

Role of Tourism And Handicrafts For Promoting Rural Entrepreneurship in Odisha

Abstract

Tourism and handicrafts have a great potential for promoting rural entrepreneurship in Odisha. The state is gifted with long coastlines, rich temples, sanctuaries, beaches, waterfalls, wild life, colorful & vibrant art and crafts. The famous silver filigree work, horn work, appliqué, and metal craft works have received worldwide appreciation. The state capital is connected with all possible mode of transport system.

In spite of all, Odisha receives about one percent of total tourist visiting India every year. By the visit of tourist and their expenditures employment opportunities are created. To keep something memorable tourists purchase handicraft items from different destinations, which are unique as well as cheaper in comparison to other items. In Odisha handlooms and handicrafts provide biggest source of employment next to agriculture. There are more than three lakhs artisans practicing in 50 recognized handicraft sectors of Odisha. State govt. should provide support for skill up gradation, infrastructure, marketing, finance, and capacity building, which can ensure a bright future for their socio-economic development. The village craftsmen are gradually losing interest in their traditional business. There is a greater need for integration of tourism and handicrafts for upliftment of rural entrepreneurship.

Keyword: Tourism, Handicraft, Entrepreneurship, Employment, Artisans.

Introduction

Tourism growth is the one of the greatest success of our time and expected to be the largest export industry by the end of 2015. World Tourism Organization and World Travel and Tourism Council studies reveal that by 2020 there will be 1.6 billion international tourist arrivals worldwide. They are expected to spend \$2000 billion which shall create 144 billion new jobs to cater to their needs. India as a destination attracts tourists from all over the world and has become a tourist's paradise for its wide range of tourism offerings. At present the share of India in global tourism is less than 0.5%. But India has been identified as one of the foremost growth centre for tourism in the world in the coming decade.

Odisha is gifted with 482 Kilometers long coast line and is famous for its temple culture. The state is rich with temples, sanctuaries, beaches, waterfalls, hot springs, lakes, wildlife, colorful and vibrant crafts. For centuries now, Bhubaneswar-Puri-Konark, the Golden Triangle of Orissa has retained a vantage point on India's Pilgrimage Circuit, since the Jagannath Temple Comprise one of the four dhams (Holy places) for the Hindus. The great sun temple of Konark defeats the language of man by the language of stone. The famous silver filigree work, horn work, appliqué and metal craft work have received world-wide appreciation. Chilika the largest brackish water lake in Asia is the host of resident and migratory birds. The white tigers of Nandan Kanan biological Park and wild life sanctuary of Similipal, Tikkarpara are the famous tourist attractions. The tribal culture of Orissa is also of significance to special interest tourists. The state capital is very well connected with all possible mode of transport system.

Tourist Arrival in Orissa

In last fifteen year the tourist arrival has an average growth of 111.33%. The domestic tourist has gone more than doubled, where as the growth of foreign tourists is not that encouraging.

Tourist Visit to Orissa Since 1995 (Calender year wise)

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Year	Domestic Tourist	Foreign Tourist	Total Tourist
1995	2697365	28201	2725566
1996	2773245	34303	2807548
1997	2828131	35081	2863212
1998	2861788	33101	2894889
1999	2691840	25758	2717598
2000	2888392	23723	2912115
2001	3100316	22854	3123170
2002	3413352	23034	3436386
2003	3701250	25020	3726270
2004	4125536	28817	4154353
2005	4632976	33310	4666286
2006	5239896	39141	5279037
2007	5944890	41880	5986770
2008	6358445	43966	6402411
2009	6891510	45684	6937194
2010	7591615	50432	7642047
2011	8271257	60722	8331979
2012	9053086	64719	9117805

Source Statistical Bulletin (1995 to 2012), Department of Tourism and Culture Govt. of Orissa.

Orissa has got a very little share in terms of receipt of foreign tourists in comparison to other states. The share at present is even less than 1%.

In Flow of Money Through Tourist Expenditure in Orissa

On the basis of average duration of stay of the tourists and their average expenditure Orissa receives a good money inflow and people get lots of employment opportunities

Year	Domestic Tourist Expenditure (in Cr.)	Foreign Tourist Expenditure (in Cr.)	Grand Total (in Cr.)
1995	139.76	8.82	148.58
1996	151.85	11.31	163.16
1997	N.A.	11.57	N.A
1998	958.35	39.26	997.61
1999	901.44	30.55	931.99
2000	967.26	28.14	995.40
2001	1038.23	27.11	1065.34
2002	1143.06	27.32	1170.38
2003	1239.47	29.68	1269.15
2004	1381.56	34.18	1415.74
2005	2303.75	82.24	2385.99
2006	2605.54	96.63	2702.17
2007	2956.09	103.39	3059.48
2008	3161.73	108.54	3270.27
2009	3460.14	146.28	3606.42
2010	3811.67	161.49	3973.16
2011	4152.92	194.44	4347.36
2012	4545.46	207.24	4752.70

Source: Statistical Bulletin (since 1995 to 2012) Department of Tourism & Culture, Govt. of Orissa.

