

Problems Faced by Pottery Producers

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Abstract

Utilizing the clay and water in order to give definite shapes for different purposes can be identified as the oldest craft known to human culture. The evidences of this pottery making can be traced from the Neolithic Era with the involvement of various types of traditional knowledge. The making of pottery is an important event of prehistoric past and marked the beginning of Neolithic revolution in human society. Its impact had largely revolutionized the colonization of human groups and found a new way of cultural tradition.

In the present day, the pottery industry in India has been put forward as a major cottage industry in both small and big pottery concerns. In a predominantly rural country with a very low income and simple needs, pottery plays an important role. Besides providing employment to artisans, the sector offer job opportunities to non-artisans during slack seasons of agriculture and to other tertiary sector employees. The objective of the present paper is to study the characteristic features of the pottery industry in the study area, problems of development of the sector and suggest suitable policy measures for its development.

This study attempted an analysis of pottery production in Srivaikundam village. In this study conclude that the pottery producers are fully satisfied in their profession. As the business environment has become more customers centric, maintaining proper relationship with customer is one of the key factors for the success of every business. To retain customers and attract new customers, innovation should be regular phenomena in business. The pottery producers too have to analysis their environment to make the business sustain and their survival. The present study shows that the pottery industry in the study area is suffering from irregular supply of raw materials, lack of working capital, obsolete technology, lack of diversification of products, competition from the organized sector, good marketing facilities, management problems and lack of research and development efforts etc. The Government and nongovernment initiatives can solve the problem and develop the industries at its best level.

Keywords: Cottage Industry; Employment; Artisans; Tertiary Sector; Traditional Pottery; Economic Empowerment.

Introduction

Pottery is an age old handiwork in India. The origins of the Indian pottery industry can be traced

back to the first times of civilization. The commencement of pottery making trails back to the Neolithic era. During the time of the Indus Valley Civilization, this actual art form improved with technology. In the current day, the pottery industry in Srivaikundam talukhas been put forward as a major cottage industry in both small and big pottery concerns.

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In a mainly rural country with a very low income and simple requirements, pottery plays an important role (Meena et. al., 2005). These are mostly focused in rural areas. Old-style in nature, the industrial doings are carried on household basis and are characterized

by low technology and low levels of production. The artisan himself is the owner and works on his own inventiveness and with his own capital. As scientific and technical information is missing due to illiteracy and poverty, the techniques of production remain mediocre and the products lack standardization (Kasemi, 2014 PG).

The market of the products is mostly local and partly protracted to urban areas. As well, middlemen play an influential role in marketing these native products. They typically place order with the artisan and collect materials at less than the market price. Pottery making tradition is based on specific system of material resources, tools, manufacturing techniques, skills, verbal and non-verbal knowledge and special ways of coordinating ways (Pfaffenberger, 1992). A detailed study of pottery-making cultures has been carried out by the scholars who include the following aspects; manufacturing techniques, continuity of ethnic composition, caste framework and their technologies (Saraswati, 1979). The gender of the respondents has been identified as one of the most important factors that influence the production capacity of the crafts (Lee, 2010).

The competition from the substitutes like plastic items is a major problem for its development (Lakhsman, 1966). Under such a situation the decay of this particular sector of employment poses a serious problem and obviously the rational solution seems to develop and make viable the household industries (Reddy, 1998).

Irregular supply of raw material is one of the major constraints for the development of household based industries (Malegawekar, 1973). The objective of the present paper is to study the characteristic features of the pottery industry in the study area, problems of development of the sector and suggest suitable policy measures for its development.

Objectives of the Study

The main objectives of the paper is

1. To know the present socio-economic conditions of the pottery artisans.
2. To find out the reasons for using pottery products by the pottery producers

3. To ascertain the economic empowerment of pottery producers
4. To analyse the problems faced by pottery producers

Methodology

The primary data was collected directly from the pottery artisans through a well-structured interview schedule and focus group discussions with pottery artisans in Srivaikundam talukin Thoothukudi District. The major sources of data are primary, where a structured questionnaire is designed and administered to the select respondents. The sampling is random. Sample size is 50 respondents. Secondary data was collected from Handicraft Development Commissioner, reports on handicrafts by the Government of Tamilnadu and EPCH websites, reports of Planning commission, Handicrafts Marketing and Service Extension Center, magazines, journals, periodicals, newspapers, previous work of scholars, internet and books. The data relates to the month of September 2017. Percentage analysis, averages, chi-square tests, Garrett ranking technique and probability analysis were used owing to the constraints imposed by the nature of data.

