

Problems Associated with Artisans in Making of Handicrafts in Orissa, India

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ABSTRACT

This research paper finds out different problems associated with craftsmen engaged in producing handicrafts in the state of Orissa, India. Orissa has a distinguished craft heritage. The craftsmanship of the arts and crafts embodies a tradition, which lives in the creative imagination of the artists of the state. The beauty and charm of its crafts has always been a source of attraction to many Indian and foreign tourists. From time immemorial, Orissa has carved out a name for itself in the field of handicrafts. The gifted artisan could produce wonderful objects of craft from simple materials. Their rare artistic skill has been streamlined in the manufacture of exquisite household pieces. This sector of economy

directly or indirectly provides employment to more than one lakh people of the state. However, the artisan community faces a number of problems and need intervention to improve their quality of life. This paper, through primary research, finds out different problems associated with the community and suggests solutions which can be extrapolated for different artisan community.

Keywords: *Artisans, Entrepreneurs, Handicrafts, Orissa, Social Entrepreneurs*

INTRODUCTION

The handicraft artisans of India, at least a large majority of them, are known for their perfection of craftsmanship, excellence of design and form and an unsurpassed sense of colour. The craftsman's position in the pre-dominantly agricultural society was pivotal, for it made the village society self-contained. The artisan was an important factor in the equation of the Indian society and culture. It is the artisans who actually develop handicrafts. The nimble fingers of the craftsmen turned every article they touched into a thing of joy. Visual manifestations of a millennium of Orissan culture, these arts and crafts embody and reflect a tradition, which still lives in the creative imagination and skill of her craftsmen. Most of the designs, forms and colours employed by them have evolved slowly through the disciplined efforts of generations of craftsmen.

These handicrafts reflect not only the refined taste of their makers but also testify to the love of the people for beautiful objects of rituals, decoration and of daily use. From the choice of the raw materials to the final finishing touch, at every stage, craftsmen had to adhere to set standards with almost ritualistic precision.

The specific objective of the present study is to evaluate the problems of the artisans in relation to payment, supply of raw materials, availability of orders, loan raising and marketing etc.

LITERATURE REVIEW

The aesthetic and cultural importance of handicrafts is highlighted in 'handicrafts of India' by Abraham (1964). Man's association with art and craft dates back to the period when human civilization first started. He created stone weapons for safeguarding himself against furious animals in forests. Pathy (1990) in his book entitled "Traditional paintings of Orissa" beautifully explains the origin of the famous painting art of Orissa especially of Puri district. He says it is most natural to think that these are the painters who are the descendants of people who once painted for the Buddhists, Jains and Sikhs and who also now paint for vaishnavas for the devotees of Jagannath. Some more ideas on Pattapainting art of Puri is given by J.P. Das (1980) in his book "Puri Paintings". The author has given vivid description of the decay and revival of the Pattapaing art of Puri. Government patronage was almost nil and hence this art was about to die, however it could be said due to the sincere effort of an American lady. She had brought back a whole community of Chitrakararas to profession which was traditionally their own but which they had abandoned under compelling circumstances.

Ahmed (1980) in his book entitled "Problems and Management of Small Scale and Cottage Industries" and Bharati (2005) express that the satisfactory performance in marketing of handicrafts could be possible due to the special interest taken by central as well as State Government to boost up the export of handicraft article and the qualitative performance of the artisans. Papola (1984) in his book "Rural industrialization" and Das (1980) had made an extensive study on 14 Categories of rural industries. Most rural

industries especially traditional in nature have a limited capacity to generate even the subsistence income to the members engaged in it. Setty (1963) and Mohapatra (1991) make a comparative study between small scale and household industries in his book entitled “Small Scale and household industries in a developing country”. Setty is of the opinion that those units which are the sole and full-time occupation of entrepreneurs yield better income. For this reason, small scale industries can yield more income than household industries.