Tourist expenditure creates employment opportunities for the state both direct as well as indirect

manner. Every tourist purchase some local handicrafts item for their memory or to give some gifts to their friends, relatives and family members. The state handicrafts sector is benefited from that and the rural artisans get employment in turn. By introducing craft bazaar, small restaurant, cyber café etc on road side of different tourist destination the state can encourage rural entrepreneurship.

Handicrafts of Odisha

Odisha was known as Utkal, which literally means excellence in Art and Craft. The state has a rich heritage of exquisite handicrafts famous for their incredible beauty the world over. The Handlooms and Handicrafts which form an inseparable part of the cultural heritage of the state were patronized by the rules and zamindars in the past. The Handlooms and Handicrafts are also the biggest source of employment after agriculture. To obviate the mounting problems of unemployment and regenerate the rural economy, this sector has ample scope for expansion with low financial investment.

The handicrafts and cottage industries sector comprises of Handicrafts, Coir, Salt, Khadi & Village Industries activities, which are mainly artisan based or known as household industry. The main characteristics of this sector are

1. Skill based
2. Employment oriented
3. Use of simple technology
4. Low Capital investment
5. Utilization of Local Resources
6. No. electric power consumption
7. Eco-friendly
8. Linked with traditional culture
9. Demand in the market
10. High ratio of value addition to the investment
11. Economic & social empowerment of women and weaker section of the society.

There are about three lakh artisans practicing different activities in this sector and government of Orissa and its various agencies are providing various supports for the development of the sector. The support include, skill up-gradation, technology up-gradation, infrastructure development, marketing and raw material support, financial support and the capacity building of the artisans, SHGs and Cooperatives.

Odisha is endowed with varieties of Crafts mainly linked to festivals and rituals. The unique, original, creative characteristics and unsurpassed sense of colour have enthralled the visitors over the centuries. There are as many as Crafts and various Craft Pockets dispersed throughout the State. The various crafts approved by the Directorate of Handicrafts and Cottage industries Odisha as Handicraft Industries are appliqué, artistic foot wear, artistic mat, art leather, art textile, artificial bonsai batik, betel nut craft, brass and bell metal, cane and bamboo, clay toys and idols, cloth flower, coconut shell crafts, coir crafts, costume jewellery, dhokra casting, durry & carpet, embroidery, gemstone processing golden grass, gopa crafts, horn works, joikhadi works, jute crafts, Keora-leaf products, lacquer toys and wares, metal crafts, natural fiber craft, paddy craft, palm leaf engraving, palm –leaf decoratives, paper Mache, Patta

and Tasar painting, root craft, Sabai grass craft, sea shell craft, silver Filigree, Soft toy, Solapith, Stone Carving, Straw works, Terracotta, theatrical dress, trival jewellery, wood carving, wooden inlay, woolen carpet weaving, wooden painted toys, zari work and Saura painting.

Craft Persons of Orissa in Percentage

Cane and Bamboo	27%
Brass and Bell metal	12%
Terracotta	10%
Art Textiles	8%
Applique	6%
Silver Filigree	6%
Stone Carving	6%
Wood Carving	5%
Dhokra Casting	3%
Woolen Carpet	3%
Palm leaf	1%
Others	13%

Source: Hand book on Handicraft and Cottage Industries, Odisha.

Craft wise Artisans

As per the survey conducted there are 1, 11, 058 numbers of Handicrafts artisans practicing various crafts in the state. The number of artisans (Craft wise) is mentioned below:

Name of the Crafts	No. of Artisans	Total Production (in Lakhs)
Appliqué	7631	639.86
Art,leather,footwear	815	78.26
Artistic Mat	679	44.06
Art Textiles	13074	1871.83
Batic Print	107	13.55
Betelnut Craft	128	2.16
Brass & Bell metal	12799	2388.24
Cane and Bamboo	27332	1592.47
Clay Toy & Idols	1117	49.14
Coil Craft	516	49.13
Dhokra Casting	3344	255.03
Durry and Carpet	423	3.99
Embroidery	150	5.75
Golden Grass	4074	70.59
Horn works	246	17.20
Jute Craft	669	36.52
Lacware	393	7.85
Natural fibre product	1556	42.02
Paddy Craft	487	24.64
Palm leaf Decoratives	1532	56.56
Papier mache	351	23.17
Patta &Tassar Painting	907	100.03
Sabai Grass	671	15.47
Sea Shell	260	31.27
Silver Filigree	5995	1002.16

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Soft Toy	875	62.62
Solapith work	216	14.71
Stone carving	5620	688.26
Terracotta	9224	553.97
Tribal Jewellery	579	13.99
Wood Carving	4795	384.52
Woolen Carpet	2700	236.06
Wooden Painted Toy	472	73.16
Jarimali & Theoretical Dress	634	47.23
Others	687	36.58
Total	111058	9892.19

Source: Hand book on "Handicrafts and Cottage Industries, Odisha.

Primary Handicraft Cooperative Societies

As a part of cooperative movement in the state 588 Primary Handicraft Cooperative Societies were organized and registered to bring the artisans under cooperative fold, so that they can be collectively addressed with their problems to forge ahead in achieving their common objectives of alleviating their economic conditions. Financial, infrastructural and marketing supports were given to them. At present only 292 societies are working and 21354 members are engaged in craft production.

