



Carpet handicraft industry in Kashmir an over view

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Abstract

Kashmir is very tremendous throughout the world of his wonderful nature as well as outstanding for its handicrafts sector. Kashmir is our valley like, natural beauty, paradise, Kashmir has always been a land of great poets and philosophers but one can't only restrict Kashmir to them it also houses some of the great artisans and artists who produce exquisite carpet, shawls, paper mache, wood carving, namdha and so forth are the major crafts of the handicraft sector in the Kashmir valley. There has always been a misconception among people as tend to link Kashmiri handicrafts with carpets only but infact there is much more to Kashmir handicrafts industry. There are different qualities available in the market to suit every pocket from as few lakhs. If we talk about Kashmiri handicrafts has a very important place in handicrafts because of its separate design, quality and durability. The carpet industry has remained a key economic activity in the production and has a great contribution towards exports from the handicraft sector in Kashmir. Kashmir has remained on industry backward state due to lack of investment from the private sector, remoteness and poor connectivity, shallow markets, poor infrastructure and most importantly a law and order situation. In Kashmir handicraft both men and women are dependent on the carpet for their subsistence. The present study focuses on to analyze the production export and growth rate of carpet handicraft in Kashmir, steps involved in the carpet manufacturing process, the challenges of the carpet industry in Kashmir and the role of the government in promoting the handicraft sector will also be discussed before concluding the paper.

Keywords: handicrafts, carpet industry, production, export, employment

Introduction

Handicrafts are a distinctive feature of a specific culture or community through local craft skills and material. India is a country with diversity in terms of traditions and culture and also the heart of handicraft products. Handicraft products are those produced by artisans, either completely by hand, or with the help of hand tools. While craft means a unique expression that represents a culture, tradition and the heritage of a country. In simple words, we can say that handicrafts are a unique expression of the artisans product Handicraft is also know crafting Which means a type of work where useful and decorative devices are made completely by hand or using simple tools handicraft is most frequently used for the 'art and craft' is not only a matter of happiness but also crating useful as well as creative work for people, using natural materials and traditional techniques handicrafts constitute an important part of the economics of the valley from its inception. In the part as well as in the present it has played a vital role in improving social and economic conditions of the people in the state. This sector is solely responsible for the transition of the economy from agricultural to non-agricultural sector. It has proved a major source of employment in the state in which craftsmen, craftswomen and children are employed. The development of the industry is directly related to the welfare of the people.

Profile of Handicraft in Jammu and Kashmir

The Jammu and Kashmir is very famous throughout the world the handicraft activities in Kashmir valley are outstanding throughout the because of their quality, art and design. The handicraft industry holds a substantial share in

the overall production and export of the state. The traditional handicraft occupations are one of the sources of livelihoods for the number of rural and tribal people even urban people in the era of globalization. The traditional handicrafts and other goods are famous throughout the world and many Kashmiri people directly or indirectly are related to the handicraft occupations for their income. The handicraft occupations act as both primary as well as secondary source of income in Kashmir. These handicraft occupations are a part of our culture and play an important role in introducing the material culture richness of our culture to others these occupations are of vital importance as cultural heritage.

Carpet Handicraft Industry of Kashmir

Kashmir is famous for its fine quality hand knotted carpets, which are expensive and considered as lifelong investment. An average piece is made with about 324 knots per square inch. Persian culture influenced the Kashmiri carpet for quite long time, but gradually the Kashmiri carpet industry has acquired an indigenous character. Kashmir has developed some of its own designs based on, the traditional paisley, shawl patterns leaves and flowers. In Kashmir Tailem method is used to train craftsmen. Wool and skill is used for making carpets the number of knots on the back of the carpet indicates the quality. Bokhara hand knotted carpets are one of the finest with about 120-500 knots in a square inch. The deep pile of Indian hand knotted carpets comes in magnificent colors with design which are oriental exotic and uniquely modern in Kashmir this trade is past from one generation to the next During cold winter when tourism business ends, they market it personally by

approaching urban cities like Delhi on a door to door basis Art and crafts is an unspoken description of a society. Jammu and Kashmir exported handicraft items worth more than 500 cores in 2009-10, worth over 705.50 cores in 2008-09, and worth 1200 cores in 2007-08 the quality of our craft and its huge market outside makes this business lucrative. People have earned huge amount of money through exports to various states in and outside India but there's a flipside on one hand big gems in the handicrafts business have earned huge money. But that talented artisans who actually makes these master craft pieces, is nowhere in the picture He earns Rs80 a day. He is debt ridden and he can hardly make his both ends meet. Due to this reason many such artisans have left their jobs and switched to occupations like during and salesmanship. There a huge difference between what the exporters earn and what the artisans earn.