A project work was undertaken by Indian Census (1981) to study the different aspects of bellmetal industries. It discusses the present status of the industry, the various problems it faces all around and the reasons for its gradual decay. The report reveals that during the last two decades the craft men witnessed disintegration and has to survive against new rivals. Rao (1978) in his book “Marketing of Handicrafts” has elaborated about marketing of handicrafts in which he has also highlighted about activities of artisans. Mohapatra (1987) also stress these activities as the living needs of artisans. Mohapatra (2005), Santanu (1995) and Samal (1994) has done her research work in “Applique craft tradition and craftsmen of Orissa and change”.look to their appliqué works. Bharati (2005) in an article “Eastern India Handicrafts: A Preliminary Survey” published in Floklone a journal of anthropology states that the tailor artists of pipili have become specialized in giving gorgeous. Gill (1980) explained about artisan history, the artisan socio-economic condition and their problem areas in handicraft sector. Pathy (1990) in his book entitled “Traditional painting of Orissa” beautifully explains the origin of the famous painting art of Orissa especially of Puri district. He says that it is most natural to think that these are the painters who are the descendants of people who once painted for the Buddhists, Jains, Sikhs and who also now paint for vaishnavas or the devotees of Jagannath.

The various reports of Government of Orissa like Task force report of 1977, Status report on handicraft of 1990 and other reports of the Development commissioner, Handicraft, New Delhi, the survey report on marketing of handicrafts conducted by Indian co-operative union(1955) throw light on the socio economic aspects of the industry. From the choice of the raw materials to the final finishing touch, at every stage, craftsmen had to adhere to set standards with almost ritualistic precision. It is the artisans who actually develop handicrafts. Hence, it would be fruitful to examine and understand the socio-economic background of artisans, which influences the development of handicrafts.

Shetty (2009) has mentioned about business to business directories were created in order to meet the demand of the consumers and outline presences of handicrafts, is required to make easier for consumers to buy their gift items and for manufacturers and artisans to reach out to them. Arindam (2010) has expressed though Tunisia online news about the importance of handicraft sector in the economic development as well as its role in strengthening the cultural identity, heritage preservation which contributes to the overall development , creating job, opportunities ,demand creation for the artisans and promoting exports.

Samal (1994) in his thesis has also explained in his article that the Tribal co-operative marketing Development Federation of India Ltd.(Trifed)has started the process of branding some of the tribal handicraft that it buys from artisans and sell them at its 36 ‘Tribes India ‘ outlets in the country and two overseas which can provide marketing support to the artisans.

From the available literature, the problems that artisan community in Orissa face are largely classified into timely payment of their wages, availability of raw materials, regular orders for different artefacts, need for financial assistance in form of loans and

ability to market the handicraft products. This forms the context for study for the present research.

RESEARCH METHODOLOGY

Sampling

For the present investigation, Orissa state is purposively selected, mainly because of the striking selection of decorative and utilitarian art and craft and special creative and imaginative craftsmanship of Orissa. The present research has been conducted for four handicraft items, i.e. stone carving, appliqué, filigree, pattachitra. The required data for the present study have been collected both from primary and secondary sources. Primary data have been collected through the “Survey Method” with the help of structured questionnaire. 300 artisans were covered in this survey. We have interviewed each artisan who was engaged in one of the chosen four craft items. For finding of the objective and drawing of the conclusion, percentage as the statistical tool has been used.