Support to Artisans by Government of Odisha

Odisha state cooperative handicraft corporation limited has been organized by Govt. in Industries Department as an apex cooperative society to provide marketing support to primary handicraft cooperative societies / artisans. There are 17 show rooms in the name of Utkalika have opened in cities like Rourkela, Puri, Jeypore, Berhampur, Sambalpur, Bhubaneswar, Cuttack, Chandigarh, Hyderabad, Pune, Kolkata, Chennai and New Delhi to undertake marketing of Handicrafts. Various exhibitions are organized to provide support to artisans. The other supports given to artisans are:

1. Opening sales emporia
2. Renovation of existing sales emporium
3. Design Development
4. Exhibition
5. Printing of Catalogue / Brochure
6. Preparation of Video Cassette
7. Construction of work-shed for artisans
8. Skill Training
9. Craft Development Centre
10. Interest subsidy on Bank loan
11. Craft development centers
12. Rehabilitation of Handicrafts artisans.

Training

About 30,000 artisans have been trained by both central and state government in all kinds of crafts considering the scope of self employment in this sector. The state government has different institutes like Sidac, Advanced Training Centre and State institute of Handicraft Training, Craft village to provide training at village, district and state level. The government encourages the candidates from traditional artisan family, widow women, divorcee or deserted or unmarried girl belonging to family without having male earning members for undergoing such training. Except

stone craft, brass & bell metal and wood craft 40% of the seats are reserved for women candidates. The women as well as S.C & S.T. candidates get 3 years age relaxation in admission time. The training duration varies from one year to two year depending upon the type AA crafts.

Awards

To recognize and encourage master crafts person in the state for their outstanding work in the field of handicrafts the state government declares awards for craftsmen. The awards are given considering the techniques, skills, innovativeness, contribution to crafts, knowledge in silpa sastra, organizing ability, participation in exhibition & publication of articles by the artisans.

Exhibition

Every year artisans are given opportunity to sale their products directly to customers and to know the demand and taste of buyer by participating in different exhibitions both within and outside the state. In national level the artisans participates at IITF – Pragati Maidan, Ganga Mahotsav, Baranasi, Silpi Gram Utsav, Udaypur, Gwalior Trade Fair, Gwalior Surajkund Crafts Mela, Surajkund, Taj Mahotsav, Agra, Jhansi Mahotsav, Jhahansi, Silpi Mela, Allahbad & Hyderabad, Gift Fair, New Delhi etc. Besides above Crafts Bazar, National Handicrafts Expo is organized at different places to promote sale of Indian handicrafts. The artisans from Orissa participate as per state quota. Various Urban Haats like Dilli Haat, Ekmara Haat, Karnal Haat, Tirupati Haat, Jammu Haat have been established by Development Commissioner (Handicrafts) to promote sale of Handicrafts by the artisans throughout the year on rotation basis.

The crafts person above 60 years of age and are recipient of national award or state awards are given pension for survival and to disseminate their knowledge to younger generation. A scheme called Baba Saheb Ambedkar Hasta Silpa Vikas Yojana (Ahvy) is being launched since 2001-2002 by Govt. of India, Development Commissioner (Handicraft) for promoting handicrafts by developing artisan clusters into professionally managed and self reliant community enterprises in the principle of effective member participation and mutual cooperation.

REMARKING : VOL-1 * ISSUE-5*October-2014 Rural Entrepreneurship Through Integration of Tourism & Handicraft

Orissa lives in village. More than 80% of population lives in rural area. They are mostly engaged in agricultural activities. Since the agriculture is rain dependent, the rural poor remain unemployed for about 8 months. Most of the rural poor move to Gujrat, Maharastra as migrated labour. The poor artisans are also being discouraged to depend upon family handicraft business, because of poor marketing scope and non-remunerative prices. The state government of Odisha is committed for upliftment of rural artisan by implementing various plans and programme discussed earlier.

The government should prepare the detailed database of artisans and give marketing scope for their products by opening craft bazaar in nearly tourist destinations. The art and crafts of one area should be made available in other area by through integration.

Conclusion

The village craftsmen are gradually losing interest in their traditional business. The marketing intermediaries like agents and brokers are collecting the products at a very low price and selling or exporting those at a very high rate. They are also not paying them their dues in time. Realizing the above difficulties the state govt. has divided the state into different clusters and has appointed cluster manager who provides all kind of marketing supports. There is need for integrating tourism with handicraft sectors, which can provide lots of scope for development of rural entrepreneurship in the state. The state government should focus on tourism growth, like other state government i.e. Kerala, Rajasthan, Hariyna, Uttarnchal etc. and boost the morale of the rural artisan. It seems the future of Odisha tourism and handicraft sectors is very bright. In most of the handicraft sectors women, especially house wives play predominant role and contribute for increasing household income. At present there are more than 5 lakh SHG's engaged in various micro entrepreneurship. The growth of tourism can give ample scope for development of rural entrepreneurship with the help of increasing handicraft production and marketing scope.

Reference

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