



# Self-Help Group's contribution to the upliftment of the handicraft workers -A case study of Ranchi Districts.

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## Abstract

The upliftment of Society's, contribution to SHGs is a milestone of socio-economic development for the micro industry- like handlooms and handicraft industry. As we know, handicraft is an unorganized sector due to artisans facing a huge problem running their traditional work due to a lack of capital, training, and lack of market Opportunities, etc. For these problems, SHGs are only the solution. To enlighten the socio-economic conditions survey method is going to solve. Which includes questionnaires or interviews to collect data from 15-20 artisans regarding their problems thoughts and preferences. The craft industry is India's second-largest employment sector and is also regarded as the backbone of the rural economy. SHGs began a model of microfinance which is most important for the upliftment of the socio-economic conditions for handicraft workers. The absence of formal credits available in rural areas has led to the establishment of SHGs in India. A Self-Help Group is a small group of people preferably from the same background. Who came together to solve the socio-economic problem among the workers? After the formation of the Jharkhand state, a step taken by the government of Jharkhand is the "JHARCRAFT." Which is a ray of hope for the artisans? There are government steps taken to uplift the socio-economic condition of artisans in Jharkhand not only the government but also (NGOs) as well as the group of women and our initiation creates more impact for the upliftment of the conditions of handicraft workers. For that artisans formed a group (SHGs) to remove their economic problems with self-initiation such as the problem of collateral, poverty, health status, the standard of living and education, etc.

**KEYWORDS-** SHGs (SELF-HELP GROUPS), HANDICRAFT, NABARD, UNORGANISED SECTOR, COLLATERAL.

## 1. INTRODUCTION-

"We can't live alone in any society. But the best way to help society or group is to be the best individual in it that we can be"- Ray Bradbury.

We know the culture of India "Bahujan Sukhaya Bahujana Hitaya Cha" is a dictum enunciated in the Rigveda in Sanskrit, which defines the concept of "welfare of the many" and some evidence there in Maha Upnisada chapter 4, hymn 71, which is "Vasudev Kutumbakam" which depicts- the entire world is our family so, for the upliftment of the Society's Contribution of SHGs is the milestone of socio-economic development for the micro-industry-like handlooms and handicraft industry. As we know, handicraft is an unorganized sector due to artisans facing a huge problem running their traditional work due to a lack of capital, training, and lack of market Opportunities,

etc. For these problems, SHGs are only the solution. To enlighten the socio-economic conditions survey method is going to solve.

The craft industry is India's second-largest employment sector and is also regarded as the backbone of the rural economy. India is the home of 7 million artisans most of whom are in rural and semi-urban areas however, data from an unofficial source indicates that the number is as high as 200 million. SHGs began a microfinance model introduced by MOHAMMED YUNUS and formed in 1975 in Bangladesh and then incorporated in India NABARD was initiated in 1986-1987. The absence of formal credits available in rural areas has led to the establishment of SHGs in India. A Self-Help Group is a small group of people preferably from the villagers or the same background. Who came together to solve among the members which are kept in the bank? The member then can borrow money from their funds in case of emergency.

SHGs scenario in Jharkhand after the formation of Jharkhand state a step was taken by the government of Jharkhand "JHARCRAFT" a ray of hope for the artisans. Less number of SHGs are found in Jharkhand approx. 0.88% also few of them are working towards the welfare of empowerment for the women. It is the steps of the government to uplift the socio-economic condition of artisans in the Jharkhand state. Not only the government but also (NGOs), as well as the group of women and artisans, formed a group (SHGs) to remove their economic problems with self-initiation such as the problem of collateral, poverty, health status, the standard of living, and education, etc. SHGs are acting just like the ray of hope for strengthening the socio-economic condition of the artisans, and handicraft workers especially women who are unskilled and unemployed such steps are considered sophisticated steps towards the upliftment of the condition of handicraft workers. SHGs are a small group of artisans, especially women, they are engaged in different work like making toys, solar lamps, textile works, terracotta works, decoration articles, etc.

