India.
3. A town famous for sculpture in the state of Madhya Pradesh, India.
# Table 1.1

## State-Wise Distribution of the Number of Crafts and Employment During 1990

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the State/Union Territory</th>
<th>No. of Crafts</th>
<th>Employment</th>
<th>Percentage to Total Employment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Andhra Pradesh</td>
<td>21</td>
<td>46,660</td>
<td>(1.56)</td>
</tr>
<tr>
<td>2.</td>
<td>Assam</td>
<td>11</td>
<td>NA</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Bihar</td>
<td>18</td>
<td>1,85,750</td>
<td>(6.20)</td>
</tr>
<tr>
<td>4.</td>
<td>Gujarat</td>
<td>19</td>
<td>20,075</td>
<td>(0.67)</td>
</tr>
<tr>
<td>5.</td>
<td>Haryana</td>
<td>13</td>
<td>NA</td>
<td>-</td>
</tr>
<tr>
<td>6.</td>
<td>Himachal Pradesh</td>
<td>8</td>
<td>800</td>
<td>(0.03)</td>
</tr>
<tr>
<td>7.</td>
<td>Jammu and Kashmir</td>
<td>21</td>
<td>1,52,700</td>
<td>(5.10)</td>
</tr>
<tr>
<td>8.</td>
<td>Karnataka</td>
<td>14</td>
<td>10,600</td>
<td>(0.35)</td>
</tr>
<tr>
<td>9.</td>
<td>Kerala</td>
<td>18</td>
<td>21,150</td>
<td>(0.71)</td>
</tr>
<tr>
<td>10.</td>
<td>Madhya Pradesh</td>
<td>16</td>
<td>15,800</td>
<td>(0.53)</td>
</tr>
<tr>
<td>11.</td>
<td>Maharashtra</td>
<td>19</td>
<td>17,060</td>
<td>(0.57)</td>
</tr>
<tr>
<td>12.</td>
<td>Manipur</td>
<td>7</td>
<td>10,330</td>
<td>(0.34)</td>
</tr>
<tr>
<td>13.</td>
<td>Meghalaya</td>
<td>12</td>
<td>2,400</td>
<td>(0.08)</td>
</tr>
<tr>
<td>14.</td>
<td>Nagaland</td>
<td>6</td>
<td>32,000</td>
<td>(1.07)</td>
</tr>
<tr>
<td>15.</td>
<td>Orissa</td>
<td>15</td>
<td>1,71,850</td>
<td>(5.74)</td>
</tr>
<tr>
<td>16.</td>
<td>Punjab</td>
<td>9</td>
<td>5,300</td>
<td>(0.18)</td>
</tr>
<tr>
<td>17.</td>
<td>Rajasthan</td>
<td>18</td>
<td>56,540</td>
<td>(1.89)</td>
</tr>
<tr>
<td>18.</td>
<td>Sikkim</td>
<td>8</td>
<td>190</td>
<td>(0.01)</td>
</tr>
<tr>
<td>19.</td>
<td>Tamil Nadu</td>
<td>12</td>
<td>15,200</td>
<td>(0.51)</td>
</tr>
<tr>
<td>20.</td>
<td>Tripura</td>
<td>7</td>
<td>1,01,000</td>
<td>(3.37)</td>
</tr>
<tr>
<td>21.</td>
<td>Uttar Pradesh</td>
<td>13</td>
<td>19,50,000</td>
<td>(65.08)</td>
</tr>
<tr>
<td>22.</td>
<td>West Bengal</td>
<td>19</td>
<td>1,30,000</td>
<td>(4.34)</td>
</tr>
<tr>
<td>23.</td>
<td>Other States and Union Territories</td>
<td>2 to 15</td>
<td>50,000</td>
<td>(1.67)</td>
</tr>
</tbody>
</table>

Total: 29,95,405 (100.00)

Source: Compiled from data obtained from the Office of the Development Commissioner, (Handicrafts), Ministry of Textiles, New Delhi.

Note: NA = Not available.
states of India have more than 10 crafts each. The total number of persons engaged in the respective crafts is 30 lakhs. Handicrafts in Uttar Pradesh alone is providing employment to 65.08 per cent of total persons employed followed by Bihar (6.20 per cent), Orissa (5.74 per cent) and Andhra Pradesh (1.56 per cent).

PROGRESS OF HANDICRAFTS UNDER FIVE YEAR PLANS:

India's economy has been developed through Five Year Plans. The first Five Year Plan is targeted and implemented during 1951-56. So far, seven Five Year Plans have been implemented. The latest and seventh Five Year Plan ended by 1990. Expenditure on handicrafts in various Five Year Plans and its share in total outlay of each plan indicates the development of handicrafts by Government. Five Year Plan-wise, total outlay expenditure on handicrafts in each plan and its share in total plan outlay are shown in Table 1.2. The total plan outlay of first Five Year Plan is ₹ 237.9 crores and it has risen up to ₹ 6,665 crores in fourth Five Year Plan. The total plan outlay is enormously increased in fifth Five Year Plan to ₹ 37,250 crores. In the sixth and seventh Five Year Plans the total plan outlays are ₹ 97,500 crores and ₹ 1,50,000 crores respectively. The expenditure on handicrafts is only one crore which constitutes 0.04 per cent
<table>
<thead>
<tr>
<th>Five Year Plans</th>
<th>Total Plan outlay</th>
<th>Expenditure on handicrafts</th>
<th>Percentage to total</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Five Year Plan</td>
<td>2,379.00</td>
<td>1.00</td>
<td>0.04</td>
</tr>
<tr>
<td>(1951-56)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Second Five Year Plan</td>
<td>4,500.00</td>
<td>9.00</td>
<td>0.20</td>
</tr>
<tr>
<td>(1957-62)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Third Five Year Plan</td>
<td>7,500.00</td>
<td>8.60</td>
<td>0.11</td>
</tr>
<tr>
<td>(1963-68)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fourth Five Year Plan</td>
<td>6,665.00</td>
<td>18.00</td>
<td>0.27</td>
</tr>
<tr>
<td>(1969-73)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fifth Five Year Plan</td>
<td>37,250.00</td>
<td>29.80</td>
<td>0.08</td>
</tr>
<tr>
<td>(1974-79)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sixth Five Year Plan</td>
<td>97,500.00</td>
<td>110.90</td>
<td>0.11</td>
</tr>
<tr>
<td>(1980-85)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seventh Five Year Plan</td>
<td>1,80,000.00</td>
<td>122.86</td>
<td>0.07</td>
</tr>
<tr>
<td>(1985-90)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Compiled from Five Year Plan documents, Planning Commission, Government of India, New Delhi.
in first Five Year Plan total outlay. The expenditure has increased to Rs.110.90 crores, having a share of 0.11 per cent in sixth Five Year Plan total outlay. Though, the expenditure on handicrafts has increased to Rs.122.86 crores in seventh Five Year Plan, its share in total plan outlay has declined to 0.07 per cent. Thus, it can be understood from the above that though the Five Year Plan total outlays and expenditure on handicrafts have increased rapidly from the first Five Year Plan to seventh Five Year Plan, the share of expenditure on handicrafts to total plan outlays of all the Five Year Plans has not increased continuously.

The plan outlay for the handicrafts of the Five Year Plans would have had influence on the employment in handicrafts and production and exports of handicrafts. Therefore, an attempt is made to study the per artisan plan outlay and its effect on per artisan production and exports. The plan outlay is increased from Rs.1 crore in first Five Year Plan to Rs.122.8 crores in Seventh Five Year Plan. Table 1.3 reveals that the total employment in handicrafts sector in the second Five Year Plan period (1956-61) is 4.5 lakhs. It has increased to 15 lakhs during fourth Five Year Plan period (1969-73) and further to 55.8 lakhs during seventh Five Year Plan period (1985-90).

The plan outlay per artisan during second Five Year Plan (1961-66) is Rs.200. It is miserably reduced to
### Table 1.3

**Employment, Per Capita Outlay, Production and Exports of Handicraft Sector, Plan-Wise**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Particulars</th>
<th>Total Employment (No. of persons in lakhs)</th>
<th>Plan Outlay (Rs. in crores)</th>
<th>Plan Outlay per artisan (Rs. in crores)</th>
<th>Production Per Artisan (Rs.)</th>
<th>Exports (Rs. in crores)</th>
<th>Exports (Rs. in artisan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>First Plan (1951-56)</td>
<td>NA</td>
<td>1.0</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>2</td>
<td>Second Plan (1957-62)</td>
<td>4.5</td>
<td>9.0</td>
<td>200.0</td>
<td>253.3</td>
<td>5,629.0</td>
<td>19.34</td>
</tr>
<tr>
<td>3</td>
<td>Third Plan (1963-68)</td>
<td>10.1</td>
<td>8.6</td>
<td>85.0</td>
<td>NA</td>
<td>NA</td>
<td>27.79</td>
</tr>
<tr>
<td>4</td>
<td>Fourth Plan (1969-73)</td>
<td>15.0</td>
<td>18.0</td>
<td>120.0</td>
<td>1,065.0</td>
<td>7,100.0</td>
<td>195.00</td>
</tr>
<tr>
<td>5</td>
<td>Fifth Plan (1974-79)</td>
<td>20.3</td>
<td>29.8</td>
<td>147.0</td>
<td>2,050.0</td>
<td>10,096.0</td>
<td>854.00</td>
</tr>
<tr>
<td>6</td>
<td>Sixth Plan (1980-85)</td>
<td>27.4</td>
<td>110.9</td>
<td>404.0</td>
<td>3,500.0</td>
<td>12,774.0</td>
<td>1,700.00</td>
</tr>
<tr>
<td>7</td>
<td>Seventh Plan (1985-90)</td>
<td>35.8</td>
<td>122.8</td>
<td>343.0</td>
<td>5,400.0</td>
<td>15,084.0</td>
<td>2,591.00</td>
</tr>
</tbody>
</table>

*Source*: Compiled from Plan Documents and the data obtained from the Office of the Development Commissioner (Handicrafts), Ministry of Textiles, New Delhi.

*Note*: NA = Not available.
Rs. 85 due to increase in total artisan and decrease in plan outlay for handicrafts during third Five Year Plan. Though the per artisan plan outlay is increased in fourth and fifth Five Year Plans, they have not reached the per artisan plan outlay of second Five Year Plan. The per artisan plan outlay has reached a all time high of Rs. 404 during sixth Five Year Plan period (1980-85) as a result of high provision of plan outlay for handicrafts. But in the following seventh Five Year Plan the per artisan plan outlay has reduced to Rs. 343.

As far as production of handicrafts is concerned, it is worth of Rs. 253.3 crores during second Five Year Plan period. It is increased to the worth of Rs. 1,065 crores during fourth Five Year Plan period. During seventh Five Year Plan period production of handicrafts is worth of Rs. 5,400 crores. The per artisan production of handicrafts during Five Year Plan periods reveals constant increase from Rs. 5,629 in second Five Year Plan period to Rs. 15,084 in seventh Five Year Plan period.

