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Socio-Economic Conditions Of Weavers In Baluchari Weaving Industry

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ABSTRACT : Baluchari is a magnetic silk saree of Bishnupur in Bankura district. Our study based on weavers socio-economic condition of baluchari saree. I am trying to explore problems behind of weaving industry in Bishnupur. Now a days no of weavers are declining. Because of many new industry are exploring. Technological development is very important for industry. But Baluchari saree industry does not involvement of Technological development.

INDEX TERMS - Baluchari, patronized, terracotta Bricks, Recultivating.

INTRODUCTION -In the history of textile in Bengal, Baluchari came much after Maslin. Two hundred years ago Baluchari was used to be practised in a small village called Baluchar in Murshidabad district, from where it got the name Baluchari. In the eighteenth century, Murshidkuli Khan, Nawab of Bengal patronized its rich weaving tradition and Baluchari flourished from that time onwards. But this flourishing trend later declined, specially during British rule, due to political and financial reasons and it became a dying craft as most of the on weavers were compelled to give up the profession.

HISTORICAL BACKGROUND : In the first half of twentieth century, Subho Thakur, a famous artist, felt the need of recultivating the rich tradition of Baluchari craft. Though Bishnupur was always famous for its silk, he invited Akshay Kumar Das, a master weaver of Bishnupur to his center to learn the technique of jacquard weaving. Sri Das then went back to Bishnupur and worked hard to weave Baluchari on their looms. Once Bishnupur was the capital of Malla dynasty and different kinds of crafts flourished during their period under the patronage of Malla kings. Temples made of terracotta bricks were one achievement of these rulers. A major influence of these temples can be seen in Baluchari sarees. Mythological stories taken from the walls of temples and woven on Baluchari sarees, is a common feature in Bishnupur.

REVIEW OF LITERATURE : Rathi Amrita in 2020 ,in her research article “A Project on Baluchari Sari “discuss about the epic Story of the sari behind of our society. She uphold the importance of sari in Indian hindu practice. Ethical, moral and political dictums of social codes have always guided the core of design philosophy for sari since ages. It is also seekthw scope for expression Share of weavers through the sari.

Mandal Sarada and BasuRanjan in their research paper “Endurance of ancient art of weaving Baluchari In relation to present technology advancement” they makes this art like a industry. They talk about some unique characteristics like ‘anchal’, and ‘ border ’, motif of animal, flower, trees, geometric pattern and often human figures with side face. They trying to identify some problems regarding the present technology of Baluchari weaving which is help for further development in future.

Ghosh Malay in his paper “The Legacy of Mallabumi weaving Art”, he mention that handloom or tant is a cultural heritage in India. It is a kind of art which involves both the creative power as well as physical Power. He trying to discuss after pandemic the present scenario of this handloom art specially in rural areas like ‘Mallabum’ areas (sonamukhi & Bishnupur).

Chaudhuri Sumita & Bhattacharya Susmita in their paper “Baluchari as the cultural icon of west Bengal, reminding the glorious heritage of India” they focus on evaluation and signifying in terms of fabric, colour sequence, design patterning and existence of end product. They discuss about the contemporary context of Baluchari weaving and how to change their weaving motif, idea and design.

Mallik Sobhanjan & Dhar Sourav in Their research article “Baluchari :Evaluation and the present Status of the craft” they evaluate and discuss about present spatio temporal conditions. This paper discuss rise in gradual decline and the revival of and spread of this craft again by the initiative of Indian government.

Banerjee Abhradip and Chakrabarti Gopalakrishna in 2022 in their research article, “The Socio technical system of Silk weaving in Bishnupur region in west Bengal”, they analyses the socio technical system of the Silk weaving industry in the Bishnupur region of west Bengal. They give a detailed description about the process and interaction between technical equipment with the human beings. They study on restructure of the hierarchy by participating weavers of silk. They give the overall idea of lives and livelihood of silk weaving artisans in west Bengal.

Roy Munmun in her research article, “BENGAL SARI”, focus on Bengal different kind of sari. She entire work is based on secondary data collecting from different website. Her finding is different types of sari like Banarasi silk sari, Patola sari, Kanjeevaram silk sari and much more. She trying to know about present trending and style of fabric in Baluchari sari.