DATA COLLECTION AND ANALYSIS

Problems with Master Craftsmen

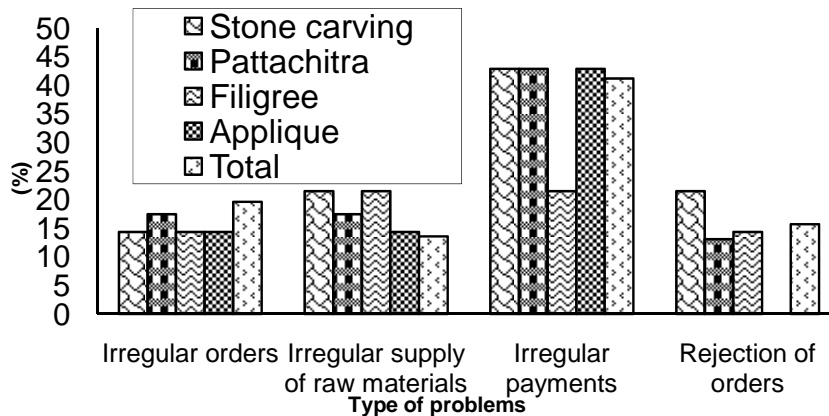
There are 51 respondents who are depending on and working for master craftsmen. They all expressed different problems like irregular orders, irregular supply of raw materials, irregular payments etc. These problems are presented in Table 1.1 and figure 1.

Out of 51 respondents working for master craftsmen, as many as 21 respondents (41.28 percent) have expressed the problem of getting irregular payments from the master craftsmen, about one-fourths of the respondents have said that they are facing the

problem of irregular supply of raw materials. About one fifth of respondents have mentioned that they are getting irregular orders from the master craftsmen. As many as 8 respondents (15.68 percent) have expressed that they are facing the problem of rejection of orders that the products are not meeting the specifications given.

Table 1. Problems with Master Craftsmen

	Stone Carving		Pattachitra		Filigree		Applique		Total	
Irregular orders	2	14.28	4	17.39	2	14.28	2	14.28	10	19.61
Irregular supply of raw materials	3	21.43	4	17.39	3	21.43	2	14.28	12	13.53
Irregular payments	6	42.86	6	42.86	3	21.43	6	42.86	21	41.18
Rejection of orders	3	21.43	3	13.04	2	14.29	Nil	Nil	8	15.68
Total	14		17		10		10		51	

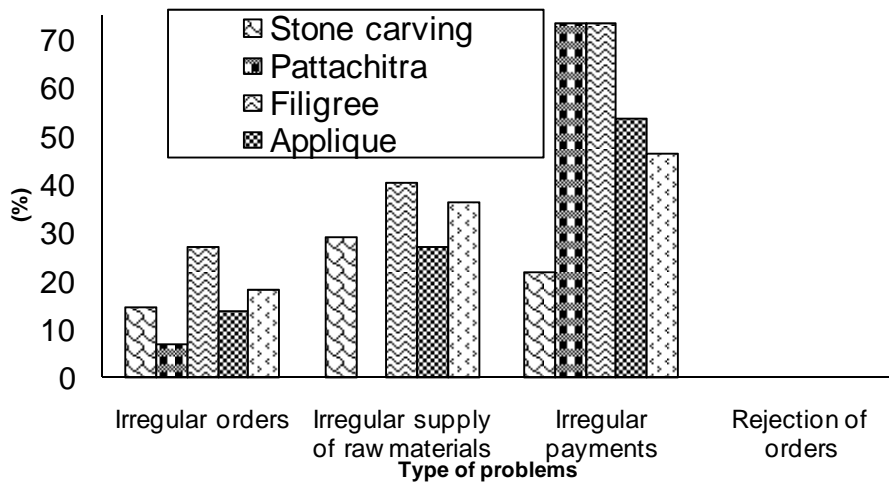


Demographic profile of handicraft artisans for various problems with master

Figure 1. Demographic Profile of Handicraft Artisans with Master

Table 2. Problems with Dealers

	Stone Carving		Pattachitra		Filigree		Applique		Total	
Irregular orders	4	14.28	2	6.67	4	26.67	2	13.33	14	17.95
Irregular supply of raw materials	8	28.56	Nil	Nil	6	39.90	4	26.67	28	35.90
Irregular payments	16	21.43	11	73.33	11	73.33	8	53.34	36	46.15
Rejection of orders	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil	Nil
Total	28		15		30		14		78	



Demographic profile of handicraft artisans for various problems with
 Figure 2. Demographic Profile of Handicraft Artisans With Dealer

Problems with Dealers

The craftsmen have expressed some problems with dealers also. The problems expressed by 78 respondents, who are working for the dealers, are shown in Table 1.2, 46.15 percent of respondents have expressed that they are getting payments irregularly. About 36

percent of respondents have said that they are not getting raw materials regularly. While nearly 18 percent have felt that the societies are not giving them regular orders. The findings are shown in table 1.2 and figure 2.

