



A study of Life style & Livelihood of Rural artisans: an exposure towards Sustainable Development

Statement of Research Problem:-

Since long, rural artisans are backbone of our rural economy after agriculture and animal husbandry practices. There is meaningful relationship between the change in rural artisan entrepreneur's livelihood pattern and life style of rural people (consumer). The changes take place both side i.e. producer and consumer side. In production side there are many technological changes have been made to improve the quality, easy the process and supply in mass volume/ quantity. In this process, they utilize available natural resources directly and indirectly. Second side, changes become must due to growing and advance expectation of consumers. But due to this change, resource use pattern and environment effected. The question of sustainability starts from here. It needs justification in actual need / artificial needs that create under influence of economic prosperity as well as raised by an entrepreneur in the society to grow business or earn more profit. Further we may add existence of natural resources and environmental harnessing in our lifestyle and livelihood.

In earlier days, rural artisans were the chain of complete rural living. Their livelihood or entrepreneurial practices were able to satisfy local needs. They had rich traditional wisdom to manage their production and procurement affairs with desired sensitivity of environment. The technology and pattern followed by the rural artisans was matched with our eco- system. The same thing applied on life style of people. It was very simple and very less expensive. Production was as per this need of the people. And there were suitable balance between life style and livelihood pattern regarding existence of resources. It maintained sustainability of societal system because these arts, knowledge and traditional wisdom had become transferred to next generation without any economic burden. The learning and teaching practices had gone in natural way. It is said that practice makes man perfect, thus. The new generation of rural artisan had developed as skillful manpower on the basis of learning by doing work at very young age. In this way rural economy, creativity and entrepreneurship become maintained according the ethics of sustainable development.

In present era, due to influence of modernization and westernization in the society, the complete chain of artisanship has been broken in rural area. Some arts and skills has been disappeared due to availability of readymade articles of machines, some became kicked out due to change in life style of rural people, some become closed due to unavailability of raw material and somewhere it become out of practice due to lacking of wish not transfer this art or skills to next generation.

Thus, the study focused on change and impact in the area of rural livelihood and lifestyle in the light of environment protection or sustainable development. By peeping in the cause, it will search the dimension of appropriate technological advancement before a rural entrepreneur artisan towards sustainable development. The change is natural rule of our life. We need change and need to manage change to survive our living and surroundings. No doubt, it is necessary to meet the demand of global competency (not competition) and sustainability. There were few basic questions in our mind before starting this research i.e.

1. Is life style leads to change in the procurement process of rural artisans? As well as rural artisan could left remarkable change in the life style of community?
2. Are these changes favorable to sustainable development?
3. What are future requirements for well-being of artisans and rural community?

Need & Relevance of the study: why choose this topic for research

The reasons behind to choose this topic are given below-

1. Sustainable development is our fundamental need to assure co-existence of all (human being & nature, individual, society and universe).
2. It is hard and fast need to search an appropriate alternative for survival of present generation, save the interest of forthcoming generation, conservation of our resources and protect our environment for sustainable living with reference to life style & livelihood issues.
3. Life style & livelihood is burning issue to manage us well and our surroundings. In this area people are looking for innovation and technological advancement for betterment in total living on the ground of sustainable living. Thus, we can work interestingly here.
4. We also wish to know about changes means its desired nature and impact towards sustainability. Thus, we can say that this research may contribute significantly to understand the nature of sustainable life style and sustainable livelihood towards entrepreneurial practices. We will be able to operate and manage livelihood task with the insight of sustainable development which is necessary for survival of all. We could search potential and suitable/ viable alternatives to improve both life style and livelihood and could serve humanity and nature together.

Objectives-

The study has carried following set of objectives.

1. Due to change in life style, what change has taken place in livelihood patterns of rural artisans?
2. To know the impact of these changes on our surroundings with the view of sustainability.
3. To know the factors or reasons responsible for these changes.
4. To search and identify the potential solutions on the basis of opinion of respondents to meet the gap on the ground of sustainable development and future need. (Generate an idea of appropriate technology to bring sustainability in the direction of lifestyle & livelihood of rural artisans).