Objectives

1. To examine the production export and growth rate of carpet handicraft in Kashmir
2. To study the steps involved in the carpet manufacturing process in Kashmir

Methodology of the study

The Present study purely based on sources of data an extensive literature surely has been done. In this paper we collected from secondary data include both quantitative and qualitative is collected from different sources, including books, Reports, research papers, newspapers, magazines, and websites is used for the purpose of study production and export of carpet industry in Kashmir. The carpet industry in Kashmir has made a great contribution towards production, employment, and export of handicraft products and contributes to economic development of the state. The production and export of carpet industry since 1990-91 to 2016-17 has been quite encouraging. The production of carpet handicraft in 1990-91 is 84.55 (Rs in cores) in 2015-2016 is 709-15 and in 2016-17 is 821.50 the export of carpet handicrafts. In Jammu and Kashmir in 1990-91 is 26.41 (Rs in cores), in 2015-2016 is 293.29 and in 2016-17 is 369.81 and the total employment in carpet industry in 1990-91 is 0.74 (in lakh) and in 2016-17 is 1.11 (shown in table 1.) the main export markets for Kashmiri carpets are USA,UK, Germany, Canada and Australia. There is fluctuation in the growth rate of production and export of carpet handicrafts in Kashmir from 19974 to 2017 shown in figure (1.2)

Table 1: Production, Export, Employment, and Growth rate of Carpet Handicraft in Kashmir

Year	Production (Crore)	Yearly Growth rate of Production	Export (Crore)	Yearly Growth Rate of Export	Employment (Lakh)
1974-75	1-38	-	1-06	-	0-64
1976-77	2-77	100-0	3-50	187-7	0-06
1980-81	19-04	587-4	26-80	778-7	0-47
1985-86	35-00	83-8	24-00	-10-4	0-62
1990-91	84-55	141-6	26-41	10-0	0-74
1995-96	112-60	33-2	260-00	884-5	0-79
1996-97	117-10	4-0	20-57	-92-1	0-07
1998-99	126-10	7-7	207-33	907-9	0-83
1999-00	541-00	329-0	489-90	136-3	0-889
2000-01	595-10	10-0	326-06	-33-4	0-915
2001-02	654-.61	10-0	422-21	29-5	0-936
2002-03	655-71	0-2	320-00	-24-2	0-944
2003-04	450-53	-31-0	334-00	4-4	-
2004-05	425-00	-5-7	307-50	-7-9	-
2005-06	425-00	0-0	325-00	5-7	-
2006-07	45-.00	5-9	351-50	8-2	-
2007-08	761-27	69-.0	649-02	84-6	0-970
2008-09	561-27	-26-3	326-00	-49-8	-
2009-10	564-44	0-6	407-73	25-1	-
2010-11	735-10	30-2	412-45	1-20	-
2011-12	776-70	5-7	567-13	37-5	-
2012-13	785-44	1-1	455-86	-19-6	-
2013-14	686-05	-12-7	551-90	21-1	-
2014-15	739-50	7-8	492-18.	-10-8	-
2015-16	709-15	-4-1	293-29	-40-4	-
2016-17	821-50	15-8	369-81	26-1	1-11
Total	11835-91		7970-76		

Carpet Training Centers and Trainees Trained in Kashmir

The massive carpet scheme was introduced in the Jammu and Kashmir state in the year 1976 with the objective to expand the training program both rural and urban areas besides to facilitate the job employment. During the year 1982 require was felt to improve the quality of carpets with the result advance training program started by the Handicraft Department. The total number of 40 training centers in Kashmir with an intake capacity of 25 trainees per centre. The massive carpet training program has gone a long

way in developing and promoting the carpet industry in the valley. Under the mega cluster scheme, Jammu and Kashmir carpet handicrafts receive Rs.81.02 cores and Rs.35.51 cores sanctioned to train the 10 thousand artisans and to distribute 8000 better-quality looms. In Jammu and Kashmir, the total number of 52 carpet handicraft training centers established in which 386 trainers trained during 2015-16 and in 2016-17 also 52 carpet training centers established in which 665 trainers shown in table 2. The training centers have been opened under the control of the Handicraft Department in different districts. The institution imparts six months

training and provides trainees with a stipend of Rs.700 and Rs.500 per month to each trainees in respect of advance and elementary training courses. The main thrust of these centers in the improvement and advancement in the

weaver's skill and to maintain rather supplement the human resources required in the carpet industry.

