

Reviving traditional arts and crafts for sustainable livelihood

Anamika Arora

Dr. Swarnlata Verma

Bhilai Mahila Mahavidyalaya, Bhilai

ABSTRACT: Handloom weaving is our country's cultural heritage and symbolizes the ability of the weavers to design intricate and attractive products using handloom. These products are flexible and versatile, permitting experimentation and innovations. As per the Government report it is estimated that it occupies an important place in contributing to and raising the Indian economy and provides direct employment to 65 lakhs and to millions indirectly. Sustainable livelihood could be structured by intersecting development through innovative studies. This helps in thinking in a new way about skill, work, production, marketing, etc. Especially vulnerable groups such as poor and illiterate weavers suffer from anxiety due to extra-long hours of work, high stress, lack of financial and social support, and ignorance. Competition among industries, inability to purchase raw materials, etc. are other conditions that mislead weavers who grab minimum profits due to middlemen.

Keywords: Handloom, Heritage, Weavers, Sustainable future, Anxiety

INTRODUCTION

“The ‘CHARKHA’ shining in the Indian flag at the center expresses our traditional feeling towards handloom weaving.”

Handloom weaving is a traditional art that dates back to the Indus Valley civilization. During the Ancient period, handloom clothing was practiced by the entire family to produce cloth. Almost every village had its weavers who made all the clothing requirements needed by the villagers like sarees, dhotis, etc. Traditionally the entire process of cloth making was self-reliant and livelihood for the family.

Among all the traditional arts and crafts in India, hand-woven textiles are the oldest and most widely recognized. The looms of India have been weaving for the last 5000 years. Our ancient Indian temples, caves, Vedas, and folk ballads speak about this heritage of handloom fabrics and furnishings [Shruti Sudha Mishra, 2018].

As per the handloom census 2009 to 2010 there are about 43+lakh weavers and among them 77% are women. Observing the vision of “ATMA-NIRBHAR” Bharat and “MAKE IN INDIA”.

Slowly with the advancement of industries the traditional Hindu arts were not given importance and this handloom industry declined at a slow pace and lost its significance. Due to very strong or intense competition from very large industrial houses and power looms, the source of income and livelihood of handloom weavers in rural areas is in danger.

There are many reasons or issues which affect the handloom industry:

- **Lack of financial assistance**
- **Technological upgradation**
- **Implementation of Infrastructure development**
- **Market availability**
- **Raw material prices**
- **Cultural ignorance etc to list a few.**

These issues need urgent redressal for the survival and growth of handloom weavers [Shruti Sudha Mishra and A.K. Das Mohapatra, 1923-1940].

The modern age is the period of technological innovations, urbanization, scientific discoveries, and globalization. So, the G-20 summit was organized by the Government of India on 10 September 2023 in New Delhi. India's rich and diverse cultural products have found pride at the crafts bazaar. On the same ground these handloom traditions especially sarees, Silk sarees, Chhattisgarh arts and crafts, Rajasthani arts, Tribal arts, Khadi products etc. have been exhibited to seek the attention of ambassadors and foreign delegates which will surely enhance the sustainable future of these Artisans.

Though the Government of India is working towards the development and improvement of its productivity and marketing, still weavers of Durg, Chhattisgarh are facing a livelihood crisis. Through researches, it has been observed that handloom weavers are facing many problems related to: -

- **Shortage and non-availability of raw materials**
- **Increased cost of products**
- **Lack of technology development**
- **Marketing related issues**

- **Lack of awareness about the product features**
- **Financial problems**
- **Insufficient Promotion and Advertisement of Handloom**
- **Organizational problems** [Dr.B. Thyumanavar&T. Shanmugapriya,2017]

The weavers as a result are facing new challenges related with competition among industries, inability to purchase raw materials, lack of knowledge, illiteracy, poor financial conditions and specially the obstruction and intervention caused by middle men who are trying to mislead or misguide weavers and grab maximum profits [M. Dhinesh Kumar,2018]. In general, these problems which are faced by weavers are resulting towards **Anxiety**, and these are required to be reduced through channelizing measures to be taken by Government, NGO's and other institutions.

UNDERSTANDING ANXIETY:

Anxiety is the feeling when one thinks that something unpleasant is going to happen in the future. In other words, feeling 'apprehensive', 'uncertain', 'nervous' and 'on edge' also describes feelings linked to anxiety, Anxiety is completely normal and something that all human beings experience from time to time. **The word 'anxiety' is often used to cover a broad range of experiences and is linked with emotions such as fear and worry. In fact, 'fear' and 'anxiety' are almost interchangeable terms. Anxiety itself can be a helpful emotion, as it can help one to prepare for events ahead as well as improving their performance.** However, anxiety can become so severe and intense at times that it may weaken person and starts to restrict daily routine and life as a whole. This anxiety at its extreme may result towards anxiety disorders, ruining the life of individual. Hence Anxiety among handloom weavers has to be taken care through alternative methods. (This guide has been written by Anxiety UK, with input from Clinical Advisors Dr. David Baldwin, Senior Lecturer in Psychiatry at the University of Southampton and Clare Baguley, Improving Access to Psychological Therapies (IAPT) North West Programme Field Lead, (2012).