Adharjya Subham, Meshram Saurabh and many more in 2022 in Their research paper “A study on geo- Branding of Bishnupur Thorough cultural heritage”, geo branding is a marketing tool and advancement of technology. This study focus on geo branding as a marketing tool to position the brand Bishnupur in tourists mind. The methodology of the study is a simple random sampling on explorative research. They focus on marketing of Baluchari, swarnachuri through the cultural heritage.

Bhattacharjee Ranjeet in 2012 in his article “Pride of Bengal – Baluchari saree”, he search about Bengal famous and unique artistic sarees. The unique products of rural artisans bear the impression of high artistic value. The variation of design, colour combination and the weaving pattern of Bengal sarees like Dhanikhali, Tangail, Aarong and of course the unique Baluchari. He trying to exposed ancient stories on its borders and pallus.

Mandal Sahoo, Pinki Sarkar Sandhani and Das koushik in their research paper “Role of Handloom cottage industry in the developmental spectrum of Bishnupur municipality of Bankura district, west Bengal : An analytical approach”, the case study reveals that is a huge dependency on this industry. The study based on both the primary and secondary data. They study on the economic and social impact of this handloom cottage industry. They finding some major problems like shrinking of the market, presence of middle man, low income of weavers, and dominance of marginal workers.

METHODOLOGY

The methodology can be consider to be a multiple methods, each as applied to various facts to the whole scope of method. This survey includes pre field survey, field survey, and post field survey.

PRE FIELD STUDY:**SURVEY SCHEDULE**

A survey schedule has been used for conducting the present study. The schedule prepared has been semi-structured. It contains both open-ended and closed-ended questions. Studying the working area. Collected the map from an online site to identify the location of this cottage industry. Also collected few articles from various websites (like google scholar, issue net, research gate etc) about this industry.

FIELD STUDY: Mainly I collect primary data which was based in the field observation in word no-6,7,17 of Bishnupur municipality Bankura district between May in 2023.

The primary data was collected by our field survey through schedule keeping in tune with our set objectives. The primary data has been collected through observation door to door interview by purposive random sampling. Some questions were YES or NO while some were Multiple choice based. There are also open-ended questions. For the survey in Bishnupur Baluchari handicraft were selected for the present study. 76 artisans were randomly chosen from the entire population of artisans working in the Baluchari saree industry of Bishnupur.

POST FIELD:

DATA INTERPRETATION: Data interpretation is a process of reviewing data through some predefined process, which help assign the relevant conclusion. After the data was collected, data was interpreted

OBJECTIVES : To analyse socio-economic condition (educational Status, working Status, economic status, health status) of weavers at Bishnupur in Bankura district.

- To know about the infrastructural details of the weavers in Saree industry.

SIGNIFICANCE OF THE STUDY : West Bengal is one of the leading in production of saree craft among India. This saree craft is not newer edition in India it has long historical background of itself. Various archeological evidence prove that it was prevalent in the era of Indus valley civilization. West Bengal is a popular destination for the tourist buy Baluchari saree item as it is the largest producer of this creative and decorative craft item till now. Bishnupur municipality area of Bankura district are the largest unit of Baluchari work, which is taken as the study area. Patrapara is the name of the study area, (word no-6,7,17) which is located at a distance about 3 KM from Bishnupur Station. Study area is located between 23°04'37"N -23°18'50"N and 87°18'50"E – 87°19'32" E. It has the average elevation of 70m from mean sea level. The Bishnupur area has 150 Tanti family.

Bishnupur subdivision has been selected for this dissertation work, "THE SOCIA-ECONOMIC CONDITION OF THE WEAVERS OF BALUCHARI SAREE INDUSTRY IN BANKURA DISTRICT ". Select this location because identify socio economic conditions of artisans in this study area. In this study area most of the artisans based Baluchari saree. There 500 artists are engaged in Baluchari saree making activities. The saree is famous for stretch out hind mythology,. It has both physical and cultural significance by its creation and artistic values. The department of micro small and medium enterprise, Government of west Bengal recently launched various scheme for their betterment industry.

