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ijrset@gmail.com

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Role of Cottage Industries in Employment Opportunities: A Case Study of Sanganer Printing Industry of Jaipur

Dr. Hansa Lunayach

Associate Professor, Department of Geography, Government Girls College, Chomu, Rajasthan, India

ABSTRACT: The traditional industries of Sanganer are textile dyeing and printing and paper production. Most of these industries are small scale units which are scattered around the town in an unplanned and unregulated manner. The textile and food industries registered under small- scale industries have recorded the maximum annual growth of 60%. The tie and dye, Sanganer block printing, jewelry and the blue pottery are the most famous handicrafts of the city. Other crafts include embroideries, stone carving, woodcarving, leatherwork, metal ware, ivory carving and painting. These works are carried out at the household level. Rajasthan and especially Jaipur have been important textile producing centres.

The most popular and well-known textile traditions are tie and dye and block printing of Sanganer. Jewelry making and their enameling (minakari) occupy the next important place in the traditional art and craft scene of Jaipur. Blue pottery is another typical art of Jaipur, which has acquired an important place and is now a symbol of the traditional art. The main bazaars are Badi Chaupar, Johari Bazaar, Hawa Mahal, Tripolia Bazaar, Chhoti Chaupar, Sanganer, Maniharon Ka Rasta, Chandpole and Kishanpole. These bazaars, today have, outgrown their carrying capacity and over spill on to the pavements creating chaos. Several tourist destinations also exist within 60 to 80 Km radius of Jaipur.

Sanganer dyeing and printing cottage industries are a small-scale, decentralized manufacturing business often operated out of a home rather than a purpose-built facility. Cottage industries are defined by the amount of investment required to start, as well as the number of people employed. They often focus on the production of labor-intensive goods but face a significant disadvantage when competing with factory-based manufacturers that mass-produce goods.

KEYWORDS : Sanganer, textile, sector, cottage, printing, employment, industries

I. INTRODUCTION

Jaipur, known for its culture and heritage, is also is renowned internationally for its ethnic designs printed on pure cotton base with the help of natural vegetable based dyes. These prints, for decades, have upholstered the spirit and tradition of Rajasthan along with its emphasis on community based enterprises.

Sanganer (a part Jaipur Municipal Corporation), Bagru, Samode, Tonk, Bairat, Ramgarh are some of them. Sanganer, 12 km south of Jaipur, but long since caught up in the urban creep of the capital of Rajasthan, is the traditional home of block printing in the region and still home to block printers by family occupation. This experience is principally for craft enthusiasts or families wanting to get involved and actually try their hand at block printing done the traditional way, but it is nonetheless, a fun and interesting excursion for anyone interested in Indian cottage industry. Their role for providing employment to workers is emphasized.[1]

Sanganer, the suburban hub of the hand-block printed textile industry in Jaipur, is shorn of its usual vibrancy and colour. Sanganer prints are one of its own kinds, for the reason that patterns in bright colours are always printed on white backgrounds. Sanganer Hand block printing received the geographical indication (GI) tag in 2010. The Sanganer prints are widely known for their delicate and fine designs. Originally, Sanganer prints used to be created on a white and off white fabrics. However, nowadays, other fabrics are also being used as bases. The prints of Sanganer comprise delicate floral patterns. These flower motifs are generally known as 'Buttas'. The elaborate detailing of the flowers and the petals is very exclusive to the Sanganer prints. Today, the textile market of Sanganer is famous around India and the world for its unique blend of traditional and traditional styles of printing.[2]

The block printed textile sector falls under the handicrafts division of the Textile Ministry. The All-India Handicrafts Board has been constituted under the chairmanship of the Minister of Textiles with the Development Commissioner (Handicrafts) as the Member Secretary. The Board advises the Government on matters pertaining to the development of the handicrafts sector. The office of the Development Commissioner for Handicrafts functions under the Ministry of Textiles for the promotion and exports of handicrafts. It is headed by the Development Commissioner for Handicrafts and assists the state governments in planning and executing development schemes for handicrafts.[3]