Hypothesis-

1. The changes have taken place in the life style of rural people and rural artisans have changed the technology of production or procurement for extension of their entrepreneurial practices.
2. There are many reasons behind the change. Some of them are due to scarcity or degradation of resources and change in availability of inputs require to carry the entrepreneurial activities by a rural artisan. While other reason is change in the nature of demand in accordance to life style of rural people.
3. The changes in their livelihood & life style of do not match with sustainability. It becomes the cause of environment pollution and global warming.
4. People need ultimate and low cost sustainable solution to manage their life style and livelihood affairs.

Research Methodology-

To carry research study, research team has selected three villages- Pethapur, Randheja & Saragasana near of Gandhinagar in Gujarat state. We decided to select 8 types of artisan working or serving in rural area. As overall sample 2 artisans have been interviewed from each hunner/ art on the basis of availability and readiness of respondent for cooperation.

Table- 1 Village wise classification of rural artisan's respondents (sample)

Sr. no.	Type of artisan/ occupation	Frequency			Total
		Pethapur	Randheja	Saragasana	
1.	Carpenter	1	1	-	2
2.	Shoe makers	1	1	-	2
3.	Potter- Kumhar	1	1	-	2
4.	Black smith	1	1	-	2
5.	Sweet & Namkeen maker	-	-	2	2
6.	Barber	-	1	1	2
7.	Tailor	-	1	1	2
8.	Mahila Grah udyog	1	1	-	2
Total		5	7	4	16
Percentage		(31.25)	(43.75)	(25)	(100)

Besides of this group of elder people in the village has been interviewed under focus group discussion. To meet the objective of proposed research and prove the hypothesis, the data has been collected from both the sources i.e. primary and secondary by using appropriate research tools. For primary data, we used schedule, semi-participatory observation technique with interview and PRA to get an overview about our research unit and the situation for various art/ hunner. Besides of this we use similar studies & articles as well as conceptual matter related to research topic as secondary data. We analysed the collected data through encoding, tabulation, analysis towards data interpretation etc as suitable statistical tools.

Primary Data analysis-

Table-2 Are they use local resources for their art?

Sr. no.	Particulars	Frequency	Percentage
1.	Yes- consume village resources directly (Potters)	2	12.5
2.	Yes- consume natural resource but get from market in finished form (Carpenter & Blacksmith)	4	25
3.	Yes - Depend on agriculture produce but get raw/readymade raw material from outside (Mahila grah udyog & sweet and Namkeen makers)	4	25
4.	Not now but earlier manage and maintain at village level (Shoemakers)	2	12.5
2.	Not applicable (Tailor, Barber service based skills/art)	4	25
Total		16	100

In spite of water resources, two artisans i.e. potters (Kumhar) need soil. They come from Patan & Mehsana district here since 3-5 years due to availability. In group discussion, we knew that 10-12 years before there were only two potters (Kumhar) who satisfy local needs. Limited quantity they have to sell in urban area. But there are 35 units are working in this village. Monthly average production is 600 Pitchers of a unit. They wish to sell it outside to get higher price. In long run, this speed will affect the situation in this village.

Carpenters purchased woods from city centers and use also ply. But they mentioned that the change in life style, they made more than double items for home in comparison to older time. Black smiths do job work at small level and engage fabrication work at large level. They got raw material from natural sources indirectly. They admired that consumption level and demand of several of articles have increased in last decade.

Shoemakers (Mochi) were get raw material from villages as dead body of animals. They processed it and prepare shoes and chappals. But last 5-7 years they have closed leather cleaning process at village level and bring readymade raw material even some foot wears made in factory. Repairing of foot wears is still in the hand of these artisan and they get employment at local level with satisfactory economic consideration than earlier.

Women village and cottage industry as well as sweet & Namkeen makers are depend indirectly on agriculture production but they got it from market. So it is not concern directly with consumption of natural resources. But they said that agriculture area will reduce in the race of development, we will feel difficulty to get raw material at reasonable price. They use energy sources. Due to change in life style and increase demand of food items, they need to consume now more material than earlier and earn profit. Tailor & Barber skills are fully service oriented nature. So, resource availability is not applicable.