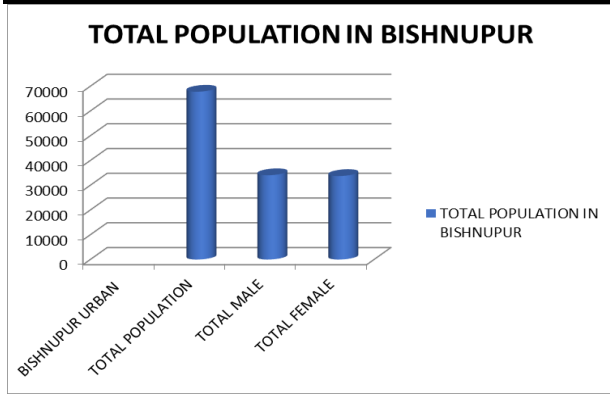
RAW MATERIALS : Silk, zari or Metallic Threads, Natural Dyes, Jacquard loom, Design Template.

TOOL USED - Jacquard Machine, handloom, shuttles, Bobbins, Temple.

PROCESS - cultivation of cocoons, processing of yarns, motif making , and weaving.

DEMOGRAPHIC CONDITION : We are showing Demographic conditions of weavers in Baluchari saree weaving industry in Bishnupur in Bankura with the help of census data of 2011.

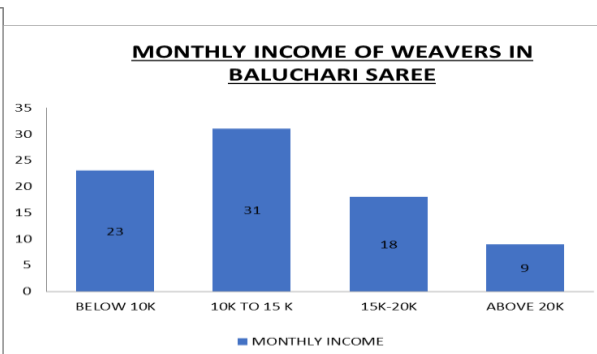
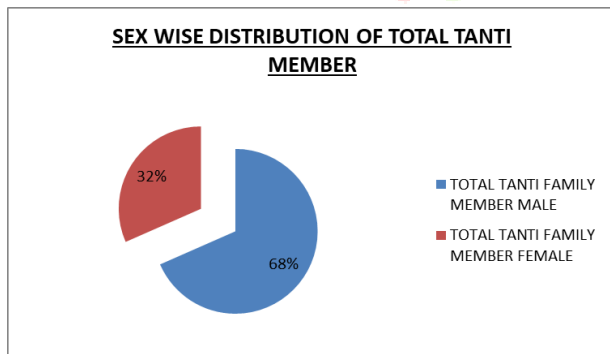
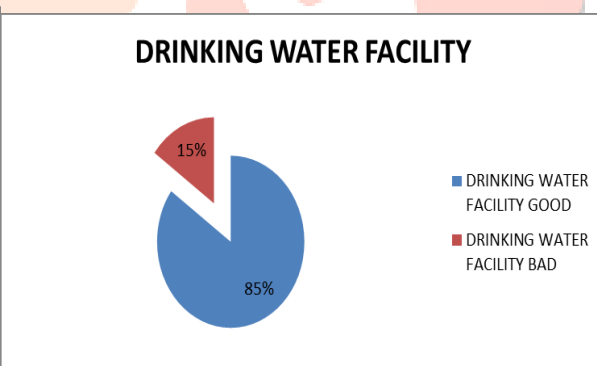
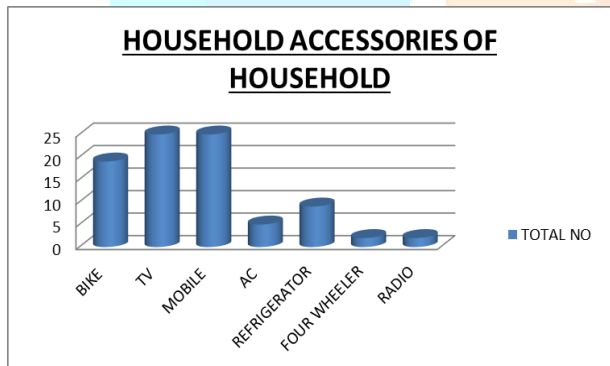
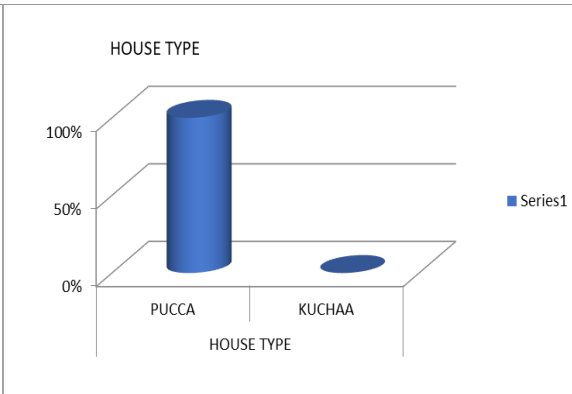
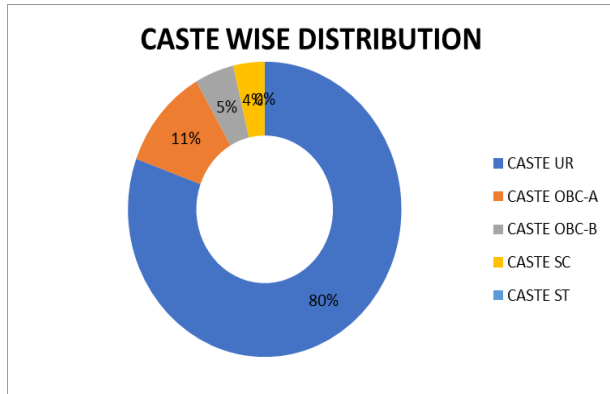
SOCIO-ECONOMIC CONDITION : Our Primary Surveyed data represented different characteristics with the help of different diagram in study area. 1st of fall we study demographic features and after that we are study about socio-economic different features. After that we are showing economic status about the weavers of Baluchari saree industry in Bishnupur in Bankura district of West Bengal.