Wooden blocks are used for printing in this technique. They are of different shapes and have designs carved at the bottom of the block. Teak wood is used for making the blocks, and skilled craftsmen prepare the designs. The size of a hand printing block varies from 2X2 inches to 6X6 inches. Rectangular and irregular blocks, known as buntas, are also used. Each block has a wooden handle and 2-3 holes, which are made to facilitate the free movement of air. Before being used, the blocks are kept in oil for 10-15 days,[4] which imparts a certain softness to them. The life of a block is either six to eight months, or 600 meters of printing. The dyes used for printing are predominantly of vegetable or mineral origin. Now-a-days, however, chemical colours are also used.[5]

The key advantage of Sanganer cottage industries is that it has immense potential of providing employment. For instance, it is employing 2.2 million people in the state of Rajasthan alone. 40% of the total industrial output in India is a contribution of Sanganer small scale and cottage industries. It offers economic independence to women. It facilitates employment option to numerous families throughout the year.



Handmade textile printing of Sanganer

Textile industry employs the second largest number of people in the industrial sector, with 45 million employed directly and another 20 million getting indirect employment. Promoting garment industry in Rajasthan is important as it is less water consuming.[6]

The artistic craftsmen have exhibited their talent and made Sanganer popular for its handmade paper industry and textile printing industry. Due to its popularity, the factory exports to apparently all over the world. There are nearly 300 or so employees who produce 40,000 sheets per day.[7]

At present more than 315 Micro, Small and Medium size Sanganer Printing cottage industries are operating at Sanganer. Total number of artisans varies from 1800 to 3000. More than 1200 families are directly dependent on these units. It is estimated that 25% population of Sanganer is directly or indirectly dependent on Sanganer Print Industries for their livelihood. Almost every member of the 'Chhipa' family is involved in the washing, dyeing and printing of clothes. While, the printers are predominantly Hindus, majority of dyers and block makers are Muslims[8]



The textile workers face severe economic, psychological and physical stress which is exacerbated due to an array of factors such as low quality of human capital, lower education levels, an abundance of the workforce, a high percentage of migrant workers and ineffective labour unions, amongst others. Sanganer hand block print, now a brand name the world over, is recognised internationally for its traditional style of printing done with natural dyes. The United Nations Industrial Development Organisation (UNIDO) in its report on the Jaipur hand block printed textile cluster, has mentioned, "Shades of black come out best after washing the cloth in the waters of Sanganer. Sanganer motifs are mostly floral based. Fine lines and intricate detailing are specialties of the Sanganeri style.

II. OBSERVATIONS

Hand block printing is a centuries' old tradition in India . Sanganeri printing reached great heights during the 16th and 17th century in all European countries and became one of the major exports of the East India Company. Almost 500 years' old, it can be rightly categorised as a 'Heritage Craft'. The craft has traditionally been carried on by the Chhipas, an artisan community. Nobody has ever received formal training. They watch and learn as a matter of daily routine. The whole process, from printing to dyeing, is executed manually at home by family members.[9]

In earlier times, the royal family of Jaipur was the chief patron of the craft. After Independence, the craft almost died till it was revived in the 70s owing to the patronage of prominent exponents like Kamala Devi Chattopadhyay, the person behind the cottage industry movement, Prabha Shah, Laila Tyabji, Pupul Jayakar and Faith and John Singh of Anokhi. Today, because of its limited output and intensive human input, it has become a rage in the West and among the elite. Going by official statistics, textile exports rest at over Rs 1000 crore from the state and almost Rs 400 crore is generated by way of readymades and furnishings made with block prints. "Although it's more expensive than screen prints, it enjoys a special clientele who swear by its quality and uniqueness.

Around 154 block print units functioning in Sanganer provide employment to around 3000 families. Further, about 18,000 to 20,000 are directly dependent for their livelihood on this craft. These units are, however, not ready to relocate to the new site, Chitroli village, some 42 km away, which the state government has earmarked for their relocation.[10] The block printers' main contention is that since the process requires limited water, space and power, pollution is within manageable limits. "Using Azo-free chemicals, natural and vegetable dyes, it's eco-friendly.