The exports of handicrafts during second Five Year Plan period is only Rs. 19.34 crores. The exports have increased to Rs. 2,591 crores during seventh Five Year Plan period. As far as per artisan exports are concerned, they are Rs. 430 during second Five Year Plan period. But in
the third Five Year Plan period they are reduced to Rs.275. It shows that the increase in exports of handicrafts during third Five Year Plan period is not in tune with the increase in total artisans. However, per artisan exports has started increasing from fourth Five Year Plan period. They are Rs.7,427 during seventh Five Year Plan period.

It is evident from the above analysis that the total employment in handicrafts has increased from 4.5 lakhs Five Year Plan period. The plan outlay for handicrafts has constantly increased through all the Five Year Plans. The per artisan plan outlay is very low (Rs.85) during third Five Year Plan period. But it has increased in the following Five Year Plan periods. The production of handicrafts and per artisan production of handicrafts are increased constantly from second Five Year Plan period to seventh Five Year Plan period. The exports of handicrafts and per artisan exports of handicrafts are also increased constantly in all the Five Year Plan periods except in third Five Year Plan period. The per artisan exports have reduced to Rs. 275. Thus, the increase in plan outlay for handicrafts during Five Year Plan periods has resulted in the increased employment in handicrafts sector and also increased production and exports both in total volume and artisan-wise.
STRUCTURE AND GENESIS OF ALL INDIA HANDICRAFTS BOARD:

Rapid industrialization brought about the downfall of handicraft industry in India. Craftsmen were thrown into most abjective conditions as the handicraft articles faced stiff competition from machine-made goods. Since the middle of 19th century, signs of decay in handicraft tradition were very much felt. "The decay may be due to changing market patterns, a flagging design sense or a number of other reasons, for it must be remembered that behind the craft is the craftsman, his life, his inherited skills, his individual sensibility and most important his place in relation to the larger community".1

Further, several problems such as exploitation by middlemen, shortage of raw materials, low-incomes of the craftsmen, shift in the occupation, paucity of funds, indebtedness of the craftsmen, and deterioration in the quality of the products etc., started shaking the strong foundations of various handicrafts in India. Immediately after independence, and particularly after Five Year Plan, the economists and policy makers gave a serious thought for the revival, development, and promotion of handicrafts.

To enquire into the problems confronting the development of handicrafts, to advise the Government on problems of handicraft industries and to suggest measures for their improvement and development, the All India Handicraft Board was set up in 1952. The board is also required to study technical, production, financial and organisational aspects of the crafts and prepare plans for their development and assist state Governments in preparing and executing developmental schemes.

The All India Handicrafts Board has established a number of organisations for implementing the central Government and centrally sponsored schemes and of existing State Governments in their programmes. It consists of three headquarters, five regional offices at Delhi, Lucknow, Calcutta, Madras and Bombay; four regional design centres at Delhi, Calcutta, Bombay and Bangalore, eight pilot centres, the central Handicrafts Development centres and the crafts museum.

The headquarters comprise eleven service centres, viz., export promotion, marketing, quality control, credit fund, co-operatives, training and extension, planning and research, publicity, design development, exhibition and technology. Further, special craft cells have also been created in headquarters office to look after the technical
problems of most of the crafts. At the grassroot level, there are, in all, 47 Marketing and Service Extension Centres in the country. Uttar Pradesh alone accounts for six centres, followed by Jammu and Kashmir having five centres. Tamil Nadu, Madhya Pradesh and Bihar have three centres each. Andhra Pradesh, however, accounts for two centres alongwith Gujarat, Karnataka, Maharastra, Orissa and Rajasthan. The remaining states and Union Territories have one centre each. Besides, there are three-fold administrative cells, one each at Assam, Karnataka and Uttar Pradesh. The regional offices play an important role in the working of the schemes for export promotion, holding of exhibitions, extending markets and training. The administration of all the office of the board is under the control of the Development Commissioner for handicrafts, who is assisted by one Additional Development Commissioner and two joint Development Commissioners and one Senior Director who is in-charge of National Handicrafts and Handlooms Museum. Presently, the handicrafts sector is under the control of Ministry of Textiles, the Government of India. The Ministry of Textiles after passing through various changes set its independent renaissance with effect from 15th November, 1985.

The Ministry is vested with four-fold functions, i.e., policy formulation, developmental, regulatory and
export promotion. The Ministry is responsible for formulation of policies regarding production, distribution (for domestic consumption and exports) and development of handicrafts (along with other sectors like jute, jute products, all textiles and woollen etc.).

The organisation structure of board is presented in Chart 1.1. All India Handicrafts Board has been placed under the Ministry of Textiles. The Board is headed by Development Commissioner (Handicrafts) and Additional Development Commissioner. In the next-rung, there are two Joint Development Commissioners and Senior Director for National Handicrafts and Handlooms Museum. There are as many as five regional offices - northern, New Delhi; southern - Madras; and easter, Calcutta. There are four regional design and Technical Development Centres in New Delhi, Bombay, Bangalore and Calcutta. There are Marketing and Service Extension Centres in all states and Union Territories.

In June 1962, the Handicrafts and Handlooms Exports Corporation of India (a subsidiary of the State Trading Corporation of India Ltd) has been established. It is mainly engaged in promoting exports of Indian handicrafts and handloom products and ready-made garments. It undertakes and executes wholesale orders, conducts
ORGANISATION STRUCTURE OF ALL INDIA HANDICRAFTS BOARD

MINISTRY OF TEXTILES

DEVELOPMENT COMMISSIONER (HANDICRAFTS)

ADDITIONAL DEVELOPMENT COMMISSIONER

JOINT DEVELOPMENT COMMISSIONER (1)
JOINT DEVELOPMENT COMMISSIONER (2)

SENIOR DIRECTOR NATIONAL HANDICRAFTS AND HANDLOOMS MUSEUM

REGIONAL OFFICES

NORTHERN NEW DELHI
WESTERN BOMBAY
CENTRAL LUCKNOW
SOUTHERN MADRAS
EASTERN CALCUTTA

REGIONAL DESIGN AND TECHNICAL DEVELOPMENT CENTRES

NEW DELHI
BOMBAY
BANGALORE
CALCUTTA

MARKETING AND SERVICE EXTENSION CENTRES

STATES AND UNION TERRITORIES
retail sale operations through retail outlets abroad and participates and sells in major exhibitions of the world. It helps private exporters by affiliating them as business associations. Further, it undertakes a number of publicity and promotional measures for the export of handicrafts and handloom products.

Ever since the All India Handicrafts Board and the Handicrafts and Handlooms Export Corporation have been established, numerous developmental plans are attempted in the field of design, production, marketing and exports. Further, these organisations have made several attempts towards developing existing skills and introducing intermediate workshop technology to support human skills. A generous help has been given particularly for these crafts which are about to disappear. Certain other crafts which are not earlier given handicrafts status have been identified and included in the list for providing all the benefits.

EXPORTS OF HANDICRAFTS FROM INDIA:

The handicrafts sector plays an important role in the overall exports of the developing countries of the world. Handicrafts exports also have an important function in countries, where rural development is a national priority, as handicrafts produced in rural areas can provide supplemental income and thereby encourage more farmers to
stay on the land. Indian handicrafts are very popular in the foreign markets. Handicrafts industry in India, besides, helping to solve both social and economic problems of the village craftsmen and the weaker sections of the society, has come to play an important role in earning valuable foreign exchange for the country. Handicrafts are exported to more than 100 countries in the world. The major countries to which handicrafts are exported include Belgium, France, West Germany, Italy, Netherlands, Denmark, Sweden, Switzerland, United Kingdom, Australia, Hongkong, Japan, Malaysia, Singapore, Kuwait, Lebanon, Saudi Arabia, United States of America and Canada. The significance of handicrafts can be understood from the exports of handicrafts from India. Hence, an attempt is made to analyse handicrafts exports and their share in total Indian exports. The total Indian exports in 1979-80 are ₹ 6,418 crores (Table 1.4). They are almost doubled in the next seven years. The exports of handicrafts are ₹ 314 crores in 1979-80 which constitutes 4.89 per cent in total Indian exports. These exports are doubled and increased to ₹ 670 crores in 1986-87. But their share in total Indian exports remain around five per cent due to vast increase in total Indian exports. The share of handicrafts exports in total Indian exports is almost constant during this period.
## Table 1.4

Handicrafts exports from India during 1979-’80 to 1990-’91

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Indian exports</th>
<th>Indian Handicrafts exports</th>
<th>Percentage of Handicrafts exports in total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1979-80</td>
<td>6,418</td>
<td>314</td>
<td>4.89</td>
</tr>
<tr>
<td>1980-81</td>
<td>6,711</td>
<td>351</td>
<td>5.23</td>
</tr>
<tr>
<td>1981-82</td>
<td>7,606</td>
<td>412</td>
<td>5.28</td>
</tr>
<tr>
<td>1982-83</td>
<td>8,908</td>
<td>381</td>
<td>4.28</td>
</tr>
<tr>
<td>1983-84</td>
<td>9,771</td>
<td>428</td>
<td>4.38</td>
</tr>
<tr>
<td>1984-85</td>
<td>11,744</td>
<td>535</td>
<td>4.56</td>
</tr>
<tr>
<td>1985-86</td>
<td>10,895</td>
<td>503</td>
<td>4.62</td>
</tr>
<tr>
<td>1986-87</td>
<td>12,452</td>
<td>670</td>
<td>5.38</td>
</tr>
<tr>
<td>1987-88</td>
<td>15,741</td>
<td>541</td>
<td>3.44</td>
</tr>
<tr>
<td>1988-89</td>
<td>20,231</td>
<td>798</td>
<td>3.94</td>
</tr>
<tr>
<td>1989-90</td>
<td>27,681</td>
<td>989</td>
<td>3.57</td>
</tr>
<tr>
<td>1990-91</td>
<td>32,527</td>
<td>1,037</td>
<td>3.19</td>
</tr>
</tbody>
</table>

Source: Compiled from the data obtained from Exports Promotion Council for Handicrafts, New Delhi.
from 1979-80 to 1986-87. But in the succeeding years, i.e., 1987-88, 1988-89, 1989-90, 1990-91 the percentage has declined to around 3.44 per cent, 3.94 per cent, 3.57 per cent and 3.19 per cent respectively.

It can be concluded from the above that total Indian exports have increased from Rs. 6,418 crores in 1979-80 to Rs. 12,452 crores in 1986-87. The handicrafts exports of India have also increased constantly excepting in the years 1982-83 and 1987-88. The share of handicrafts exports in total Indian exports is around five per cent during the period 1979-80 to 1986-87.