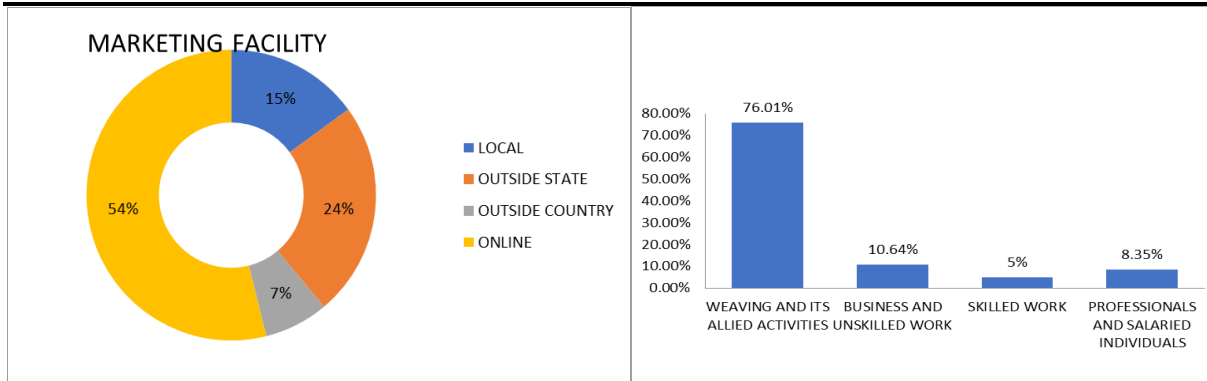


According to the census data of the year of 2011, the total population of Bishnupur is 67783, total male population is 34055 (50.24%) and total female population is 33728 (49.76%). So , the result suggest that Bishnupur is a more male population than female population. Sex ratio is a little difference in population of Bishnupur.

Source- census of india (2011).

Socio-economic status –





SOURCE : SURVIVED DATA

SWOT ANALYSIS OF BALUCHARI SAREE INDUSTRY IN BISHNUPUR : SWOT analysis is a technique for assessing these four aspects (Strength, weakness, opportunities & threats) of a business. We can use SWOT Analysis to make the most of what we have got, in our survey. The final conclusion should be made and analyzed by the SWOT Analysis of Bishnupur of Baluchari saree as under:-

1. Strength:

- Potential market.
- It is a low investment infrastructure wise.
- Flexible product system.
- Eco friendly.
- Increasing popularity in traditional saree.
- Employment opportunity.
- Raw material is available at low cost.
- Huge number of artisans are engaged this industry in Bishnupur.

2. Weakness:

- Lack of proper infrastructure. village based product system.
- Primitive techniques of production.
- Literacy and unawareness of the artisans are not benefited by the government.
- Low income generation.
- Less interest among youth artisan.
- Less global exposure and marketing opportunities.