The Cottage Industries in Sanganer play an important role in the Indian Economy and generation of employment opportunities to the unemployed youth of the Country. These Cottage Industries not only play a crucial role in providing large employment opportunities but also help in Industrialization of rural and backward areas of the country thereby reducing the regional imbalance, assuring more equitable distribution of national income and wealth. It also contributes enormously to the socio economic development of the country. The major challenges faced by the Cottage Industries in the country is credit flow from the financing institutions and also the marketing of dyed and printed Industries Products. To overcome this challenge, the handholding support is being provided to the Sanganer dyeing and printing Industries Units for availing financial assistance from the Banks under the Scheme namely Prime Minister's Employment Generation Programme (PMEGP) and SFURTI. Under the PMEGP Scheme, any individual can avail credit from Banks to set up micro-enterprise in the non-farm sector. General category beneficiaries can avail of margin money (MM) subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to special categories such as SCs, STs, OBCs, minorities, women, ex-servicemen, physical Handicapped, beneficiaries belonging to Rajasthan the MM subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of project is 25 lakh in the manufacturing sector and 10 lakh in the service sector.



Providing employment to women in Sanganer textile works (especially women)

The average water consumption per unit is about 1000 litre. Almost 80 per cent of these units do not have in-house washing facilities and the washing process is all outsourced. The block printers unions say the problem of pollution, if at all, can be easily resolved by establishing Common Effluent Treatment Plants (CETPs) among four to five neighbouring units or by installing individual ETPs if the effluents are more in quantity. This move needs active support of the state government.[11]

The Hand block printing has established itself in the international market but the technology adopted by the print industry should be worked out in the right direction by using new technology for more modern and effective designs and print technology to fulfil the market demands by using different software. Thus the use of technology in the apparel industry will lead to the result of cost effectiveness, innovation, time-saving, higher productivity, higher efficiency, accuracy, and environment protective. Also in present scenario government is arranging trade fairs to promote this sector at the lower duty.

Sanganer Cottage Industries are often characterized by enormous potential for employment generation and the person getting employed is basically regarded as a self-employed one. It has been empirically found out that Sanganer industries have given economic independence to the women in the developing as well as developed countries. Cottage industries involve all the family members contribution for the development of the family. The most common form of support extended by the governments towards this industry is through forwarding of capital subsidies. Another form is through self-help groups. They are very much helpful for the cottage industries. As the women employed in the cottage industries are the members of the self-help groups and they can get financial assistance at low interest rate which is a great boon for them.

III. DISCUSSION

The block printer's output is just 30-50 metres per day, and we make about Rs 1500-Rs 2500 per day. How can a micro unit like ours bear the additional burden of pollution fee, treatment and the cost of establishment at a new location. The additional burden will increase the cost of output, making this old well-established craft highly priced and non-competitive in today's cut-throat world. The state government does not want the relocation of these block printers as Sanganer has become a brand name the world over. "Since the four- member committee is looking into the matter, CETPs will be installed wherever the pollution is within manageable limits, and the units whose levels are high will be shifted to a place around Sanganer, which will be developed by RIICO, a state agency.[12]

Government has launched Scheme for Capacity Building in Textile Sector (SCBTS) to provide demand-driven, placement oriented skilling programme. It incentivizes the efforts of the industry in creating jobs in the organized



textile and related sectors. Besides, it promotes skilling and skill up-gradation in the traditional sectors through respective sectoral divisions/organizations of Ministry of Textiles. It helps to provide livelihood to all sections of the society across the country. The Scheme sets a target to train 10 lakh persons.