Table-3 Are they fell any difficulty in operation of their art/skills?

Sr. no.	Particulars	Frequency	Percentage
1.	yes	4	25
2.	no	7	43.75
3.	Not answered	5	31.25
Total		16	100

Table- 4 Are they made technological changes in operation of their hunnar?

Sr. no.	Particulars	Frequency	Percentage
1.	Yes	9	56.25
2.	No	7	43.75
Total		16	100

Table-5 Reasons behind change in livelihood procurement/ production process or technology

Sr. no.	Particulars	Frequency	Percentage
1.	Change in input	12	75
2	Semi-readymade raw material (unfinished goods)	10	62.5
3	Demand of better finishing by the customers	8	50
4	Change in life style of people like city culture	7	43.75
5	Time punctuality	7	43.75
6	Comfort in operation	6	37.5
7	In long run- cost concern	6	37.5

(Multiple answers)

Table- 6 Are their hunner practices cause of pollution

Sr. no.	Particulars	Frequency	Percentage
1.	yes	11	68.75
2.	no	5	31.25
Total		16	100

Table- 7 opinion to reduce pollution/ Idea for Change in Technology

Sr. no.	Particulars	Frequency	Percentage
1.	Noise proof jacket	7	43.75
2	Safety masks	2	12.5
3	Use of renewable energy sources based instruments like solar	10	62.5

(Multiple answers)

Table- 8 is their arts/ skills practice depend on others artisans

Sr. no.	Particulars	Frequency	Percentage
1.	yes	6	37.5
2	No	10	62.5
Total		16	100

Table- 9 Do they make change in their procurement technology due to change in life style?

Sr. no.	Particulars	Frequency	Percentage
1.	yes	9	56.25
2	no	7	43.75
Total		16	100

Table- 10 Do they think that their procurement technology effect adversely the life style of rural people?

Sr. no.	Particulars	Frequency	Percentage
1.	yes	11	68.75
2	No	5	31.25
Total		16	100

Table-11 The source of learning arts / skills of artisan

Sr. no.	Sources	Frequency	Percentage
1.	parents	10	50
2	Husband	2	12.5
3.	Ustad/ karigar	4	25
4.	observation	2	12.5
Total		16	100

Result Discussion and observations-

General information about respondents-

Half of the majority of rural artisans belongs to 26 to 50 years as group and 37.5% are in above 50 years age group. We can say that there is very less participation of rural young generation. Education level wise, we can say that one third persons are illiterate while 50 percentage have middle level education (10th). We can generalize that majority are not well literate but have skills and perfection in their art on the basis of their traditional wisdom and experience. Majority belong to average family size 4-7 members. Majority (87.5%) have more than 5 years working experience. Majority get support from family members at different level of procurement of hunar as learner as well as contributors. While, some respondents said no because they have paid workers/ karigar from outside family.

Due change in technology and growing demand, the rural artisans satisfy urban needs also and get handsome remuneration. Barber & tailor are concern totally with local needs only and one blacksmith who work at small level makes small agriculture tools is also satisfy local needs while other artisans satisfy the needs of other villages and urban area specially those who produce comparatively at large scale or engage in job work.

A- FGD based Past Scenario of rural artisan entrepreneur:

1. In earlier days, rural artisans were as chain livelihood to satisfy local needs.
2. They had rich traditional wisdom to manage their production and procurement process. It was lead to sustainable techniques.
3. Most of the work done manually. Some mechanized instrument, the artisans used, were made by them and repaired by them at very low and affordable cost.
4. Even people earned very less money through these livelihood practices, but get ample amount of thing for their living. As well as they were ready to provide socially wellness articles beyond their economic profit. There were love and desired sensitivity among both- artisans and consumer.
5. They were used a limited amount of resources in their production process.
6. The life style of people was very simple and very less expensive as well as pollution less.
7. There were complete set/ chain of rural artisans to satisfy the local needs at local level mutually.