It would be interesting to know which products of handicrafts are exported more. In view of this, exports of major handicrafts during 1979-80 to 1990-91 are presented in Table 1.5. Woollen carpets, rugs and druggets worth of Rs. 135.38 crores have been exported in 1979-80. They have a major share in total exports of handicrafts in each year. These exports have tripled in the next decade. Art metalware worth of Rs. 63.90 crores has been exported in 1979-80. These exports have increased to Rs. 131.73 crores in 1986-87. Unfortunately, these exports have dropped to Rs. 57.71 crores in 1987-88 and again increased to Rs. 105.92 crores in 1988-89 and to Rs. 235.78 crores in 1990-91. Hand printed textiles and scarves recorded next highest exports (Rs. 30.18 crores) in 1979-80. These exports have constantly increased in the
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Woollen Carpets, Rugs and Druggets</td>
<td>135.38</td>
<td>157.66</td>
<td>173.48</td>
<td>166.21</td>
<td>189.10</td>
<td>236.13</td>
<td>211.24</td>
<td>261.54</td>
<td>212.77</td>
<td>273.27</td>
<td>360.55</td>
<td>425</td>
</tr>
<tr>
<td>Art Metalware</td>
<td>63.90</td>
<td>72.10</td>
<td>95.86</td>
<td>81.73</td>
<td>90.45</td>
<td>111.57</td>
<td>102.84</td>
<td>131.73</td>
<td>57.51</td>
<td>105.92</td>
<td>124.73</td>
<td>235</td>
</tr>
<tr>
<td>Woodwares</td>
<td>18.28</td>
<td>18.30</td>
<td>20.25</td>
<td>16.40</td>
<td>17.00</td>
<td>15.42</td>
<td>12.71</td>
<td>17.23</td>
<td>8.69</td>
<td>15.00</td>
<td>18.26</td>
<td>35</td>
</tr>
<tr>
<td>Hand Printed Textiles and Scarves</td>
<td>30.18</td>
<td>33.74</td>
<td>39.74</td>
<td>34.80</td>
<td>29.91</td>
<td>40.04</td>
<td>38.47</td>
<td>49.42</td>
<td>16.78</td>
<td>60.62</td>
<td>75.62</td>
<td>103</td>
</tr>
<tr>
<td>Shawls as artware</td>
<td>2.27</td>
<td>1.92</td>
<td>1.97</td>
<td>2.68</td>
<td>3.99</td>
<td>3.33</td>
<td>3.79</td>
<td>6.85</td>
<td>5.52</td>
<td>4.36</td>
<td>4.64</td>
<td>14</td>
</tr>
<tr>
<td>Zari and Zari goods</td>
<td>3.00</td>
<td>2.81</td>
<td>3.84</td>
<td>4.00</td>
<td>4.19</td>
<td>5.95</td>
<td>6.19</td>
<td>11.08</td>
<td>2.70</td>
<td>5.93</td>
<td>6.87</td>
<td>18</td>
</tr>
<tr>
<td>Ivory products</td>
<td>1.94</td>
<td>1.13</td>
<td>1.04</td>
<td>0.81</td>
<td>1.29</td>
<td>0.95</td>
<td>1.02</td>
<td>1.18</td>
<td>0.58</td>
<td>0.27</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Floor coverings and other materials</td>
<td>5.33</td>
<td>6.34</td>
<td>11.44</td>
<td>19.24</td>
<td>24.28</td>
<td>31.95</td>
<td>33.01</td>
<td>50.21</td>
<td>68.09</td>
<td>63.61</td>
<td>59.53</td>
<td>81</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>44.26</td>
<td>44.48</td>
<td>49.66</td>
<td>41.87</td>
<td>49.04</td>
<td>64.23</td>
<td>58.70</td>
<td>96.43</td>
<td>160.35</td>
<td>256.21</td>
<td>323.50</td>
<td>96</td>
</tr>
<tr>
<td>Total</td>
<td>314.26</td>
<td>351.22</td>
<td>412.15</td>
<td>381.08</td>
<td>428.10</td>
<td>535.45</td>
<td>503.24</td>
<td>670.17</td>
<td>540.93</td>
<td>798.02</td>
<td>989.13</td>
<td>1037</td>
</tr>
</tbody>
</table>

Source: Compiled from monthly statistics of Foreign Trade of India, Directorate General of Commercial Intelligence and Statistics, Calcutta.
following years, but suffered a significant decline to ₹. 16.78 crores in 1987-88. Immediately, in the next year, these exports have increased to ₹.60.62 crores. The exports of hand printed textiles have increased from ₹.75.62 crores during 1989-90 to ₹.103.02 crores in 1990-91. The exports of embroidered goods are ₹.6.49 crores in 1979-80. These exports have increased consider- ably to ₹.30.94 crores in 1985-86 and ₹.40.81 crores in 1986-87. But, suddenly they have dropped to ₹.4.75 crores and ₹.6.79 crores and ₹.7.89 crores in the following three years respectively. However, the exports have increased to ₹.18.77 crores in 1990-91. In case of floor coverings and other materials, the exports are only ₹.5.33 crores. These exports have constantly increased and recorded ₹.68.09 crores in 1987-88. But in the next two years these exports have declined to ₹.63.61 crores in 1988-89 and ₹.59.53 crores in 1989-90. But exports have increased to ₹.81.21 crores in 1990-91. The exports regarding shawls as artware, zari and zari goods and imitation jewellery have increased substantially during the twelve years period. The exports of ivory products have reduced from ₹.1.94 crores in 1979-80 to ₹.0.27 crores in 1988-89 with fluctuations. 

Thus, it is clear from the above that the exports of woollen carpets, rugs and druggets, art metalware, hand printed textiles and scarves, shawls as artware, zari and
zari goods and imitation jewellery, increased during the period between 1979-80 to 1990-91. Floor coverings and other materials exports increased considerably in this period from Rs. 5.33 crores to 81.21 crores. Almost all the crafts suffered decline of exports in 1987-88 excepting floor coverings and other materials and miscellaneous. However, in the next year all the crafts gained increase of their exports except ivory products.

D) HANDICRAFTS INDUSTRY IN ANDHRA PRADESH:

Since time immemorial, Andhra Pradesh is widely known for its marvelous handicrafts. The state has made significant progress in the development of its handicrafts. It is the fore-fathers of the craftsmen of Andhra Pradesh who were responsible for the sculpture and frescoes of Amaravathi¹, Ellora and Ajanta which have become a treasure house of design and have been a source of inspiration for many craftsmen even to this day. Most of the handicrafts produced in the state are being exported to different countries in the world. Handicrafts of Andhra Pradesh, as Rao. R.V., expressed, have played a significant role-

1. A town, in Guntur District of Andhra Pradesh, famous for sculpture.
role in the production of variety of goods which combine beauty and utility and also provide large avenues of employment.¹

The evolution of design, colour and form embodied in our handicrafts is a story of experiment and evolution through centuries perfected through the passage of time. The number and formidable variety of these crafts, their role in the state's economy and the basis of their organisation moulded on the co-operative effort, have today drawn all India attention.

Andhra Pradesh has been the home of handicraft products like wood carvings of Madavamala, toys of Kondapalli, Nirmal and Etikoppaka, Carpets of Eluru and Warangal, Kalamkari of Srikalahasti and Machilipatnam, Red Sandalwood toys of Tiruchanuru, Imitation Jewellery of Machilipatnam to mention only a few. The artistic skill of artisans is reflected in the handicrafts. A cultural heritage is passed through generations.

The following pages deal with background of the handicraft industry in Andhra Pradesh, location, employment, annual production, exports of handicrafts from Andhra Pradesh and their export problems. The origin and growth of Andhra Pradesh Handicrafts Development Corporation and its benefit schemes to artisans, Lepakshi\(^1\) Emporia; finally the role and objectives of Rural Marketing and Service Extension Centres.

**MAJOR HANDICRAFTS IN ANDHRA PRADESH:**

There are as many as 21 handicrafts in Andhra Pradesh. These crafts can be broadly divided into three categories basing on the raw material used for production; viz., 1) Metalware, 2) Woodware, 3) Textiles. Certain crafts do not come under this classification. The location of the establishment of craft depends on the availability of raw material. The total employment and production of

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\(1\) It is the name of the temple famous for Sculpture and artistic designs in Anantapur District of Andhra Pradesh. The retail outlets of Andhra Pradesh Handicrafts Development Corporation are named after this temple.
each crafts show its marketability. The details of various crafts regarding its place of establishment, district, employment and annual production are shown in Table 1.6. The table reveals that there are five crafts in Metalware, six crafts in Woodware and seven crafts in Textiles. The crafts which do not come under any of the above are placed under miscellaneous. There are three crafts in this category. Imitation jewellery and crochet lace are providing the highest employment amounting to 42,500 artisans. Their production is also as high as compared to other crafts. The profiles of handicrafts mentioned in this table are as follows:

I. METAL WARE:

1. Imitation Jewellery:

Imitation Jewellery\(^1\) is one of the major handicrafts of Andhra Pradesh. For the last 140 years, the craft has been flourishing in Chilakalapudi, on the east coast, the suburb of Machilipatnam about 60 Kms from Vijayawada. The craft is providing employment to 2,500 artisans. Both jewellery and utility ware are essentially concentrated in Machilipatnam. A variety of articles like

1. It is gold-coated jewellery - ornaments of those people who can not afford to buy gold jewellery.
TABLE 1.6

LACE, EMPLOYMENT AND ANNUAL PRODUCTION OF MAJOR HANDICRAFTS IN ANDHRA PRADESH DURING 1988-89

<table>
<thead>
<tr>
<th>No.</th>
<th>Name of the craft</th>
<th>Place</th>
<th>District</th>
<th>Employment</th>
<th>Annual production (in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Imitation Jewellery</td>
<td>Machilipatnam</td>
<td>Krishna</td>
<td>2,500</td>
<td>180.00</td>
</tr>
<tr>
<td>2.</td>
<td>Sheet Metal</td>
<td>Pembarthy</td>
<td>Warangal</td>
<td>150</td>
<td>10.00</td>
</tr>
<tr>
<td>3.</td>
<td>Miniature Bronze Icons</td>
<td>Dornakambala</td>
<td>Chittoor</td>
<td>120</td>
<td>8.00</td>
</tr>
<tr>
<td>4.</td>
<td>Bidriware</td>
<td>Hyderabad</td>
<td>Hyderabad</td>
<td>50</td>
<td>6.00</td>
</tr>
<tr>
<td>5.</td>
<td>Silver Filigree</td>
<td>Karimnagar</td>
<td>Karimnagar</td>
<td>20</td>
<td>2.00</td>
</tr>
</tbody>
</table>

**I. METALWARE:**

6. Lacquereare Toys
   - Hyderabad
   - Etikoppaka
   - Visakhapatnam
   - 200
   - 12.00

7. Wood carvings
   - Madhavamala
   - Bandarupalli
   - Chittoor
   - Tirupati
   - 190
   - 12.00

8. Painted wooden/Kondapalli Toys
   - Kondapalli
   - Krishna
   - 100
   - 10.00

9. Mural Paintings
   - Hyderabad
   - Hyderabad
   - 90
   - 10.00

10. Painted wooden/Mural Toys
    - Mural
    - Adilabad
    - 70
    - 8.00

11. Wooden Cutlery
    - Udayagiri
    - Nellore
    - 40
    - 3.00

**II. TEXTILES:**

12. Crochet Lace
    - Narasapur
    - Palakole
    - West Godavari
    - 40,000
    - 150.00

13. Woollen Pile Carpets
    - Eluru
    - Warangal
    - Warangal
    - 600
    - 100.00

14. Cotton Durries
    - Warangal
    - Adoni
    - Kurnool
    - 700
    - 70.00

15. Kalamkari Prints
    - Machilipatnam
    - Pochampalli
    - Nalgonda
    - 200
    - 25.00

16. Tie and dye weaving
    - Tuni
    - Rajahmundry
    - East Godavari
    - 190
    - 26.00

17. Hand Printed textiles
    - Vijayawada
    - Hyderabad
    - Krishna
    - 150
    - 6.00

**III. MISCELLANEOUS:**

18. Zari and Zardoze
    - Hyderabad
    - Nellore
    - Cuddapah
    - Guntur
    - 50
    - 4.00

Total: 46,660
        772.00

Source: Compiled from the data obtained from Andhra Pradesh Handicraft Development Corporation, Hyderabad.
bangles, necklaces, rings, lockets, anklets, key chains and ear studs are produced. The annual production of this craft is Rs. 180 lakhs. Earlier the market for these articles confined to fairs; and the designs were brought out to suit only tribals. In the wake of increase in the price of gold, non-tribals also have begun to use imitation jewellery.