### **Importance of the study**

- The government, NGOs, and SHGs are expecting to create awareness among the artisans of handicrafts, thereby enhancing creativity and creation.
- The study will provide artisans with an effective strategy to develop their performance, improvement of the economic condition, and provide credit free from collateral.
- The researcher will predict that this study enables an area for further studies to develop strategies in the field of handicrafts.

### **The Objective of the study**

To examine the Socio-Economic condition of handicraft workers and the contribution of SHGs during the covid-19 pandemic.

To develop a platform and provide financial help for the artisans in trade and commerce.

### **Scope and the Area of the study**

The study focuses on the artisans who are working in the different SHGs in Jharkhand. The women and artisans come from a village around Hazaribagh, Ranchi in a radius of around 40 km. The study will like at the financial, economic, and health status of the women and the benefits drawn from joining the SHGs.

Research Questions: How SHGs incorporated in the handicraft sector raise the socio-economic conditions of handicraft workers?

### **Research Methodology**

This research paper is based on the above research questions which include different methodologies that are descriptive and analytical, based on the Primary as well as secondary data used to understand the SHG's contribution to the artisans. The required primary data has been collected from interviews, surveys, etc but secondary data has been collected from various research papers, journals, books internet, some government data, etc. The data has also been taken from various documents such as books, newsletters, reports, magazines, journals, newspapers, internet, as well as from existing literature to understand the importance and contribution of the handicraft trade and the contribution of the SHGs to the upliftment of the conditions of handicraft workers.

## **Problem Statement**

India is the land of artisans and weavers. Its craft and art are well-known around the world. We often hear that old arts & crafts are dying. However, there seems to be no concern about the survival of artisans and weavers. Artisans living in extreme poverty have turned to daily wage labour or odd jobs or they migrate to cities leaving behind their families, craft, and skills.

The problem is neither small nor new but no one seems interested in finding a solution, So the Government program and SHG are the only hope.

## **Location and background:**

Jharkhand the land of the forest, one of the leading minerals producers, wealth in the country moderate climate good rainfall extensive rail and road network, and the state is poised to take the lift to the future and once would be leading the future are the skill hands, hardworking and determining people of Jharkhand. Ranchi is the heart of Jharkhand and it is the capital of Jharkhand. Ranchi is the capital of the Jharkhand state which is located in the southern part of the Chotanagpur plateau, it is famous for its natural beauty. As of the 2011 census, it has a population of 1,073,427, an urban population of about 14,56,528 and it has an average literacy rate of 87.68%. The literacy rate of Jharkhand is near about 67.63 % but in rural areas female literacy is 49.75% and male literacy is about 74.57% in villages condition of the female artisans is not good. The villagers are migrating outside the state for education, trade, and commerce. The handicraft sector is the 2nd largest labour-absorbing sector is there so this sector in Jharkhand state is providing job opportunities for more than 50,000 artisans of the state as per the government of Jharkhand. The different type of handicraft articles is prominent in this state like DHOKRA ART, TERRACOTTA CRAFT, CANE & BAMBOO CRAFTS, TRADITIONAL ORNAMENTS, etc. For the welfare of the artisans, different NGOs and self-help groups are contributing their efforts for the substantial increase in the socio-economic conditions of the artisans in the handicraft sectors. SHGs are engaged in livelihood activities, producing goods such as handicrafts, textiles, toys, etc.

## **During covid-19 Jharkhand's economy- a quick review**

The economy of Jharkhand has grown at an average annual growth rate of 5.9 per cent (2011-12) and 2018-19. The economy, however, recovered in subsequent years. In the year 2019-20, it has been estimated to have grown by 6.7 per cent much higher than the real GDP of the country which has been estimated to have grown by 4.2 per cent. The covid-19 pandemic has disrupted the national and state economy. Because of the pandemic, then ensuring lockdown and the fear and restrictions caused it, the Gross Domestic Product of the country and its states contracted sharply in the first two quarters of the current financial year (2020-21). After covid pandemic, the economic condition of the Jharkhand state increased as much as we expected in the last financial year. By the end of the financial year, the GDP/GSDP of the country and its states will more than compensate for the loss incurred due to the pandemic.