Keeping in view all these problems or difficulties of handloom weavers, Present paper has been structured in a way to assist these artisans and help them raise their socio-economic status and become happy, self-reliant and 'ATMANIRBHAR', as a result declining their anxiety level. Hence efforts should be made to:

- Provide resource, technical assistance to the weavers, enable them to develop and improve their methods of manufacture, management, production techniques and marketing of their products.
- To generate employment through government supply scheme should be taken care.
- Organizing awareness camps to solve their problems.
- Arranging psychological and economical counselling and reducing their Anxiety level by increasing their socio-economic status.

METHODOLOGY

The present paper refers to assisting these weavers to build a SUSTAINABLE FUTURE by reducing anxiety levels by assisting them in learning about the purchase of raw materials, marketing tactics, implementation of innovative ideas, combating financial problems, middle men obstruction, etc. To provide SUSTAINABLE FUTURE innovative efforts have been made through sessions.

SAMPLE AND SAMPLE SIZE: A sample comprising of 40 handloom weavers of two groups 20 respondents of age group(30-50 years) and 20 respondents of age group (above 50 years) has been administered ANXIETY TEST of A.K.P. Sinha and L.N.K. Sinha- Sinha's comprehensive Anxiety Test (1995) and Socio-economic status of Kuppuswamy's SES scale, (1976) and comparison made between two after organizing remedial session with junior group [Experimental].

SAMPLE TECHNIQUES: For the study of the sample, a purposive sample has been collected from two age groups, one as a control group and the other experimental group. They are personally contacted and after collecting demographic profiles they are administered standardized psychological tests for the collection of data.

CONCLUSION

After applying statistical analysis, the Anxiety level of a control group of age 50 years and above is significantly high along with low socio- economic status, while on the other hand Anxiety level of the Experimental group, which was given financial counseling about loan, marketing, innovation ideas etc. had low Anxiety level but comparatively high socio-economic status. Correlation between two variables could also be assessed.

SUGGESTION

It is suggested that for enhancing SUSTAINABLE and happy future of traditional art and the craft of Artisan, they should be properly counselled and given training about different pros

and cons.

REFERENCES

1. Chaudhary M., Saini A., Solanki R. (2015). Problems faced by handloom and power loom industries in Uttar Pradesh, International journal of trade and commerce-IIARTC, vol. 4, No. 1, pp.92-105
2. Das S., (2018). Present Scenario and some problems of Handloom Industry A study with Handloom Weavers' in Tufanganj Block-1 Of Cooch Behar District West Bengal, International journal of research in Humanities, Arts and Literature, vol. 6, Issue 9. pp. 153-170
3. Dhinesh Kumar M., (2018). A study on problems and prospects of handloom sector in generating employment at Aruppukottai, vol: 6 Issue: 5, pp.53-57
4. Gouri K.V., (2017). POCHAMPALLY HANDLOOM WEAVERS IN DISTRESS: A STUDY IN KOYYALAGUDEM VILLAGE OF NALGONDA DISTRICT, Indian journal of social research, vol-58 (4), pp.475-494
5. Mishra S.S., (2019). A study on the present condition of the weavers of handloom industry: A review, International Journal of Interdisciplinary Research and Innovations, vol. 7 Issue 2, pp.325-331
6. Nag A., Vyas H., Nag P.K., (2008-2009). GENDER DIFFERENCES, WORK STRESSORS AND MUSCULOSKELETAL DISORDERS IN WEAVING INDUSTRIES. Industrial health 2010, 48, pp.339-348
7. Peters H.R., Bajpai Dr. S., (2017). The role and working of handloom sector in Chhattisgarh, International research journal of engineering and technology (IRJET), vol: 4 issue 2, pp.492-498
8. Priyadarshini R., Pujar Dr.S.R., Sangeetha Dr. S. R., (2017). The impact of occupational stress on employees in textile industry: A review, IJARIE, Vol-3, Issue-3, pp.3928-3934
9. Shruti Sudha Mishra, Prof. (Dr.) A. K. Das Mohapatra. A study on the present condition of the weavers of handloom industry: A review, International journal of interdisciplinary research and innovations, vol. 7, pp: (325-331), Month: April- June 2019.
10. Sasikala M S, Shaila K, (2021), A STUDY ON ASSESSING HANDLOOM WEAVER'S STATUS DURING COVID - 19 SITUATION IN TAMIL NADU, Journal of contemporary Issues in Business and Government vol. 27, No. 2, pp-2462-2467
- Shrivastava S., (2020). Sustainable approaches to rejuvenate the Handloom and

Handicraft in India, Journal of Textile Engineering & Fashion Technology, volume 6,
Issue 6,pp 241-249

11. ShivkkolunduDr., Sheeba P., (2021). THE PROBLEM OF WOMEN HANDLOOM WEAVERS IN WALAJA BLOCK OF TAMIL NADU, International journal of creativeresearch thought (IJCRT), Volume 9, Issue 3, pp.3741-3754
12. ThayumanavarDr.B., Shanmugapriya T., (2017). A STUDY ON ISSUES AND CHALLENGES OF HANDLOOM WEAVER INKONGU REGION OF TAMILNADU, International Journal of Multidisciplinary Research and Modern Education (IJMRME)Impact Factor: 6.725. (www.rdmodernresearch.org) Volume 3, Issue 1, 2001