Problems with Co-operative Societies

Usually artisans join co-operative societies to overcome the difficulties faced by them either with master craftsmen or with dealers. It is surprising to note that the artisans who are working for co-operative societies are also not free from problems. Now a day the artisans are not at all interested to go for co-operative societies. The problems expressed by 48 respondents, who are working for the co-operative societies are shown table 1.3.

Table 3. Problems with Co-Operative Societies

	Stone Carving		Pattachitra		Filigree		Applique		Total	
Irregular orders	Nil	Nil	2	10.00	1	33.33	4	16.00	7	14.58
Irregular supply of raw Materials	8	40.00	8	40.00	Nil	Nil	2	66.67	18	40.00
Irregular payments	2	66.67	8	40.00	2	66.67	8	40.00	20	41.67
Rejection of orders	Nil	Nil	2	10.00	Nil	Nil	Nil	Nil	3	4.00
Total	10		20		3		15		48	

About 42 percent of respondents have expressed that they are not getting payments regularly. The other problems expressed by the respondents are irregular supply of raw materials (40 percent), irregular orders (14.58 percent) and rejection of order (4.00 percent). Therefore, irregular supply of materials and irregular payments by master craftsmen, dealer and co-operative societies are the common problems of a majority of the respondents in all the crafts. The main reason for the dependence of artisans on master craftsmen and dealer is their own poor financial condition.

It is suggested that the government should supply raw materials to all craftsmen through “raw materials depot”. Commercial banks should lend loans and advances to all artisans so that craftsmen will not depend on master craftsmen and dealers for raw materials and finance. So the government and its agencies should provide raw materials, finance and proper market for handicrafts to all craftsmen.

Problems of craftsmen in raising loans

Most of the respondents are facing problems of providing security, rigid procedures and formalities and inadequate loan amount. There are several problems in raising loans from different sources. Hence, an attempt is made to identify the problems. Table 1.4 reveals the problems in raising loan and advances by the artisans.

Out of 202 respondents, 10 respondents express the problems with master craftsmen. 17 respondents expressed problem with dealers and 27 respondents faced the problem of exploitation, in the sense that they are forced to sell their produce only to their lenders. 5 respondents, who have faced problems with co-operative societies, said that the societies have provided inadequate amount of loan. The problem of high interest rates has been expressed by 10 respondents who have taken loans from moneylenders. About 80 percent of the respondents (160) who have faced problems in raising

loans from banks, faced the problems like inability to provide security (50 respondents), rigid procedures and formalities (50 respondents), inadequate loan amount (40 respondents) and indifferent attitude of bank employees (20 respondents).

Table 4. Problems in raising Loans and advances

	Master Craftsmen	Dealer	Co-operative Society	Money lender	Bank	Total						
Inability to Provide security	Nil	Nil	Nil	Nil	50	50						
High interest Rates	Nil	Nil	Nil	10	Nil	10						
Exploitation	10	17	Nil	Nil	Nil	27						
Rigid procedures And formalities	Nil	Nil	Nil	Nil	50	50						
Inadequate loan amount	Nil	Nil	5	Nil	40	45						
Negligent attitude of bank employees	Nil	Nil	Nil	Nil	20	20						
Total	10	4.95	17	8.42	5	2.48	10	4.95	160	79.20	202	100

Suggestions to overcome the problems of loan raising

Since majority of respondents (around 80 percent) facing several problems in raising loans, respondents have been asked to offer suggestions in this regard. Table 1.5 reveals the suggestion offered. Suggestions have been given by respondents to overcome the problem faced by the artisans. 47.03 percent of respondents have said that the commercial banks should liberalize their credit policy. About one-fourths of respondents have suggested that the co-

operatives societies may be strengthened. Most of the respondents have suggested the establishment of a separate financial corporation.