2. Sheet Metal ware:

Sheet metal work is concentrated in Pembarthy village of Warangal district. The sheet metal work in brass and silver depicts the Kakatiya \(^1\) culture of 16th century. This craft provides employment to as many as 150 artisans. The manufacturer of artistic sheet metal items in traditional and innovative designs serve as both utility and household decorative items. The annual production of this craft is Rs. 10 lakhs. The artistic sheet metal work include brass peacock lamp shade, brass planter, brass lotus lampshade, brass flower etc. \(^2\)

3. Miniature Bronze Icons:

Miniature Bronze Icons \(^3\) are created by craftsmen from Dronakaumala village of Chittoor District. The

\(^1\) Kakatiya is the name of the dynasty which ruled Warangal during 16th century.


\(^3\) Small idols of Gods and Goddesses made in bronze.
artisans excel in the creation of exquisite icons of Hindu deities. The products of this craft find good market in temple towns like Tirupati, Tirumala and Sri-kalahasti in the state. As many as 120 artisans are getting their bread and butter from this craft. The products worth of eight lakh rupees are produced by this craft annually.

4. Bidriware:

Bidriware is an art form that is influenced by the Persian and Arabic culture. It takes its name from Bidar district in Karnataka state where it is popular. Bidri art pieces take the form of utility ware like ash trays, flower vases, cigarette cases and jars. Hyderabad the capital of Andhra Pradesh, where Islam meets Hinduism, conservatism meets cosmopolitanism and cultural streams meet, also boast of one of the finest forms of creativity - the Bidri craft. Bidri once practised in many parts of India, today exists only in Hyderabad in Andhra Pradesh and Bidar in Karnataka. The craft provides employment to 50 artisans. Annual production of this craft is six lakh rupees.

1. The traditions and culture left behind by Arabs and Persians who ruled India from 12th Century to 19th Century.
5. Silver Filigree:

Silver filigree\(^1\) of Karimnagar district is one of the ancient crafts of the state. It is one of the fine examples of manual dexterity and skilled craftsmanship. However, only 20 artisans are engaged in this craft; producing articles worth of two lakh rupees annually. The silver filigree articles include perfume containers, spoons, pileboxes, jewellery boxes, cigarette boxes and trays. The designs are generally florals with creepers, leaves and flowers. The filigree craft can execute any other design that is required. The popular design is known as the Karimnagar design which reflects a high degree of exquisite workmanship.\(^2\)

II. WOODWARE:

6. Lacquerware Toys:

Toy-making is a popular craft in the state for centuries. The tyos are the embodiment of skill, creativity and adaptability of craftsmen. Etikoppaka, a village in Visakhapatnam is famous for lacquerware toys. The village is a pioneer in the craft and well-known for its ornamental work in silver.

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1. It is intricate ornamental work in silver.
dexterity in the state. Lacquerware toys include idols, animals and birds, pot sets and toy utensils, images of human beings, fruits and vegetables. The features and the colour combinations used in the toys catch the eyes of not only the children but also the adults of national and international tourists. The craft is also carried by a few artisans in some parts of Hyderabad. As many as 200 artisans engaged in this craft are producing articles worth of Rs. 12 lakhs annually.

7. Wood Carvings:

Tirupati, the abode of the world famous Hindu God Lord Venkateswara; and Madbamala of Chittoor district are the two important places of wood carving. Wood carvings were earlier used in creating temple chariots and at the doors of the palaces. Teak, Venga, Rosewood and country-wood are used for carving. A great deal of minute, delicate and intricate work depicting Hindu mythological stories and figures, goes into the creation of these fabulous carvings. Individual pieces of Gods and Goddesses and wooden panels depicting Hindu mythological stories are the important products of the craft. As many as 190 artisans are earning their livelihood from this craft. The annual production of this craft is Rs. 12 lakhs.
S. Painted Wooden/Kondapalli Toys:

Toys are as old as the human race. The type and quality of toys used depend on physical environment, socio-economic traditions, economic life and nature of material available for manufacture of toys. Educationists of the modern era like Froebel and Montessori, for the first time, brought the role of games and play fittings and equipment in the development of the faculty of thinking and remembering. Since then, the home and school nurseries have become play centres and toy shops. Modern toys are made of wood, cloth, light metals, paper, pulp and rubber. The main purpose of play material is to help the child's physical and emotional development. Some toys enable children to discover the objective world around them, while some toys stimulate the imagination of children. The type of toys made in a particular area depends upon the availability of raw materials and the traditional skills attained by the artisans.¹

Kondapalli is a village about 18 kilometres away from Vijayawada of Krishna district. Kondapalli toys have the foreign market too. The craft was earlier carried on by a particular community - Aryakshatriyas, who migrated

from the state of Rajasthan. About 100 artisans belonging to different communities are currently pursuing the craft. The craftsmen exhibit their dexterity in creating toys that represent the characteristic features of rural Indian life.¹ Kondapalli being a historic place attracts tourists and the toys produced here have a ready market. Horses on wheels, figures of men and women representing various occupations and scenes from actual life, legends and dasavatharams,² are chiselled in wood and painted.³ Articles worth of Rs. 10 lakhs are produced in this craft annually.

9. **Nirmal Paintings**:

Nirmal paintings as a craft takes its name after the village Nirmal of Adilabad district in the State. The Andhra Pradesh Handicrafts Development Corporation established a separate manufacturing unit to popularise this craft. As many as 90 artisans are engaged in this craft. The paintings include folk painting, Ajanta painting and Lord Krishna paintings. The annual production of this craft is Rs. 10 lakhs.

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2. Dasavatharams means 10 incarnations of Lord Vishnu.
10. **Painted Wooden/Nirmal Toys:**

Toys are torches which guide children into adult life, for it is through them that they are initiated into the inner mysteries, traditions, faiths and mores of the world they are to enter.¹ Nirmal toys are made in Nirmal a village in Adilabad district of the state. The main spring of the industry is the abundance of light wood in the surrounding forests and the colour yielding gems and stones in the neighbourhood. The craftsmen aim at achieving a life likeness in their craft. The toys include brightly coloured fruits, vegetables and animals. Articles worth of eight lakh rupees are produced in this craft annually by 70 artisans engaged in the craft.

11. **Wooden Cutlery:**

Wooden cutlery is located in Udayagiri town of Nellore district of the state. There are as many as 40 artisans earning their livelihood from this craft. The products of this craft include forks, spoons and knives made in wood. The annual production of this craft is three lakh rupees.

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III. TEXTILES:

12. **Crochet Lace**:

Hand crocheted lace work is located in Narasapur and Palkol towns of West Godavari district of the state. It is providing employment to 40,000 poor and middle class lady artisans at their own homes. The lady artisans pursue this vocation as a spare time activity. The products include luncheon sets, table covers, bed spreads, door curtains and napkins. These products are lovely and attractive and help in creating very pleasing atmosphere.2 The annual production of this craft is Rs. 150 lakhs.

13. **Woollen Pile Carpets**:

In Andhra Pradesh, the carpet industry is found in urban areas, unlike other handicrafts units. The chief carpet producing centres are Eluru and Warangal. A few centuries ago, these two centres had assumed prominence for dexterous weaving of woollen carpets in the country. Woollen carpet weaving is the hereditary occupation of

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1. A kind of knitting done by hand with the help of a needle, the fabric made by hand.

the Persian community not only in Eluru and Warangal but even in other parts of the country.\(^1\)

The weavers of the carpets were originally migrated from Persia\(^2\) and settled in different parts of India because of the patronage of royal families. They settled at Eluru, Machilipatnam and Warangal and continued to pursue their traditional vocation. The main reason for the concentration of carpet manufacturing units in Eluru and Warangal is the availability of raw material. As many as 800 artisans engaged in this craft are producing carpets worth of ₹ 100 lakhs per year.

14. Cotton Durries (SHATRANGIS):

Cotton durries craft is located in Warangal town of the state. Cotton durries are plain carpets made up of cotton, which are used as floor-coverings, certain low cost durries are being manufactured at Adoni in Kurnool district. As many as 700 craftsmen are earning their bread and butter from this craft. Cotton durries are used as picnic and beach durries in other countries. The annual production of cotton durries is ₹ 70 lakhs.

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2. It is the former name of Iran.
15. Kalamkari Prints:

Kalamkari\(^1\) craft is the most ancient handicraft industry in India. Kalamkari work is being carried on at Machilipatnam of Krishna district and Srikalahasti of Chittoor district. Kalamkari relates exclusively to the category of cotton fabric. It may be defined as fabrics patterned through the medium of dye rather than loom. The usage of kalamkari would be linked to social practices. It could be used for decorative or functional hangings in domestic and monumental structures, as wrapping and covering material or in costume. The degree of utilisation in costume would depend on climatic conditions and economic considerations such as that of marginal substitution.\(^2\)

The printed fabrics are of three types, first, block prints; secondly, block printed and hand printed. Thirdly, hand painted, kalamkari block printing is being pursued at Machilipatnam while Kalamkari hand painting is being undertaken at Srikalahasti. In Machilipatnam variety of Kalamkari the outlines of the designs are printed with blocks. The kalamkari artisans usually produce curtains, lungies,

\(^1\) 'Kalam' means pen and 'kar' means work, since the work done by means of a pen in hand, this craft is named as 'Kalamkari'.

table cloths, bed sheets and pillow slips. The annual production of this craft is Rs. 25 lakhs. The craft is providing employment to as many as 200 craftsmen.

Kalamkari paints of Srikalahasti are used as wall hangings in temples. The religious epics are depicted in Kalamkari paints. The craft while it was on the brink of decay was revived by the All India Handicrafts Board in 1957 with the establishment of a training-cum-production centre.¹

16. Tie and Dye Weaving:

"Cotton is woven universally all over India and one can take note of only a few places for their distinctive weave. No matter how small or ordinary a weave may seem, it has its own distinctive character".² Pochampalli of Nalgonda district and Chirala of Prakasam district are famous centres for tie and dye weaving. Tie and dye weaving involves a delicate and elaborate process in which the warp and weft are tied and dyed according to a pre-determined design. Pochampalli tie and dye weavings are earlier spread into sarees, dress-materials etc. But, now the artisans

are concentrating only on sarees which are having national and international market. There are 190 artisans producing products worth of ₹. 50 lakhs per year.