District wise number of carpet training centers and trainees trained in 2015-16 and 2016-17

Table 2

Year	District	Srinagar	Ganderbal	Budgam	Anantnag	Kulgam	Pulwama	Shopian	Baramulla	Bandipora	Kupwara	Total
2015-16	Training Centers	1	3	1	2	2	3	1	28	8	3	52
	Trainer Trained	0	0	0	35	0	13	0	280	15	43	386
2016-17	Training Centers	1	3	1	2	2	3	1	28	8	3	52
	Trainer Trained	0	58	0	29	44	32	24	400	37	41	665

The above figures the number of carpet training centers and trainees trained in various districts of Kashmir during 2015-16 and 2016-17. The Baramulla district having a maximum number of (28) of carpet training centres in each year and trainers trained 280 in 2015-16 and 400 in 2016-17.

Steps involved in weaving a Kashmiri Hand-Knotted Carpet

Kashmiri Hand-knotted carpet means both hand-knotted and hand-tufted rugs are made by hand, that is where the similarity ends. The process of creating both types of rugs is different not just in complexity but also the time it takes to create one, and the skill level required in manufacturing it. No doubt it is a tedious and time-consuming activity which includes a number of processes but carpet is our culture al mostly people are dependent on this carpet. For making carpet it has to go through various processes like designing, dyeing, weaving, washing, finishing, and packing and one all process should be proper attention as the result of the final item belief upon the ideal execution of each of these processes each process is done by various individuals, skilled workers, master craft men and specialists in their field. The loom (locally called as kalbaab waan) is used in Kashmiri carpet weaving is compare of two horizontal wooden beams, between which the shape threads are stretched, one beam in front of the weaver and the second behind the first Very simple tools are used to thread the knots. The weaving beings by taking the dyed pile yarn from hanging yarn balls and knotting the same around the wrap threads as per Tailem script after the knot is tied the weaver cuts the yarn a flick of a hooked knife (locally called khor), a wooden or mental comb used to push knots and weft tightly together (panje in local language), and a pair of short scissors to cut the pile (locally called dukaier) of the carpet once it is finished. Carpet is not made by one person it is made with the help of many skilled, semiskilled, and unskilled workers. The procedure of creation of specific carpets having rather complicated structures has been known to continue for significance periods of time, here and there up to 3 years based on size and quality.

Challenges of carpet industry in Kashmir

Since adoption of the New Economic Policy in 1991, Indian society has experienced a lot of changes in different sectors. The world has compressed into a small unit because of the information and communication technology. In Dipankar Gupta's opinion, if the customers want a product, it must be available, even if the social costs are higher (Gupta 2000:78) ^[7] the artisans in the handicraft industry face the new challenge of making products with new design at lower costs to meet the requires of consumers in the era of globalization is yet to be built up According to Sachar

committee Report 2006, regardless of the economic advancement in India one can find that artisans in India have to tolerate the burden of competition started by liberalization. Liberalization resulted in the displacement of artisans who have lost their employment by competitive import items. In the global era, however the hand knotted carpets of Kashmiri is going global and increasing demand for it. The increasing opportunity for Hand knotted Kashmiri carpet in the global market is witnessed when the export of Kashmiri carpet crossed to Rs 260.00 cores in 1995-96 which was only Rs.24.00 cores during the year 1985-86. During the globalization phase, the demand for Kashmiri carpet increased due to growth in with tourism. Despite export success, the demand for the carpet in the domestic market is not satisfactory. The dramatic shift in consumer choices from artisanal products to machine made manufactures adversely affected the demand Kashmiri carpet, which consequently affect the employment in this sector. In this carpet indirectly it has many challenges faced by the Kashmiri carpet industry are shortage of orders due to recession, lack of skilled manpower in carpets industry, prices of raw material in carpet industry, poor infrastructure, rate of wages and impact of NREGA on carpet industry, Bonded labour in the carpet industry little evidence was found of institutional support being provided to the carpet industry in Kashmir by the government of the state. This reflects on the weak position of individuals who are involved in this sector and also the government's approach to this sector as a low priority or focus area, hence its vast potential no doubt, the government has taken some steps for improving the conditions of artisans, but on ground level remains unsuccessful. The handicraft in Kashmir is characterized both by a relatively small scale of production and remain in the unregistered informal sector and lack of access to financial and other inputs. Out of 4 lakhs artisans in the valley only 1.67 lakhs artisans registered with Jammu and Kashmir Handicraft Department 2.33 lakhs artisans continue to be unregistered and as a result, don't receive any benefit from different government schemes. IGSSS began with functional literacy centers, motivation, animation, and formation of weavers groups. Later, it organized programs to capacitate the weavers knowledge of the carpet industry and to improve their working conditions.