## **Economic importance of handicraft**

Handicrafts are most significant in the economic development of the state. They Provide huge employment opportunities even with low capital investment because it is focused on labour-intensive techniques. It is also the prominent medium of foreign income and it also increases the export for the national income. India is the largest supplier and developer of handicraft items since the ancient period. After industrialization, we have seen a drastic change in the Indian economy. But before industrialization, this industry and art were a potential economic advantage for the country. In a couple of years, the demand for handicrafts increased as it is famous for its art and culture. Small-scale industries including handicrafts can play a significant role in the development of the state.

SHG: - Lack of social, economic, and moral support for the village artisans' women are becoming hopeless due to some reason like- lack of financial support, education, lack of training, etc. The growing social awareness across the globe has brought several issues for women to come forward making them self-dependent.

Self Help Group is one of the instruments of the economic empowerment model. Which enables them to solve their common problem through self-help and mutual help.

One woman said (named)- Khilona devi- When she formed the group, she started taking money from SHG. It is a viable option to get the money at 2 per cent interest at right time. Because of SHGs, her children's education has never stopped. She also said – If we were only dependent on crops it would not have been possible.

## Working

Let us look at – How SHGs create transformation in society. Flexibility democratic system of working is the motto of the group. Loaning is done mainly on trust without any bare documentation and security, so it works on a peer system. They can discuss the problems like Low level of Income, Low savings, Low skill set, illiteracy, and non-bankable. Poor women from groups at the village level form the federation by forming all the clusters from different blocks in a district. where two members from a cluster can participate because of the mutual help they can spread their reach and they can discuss the issues of their social problems.

## Government initiative for the handicraft industry

SONCHIRAIYA: Union Government also initiated different programs' Son Chiraiya', is also one of them that steps are taken towards strengthening the handicraft workers which provides marketing of urban Self-Help Groups (SHG) for their Products.

Ambedkar Hasthshilp yojana:

DAY-NULM- Deen Dayal Upadhyaya Antoyodaya Yojana, which comes under the MOHUA has been focusing to provide opportunities for women, giving training to promote sustainable micro-enterprises. Official estimation explained about under this program more than 5.7 lakh SHGs have been formed across the various states in India. Many SHGs are engaged in different livelihood activities Producing goods such as Handicrafts, textiles, toys, traditional ornaments, and terracotta. Live demonstrations for account registration, pricing, packaging, branding, and so on were also organized in collaboration with the e- portal which boosts the economic conditions of the SHGs.

**JHARCRAFT-** Jharcraft is a step towards Socioeconomic change in society such as giving job opportunities for those who are migrated for work in the other region of the state. Now the artisans are doing odd jobs.

## Post covid-19 impact on the handicraft sector and SHGs Contribution:

The outbreak of coronavirus disease (COVID-19) has severely affected the globe and the Indian Economy. In India, we have seen a different outlook during covid 19, which came to India in March 2020. Suddenly we faced the Lockdown and witnessed Janta curfew from March onwards. Major victims of the COVID-19 outbreak are adversely affected in the handicraft industry. This article aims to assess the impact of the COVID-19 outbreak on these businesses and provide policy recommendations to help this industry in reducing business losses and survive through crises. Several steps were taken by both the Home and the Finance Ministry of India to overcome the present situation. RBI provides financial to the finance ministry to help the people. We faced the pandemic situation this affected not only Jharkhand's economy but also the Indian Economy as well as the worst affected handloom and handicraft sectors so the present situation is not good, yet roughly employees 10-15 crore people across the country, have been among the worst affected over the last one and half years.