17. **Hand Printed Textiles**

Hand printed textiles craft is located in the towns of Tuni and Rajahmundry in East Godavari district and Vijayawada of Krishna district in the state. The craft is providing employment to 190 artisans. Hand printed textiles especially cotton and silk sarees have been gaining popularity in the domestic market. Currently, the craft is facing the shortage of trained hands. The Andhra Pradesh Handicrafts Development Corporation is keen on introducing the techniques that have been developed in cities like Delhi, Farookhabad and Bombay in the local block printing units in the state. The annual production of this craft is ₹. 26 lakhs.

18. **Zari and Zardoze**

Zari and Zardoze² craft is located in Hyderabad. India has long been known for its golden thread, zari.

The well known products of the Indian zari industry are

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2. It is the thread in gold colour used for the purpose of embroidery on sarees and other articles.
the embroidery sarees, evening bags, money purses, zari

textiles and world famous brocades. As many as 150 artisans,
mostly women, are engaged in this craft. The annual produ-
ction of this craft is six lakh rupees.

IV. MISCELLANEOUS :

19. Stone-Studded Bangles :

Stone-studded bangles craft is located in
Hyderabad. This craft, originally practised with certain
precious stones, has undergone a change with the use of
less costlier raw materials like synthetic stones. The
craft provides employment to 500 artisans. The annual
production of this craft is ₹. 70 lakhs.

20. Tunga Mats :

Tunga Mat\(^1\) weaving is located in Nellore and
Cuddapah districts of the state. It is one of the early
creations of civilization. It is a rural craft found in
every nook and corner of the state in one form or other.
Mats are widely used in day-to-day life mostly in villages
while sitting to dine, to worship and to cover floors.
They serve as bed for the poor people in the village and
urban areas. Mats are made in floral designs and attractive

\(^1\) It is a mat made of a kind of grass (locally called
tunga).
colours. As many as 350 artisans engaged in this craft are producing mats worth of Rs. 10 lakhs per year.

21. Stone-Carving:

Among man's early friends in nature stone comes only next to the earth and wood. Stone carving as an art in India has progressed from crude stone weapon of the prehistoric age to beautiful temples of the Hindu period. It is one of the most ancient crafts of Andhra Pradesh. Durgi, a village in Guntur district produces a unique, aesthetically carved stone figures. Durgi stone carving was under the royal patronage of Kakatiya kings, during 12th to 15th centuries. Allagadda and Rammadugu are other important craft centres in the state. The craftsmen with their deft skills conform to the standards of 'Shilpa Sastra' (Science of Sculpture) and mostly carves figures of Hindu deities. There are 50 artisans engaged in this craft. The annual production of this craft is four lakh rupees.

HANDICRAFTS EXPORTS OF ANDHRA PRADESH:

Exports are very much essential for any country for the purpose of earning foreign exchange. Though there

are 21 major handicrafts in the State, only 12-15 crafts are earning foreign exchange through exports. Handmade crochet lace goods, woollen pile carpets, imitation jewellery, woodware, hand made artistic cotton bags are among those handicraft articles exported. Handicraft articles are exported to such countries as Netherlands, United Arab Emeritus, West Germany, Spain, United States of America, Ireland, Australia, Denmark, United Kingdom etc. Craft-wise exports from the State during 1983-84 to 1988-89 are shown in Table 1.7.

As it can be seen from the table, out of the total handicrafts exports, the contribution of hand made crochet lace and woollen pile carpets have increased from 46 per cent during 1983-84 to more than 84 per cent during 1984-85. However, the contribution of the crafts has suffered a set back during 1985-86 (around 19 per cent). The contribution of the same crafts has increased from around 43 per cent during 1986-87 to around 52 per cent during 1988-89. The contribution of jewellery including gold and silver has increased from Rs. 9.98 lakhs (5.29 per cent) during 1987-88 to Rs.98.51 lakhs (25.95 per cent) during 1988-89. However, the share of imitation jewellery exports from the State hardly constituted one per cent of the total handicrafts exports from the State. The contribution of miscellaneous handicrafts has increased from Rs. 15 lakhs
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<tr>
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<th></th>
<th></th>
<th></th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Handmade Crochet Laces</td>
<td>65.15</td>
<td>82.15</td>
<td>40.85</td>
<td>48.84</td>
<td>92.10</td>
<td>174.06</td>
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<td></td>
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<td>(21.22)</td>
<td>(41.93)</td>
<td>(15.62)</td>
<td>(28.52)</td>
<td>(48.86)</td>
<td>(45.85)</td>
<td>(52.60)</td>
</tr>
<tr>
<td>2</td>
<td>Woollen Pile Carpets</td>
<td>76.50</td>
<td>83.00</td>
<td>7.78</td>
<td>24.89</td>
<td>18.88</td>
<td>23.51</td>
<td>5.10</td>
</tr>
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<td></td>
<td></td>
<td>(24.92)</td>
<td>(42.37)</td>
<td>(2.97)</td>
<td>(14.54)</td>
<td>(10.01)</td>
<td>(6.19)</td>
<td>(1.19)</td>
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<td>3</td>
<td>Jewellery (gold+silver)</td>
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<td>-</td>
<td>9.98</td>
<td>98.51</td>
<td>182.53</td>
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<td></td>
<td>(5.29)</td>
<td>(25.95)</td>
<td>(42.76)</td>
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<td>Imitation Jewellery</td>
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<td>NA</td>
<td>2.39</td>
<td>0.85</td>
<td>-</td>
<td>0.61</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>(0.91)</td>
<td>(0.50)</td>
<td></td>
<td>(0.16)</td>
<td></td>
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<td>Bidriware</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>1.91</td>
<td>1.98</td>
<td>0.11</td>
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<td></td>
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<td></td>
<td>(1.01)</td>
<td>(0.52)</td>
<td>(0.03)</td>
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<td>6</td>
<td>Sandalwood handicrafts</td>
<td>-</td>
<td>26.90</td>
<td>106.39</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>(13.73)</td>
<td>(40.66)</td>
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<td>7</td>
<td>Handmade artistic</td>
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<td>1.30</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
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<tr>
<td></td>
<td>cotton bags</td>
<td></td>
<td>(0.66)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Palm leaf baskets</td>
<td>-</td>
<td>2.29</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>(1.17)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
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<tr>
<td>9</td>
<td>Glassware and metalware</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>2.44</td>
<td>-</td>
<td>-</td>
<td></td>
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<td></td>
<td></td>
<td>(1.42)</td>
<td></td>
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<td>10</td>
<td>Musical instrument</td>
<td>50.25</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
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<tr>
<td></td>
<td>components</td>
<td>(16.38)</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>11</td>
<td>Post parcels of</td>
<td>100.00</td>
<td>-</td>
<td>90.00</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td></td>
<td>handicrafts</td>
<td>(32.58)</td>
<td></td>
<td>(34.39)</td>
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</tr>
<tr>
<td>12</td>
<td>Indirect exports</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>90.00</td>
<td>60.00</td>
<td>-</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>(34.39)</td>
<td>(31.82)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Miscellaneous</td>
<td>15.00</td>
<td>0.28</td>
<td>14.26</td>
<td>4.26</td>
<td>5.68</td>
<td>80.97</td>
<td>14.61</td>
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<tr>
<td></td>
<td></td>
<td>(4.90)</td>
<td>(0.14)</td>
<td>(5.45)</td>
<td>(2.49)</td>
<td>(3.01)</td>
<td>(21.33)</td>
<td>(3.42)</td>
</tr>
<tr>
<td>14</td>
<td>Total</td>
<td>306.90</td>
<td>195.92</td>
<td>261.67</td>
<td>171.28</td>
<td>188.55</td>
<td>379.64</td>
<td>426.88</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
<td>(100)</td>
</tr>
</tbody>
</table>

Source: Compiled from the data obtained from the Commissioner, Commerce and Exports Promotion, Government of Andhra Pradesh, Hyderabad.

Note 1: NA = Not available
2) Figures in parantheses indicate percentages to column totals.
(4.90 per cent) during 1983-84 to Rs. 80.97 lakhs (21.33 per cent) during 1988-89 with fluctuations during the intervening years.

It is clear from the table that the handicrafts exports of the state have been fluctuating year after year. Table 1.8 reveals that during 1983-84 the handicrafts exports of the State are Rs. 306.90 lakhs which constitutes less than one per cent (0.81 per cent) to the total exports of Rs. 37,988.40 lakhs of the state. There is a decline in foreign exports of handicrafts of the state (Rs. 195.92 lakhs) in 1984-85. Though, they increased in 1985-86 to Rs. 261.67 lakhs; again declined in 1986-87 to 171.28 lakhs which constitutes only 0.34 per cent in total exports of Rs. 49658.07 lakhs. However, exports of handicrafts of the state increased from Rs. 188.55 lakhs (0.43 per cent) during 1987-88 to Rs. 379.64 (0.74 per cent) during 1988-89.

PROBLEMS OF HANDICRAFTS EXPORTS:

The handicrafts exports are facing several problems. High degree of variability of procurement pricing is one of them. The export rates of handicrafts are almost constant for a long period of time. But, the prices of raw materials used in handicrafts are increasing considerably from time to time; particularly in the case of metalware. This is due to frequent increase in material costs.
### TABLE 1.8

SHARE OF HANDICRAFTS EXPORTS IN TOTAL EXPORTS OF ANDHRA PRADESH

<table>
<thead>
<tr>
<th>Year</th>
<th>Total exports from Andhra Pradesh</th>
<th>Handicrafts exports from Andhra Pradesh</th>
<th>Share in total exports (percentage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1983-84</td>
<td>37986.40</td>
<td>306.90</td>
<td>0.81</td>
</tr>
<tr>
<td>1984-85</td>
<td>48705.50</td>
<td>195.92</td>
<td>0.40</td>
</tr>
<tr>
<td>1985-86</td>
<td>39316.20</td>
<td>261.67</td>
<td>0.66</td>
</tr>
<tr>
<td>1986-87</td>
<td>49658.07</td>
<td>171.28</td>
<td>0.34</td>
</tr>
<tr>
<td>1987-88</td>
<td>43418.01</td>
<td>188.55</td>
<td>0.43</td>
</tr>
<tr>
<td>1988-89</td>
<td>51490.51</td>
<td>379.64</td>
<td>0.74</td>
</tr>
<tr>
<td>1989-90</td>
<td>59759.81</td>
<td>426.88</td>
<td>0.71</td>
</tr>
</tbody>
</table>

Source: Compiled from the data obtained from the Commissioner, Commerce and Exports Promotion, Government of Andhra Pradesh, Hyderabad.
The Andhra Pradesh Handicrafts Development Corporation is unable to cope with the problems of procurement of raw material. Hence, it is suggested that the Corporation may procure the raw materials in large quantities sufficient atleast for one year. This will ensure uniform raw material cost during the year. This will help the Corporation to some extent to standardise the cost of production and thereby ultimate product export pricing. The Government should support the Corporation in purchasing large quantities of raw materials by providing enough finance.