Profile of Srivaikundam

Srivaikundam is Panchayat town in Thoothukudi district in Tamil Nadu. As of 2011 India census Srivaikundam had a population of 16,2014 males constitute 48% of the population and females 52%. Srivaikundam has an average literacy rate 77% higher than the national average of 59.5% male literacy is 81% and female literacy is 72%. In Srivaikundam 11% of the population is less than two years of age. Srivaikundam pottery producers produce flower vase and varieties of utensils.

Analysis of Data

In common idea is the field of pottery production get a profitable activity. Producing pottery sale is a labour - intensive, respective activity. Any inefficiency in the production process has a multiplying effect on costs. On this background, the present study analyses the pottery producers.

Table 1: Sex wise distribution of pottery producers

S. No	Sex	No of Producers	Percentage
1.	Male	30	60
2.	Female	20	40
	Total	50	100

Source: Fieldsurvey

Table 2: Age wise distribution of Pottery Producers

S. No	Age (in years)	No of Producers	Percentage
1	25-35	2	4
2	35-45	8	16
3	45-55	17	34
4	55-65	7	14
5	65-75	9	18
6	75-85	7	14
	Total	50	100

Source: Field survey

Table 3: Educational distributions of the Producers

S. No	Educational Distribution	No of Producers	Percentage
1.	Primary	19	38
2.	Middle	7	14
3.	High secondary school	7	14
4.	College	1	2
5.	Uneducated	16	32
	Total	50	100

Source: Field survey

Table 4: Family size distribution of pottery producers

S. No	Family Size	No of person	Percentage
1.	2-4	18	36
2.	4-6	21	42
3.	6-8	9	18
4.	8-10	2	4
	Total	50	100

Source: Field survey

Table 5: Family type of the Pottery Producers

S. No	Family Type	No of producers	Percentage
1	Joint family	41	82
2	Nuclear family	9	18
	Total	50	100

Source: Field survey

Table 1 shows that the sex wise distribution of the pottery producers. In the sample producers 60% of producers are male and the remaining producers of 40% are female.

Table 2 shows the age wise distribution of the pottery producers. From the table 34% of the producers are in the age group of 45-55 years and 4% of the sample producers are in 25-35 years. 16% of the sample producers are in the age group of 35-45 years.

Table 3 shows that 38% of the sample pottery producers are studied under primary education, 14% of the producers are studied under middle school education, another 14% of the producers studied under higher secondary education, 25% of the respondents are studied under college and remaining 32% of the pottery producers are uneducated.

Table 4 shows reveals that 42% of the pottery producers have the family size between 4-6 members, 36% of the producers are 2 - 4 members, 18% of the pottery producers are 6-8 members and the remaining 4% of the pottery producers have the family size between 8-10 members.

Table 5 shows that 82% of pottery producers are living in a joint family type and remaining 18% of the sample pottery producers are in a nuclear family type.

Table 6 shows the family monthly income of the pottery producers. 54% of the pottery producers earn income between 4000-6000, 34% of the pottery producers earn income between Rs. 6000-8000, and remaining 12% of the pottery producers earn income between 2000- 4000. Rs. 5440 is average monthly income of pottery producers in the study area.

Table 6: Family Monthly Income of the Pottery Producers

S. No	Income (in Rs.)	No of producers	Percentage
1	2000-4000	6	12
2	4000-6000	27	54
3	6000-8000	17	34
	Total	50	100

Source: Filed survey

Table 7: Price of Pottery Products

S. No	Price value	No of Producers	Percentage
1	20-30	20	40
2	30-40	10	20
3	40-50	7	14
4	50-60	5	10
5	60-70	8	16
	Total	50	100

Sources: Field Survey

Table 8: Reasons for using Pottery Products by the Pottery Producers

S. No	Reasons	No. of Producers	Percentage
1	Eco-friendly	11	22
2	Hygienic	6	12
4	Health	10	20
5	Quality	23	46
	Total	50	100