Table 5. Suggestions offered by respondents to overcome problems in raising loans and advances

Suggestion	Stone Carving	Pattachitra	Filigree	Applique	Total					
Separate financial Corporation	20	29.85	8	32.00	28	35.00	12	40.00	68	33.66
Strengthening co-operative Societies	10	14.93	8	32.00	21	26.25	Nil	Nil	39	19.31
Bank should liberalize	37	55.32	9	36.00	31	37.75	18	60.00	95	47.03
Total	67	69	64	64	22	22	22	213	213	213

In the absence of proper institutional financial help, the artisans depend on private people, who usually take advantage of the situation and exploit the artisans. Hence, it is suggested that the Commercial Banks, Regional Rural Banks, Orissa Handicrafts Development Corporation may provide necessary finance to the artisans in all crafts

Marketing Problems faced by Artisans

The artisans face many problems in marketing, which are examined below in table 1.6 and Figure 3.

Table 6 . Marketing Problems

Particulars of Marketing Problems	Stone Carving	Pattachitra	Filigree	Applique	Total					
Rapid changes in consumer preferences and tastes	22	37.29	16	25.40	20	26.67	10	43.48	68	30.91
Inadequate advantage and publicity	21	35.59	21	33.33	26	34.67	10	43.48	78	35.45
Unremunerative pricing	12	20.34	12	19.05	14	18.67	3	13.04	41	18.64
Exploitation by middlemen	4	6.78	14	22.22	15	20.00	Nil	Nil	33	15.00
Total	59	100	63	100	75	100	23	100	220	100