Another specific problem of handicrafts exports is publicity and promotion. Now-a-days without publicity and promotion efforts, marketing of any product is difficult. It is more so in the case of handicrafts. Since it is difficult for the artisans to give publicity for their products the Andhra Pradesh Handicrafts Development Corporation should take up that responsibility and give publicity in various foreign news papers and magazines. It should also intensify the promotion of handicrafts in tourist places of the country and abroad. It is further suggested that the Corporation may open export show windows to the foreign buyers in the emporia existing in New Delhi, Hyderabad, Calcutta, Bangalore and Madras.

Until very recently, the State Trading Corporation dealt with the exports of handicrafts from the state. However,
very recently, Andhra Pradesh Handicrafts Development Corporation though not entered export field earlier, entered into a contract with Belgium for export of Budithi vessels (metalware) costing Rs. 1.30 lakhs and Dokraanimals (Brass metal) and Nirmal Paintings costing Rs. 17 lakhs. This is, however, only a modest beginning and efforts are being made to increase the quantum of exports particularly in Kalamkari, Bidriware, and crochet lace. Currently, the middlemen are exporting to a great extent in regard to these items.

The following handicrafts of the state are having great demand in the countries like U.S.A., U.K., West Germany, Japan, Belgium, Hongkong, Spain, Canada and France.

1. Nirmal, Kondapalli and Etikoppaka painted wooden and lacquerware toys.
2. Bidri Metalware
3. Crochet Lace
4. Brass Metalware
5. Kalamkari Prints
6. Wood ware
7. Tie and Dye Dress Material
STRUCTURE AND GROWTH OF ANDHRA PRADESH HANDICRAFTS DEVELOPMENT CORPORATION:

There is explicit need for the development of handicrafts in Andhra Pradesh, in view of its employment generation and foreign exchange earning capacity. This has been well recognised in right time by the Government of Andhra Pradesh and initiation has been taken in 1955 to implement developmental programmes following the pattern suggested by the All India Handicrafts Board. The State Government has evolved a satisfactory organisational structure, by organising main crafts into cooperative departmental units which, in turn, have facilitated implementation of various suggestions and schemes drawn up during the successive Five Year Plans.

Along with the planned programme, the Government of Andhra Pradesh established seven Lepakshi Emporia in important places of the State (Hyderabad, Vijayawada, Rajahmundry, Visakhapatnam, Tirupati, Anantapur and Warangal) and also one emporium at New Delhi to market various handicrafts made in the state. Earlier, these emporia have been kept under the control of the Department of Industries. But they have been transferred to Andhra Pradesh State Trading Corporation Ltd., in 1976 with a view to decentralise the administration of emporia. These emporia helped in the promotion of handicrafts in
the state by not only providing marketing facilities but also helped in the distribution of raw materials and promotion of new products.

In course of time, the State felt that there should be a separate organisation in order to pay exclusive attention to take care of various aspects of revival, revitalisation, development and promotion of handicrafts in the state. Hence, the state established a separate Corporation viz., Andhra Pradesh Handicrafts Development Corporation, for the development of handicrafts in the state on 10-11-1981 with an authorised share capital of Rs. 2 crores. On 1st February, 1982, all the marketing emporia (Lepakshi) along with Nirmal industry, raw material depots and quality marking units which have been under the control of Andhra Pradesh State Trading Corporation Ltd., are transferred to the Andhra Pradesh Handicrafts Development Corporation.

Subsequently, Andhra Pradesh Handicrafts Development Corporation has planned to establish emporia in a phased manner. The Corporation has, so far, established 17 emporia. Ever since its establishment, the Corporation is helping the craftsmen by providing necessary working capital, share capital, managerial subsidy and design assistance. The Corporation has set up some common facility centres, providing scarce raw materials, and tools and
equipment at subsidised prices. The Corporation has also been extending training several artisans every year under different schemes, besides, sending artisans on study tours to various craft centres located outside the state to emulate their designs and also to improve their skills in the making of handicrafts.

The Corporation has conducted 13 exhibitions outside the state during 1990-91 in Calcutta, Madras, Bangalore, New Delhi and Madurai registering a sale of Rs. 26.59 lakhs. As many as 22 exhibitions have been organised within the State which accounted for Rs. 17.65 lakhs of sales. The Corporation has made a tie-up arrangement with the Tourism Development Department in setting up one man show-rooms in the tourist centres in the State. One such centre has been opened at Nagarjuna Sagar in 1988.

The efficiency and effectiveness of any marketing organisation can be measured by its sales turnover. In view of this, an attempt is made to analyse the sales turnover, of Lepakshi handicrafts emporia of the State. The sales turnover during this period 1981-82 to 1991-92 is presented in Table 1.9.

The sales turnover of the Corporation through its Lepakshi handicrafts emporia, set up within and outside the State is Rs. 76.29 lakhs in 1981-82. The turnover has increased to Rs. 152.10 lakhs, Rs. 164.32 lakhs, Rs. 176.98
<table>
<thead>
<tr>
<th>Year</th>
<th>Value of Sales (₹, in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1981-82</td>
<td>76.29</td>
</tr>
<tr>
<td>1982-83</td>
<td>152.10</td>
</tr>
<tr>
<td>1983-84</td>
<td>164.32</td>
</tr>
<tr>
<td>1984-85</td>
<td>176.98</td>
</tr>
<tr>
<td>1985-86</td>
<td>309.21</td>
</tr>
<tr>
<td>1986-87</td>
<td>385.45</td>
</tr>
<tr>
<td>1987-88</td>
<td>268.05</td>
</tr>
<tr>
<td>1988-89</td>
<td>225.14</td>
</tr>
<tr>
<td>1989-90</td>
<td>282.92</td>
</tr>
<tr>
<td>1990-91</td>
<td>368.87</td>
</tr>
<tr>
<td>1991-92</td>
<td>730.00</td>
</tr>
</tbody>
</table>

Source: Data obtained from Andhra Pradesh Handicrafts Development Corporation, Hyderabad.
lakhs, Rs. 309.21 lakhs, and Rs. 385.45 lakhs during the years 1982-83, 1983-84, 1984-85, 1985-86 and 1986-87 respectively. The sales turnover has declined to Rs. 268.05 lakhs during 1987-88 and Rs. 225.14 lakhs in 1988-89. The sales turnover has registered increase again to Rs. 282.92 lakhs in 1989-90 and Rs. 368.87 lakhs in 1990-91 and there is a sudden spurt in the year 1991-92 upto Rs. 730 lakhs.

The reasons for sudden decline in sales during 1987-88 and 1988-89 is due to change in the purchase system followed by the Corporation. Earlier, the purchase system has been decentralised to branch level, while during the second half of 1987, the Corporation has centralised the purchase system in which the head office (Corporation) places orders on behalf of the branches.

It is observed that change in the purchase system has led to abnormal delay in the supply of handicrafts to emporia and has caused decrease in sales turnover. It is, therefore, suggested that the previous decentralised purchase system should be restored to increase sales turnover.

The Financial Position:

The financial position of any organisation reflects its health. Hence, an attempt is made to know the financial results of the Corporation. The financial results of the Corporation from the years 1982 to 1990 are presented in Table 1.10.
In the year 1981-82, the Corporation has the total sales of ₹ 76.29 lakhs at the cost of ₹ 65.46 lakhs, and the Corporation has received income from other schemes ₹ 0.62 lakhs and ₹ 0.23 lakhs as Government aid so the Corporation's total income for the year is ₹ 11.68 lakhs. But, the Corporation has spent on the establishment and administrative charges and towards depreciation ₹ 13.88 lakhs, incurring the loss of ₹ 2.20 lakhs.

Similarly, in the year 1982-83 also the Corporation has the sales of ₹ 152.10 lakhs at the cost of ₹ 124.33 lakhs and added to it, the Corporation has received from different schemes and as Government aid ₹ 5.35 lakhs resulting in the total income of ₹ 33.12 lakhs. But, the Corporation has spent ₹ 43.25 lakhs towards establishment and administrative charges and depreciation, recurring the heavy loss of ₹ 10.13 lakhs.

Again, during the year 1983-84, the Corporation has suffered a loss of ₹ 11.45 lakhs having spent ₹ 46.25 lakhs towards the establishment, administrative and depreciation out of the total income of ₹ 34.80 lakhs. The total sales being ₹ 164.32 lakhs and other sources of income being ₹ 6.36 lakhs at the cost of ₹ 135.88 lakhs.

The Corporation has received a heavy jolt of loss in the year 1984-85. Having spent ₹ 143.78 lakhs on
<table>
<thead>
<tr>
<th>Financial Results of Andhra Pradesh Handicrafts Development Corporation During 1982-90</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>Sales</td>
</tr>
<tr>
<td>Cost</td>
</tr>
<tr>
<td>Other Schemes</td>
</tr>
<tr>
<td>Government Aid</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Establishment and Administrative charges</td>
</tr>
<tr>
<td>Depreciation</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Net Profit/Loss</td>
</tr>
</tbody>
</table>

Accumulated loss = ₹ 28.16 lakhs

Source: Data obtained from Andhra Pradesh Handicrafts Development Corporation, Hyderabad.
buying the handicrafts, the Corporation has registered the sales of ₹176.98 lakhs and income from other sources ₹8.08 lakhs resulting in the total income of ₹41.28 lakhs. The Corporation has incurred the loss of ₹14.60 lakhs, having spent ₹55.88 lakhs on the establishment, administrative charges and depreciation.

Surprisingly, the Corporation has started reaping profits though not sizeable for another three consecutive years. In the year 1985-86 the Corporation having spent ₹66.59 lakhs towards administrative and depreciation charges and ₹255.03 lakhs towards cost of sales, the Corporation has received the total income of ₹17.14 lakhs, out of its sales of ₹309.21 lakhs and other sources such as government aid; so registering the profit of ₹3.55 lakhs.

In a similar way, the Corporation has registered the considerable profit of ₹9.17 lakhs in the year 1986-87, the Corporation has the sales of ₹385.45 lakhs when it has spent actually ₹317.30 lakhs on procuring the handicrafts and it has also received aid from the Government and other schemes ₹20.09 and ₹4.24 lakhs respectively registering the total income of ₹92.48 lakhs. However, the Corporation has spent towards administrative and establishment charges ₹79.65 lakhs and depreciation of ₹3.66 lakhs obtaining the total profit of ₹9.17 lakhs.
In the year 1987-88, the Corporation has the total income of Rs. 97.46 lakhs and the total expenditure of Rs. 90.24 lakhs again registering the profit of Rs. 7.22 lakhs. This year the Corporation has made the sales of Rs. 268.05 lakhs at the cost of Rs. 195 lakhs. Though the Corporation has received a small amount of Rs. 3.46 lakhs from other schemes and Rs. 20.95 lakhs from Government, it has spent Rs. 86.40 lakhs towards establishment and administrative charges and Rs. 3.84 lakhs as depreciation.

During the years 1988-89, 1989-90 the Corporation has started once again incurring losses. In the year 1988-89, the Corporation has obtained the total income of Rs. 72.33 lakhs out of it sales Rs. 229.14 lakhs, other schemes Rs. 2.39 lakhs and Government aid Rs. 16.96 lakhs. The Corporation has spent towards establishment and administrative charges Rs. 79.46 lakhs and on the cost of buying handicrafts Rs. 172.16 lakhs and towards depreciation charges Rs. 2.58 lakhs resulting in the total expenditure of Rs. 82.04 lakhs. Therefore, the Corporation has inurred the loss of Rs. 9.71 lakhs.

