ABSTRACT

EXPORT POTENTIALITIES OF BRASSWARE INDUSTRY OF U.P.

The Brassware Industry is an old traditional industry of U.P. renowned all over the world for the elegance and exquisite beauty for its decorative as well as utility articles. Being labour-intensive in nature, the Brassware industry has vast promises not only for absorbing thousands of un-employed persons in a labour-surplus economy of India but has also enormous potentialities for fetching the much needed foreign exchange earnings for the accelerated economic development of the country.

The Brassware industry is mainly concentrated in the North-Eastern part of Uttar Pradesh and mostly in Moradabad district which accounts for 80 percent production and 75 percent export of the country. The other places famous for the brassware industry in U.P. are Varanasi, Mirzapur, Jalesar, Almora, Bahraich and Aligarh.

The pattern of ownership in the brassware industry is predominantly sole proprietary. Only meager number of units are run on the partnership basis. Although sole proprietary form of organisation is the dominant form of the industry, yet a large majority of units have to depend
for supply of both work and materials on dealers. Nearly 65 percent of the existing units solely operate as servicing units rather than as independent manufacturing units. 20 percent of units are engaged in the production of brasswares, undertake the work on their own account and the remaining 15 percent units are engaged in both. The production process in the industry are usually carried out in the residential premises and mostly work is done manually. The labour force is mainly comprised of family members and hired labourers who are paid wages on piece rate basis. No scientific process is adopted by the industry in respect of the development of new products. The main sources of inflow of ideas for product development appear to be the foreign buyers; design experts and local artisans.

Regular and adequate supplies of raw material continue to be an important problem being experienced by the industry. A large portion of small Manufacturers and artisans continues to purchase raw material from local dealers at exorbitant prices. Due to their weaker credit worthiness and lack of education small manufacturers and artisans generally suffer for lack of finance. While the merchant exporters usually do not face any problem in procuring finance from banks and other financial
institutions in time of need. The socio-economic conditions of the workers are also unsatisfactory and most of the artisans are illiterate. Health and medical facilities available to the artisans also appear to be inadequate. Depending upon the specific conditions of work and unhygienic living conditions, the incidence of T.B., Asthma, Malaria are high among brassware workers.

There is no provision of quality control in respect of brasswares manufactured in the state. The quality Marking Centre of the U.P. Government is not looking after the brassware industry and is not playing any developmental role.

With regard to marketing of brasswares, the industry does not appear to follow a uniform pricing policy. Margins charged by dealers and exporters remain more or less same for whole salers and retailers. With a view to popularise the wares and facilitate the customers, exporters and dealers maintain catalogue with pictures as well as price lists.

The main competitors in the field of export trade of brasswares are South Korea, Hong Kong, Taiwan, Japan and Pakistan. The articles made by them are produced in mass on modern machines. Moreover, raw material in these
countries are made available at international prices, which reduce their cost of production. The quality of products offered by these countries is also superior to Indian brasswares.

With regard to exports of brasswares, the industry has been successful in making a sizable dent in foreign markets over the years. The industry has registered a tremendous growth over the years since independence. The U.S.A., is the largest market for U.P.'s brasswares, followed by Saudi Arabia, U.K., Canada, U.S.S.R., West Germany, France, Italy, Netherland and Kuwait etc. Regional trends in exports of brasswares reveal that the American region registered the highest share of our export consignment followed by the European region, Asian and Oceanic region and African region. In the Asian and Oceanic region, Gulf and middle east countries registered the highest share. However, African region appears to have remained fairly unattempted by our exporters as the same ranks the last in imports of our brasswares. Substantial potentialities for our brasswares in American region exist in Mexico, Cuba, Brazil; Similarly, Austria, Portugal have considerable potentialities for our brasswares.
On the basis of above discussion following suggestions are put forth. If the industry follows the same I hope that the industry certainly will benefit from these suggestions:

It appears from the study that the majority of industrial community suffers from the lack of finance, and hence the credit facilities on easy instalments should be extended to the artisans specially to small manufacturers to facilitate buying of raw material and marketing of finished goods on their own. This would go on a long way in eliminating the dealers, financers and middlemen who dominate the industry. The lead bank of the district should be entrusted with the responsibility to survey industry and the artisans engaged there in with a view to assist the deserving artisans.

Inadequate supply of raw material needs to be organised so as to ensure adequate and timely availability of them at reasonable prices. In order to over-come the problem of raw material supply to small manufacturers and artisans, the state government should either set up a separate organisation or empower the U.P. State Brassware Corporation to discharge this function.

It is desirable to up grade the traditional
production technique and process with a view to increase the production and quality of the finished product, which would not only strengthen the competitive position of the industry abroad but would also help in improving the existing living conditions of the workers in the State. The State Government should set up a process-cum-development and training centre at Moradabad. It is also desirable that a common facility centre equipped with improved type of machines like, sheet metal, spinning machine, sheet cutting machine, scraping and turning lathes etc., should be set up. The working of these machines should be demonstrated for the benefit of artisans.

The unhealthy and unsound conditions in which the workers live, affect their working ability. It is suggested that the State government should adopt suitable social security and health measures in workers houses.

Taking into consideration the significance of quality control for maintaining the existing foreign markets as well as for capturing the new ones, it is very much essential on the part of state government to cover the industry under the Quality Marking Scheme. Quality Marking of the brasswares is necessary to ensure that
export of defective products does not limit our market abroad and endanger foreign exchange earnings.

Despite the long experience, the Brassware industry has not realised the importance of attractive packaging and packing. While most of the brassware items produced are sold as gift wares, they should be packed in suitably designed boxes of cardboard. Considering the existing deficiencies in the standard of packaging, the Indian Institute of Packaging should hold training programmes at least at Moradabad in order to keep the exporters aware about the latest development in this direction.

For the sizable export of brasswares and the ability of industry to withstand competitions in foreign market, it is highly desirable to accelerate the design and development activities by establishing a well equipped design extension centre. There is also a little publicity for brasswares abroad. The Brassware Manufacturers Association should launch an advertising-cum-exhibition campaign on a collective basis.

Most of the exporters are not aware with the modern business methods. It is therefore, suggested that a short term course in business management and Export-Import-trade be organised by the U.P. State Brassware Corporation with
with the help of Indian Institute of foreign Trade, New Delhi. It is also suggested that the Indian Tourism Development Corporation or Tourist Department of Uttar Pradesh should consider construction of modern hotel at Moradabad near about the Peetal Nagri. (Industrial estate) being developed by the U.P. State Brassware Corporation to provide staying facilities for foreign customers.

In sum, if it is done, a new ardent force of manufacturers and exporters will develop, which will prosper the brassware industry on sound lines, and making it fully able to meet the challenges ahead.