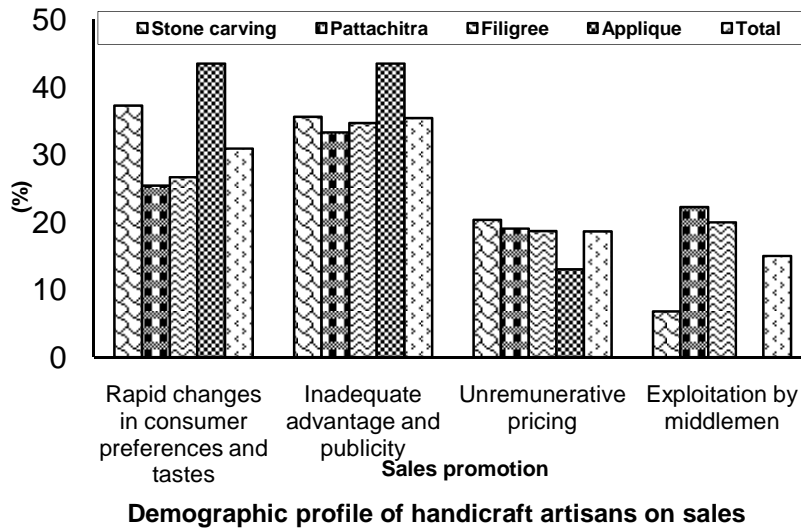


Figure 3. Demographic Profile on Sales

From the above table it is observed that a majority of the respondents (37.29 percent) in stone carving have said that they have faced the marketing problems due to rapid changes in consumer preferences and tastes. There are only four respondent (6.78 percent) in stone carving who have been exploited by middlemen. In the Pattachitra, one third of the respondents have faced the problem of inadequate advertising and publicity. 16 respondents (25.40 percent) have faced rapid changes in consumer preferences and tastes. As many as 12 respondents (19.05 percent) have faced the problem of unremunerative pricing in Pattachitra, where as 14 respondents (22.22 percent) have faced the problem of middlemen exploitation. In the filigree group, more than on third of the respondents have faced the problem of inadequate advertising and publicity. As many as 20 respondents (26.67 percent) have faced the problem of rapid changes in consumer tastes and preferences. 15 respondents (20 percent) have faced the problem of middlemen exploitation. However, 14 respondents (18.66 percent) have faced the problem of unremunerative pricing. In the appliqué, 20 respondents (86.96 percent) have faced the problem of rapid changes in consumer preferences and tastes and inadequate advertising and publicity. In almost all crafts, the respondents have said that they have faced the problem of inadequate advertising and publicity and rapid changes in consumer preferences and tastes. Some of the craft persons and exporters in relations to silver filigree, Pattachitra, appliqué and stone carving have been interviewed and their opinions are given in the following tables.

View of Master Craftsmen On Major Problems And Possible Solutions

Silver Filigree

According to Sri Harekrushna Jesty, Mansing patna, Tulsipur, Cuttack, Orissa

Major Problems

Regarding the major problems related to silver filigree, Sri Jesty says that filigree work is losing its attraction from the buyers due to its impurity. There is no control over its quality. The Bhalias, who are mostly from outside Orissa viz. Bihar, Gujarat and Rajasthan, give low quality silver and pay less to the craftsman. Filigree market is not organized.

Suggestions

Silver filigree should be produced through scientific quality control.

1. The craftsmen should be encouraged by providing with better wages and old age pension.
2. Loan should be provided to the craftsmen for upgradation of the tools used in filigree work.
3. Regular exhibitions should be organized and advertisements should be made in media including T.V.

According to Sri. Nityananda Behera, Kazi Bazar, Cuttack, Orissa.

Regarding the major problems faced by filigree craft of Cuttack, Sri Behera opines the following to be the major problems :

- a) Improve machine made filigree products at lower making charges have been brought from Kolkata and other places to the Cuttack market. As a result, it is becoming very difficult for the local hand-made products to compete with the outside products.

- b) Lack of capital in the hands of the craftsmen to modernize the filigree equipment / tools is a great hindrance in the progress of the craft.
- c) Lack of education among the craftsman may be a factor for the backwardness of the craft. The silver filigree craftsmen, therefore, have remained backward and tradition bound. They do not think like a modern businessman.

Suggestions

The following are the major suggestions given by Sri Behera for the development of the craft.

1. Both the production and marketing of silver filigree should be organized by the government and some government agency.
2. The filigree products should be standardized through scientific quality control.

According to Sri Rama Chandra Sahoo, Mansing patna, Cuttack, Orissa.

Major Problems

The following are the major problems of filigree craft as told by Sri Sahoo:

- a) There is no control over the quality of silver used in filigree products.
- b) Large scale inflow of machine made filigree products to Cuttack at relatively lower making charges compete with the hand-made products, putting the craftsmen of Cuttack at a great disadvantage.

- c) Silver filigree market is unorganized and it is totally controlled by the outside traders.
- d) Paucity of working capital in the hands of the craftsmen affects the total turnover and the total earning capacity of the filigree craftsmen.
- e) Aged craftsmen are not being protected by the state government.

Suggestions

The following are the suggestions given by Sri Sahoo for the betterment of the craft.

- a) There should be scientific quality control for silver filigree products.
- b) There should be restriction on the inflow of outside filigree products.
- c) Filigree market should be organized and free from the monopoly of the outside sellers.
- d) Craftsmen should be provided with old age pension.

Applique

According to Mr. Jabar Khan (exporters & whole seller)

Diamond Applique WorkShop, Pipili, Puri.

Major Problems

- There is no control over quality.
- Design registration should be done. That means whatever design somebody has introduced on any pot should be registered. Then no one can copy it.
- Lack of publicity of appliqué craft leads to lower demand.