Day-to-day responsibilities of employees in Sangner textile cottage industry are:

- Accurately interpreting and representing clients' ideas
- Must have a very good knowledge of all the color medium techniques (like pigment, procein, rapid, discharge, mud resist, etc) , both in hand block printing and screen printing
- Producing designs and samples in accordance with the client's preference
- Assessing sample developments as per production feasibility
- Using specialist software and computer-aided design (CAD) programs to develop a range of designs, if required
- Should have the desired sensibility of experimenting with color, fabric and texture to develop the new design sample
- Maintaining up-to-date knowledge of new design and production techniques and textile technology
- Developing new design concepts
- Ensuring that projects are completed on time
- Visiting sites and other sources of ideas for designs
- Sourcing fabrics and other materials at trade fairs, markets and antique shops
- Attending trade shows, as a delegate or as an exhibitor - this may involve representing the company with a display or stand, or appraising the work of competitors
- Keeping up to date and spotting fashion trends in fabric and print design by reading forecasts in trade magazines and using internet resources
- Must have the capability of creating newer prints and designs ideas and being able to have them developed as samples on a regular basis [13]

IV. RESULTS AND CONCLUSION

Textile Industry of Sangner is the forerunner in Industrial Development and in providing massive employment in the State. It is predominantly color -oriented. The State Textile Industry has a significant presence in the National economy also. Out of 2049 large and medium textile cottage industries in India, many are located in Sangner The Textile Industry in the private sector has a very important role to play in the Industrial field, with regard to employment potential, overall economic and commercial activities. This industry enables the Central and State Government to earn revenue, besides foreign exchange through exports.

The cottage industries in Sangner offers high-quality assortment of Indian handicrafts. The sleek collection tailor-made by the skilled Indian artists is all set to bring the incredibly stunning art-pieces at your fingertips. The hand-crafted, furnishings, jewellery & accessories, Art objects & accents for your home or office, enthuse the parched creative spirits of millions of craftsperson across the country. Sangner Cottage Industries has been the window to world for India for nearly over 60 years. Not just this, even post-colonialism, it has played a key role in offering artists, artisans and craftsmen the most viable and direct access to the markets.

- Creativity that reflects the rich Indian art & craft
- The accumulation of ethnicity and quality
- Value for money and at-par shopping experience
- Authentic source for Indian handicrafts

It's regrettable that the government is willing to pay an unemployed woman for lifting mud at an NREGA site, but if little consideration is made for protection of traditional craft and trade, these people would not have been left unemployed in the first place, says Rajeev Sethi, whose contribution in the field of crafts and culture have been honoured with a Padma Bhushan.

These crafts and art practices still constitute the core of our composite culture and CIE (Cottage Industries Exposition) group has played a notable role in preserving and promoting Sangner art.

Mother Nature has blessed India with in numerous varieties of flora and fauna. This treasure has given wings to the imagination of artists and they extensively use this natural treasure trove to translate their imaginations on different mediums, through various techniques. Textile has long been the passion of Indian artists and Indian textile art is very rich and innovative. Sangner of Rajasthan is the traditional Centre of block printing, where motifs are produced with



vegetable dyes. The motifs are drawn from nature as lotus, water lily, narcissus, rose, poppy flower etc. along with animal and birds are widely used as motifs. The designs are named after the motifs, i.e. Genda buty (sunflower motif), Bichechoo buty (Scorpio motif) etc.; this way they are easy to identify and remember. Usually motifs of flowers, buds and leaves are composed to form a mango carry, pan patta (betel leaf) etc. Sangneri Chipas use nearly 400 varieties of buti and buta motifs, overall, flora and fauna, animal and birds etc. along with distinct composition of vegetable colours to create this magnificent textile art. Sober colours and fine lines give splendid look to the designs.[14]

Sangner Cottage Industries are of cultural and economic importance to India. They keep the age old traditions alive and also provide employment to a number of people. Support should be provided by the community to prevent exploitation and further develop these industries as they face stiff competition from other economies. In the over-populated countries like ours, the only way to fight the monster of unemployment is more development of dyeing and printing cottage and small scale industries. They will bring about a more equitable distribution of wealth. Sangneri Small scale and cottage industries have a special claim for consideration in that they are the local investments through which the decentralization of industrial production can be achieved." It can, therefore, be said that 'Small is Beautiful'.

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