In the year 1989-90, the Corporation has inurred very insignificant loss of Rs. 0.01 lakhs as compared to the earlier years. During this year the total income of Rs. 100.91 lakhs and the total expenditure of Rs. 100.92 lakhs. Having made the sales of Rs. 282.92 lakhs at the
cost of \( Rs. \) 221.31 lakhs, the Corporation has received \( Rs. \) 4.26 lakhs from other schemes and \( Rs. \) 35.04 lakhs from the Government. However, it has spent \( Rs. \) 97.57 lakhs towards establishment and other administrative charges and \( Rs. \) 3.35 lakhs towards depreciation registering the total expenditure of \( Rs. \) 100.92 lakhs.

Thus, it is evident from the table that the establishment and administrative charges are increasing year after year which is nullifying the revenue from the sales. Hence, it is suggested that as far as possible establishment and administrative charges of the Corporation may be drastically reduced.

WELFARE SCHEMES TO HANDICRAFTSMEN:

The Andhra Pradesh Handicrafts Development Corporation has started certain schemes for the welfare of the artisans and for the development of handicrafts in the state. During 1990-91 an amount of \( Rs. \) 34 lakhs has been spent on plan schemes covering training, procurement centres, publicity etc.

I. Training of Artisans in various Handicrafts:

Training of artisans has been an essential feature of the developmental programme in handicrafts sector from the beginning. The training programme has

1. Write-up on the schemes implemented during 1988-89 by Andhra Pradesh Handicrafts Development Corporation Ltd., Hyderabad.
two dimensions, one is the revival of traditional and lesser known crafts and the other is to train more number of artisans in popular crafts whose products have a greater avenue of marketability. The following are the existing training centres in various crafts.

a) Training Centre in Nirmal Toys, Nirmal, Adilabad District:

The training centre trains 10 candidates in the manufacturer of Nirmal toys, for a period of one year and the trainees are paid a stipend of Rs. 100/- per month each. In five batches 50 candidates have been trained until 1988-89.¹

b) Thunga Mat Weaving Training Centre, Kavali, Nellore District:

The training centre runs two batches a year. In each batch 10 candidates are trained every year as many as 20 candidates are trained in two batches on improved looms and the trainees are paid a stipend of Rs. 100/- per month each, until 1988-89 in 12 batches 120 candidates have been trained.²

c) Training Programme in Nirmal Paintings:

The training centre trains 10 candidates every year. The trainees are paid a stipend of Rs. 125/- per month

2. Ibid., p.1.
each. Until 1988-89, in three batches 30 candidates have undergone training.¹

d) Training Centre in Kondapalli Toys, Kondapalli:

The training centre was started in 1956. Every year 14 candidates are trained and are paid a stipend of Rs. 200/- per month each. Until 1988-89, 42 candidates have been trained.²

It is observed that the training programmes have been extended only to a fewer crafts, and the training programmes are not permanent in nature. Hence, it is suggested that the Government through Andhra Pradesh Handicrafts Development Corporation should extend training programmes for all handicrafts in the state as each craft is important in its own right on permanent basis. It is also observed that the stipend paid to the trainees not only meagre but also varied from craft to craft. Hence, it is suggested that the Corporation should pay not only uniform stipend for the trainees in all crafts, but also increase the stipend amount to Rs. 500 per month for each trainee in order to attract the educated and uneducated youths into various handicrafts.

². Ibid., p.2.
No efforts are made by the Corporation to help those trainees who have completed training in setting up their own units. Therefore, it is suggested that the Government may come forward to finance the trainees after completion of training to establish their own units in the crafts in which they have been trained. This suggestion will lead to reduce the burden of unemployment on the Government.

II. Provision of common facility centres:

The machinery, tools and equipment required for the manufacture of different products in each craft are provided in a place which is called common facility centre. In each centre all the facilities required for the manufacture of various articles are commonly shared by all the artisans in the area. Andhra Pradesh Handicrafts Development Corporation is providing financial assistance to Handicrafts Co-operative Societies, to facilitate artisans to carry on their activities under ideal working conditions at a central place. The Corporation has been providing this facility only to co-operative societies, in a few crafts. Hence, it is suggested to extend this facility to co-operative societies in all crafts of the state after activating the dormant co-operative societies. As the poor artisans in all
handicrafts cannot afford to have such facilities individually. The provision of common facility centres for all handicrafts will go a long way in increasing the annual production of all handicrafts in the state.

III. **Residence-cum-Worksheds**:

The working and living conditions of the artisans are required to be improved. After food and clothing, shelter is very important and basic need of human being. The penury of artisans never allowed them to have a house of their own. Therefore, the Andhra Pradesh Handicrafts Development Corporation has provided house-cum-worksheds as a means to create an atmosphere congenial to increase productivity in the craft concentrated areas. The residence-cum-worksheds complex consisting of 36 houses at a cost of ₹ 3.60 lakhs has been constructed at Kondapalli village in Krishna district for Kondapalli toy making artisans. Each house-cum-workshed has costed ₹ 15,900/-. The Corporation has provided ₹ 10,000/- as subsidy and has also arranged bank loan for the remaining amount.¹

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It is therefore clear that the residence-cum-worksheds facility has not been extended to all the handicrafts in the state. Hence, it is suggested to extend this residence-cum-workshed facility to all artisans in the state. This suggestion will lead to the increased productivity and promotion of handicrafts in the State.

IV. Welfare benefits for artisans and group insurance:

The Corporation is providing the following welfare funds and group insurance to the handicrafts artisans.

a) Group Insurance:

In order to alleviate the sufferings of weaker sections who cannot take individual insurance policies due to high cost of premium, Life Insurance Corporation of India designed a group insurance scheme. In this scheme, the Andhra Pradesh Handicrafts Development Corporation contributes Rs. 19 for each beneficiary while the artisan pays nine rupees per annum.

Upon the death of the member while under the coverage of the policy, the nominee of artisan gets an amount of Rs. 3,000 from Life Insurance Corporation. An equal amount will be paid from Andhra Pradesh Handicrafts
Artisans Welfare Trust.\textsuperscript{1} Seven co-operative societies of handicrafts covering 224 craft persons only were covered under the group insurance scheme as against 58 co-operative societies until 1988-89.\textsuperscript{2} Hence, it is suggested that the Corporation may extend this scheme to all artisans in the age group of 19 to 60 years in all crafts of the state. It is also suggested to raise the contribution of Andhra Pradesh Handicrafts Development Corporation from Rs. 18 to Rs. 36 and of the artisans from Rs. 9 to Rs. 18. In the event of death of the member, the nominee may be paid Rs. 6,000 by Life Insurance Corporation and an equal amount is suggested to be paid to the nominee by Andhra Pradesh Handicrafts Development Corporation.

b) \textbf{Old Age Pension}:

The handicraft artisans are deprived of social security measures like Employees State Insurance Scheme, Provident Fund, Medical Care etc. In view of this a registered Andhra Pradesh Handicraft Artisan Welfare Trust has been formed. Under this scheme, financial assistance of Rs. 60 per month is paid to the artisans who are above 50 years of age and whose annual income is


\textsuperscript{2} Ibid., p.7.
not more than Rs. 3,600. The Corporation has been paying old age pension to 34 handicrafts artisans since 1st May, 1988. ¹

It is observed that the present old age pension amount i.e., Rs. 60 is too meagre in view of the rising prices. Hence, it is suggested that the Corporation may increase the old age pension amount from Rs. 60 to Rs. 150 per month for each artisan above 60 years and whose annual income is not more than Rs. 3,600. It is also suggested to extend the old age pension scheme for all artisans in all crafts. Further, the artisans may be brought under the purview of Employees State Insurance Scheme to extend various medical benefits to artisans.

V. Deputation of Artisans on Study Tour:

Under this scheme, the artisans, of different crafts are taken to similar craft pockets situated in other states to expose them to the new techniques and designs being followed within and outside the State. Until 1989, as many as 70 artisans have been sent on study tour.

Outlays required for implementing future programmes:

The Corporation undertakes such activities as the opening of new emporia, renovation of old emporia, exhibitions, market survey, training programmes, design and technical development, welfare measures for artisans etc., for the development of handicrafts in the State. The Corporation requires financial outlay to carry out all these activities. Hence, the Corporation has estimated the required outlays for implementing the future programmes which are presented in Table 1.11.

As it can be seen from the table, the Corporation requires the total outlay of Rs. 268 lakhs for the implementation of various programmes during VIII Plan (1992-97).

The Corporation plans to allocate out of Rs.268 lakhs, Rs. 17.50 lakhs for the opening of new emporia, out of which Rs. 12.50 lakhs for the year 1992-93. Similarly, for the renovation of old emporia and on the exhibitions, the Corporation requires Rs. 5.50 lakhs and Rs. 42.50 lakhs respectively for the entire VIII Plan. Out of which, it intends to allocate for the year 1992-93 three lakh rupees and Rs. 10 lakh for the respective above mentioned programmes.

The Corporation also proposes to allot for VIII Plan Rs. 20 lakhs for publicity, two lakhs for market survey and development, five lakhs for the craft complexes,
**TABLE 1.11**

VIII PLAN OUTLAY OF ANDHRA PRADESH HANDICRAFTS DEVELOPMENT CORPORATION

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Scheme</th>
<th>Amount required (Rs. in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Opening of New Emporia</td>
<td>17.50</td>
</tr>
<tr>
<td>2.</td>
<td>Renovation of old Emporia</td>
<td>5.50</td>
</tr>
<tr>
<td>3.</td>
<td>Exhibitions</td>
<td>42.50</td>
</tr>
<tr>
<td>4.</td>
<td>Publicity</td>
<td>20.00</td>
</tr>
<tr>
<td>5.</td>
<td>Market Survey &amp; Development</td>
<td>2.00</td>
</tr>
<tr>
<td>6.</td>
<td>Craft Complexes</td>
<td>5.00</td>
</tr>
<tr>
<td>7.</td>
<td>Craft Development Centres</td>
<td>10.00</td>
</tr>
<tr>
<td>8.</td>
<td>Training Programmes</td>
<td>25.00</td>
</tr>
<tr>
<td>9.</td>
<td>Design &amp; Technical Development</td>
<td>7.50</td>
</tr>
<tr>
<td>10.</td>
<td>Interest Allowance on Bank borrowings</td>
<td>7.50</td>
</tr>
<tr>
<td>11.</td>
<td>Welfare measures for Artisans</td>
<td>7.50</td>
</tr>
<tr>
<td>12.</td>
<td>Grants-in-aid to APHDC*</td>
<td>20.00</td>
</tr>
<tr>
<td>13.</td>
<td>Procurement Centres</td>
<td>15.00</td>
</tr>
<tr>
<td>14.</td>
<td>Assistance to Nirmal Industry Production Unit</td>
<td>50.00</td>
</tr>
<tr>
<td>15.</td>
<td>Share Capital in APHDC</td>
<td>18.00</td>
</tr>
<tr>
<td>16.</td>
<td>Rebate on sale of Handicrafts</td>
<td>10.00</td>
</tr>
<tr>
<td>17.</td>
<td>Nirmal Industry Work Shop</td>
<td>5.00</td>
</tr>
</tbody>
</table>

**Total**  

268.00  

75.00

Source: Data obtained from Andhra Pradesh Handicrafts Development Corporation, Hyderabad.