Various enterprises are facing different issues with a certain degree of loss. Particularly, enterprises are facing a variety of problems such as a decrease in demand, supply chain disturbance, cancellation of exports orders, raw material shortage and transportation disruptions, shut down of many companies, Unemployment rate, Inflation, and among others, Nevertheless, it is quite clear that enterprises around the globe are experiencing the significant impact of covid -19 outbreak on their business. We argue the major victims of the covid-19 outbreak are the micro, medium and small enterprises and specially handlooms and handicraft industries. Central and state governments were trying to get rides of them but it was not an easy task for anyone to eliminate this problem government had initiated different programs in the state as well as the state government also. The handicraft and handloom sectors in India are Rs 24,300- crore industry and contribute nearly Rs 10,000 crore annually in export earnings. In the last financial year, the handicraft sector earned Rs 36,78 crore in the domestic market, the handlooms sector earned Rs 2,280.18 crore in export, and Rs 2,75,000 crore in domestic trade. The 12th five years plan had projected it would become the largest non-farm sector in rural India, swelling its workforce by 10 per cent, doubling the output, and exporting 18 per cent more during 2012-2017. Unfortunately, both the All-

India Handloom Board and All India Handicrafts Board were abolished on July 27 and August 4, 2020, by the central government without giving any reason or putting any alternative in place. Both of the institutions connected the artisans with the government. They existed to facilitate better understanding and coordination, and initiate actions that develop a favourable ecosystem for local and handmade products. Right now, for the handlooms and handicraft artisans, it looks like the hardest and longest struggle for survival it no longer hopes insight.

15 SHGs are there they are registered and working actively for the welfare of the people such SHGs are-

SHG group in Ranchi Mahilong – Jagriti Jharkhand Mahila Sagyog samiti, Geeta Devi (Bamboo Artisans-Ormanjhi, Unnati Reeling Tasar silk Ranchi, Chala Akhra Khara Organisation in Ranchi Orient Craft Ranchi and Ranchi ki Gudiya, etc.

**RANCHI KI ROSHNI:** Around 15 women are engaged in the production of portable solar lamps and earn and contribute towards the eradication of unemployment in Ranchi. Under the project of (JSLPS) Jharkhand state Livelihood, District Administration and the CSRs fund received from Indian Oil Corporation (IOCL) and Hindustan Corporation Ltd (HPCL) creates hope for the poor people who are looking for help such Organization giving tremendous effort for the social welfare. His workshop is located at the Ormanjhi Block office, where these women solder, assemble and pack the product. These lamps are a sign of relief for many people living in the rural part of Jharkhand. Such type of work needs training for the women because of technical work.

The inspiration behind the Project- This project Ranchi ki Roshni was inspired by " Liter of Light", a concept by my shelter Foundation, where they provide a cheap source of light for the poor afterwards a group of IIT students interning with the district administration created a modified version, naming it, 'light of litre 2.0, by attaching a battery and solar panel, making a portable room light for the night.

**Orient Craft Ranchi:** Orient craft trained 900 people mostly women (80%) and 3000 people working in the facilities. When the first batch came for training and they were in poor condition. This plant completely transformed the socio-economic condition of the women. Now they were given uniforms, food good training. In this way, the question asked by the women is- Is this job regular? We will get money every month etc.

With this step, we can say that dreams come true for them and I am so happy to see many girls are now economically stable for the well-being of their families.

### **Finding and outcomes**

To increase self-employment and stop migration. Organizing the artisans and weavers under an umbrella. In our Society, women don't get the respect and opportunities for growth with this help. Women will keep growing and nobody will stop them. Seeing the change SHG is bringing to the people of Jharkhand.

### **Conclusion**

Thread and thread Stich by Stich, these men and women are exploring appetite and, in the journey, they are making the world beautiful with their passion, inspiring us to provide a bigger opportunity or platform for them and being them going to be a partner with them in their future and we are sure that the world will not be far behind.

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