Sources: Field Survey

Table 9: Shift to Next Generation

S. No	Next Generation	No. of Producers	Percentage
1	Yes	7	14
2	No	43	86
	Total	50	100

Sources: Field Survey

Table 10: Relationship between Economic empowerment and level of perception

S. No	Economic empowerment	Percentage of Respondents	
		Yes	No
1	Better income	81.7	18.3
2	Reduced Indebtedness	69.2	30.8
3	Better Savings	58.3	41.7
	Total	100	100

Compiled from field survey

Tables 7 shows In the pottery production process, the price of the pottery is the heart of pottery producers. From the above table reveals 40% (20 producers) of the pottery producers using pottery product between Rs.20-30. 20% of pottery producers using pottery product in the price value between Rs.30-40, 8 producers (16%) are using pottery product between the price value of Rs.60-70 and only 5 producers using pottery products in the value between Rs.50-60.

Tables 8 shows that 23 pottery producers using

the pottery products for the reason of Eco- friendly nature. 22% i.e. 11 producers using the pottery products for the reason of hygienic purpose and 20 producers are using pottery for health reason. Only 6(12%) producers have using the pottery products for the reason of quality.

Table 9 shows that 14% of the sample respondents are ready to shift their next generation in this field and remaining 86% of the respondents are not ready to shift their next generation in the same profession.

Economic Empowerment

Null hypothesis: There is no significant difference between economic empowerment and their level of perception of pottery producers.

Economic empowerment is the crucial aspect of growth. 81.7% respondents were of the view that the income has increased through pottery work and 69.2% respondents were of the observation that dependence of pottery work reduced indebtedness. Further 58.3 per cent of them stated that pottery work has resulted better savings.

In order to find out whether there is any correlation in the awareness of economic empowerment and their

level of perception of pottery work, chi-square test has been applied. The results of the Chi-square test are furnished below.

Calculated value of Chi-square	= 36.32
Table value at 5 per cent level	= 7.815
Degrees of freedom	= 3

As the calculated value of Chi-square is greater than the table value at 5 per cent level of significance, there is a relationship in the awareness of economic empowerment of pottery work and their level of perception of the respondents in the study area.

Table 11: Problems faced by pottery producers

SI. No.	Problems	Mean Score	Rank
1.	Lack of incentives	31.46	V
2.	Inadequate credit facilities	46.94	II
3.	Absence of government support	39.11	IV
4.	Lack of investment	58.32	1
5.	Production and marketing problems	42.44	III

Compiled from field survey

Compiled from Field Survey

In order to analyse the problems faced by pottery producers, five factors that were identified and the pottery producers were asked to rank the factors. The order of merit thus given by the pottery producers was converted into rank by using Garrett ranking technique and the ranks assigned are presented in the abovetable. The Table shows that the important problems faced by pottery producers were lack of investment, inadequate credit facilities, production and marketing problems, absence of government support and lack of incentives which were ranked as first, second, third, fourth and fifth respectively.

Conclusion

This study attempted an analysis of pottery production in Srivaikundam. In this study conclude that the pottery producers are fully satisfied in their profession. As the business environment has become more customers centric, maintaining proper relationship with customer is one of the key factors for the success of every business. To retain customers and attract new customers, innovation should be regular phenomena in business. The pottery producers too have to analysis their environment to make the business sustain and their survival.

The present study shows that the pottery industry

in the study area is suffering from irregular supply of raw materials, lack of working capital, obsolete technology, lack of diversification of products, competition from the organized sector, good marketing facilities, management problems and lack of research and development efforts etc. The artisans are often exploited by the middlemen who always squeeze the profit. The Government and nongovernment initiatives can solve the problem and develop the industries at its best level. It goes without saying that realization of policies will need very efficient and committed functionaries. Since the artisans are in the hands of stereo type machinery it may be necessary that the entire programme for the development may be arranged through various governmental institutions.

The Government need to do much by enhancing access to education and technology to the rural artisans and help them in advertising their products by digital displays at government offices, public places, and marketcentres. NGO's have to train these artisans by forming Self Help Groups or Clusters and arrange for training classes at evening time and can create websites to promote the craft. Institutions can take up these artisans group and promote them under their corporate social responsibility activity, help in marketing; technical guidance; training and technology up gradation, etc. ICT can improve the quality of life for poor rural communities who do not have access to these facilities.

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