Note*: Andhra Pradesh Handicrafts Development Corporation.
Rs. 10 lakhs for craft development centres, Rs. 25 lakhs for training programmes and Rs. 10.5 lakhs for the design and technical development programme, and out of the above-mentioned outlays, it plans to spend during the year 1992-93, three lakh rupees on publicity, one lakh rupees on market survey and development two lakhs on craft complexes, Rs. 2.50 lakhs on craft development centres, Rs. 7.50 lakhs on training programmes and two lakh rupees for the design and technical development.

The Corporation proposes to spend during the year 1992-93, Rs. 1.50 lakhs on interest allowance on bank borrowings, two lakh rupees on artisans welfare measures, five lakh rupees as grants-in-aid to the Corporation, three lakh rupees on procurement centres, Rs. 10 lakhs for the assistance to Mirmal production unit, five lakh rupees as share capital for the Corporation, three lakhs towards rebate on sales of handicrafts and two lakh rupees on Mirmal industrial workshop, out of the total corresponding outlays of Rs. 7.50 lakhs, Rs. 7.50 lakhs, Rs. 20 lakhs, Rs. 15 lakhs, Rs. 50 lakhs, Rs. 18 lakhs, Rs. 10 lakhs, five lakh rupees respectively for each programme during the entire VIII Plan.
HANDICRAFTS INDUSTRIAL CO-OPERATIVE SOCIETIES IN ANDHRA PRADSH:

Co-operation means the abandonment of competition in distribution and production, the elimination of the middlemen of all kinds.¹ Co-operative society is an association for purposes of joint trading, originally, among the weak and conducted always in an unselfish spirit on such terms that all who are prepared to assume the duties of membership may share its reward in proportion to the degree in which they make use of the organization. Thus, co-operative society is based on the principle of "each for all and all for each" and its essence is self-help as well as mutual help.²

Nationalisation in the case of organised sector and co-operativisation in the unorganised sector are, inter alia, the measures taken by the Government of India to achieve the socialist pattern of society through reduction of concentration of economic power in a few hands. The socialist pattern of society can be established through increasing the standard of living of the people

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2. Ibid., pp.85-88.
and achieving rapid economic growth which can be possible through co-operativisation.

An Industrial Co-operative is an undertaking of craftsmen engaged in the cottage or small scale industries to undertake production, purchase of supplies and raw materials, marketing of products and supplying other services to the members.

OBJECTIVES OF CO-OPERATIVE SOCIETIES:

The following are the objectives of Industrial Co-operative Societies:

1. to purchase and supply raw materials, tools and equipment required by members;
2. to market the finished goods;
3. to borrow funds from members and non-members;
4. to obtain contracts or orders from the Government, public bodies or others and to get them executed with the help of members;
5. to purchase and own machinery for being hired out to members;
6. to impart or arrange to impart business and technical training to members; and
7. to grant advances to the members on the security of the raw materials and finished products belong to them.¹

Types of Industrial Co-operative Societies:

Industrial Co-operative Societies may broadly be classified into 'Production' and 'Service' societies.

Production/Workshop Co-operative Societies:

In production societies production activity is carried on either in the houses of the members or the activity is performed in a common workshop. The raw material is supplied by these societies with designs and specifications of goods to be produced. The members are paid on daily or piece-wage system. The essential feature of this society is that the entire responsibility of production as well as for marketing is borne by the society.

Industrial Service Co-operative Societies:

The main function of Industrial Service Co-operative Society is to render various services to the members. They supply raw materials, tools and equipment and also help the members in marketing their finished products. But the service societies do not undertake the risk of production which is the entire responsibility of the individual members of the society.\(^1\) Presently, there are as many as 58 Handicrafts Industrial Co-operative

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Societies existing in the state. However, only eight societies are active; while the rest are in dormancy.

In providing an institutional cover of non-exploitative nature and creating self-employment, industrial co-operative societies have been considered as an ideal form of organisation. However, the present position of industrial co-operatives in India is not satisfactory, between 50 to 60 per cent of them are lying dormant; of those that are active; only a small percentage is viable.¹

The membership of the eight societies which are actively running are given in Table 1.12. The Kondapalli Toys Manufacturing, Purchase and Sales Society Ltd., and Eluru Pile Carpet Weavers Manufacturing Co-operative Society Ltd., are the oldest societies established in 1936 and 1937 respectively. The Cotton Durries Industrial Co-operative Society Ltd established in 1949 has the highest membership (350 members). The Mumtaz Bidri Industrial Co-operative Society, though established 30 years ago, has only 10 members. Out of eight societies which are actively running; three are in Warangal district and two are in Hyderabad district.

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the society</th>
<th>Place</th>
<th>District</th>
<th>Year of establishment</th>
<th>Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kondapally Toys Manufacturing Purchase and Sale Society Ltd.</td>
<td>Kondapally</td>
<td>Krishna</td>
<td>1936</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Eluru Pile Carpet Weavers Manufacturing Co-operative Society Ltd.</td>
<td>Eluru</td>
<td>West</td>
<td>1937</td>
<td>60</td>
</tr>
<tr>
<td>3</td>
<td>Cotton Durries Industrial Co-operative Society Ltd.</td>
<td>Warangal</td>
<td>Warangal</td>
<td>1948</td>
<td>350</td>
</tr>
<tr>
<td>4</td>
<td>The Gulisten Industrial Co-operative Society Ltd.</td>
<td>Hyderabad</td>
<td>Hyderabad</td>
<td>1949</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Warangal Carpet Drugget Durry Industrial Co-operative Society Ltd.</td>
<td>Warangal</td>
<td>Warangal</td>
<td>1952</td>
<td>197</td>
</tr>
<tr>
<td>6</td>
<td>Tie and Dye Weavers Co-operative Society</td>
<td>Fochampally</td>
<td>Nalgonda</td>
<td>1955</td>
<td>50</td>
</tr>
<tr>
<td>7</td>
<td>Viswa Karma Brass, Copper and Silver Co-operative Society Ltd.</td>
<td>Pembarthy</td>
<td>Warangal</td>
<td>1956</td>
<td>60</td>
</tr>
<tr>
<td>8</td>
<td>The Muntaz Bidri Industrial Co-operative Society</td>
<td>Hyderabad</td>
<td>Hyderabad</td>
<td>1958</td>
<td>10</td>
</tr>
</tbody>
</table>

Sources: Data obtained from Andhra Pradesh Handicrafts Development Corporation, Hyderabad and the respective co-operative societies and field survey.
It is observed that only eight co-operative societies are running actively. In view of the advantages of co-operative societies to artisans; the Government should take to revive the societies which were closed, by providing necessary finance to the members of the societies.

MARKETING AND SERVICE EXTENSION CENTRES IN ANDHRA PRADESH:

Though, handicrafts sector comes under state subject, the development and promotion of handicrafts in India is looked after by the Union Government as well as the respective State Governments. The schemes which are sponsored by Government of India are implemented by the Office of the Development Commissioner (Handicrafts), while the schemes sponsored by Government of Andhra Pradesh are looked after by the Andhra Pradesh Handicrafts Development Corporation Ltd. There are as many as 47 handicrafts marketing and service extension centres established in India by the Office of the Development Commissioner (Handicrafts) with the following objectives:

1. Increasing the production of handicrafts.
2. Enhancing employment opportunities for craftsmen in handicrafts sector.
3. Augmenting the earnings of the artisans engaged in the handicrafts sector.
4. Assisting in the supply of raw-materials by bringing handicraftsmen into the co-operative fold.

5. Promoting marketing, inter-state and foreign trade.

There are two Marketing and Service Extension Centres in the State; one at Warangal established in 1972 and the other at Tirupati established in 1979. It is suggested that Government should establish two more centres in the state one at Hyderabad and another at Vijayawada to cater to the needs of those areas and their surrounding places.

These Handicrafts Marketing and Service Extension Centres keep close liaison with such agencies as the Andhra Pradesh Handicrafts Development Corporation, Department of Industries and District Rural Development Agencies etc., to develop and promote the production potential of handicrafts. The package of programmes undertaken by these centres in Andhra Pradesh include enrolment of units, conducting preliminary surveys and studies, providing credit facilities both to the individual craftsman and co-operative societies, identification of unidentified crafts and organising fairs, festivals and technical seminars, marketing analysis programmes, product promotion programmes,
promoting marketing facilities by arranging marketing meets, conducting demonstrations in improved tools and techniques and in use of modern designs and organising training programmes.

To sum up, handicrafts are found not only in developing countries but also in developed ones. In India, handicrafts have been given due importance in its Five Year Plans. Though the plan outlay of handicrafts has been increasing from plan to plan, the artisan plan outlay has not recorded the same direction and degree during some Five Year Plans. It is further observed that the increase in employment is not in tune with plan outlay. In fact, production value and exports per artisan has not increased at the same rate of plan outlay. Hence, it is suggested that the Government should take appropriate steps to increase plan outlay substantially, with a view to increase employment opportunities and production value of handicrafts. The artisans, in turn, should produce handicrafts of such variety and quality demanded by the prospective customers in different countries of the world. This step improves not only the economic position of artisans, but also the foreign exchange reserves of the country which, in turn, motivates the Government to increase the plan outlay significantly. If this cycle is set in motion, most of the problems of handicrafts
will automatically be mitigated. Similarly, to brief the handicrafts in Andhra Pradesh, out of 21 major handicrafts in the State, only 15 are in flourishing stage. The crafts like wooden cutlery, silver filigree, bidriware and stone carvings, are on the brink of extinction. Around 65 per cent (Rs. 427 lakhs) of the annual production of Rs. 772 lakhs is contributed by such crafts as imitation jewellery, woollen pile carpets, cotton curries, stone-studded bangles, kalamkari prints, lacquerware toys, wood carvings, sheet metal, miniature bronze icons and painted wooden/Kondapalli toys. On the export front, only 12-15 crafts are earning foreign exchange through exports. The exports of handicrafts from Andhra Pradesh are insignificant in the total exports from the State. The problems identified in the exports of handicrafts from the State are constant hike in the raw material cost, inadequate publicity and promotion of handicrafts and lack of export show-windows in the existing sales emporia. The Government of Andhra Pradesh established Andhra Pradesh Handicrafts Development Corporation in 1962 for the development of handicrafts. The Corporation with 17 sales emporia in the State, has been providing market for handicrafts in the State. The Corporation also helped the artisans in establishing industrial co-operative societies. However, the co-operative societies are not
functioning satisfactorily excepting a few. Unfortunately, out of 58 industrial co-operative societies only eight are actively functioning. In view of the advantages of co-operative societies to artisans; it is suggested that Government should take steps to revive the societies which have been closed, by providing necessary finance to the members of the societies. The Government of India have established 47 Handicrafts Marketing and Service Extension Centres all over India. Two such centres have been established in Andhra Pradesh for the promotion and development of handicrafts.