- As there is no directory containing the address of the sellers, customers find it difficult to place orders for their desired appliqué craft

Due to the good demand of this craft, many unskilled craftsman are releasing the products to the market with lowest quality by using cheapest materials. Also the products being supplied by them to the exporters to Delhi. The foreign buyers who take high quality products are no more interested to purchase. Many of our master craft persons are now in empty hand, not willing to make any new designs, due to fear of copying.

Suggestions

- a) The State Government should take steps for preventing duplicating of designs. On the other hand steps on Design registrations of artisans should be undertaken..
- b) The Govt. should provide opportunity to all producers to participate in different Exhibitions such as in Madhopur Crafts Mela, Hyderabad. Lucknow Mohostav, Lucknow. Surajkund Craft Mela, Faridabad, and to organize own exhibitions with assistance of Industries department, Govt. of Orissa and Development Commisioner of Handicrafts, Govt. of India.
- c) The Govt. should bring a Directory of Orissan Handicrafts with related craftsmen, and place under different Tourists Offices, Airports and Luxury Hotels. The foreign buyers can get more details about our products and enable them to purchase the goods directly from artisans.
- d) The Govt. should provide necessary assistance to the artisans willing to take part in the National and International Exhibition where they can be able to bring their products directly to foreign buyers.

- e) The Govt. should arrange workshop for master crafts persons on colour combination and design development by which they can able to make new designs and earn more at Pipili.
- f) The Govt. should require (demand) minimum five new products from the artisans who are willing to participate in the exhibitions organized by Handicrafts Department. In this way, the inspirations for making new products can be raised among the artisans.
- g) To encourage the artisans, the Govt. should open a shop of raw materials at Pipili. By which the artisans can get their necessary raw materials plenty with suitable prices.
- h) Pipili is historic place of Orissa, famous for its high quality hand-made appliqué products. Many V.I.P. Tourists spare some time here during their visit to Puri and Konark. Many times it is seen that the vehicles used by the V.I.P. Tourists stand long-long time on the main road. Due to congested space, the common people are facing problems on road. So, if a permanent market complex is provided to the artisans by the Govt. the problem can be avoided and the artisans can be able to accelerate the business.
- i) The Govt. should take action to set up a colour-processing unit at Pipili to make easier and cheaper cloth to be used in their products.

**According to Mr. M.D. Muktar (Rajnigandha appliqué workshop),
Pipli, Puri**

Major Problems

The raw materials for appliqué industry is not available in the local market and they have to go to Puri, Bhubaneswar and Cuttack to procure such materials. The quality of the materials is also not good.

Non-availability of loans, delay in sanction of loans, inadequacy of amount of loans, absence of cash loans is major difficulties. Imitation of designs is a common problem of the appliqué craftsmen.

Suggestions

- a) The Govt. should set up strong rule and heavy penalties to copy of the designs in appliqué craft.
- b) The daily wages for the artisans should fix by the government, so that the artisan are not exploited and can earn actual earning against their labour.
- c) To encourage the artisans, the Govt. should open a shop of raw materials at Pipili, by which the artisans can get their necessary raw materials with reasonable prices.
- d) The Pipili Applique Society should accept unemployed artisans as the member and the Govt. should provide bank loans to these artisans.
- e) The artisans are facing the Sales Tax problems, while taking their goods for the exhibition in different states. So, the Sales Tax should be exempted by the Govt. on appliqué products.

Pattachitra

According to Mr. Kunjabana Moharana ,a chitrakara in Raghurajpur,Orissa

Problems

- a) Pattachitra market is not at all organized.
- b) Aged craftsmen are not being protected by the State Government.

- c) Large-scale inflow of machine made painting items at relatively lower making charges compete with the hand-made products, putting the craftsmen at a great disadvantage.
- d) Lack of capital in the hands of the craftsmen to modernize the patta painting is a great hindrance in the progress of the craft.
- e) Marketing of the finished products is a problem for the craftsmen.