3. Opportunity:

- Its unique design, long paloa and traditional motif is making in baluchari saree weavers.
- Tourism industry and other craft fairs & festivals increasing its popularity and publicity.
- spiritual and other purpose this saree items having an increasing demand in its trend. E commerce, web business and media engagement increase its popularity in an optimal rate.
- The profit of the artisans in increases at higher rate due to the low cost of the raw material.

4. Threats:

- It lags behind in stiff completion with other substitute product like readymade saree.
- Lack of modernize skills and updated technology.
- The demand of this product items is not sufficient according its supply.

MAJOR PROBLEMS: In Bishnupur of Baluchari saree industry has been suffering major problems, these difficulties are given below:

I. Lack of interest in Baluchari saree making strategies among the family members specially the young generation of weavers family. Because of the minimum income earning can possible from this craft work.

II. The financial status of the artisans is not very sound. In general the artisans earned low monthly income, which is not sufficient to hold the present need of a family. The artisans using the primitive techniques which can able to produce a nominal amount of craft product.

III. The availability of raw materials like silk yarn, cocoons, design and colour, is now easily available at nearby places, they depends on importing the raw materials in a high cost which becomes problematic to them.

IV. The lack of proper financial assistance, technological support.

V. Lack of proper market strategy becomes a major hindrance of its growth.

MAJOR FINDINGS: some of the major finding are-

- Its is an product that does not affect the environment, and also does not cause pollution.
- It's a traditional cottage industry so it showcases worldwide Indian culture.
- It has a low investment infrastructure wise.
- illiteracy and unawareness still is prevalent among the artisans. Socio-economic conditions of the artisans are still low.
- Saree items have increasing demand in , spiritual ceremony and other purposes.
- It lags behind in stiff completion with other substitute modern product like modern fashion clothes.

SUGGESTED RECOMMENDATION: Every production sector possesses of its own difficulties, like 'Bishnupur ' The Bengal's Baluchari also faced some its own problems: The educated young generation should take initiative to sustain and preserve this age old traditional glorious heritage. . Some suggested recommendation are given below.

- Various promotional strategy including tourism development need to be employed in this region for better marketing and popularity.
- Various facilities provide to the artisans like providing loan for better industry, health insurance, house loan, children educational assistance, craft preservation etc.
- Besides regional marketing and promotion activities in Kolkata, Durgapur, Bishnupur, Medinipur the artisans baluchari product should attend some National and International craft fairs and cultural festivells.
- Proper financial assistance and marketing assistance need to be provide to each artisans for their motivation in thid craft.
- Modern training and management skills must be organized by Govt. and other organization in Bishnupur for quality gradation and prosperous achievement.
- Modern technology and uses of electricity for betterment in their production.

The Baluchari saree has its own symbolic values and obviously it is a matter of pride in West Bengal craft industries. It has own cultural, spiritual, historical as well as heritage values which need to be preserve and sustain in a well managerial way. The growth and development of this craft sector must be retained in terms of its export and marketing values. Its basic development is needs to be supported by government as well as government organization. Firstly the popularity and the attraction of the place need to be Increased when more tourists will come to visit that place, the area will automatically benefited for that purpose accommodation and

infrastructures of that area need to be developed. Next proper financial assistance with other facilities like health, insurance, proper bank loan facilities need to be ensured.

Modern training and management skills must be organized by government for quality gradation, modern technology for the betterment of Baluchari making and also to decrease the cost of production need to be incorporate. The local bodies, NGO'S and other organization can arrange some initiatives. Recently the demand of balucharisawrnnochari product are rising significantly.

CONCLUSION : The Baluchari saree has its own symbolic values and obviously it is a matter of pride in West Bengal craft industries. It has own cultural, spiritual, historical as well as heritage values which need to be preserve and sustain in a well managerial way. The growth and development of this craft sector must be retained in terms of its export and marketing values. Its basic development is needs to be supported by government as well as government organization. Firstly the popularity and the attraction of the place need to be Increased when more tourists will come to visit that place, the area will automatically benefited for that purpose accommodation and infrastructures of that area need to be developed. Next proper financial assistance with other facilities like health, insurance, proper bank loan facilities need to be ensured. Modern training and management skills must be organized by government for quality gradation, modern technology for the betterment of Baluchari making and also to decrease the cost of production need to be incorporate. The local bodies, NGO'S and other organization can arrange some initiatives. Recently the demand of balucharisawrnnochari product are rising significantly.

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