Evaluation of governmental policies and programs in handicraft sector

Handicraft has got an essential place in our constitution; the development and promotion of crafts are the responsibility of the respective state government. Special consideration is being paid to guarantee that a large number of artisans get the advantage of all development commissioner of handicrafts has implemented, the number of schemes for

promotion and development of the handicraft sector shown in table below. The carpet export promotion council (CEPC) plays a catalyst role in connecting international buyers with Indian carpet exporters by creating various sourcing

opportunities in India and other countries CEPE also plays a key role in skill development, market promotion, establishing key carpet production centers’ and latest innovation in the carpet industry.

Schemes for Artisans and Handicraft Sector

Table 3

Schemes	Objectives
Baba Saheb Ambedkar Hastshilp Yojana (AHVY)	* Sustainable development of Handicrafts * Mobilization of artisans into self-help groups or cooperative societies
Market Support and Export Promotion Scheme	* Access of artisans to various markets and market channels * Awareness among people about crafts through organizing Market events such as exhibitions, national handicraft fairs * Publicity through electronic and print media * Financial support to state handicrafts corporations and NGOs for opening new Emporia
Design and Technology Up gradation Scheme	* Financial help for the supply of tools, safety equipment’s etc. * Design and technology development workshop
Human Resource Development Schemes	* Handicraft training programs through established Institutions, for example, Guru Shishya Parampara * Transfer skills to new trainees * Promote the skills of existing as well as new crafts men
Research and Development Schemes	* Depth analysis of some aspects and problems of Handicrafts and artisans * Formation of policies and evaluation of the existing policies
Mega Cluster Handicraft Development Scheme	* To promote the infrastructure and promotion of clusters Which has remained unorganized and are unable to cope With the modernization and technological development
Bima Yojana for Handicraft Artisans (AABY)	* Provides life insurance protection to the handicraft artisans In the age group of 18-60 years
Rajiv Gandhi Shilpi Swasthya Bima Yojana (RGSSBY)	* To provide the financial help to the artisans to access best healthcare facilities This scheme also covers the other three members of the artisans family.
Artisans Credit Card Scheme (ACCS)	* To provide easy and soft credit to the artisans involved in Various handicraft activities to start their own independent Business. Under this scheme the Government pays 10% Interest subsidy on loans up to Rs.1.00 laces for a period of 5 years

Despite of these central schemes, the integrated development package for Jammu and Kashmir for providing financial support for taking up specific programs in the state of Jammu and Kashmir for Jammu and Kashmir total amount of Rs.55 Lakhs sanctioned for Baba Saheb Ambedkar Hastshilp Yojana (AHVY) program for five sub schemes and 24 intervention schemes, which provided support to 28000 artisans [9]. Since 1965 to 2015, Shilp Guru Awards 37 National Awards, 37 National Awards and 51 National merit certificates received by Jammu and Kashmir artisans for outstanding performance in handicraft sector. The biggest problem while implementing the developmental schemes is the lack of proper knowledge of handicraft units and number of artisans. Now a complete census of the artisans is needed for proper statistics, which enable the government to plan the appropriate intervention.

Policies and Suggestion

- The carpet industry in Kashmir should be manufactured in accordance to the new styles and designs.
- Government should come forward to help the carpet weavers through financial services, business development services and encouragement packages to promote their access and complete in global market.
- Low wage is the factor responsible for low performance of carpet industry. Hence the best policy is to provide better remuneration/payment to the carpet weavers more than other manual workers as well as provide incentives to motivate them.

- Supple the better facilities and quality raw material at affordable prices to the artisans.
- Time to time evaluation and monitoring of the governmental schemes and programs.
- Keeping a check on the market and make it more formalized and controlled.
- There should be a separate trademark for the hand knotted Kashmiri carpet.

Conclusion

The Kashmiri carpet industry is unique in its design, quality and durability with the advent of the globalization, factory system, rapid urbanization etc. The carpet industry facing a tough competition from foreign companies and carpet weavers lost their foothold in the village economy. In spite of the increasing impact of globalization, modernization and mechanization, the hand-made Kashmiri carpet continues to receive world-wide praise. The carpet industry occupies a important position in the economy of Kashmir. Having highest rate of unemployment, craft activities are best suited to the Kashmiri valley as these activities need more labour and less capital, consequently having opportunity for employment generation at large scale. Seeing the overall situation and performance of the carpet industry in the Kashmir, the position is not well off. The government is unable to frame sound policies for improving the carpet industry and conditions of carpet weavers and left them with a hand to mouth situation and are bound to leave their traditional skilled occupation

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