Suggestions

- 1) Production and marketing of patta painting items should be organized and streamlined.
- 2) Loans at low interest rate should be provided to the member craftsmen.
- 3) Regular exhibitions should be organized and advertisements should be made in media including T.V.

According Mr. Ramesh Mahapatra ,one of the renowned chitrakara, Puri.

Problems

- 1. Due to uncertain & low income from this craft, most of the craftsmen are switching over to other profession.
- 2. The of production of crafts in Raghurajpur is not organized.
- 3. Without assessing the marketing of their items, they prepare on their own and keep in their house. Sometimes their rare and very beautiful creations get wasted.
- 4. There is lack of capital in the hands of the craftsmen to modernize the craft.

Suggestions

1. The patta paintings should be standardized through scientific quality control.
2. There should be restriction on machine produced patta painting in the market.
3. Marketing of the patta painting should be properly organized.
4. Different and various new products and designs should be introduced in this craft.
5. Loan should be provided to the craftsmen.

Stone Carving

**According to Sudershan Sahoo, stone carver & exporter,
Bhubaneswar, Orissa**

Problem

1. Marketing is the main problem and for this reason the crafts person are facing various problem.
2. In Orissa market the demand of this craft is less. They can go for foreign market to get good return from their products.
3. Process of making this craft is stereotype.

Suggestions

1. Carvers should make the craft in such a way, that, everybody will attract towards it.
2. Sample should be 60% or 70% good then, when the bulk order will come, they can meet the specifications.

3. Time period for delivering the item should be in time. Items should be produced in time unless they will not accept the products.
4. Put the right price for each item every time.

**According to Duryodhan Mahapatra, Stone Carver & Exporter,
(National Award Winner), Bhubaneswar, Orissa.**

Problem

1. The process of making a sculpture is same as the past. The artist uses the some tool kit, chipset and hammer for the making of a sculpture. The technique is typical and traditional, which is very hard and labourious. They were unaware of modern machines and techniques.
2. Marketing is the main problem and stands as a barrier for the promotion of this craft.
3. Illiterate as most of the artist, make them depend on dalals for the promotion of their craft and to earn lively hood. They are taking undue advantages.
4. No Govt. patronization, there is no such scheme for this craft by the Government, some Govt. organization, those are running for the artists are not working properly as the administrators and they have no direct link with the artists and their work.

Suggestion

1. The artists should have to use new equipment, which are easy to use and more fruitful than the prevailing ones. The grinders and

- cutters can be introduced these days. They are very time consuming.
2. With change in outlook of the present customers, artists have to work accordingly, which can fulfill the requirement of the customers. So artists, in order to satisfy and for the promotion of this business should know the art of modern making and work according to the taste of the customers.
 3. Marketing is very essential for a business, which is the main and growing problem in this business. Govt. should take necessary action regarding this problem. An artist individually can also solve this problem by opening websites and through advertisement and for that he should.

CONCLUSION

We present the impressions about the craft and possible suggestions for the improvement of the crafts of the famous craftsmen who have devoted their entire life in the pursuit of all artistic crafts. They are the masters of the handicrafts, which they have been pursuing relentlessly with great devotion for years. As far as the silver filigree is concerned unless the craftsmen are paid better wages, filigree market is organized and quality of products is controlled, the craft will soon perish. In case of appliqué many of the master craftsmen are not willing to make any new designs due to fear of copying. So government should take steps for preventing duplicating of designs. Design registration should be done. Government should help the artisans to take part in different mela, exhibitions etc. Like other craft in case of stone carving marketing is the main problem which should be taken care of process of making the craft should be improved. In case of pattachitra the market is not organized. Lack of capital in hands of craftsmen to modernize the patta painting is a

great hindrance in the progress of the craft. So different new products should be introduced. There should be restriction on machine produced patta painting in the market. Loan should be provided to the craftsmen.

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