B- Present Era:

1. A complete chain of artisanship has been broken in rural area. Some arts and skills has been disappeared due to readymade article of machines, some became out due to change in life style, some become closed due to unavailability of raw material and somewhere it become out of practice due to not transfer the art or skills to next generation.
2. Another important reason was change in technology and technological advancement is changing global scenario, comfort in production & consumption pattern. Due to this situation, the many changes have taken places in livelihood pattern or practices of rural artisanship. They are trying to satisfy modern demand of life style.
3. In many cases (like socio-economic reasons) shoemakers and black smith prefer to use readymade items. They wish to seem trader than craftsman. Now, they are able to explore their business to secure higher profit. Here is very less concern with the optimum use of natural resources. Blacksmith are not interested to make regular utensils or low cost/profit based items/ repairing the agriculture tools but work to making iron door, windows, double bad etc as fabrication industry.
4. Potters- Kumhars who are engaged in Mati Kam, have a set of complete skills. Even they are applying electric Chak (wheal), soil preparation machine and mechanized less wood consumption based Bhatta, yet various process are doing manually.
5. Carpenters are using both manual and mechanical or electricity oriented tools. They changes material (Ply in place of woods) as per demand of consumers. They said, the article has changed in the society (Doors, Double bad, Dining table, T.V. Cabinet, showcase, ward rob, various luxurious articles and modular furniture has taken place in the house of the people. Thus, many processes are depending now on machine operation. They use more electricity, more wooden

resources and made noise & dust pollution comparatively. many carpenters in the village are working as servant of the owner of furniture houses who are capable for big deal.

6. Sweet & Namkeen makers(Kandoi/Halwai) are traditional suppliers of sweets and namkeen at local level. They increase in the variety of items, used gas, mechanized tools, refrigerator etc. they also followed mass production terms due to growing demand of people. It changes the food habits and life style of people. They take it as alternate of food many times which is not better for our health and economic base also.
7. Khakhara is most common snacks in Gujarati families. Most of the families are known its process, but due to save labour, it is most marketable edible item. Mahila Gruh Udyog is engaged in the production of Khakhara. In the two units, one was manually operated and other one totally mechanized run by electricity. Test was better in manual based production.
8. Barber is skill base community is satisfying the need of whole village. Their hunner practices have many changes time to time. Decoration to electronic tools, manage fashion, includes other practices like Malish etc. are the main features. Socially and economically they uplifted. New generation are adopting it without hesitation. Like this, tailoring is an employment run throughout the year. It has always growing demand due change in life style. Even readymade clothes have own business at large scale, yet they have more than sufficient employment opportunity. They need to update their skills to operate motor based machine, fashion. Yet cutting based skills is manual here.
9. If we peep in the result of primary data analysis, we can say that people are illiterate but they have wisdom bank to identify better raw material, measurement ability and various techno-managerial skills learn traditionally as practice. But we can't deny the truth that artisans dislike or have very less / least concern to engage their children in it.
10. Majority of respondents are not ready to bring in their children in the hunner and wish to sift them in service sector. This is negative aspect for entrepreneur purpose.

Conclusion-

Life style and livelihood has close concern with each other. Sustainability of both is essential for co-existence of all (individual, society and nature). Artisans adopted change work technology. But there is still need to think over the expansion of it towards sustainability. They require to design an affordable safe instruments that save them from noise and dust pollution during work and will consume less energy towards save our environment. The entrepreneurial spirit is very low among youth segment. It must be increase through government and voluntary efforts and imparting the proper training and education input with sensitization about nature. People suggested that government assistance should be available to those artisans who have not own house/shop/work place. The idea has come out that such cheap instrument should be design that may save them noise and dust pollution at work. It will help them to make healthy (physically and mentally fit).We may promote sustainable livelihood practices by using Gandhian philosophy of sustainability. It will be able to manage life style affairs in desired manner.

1. Think over the spirit of Self-sufficiency & 'Swadeshi'
2. Think about purity of means to get pure result or output-

3. Rational utilization and conservation of resources in managing the livelihood.
4. Thinking to develop techno-managerial skills-
5. Motivate to co-members and inculcate ethical business behaviour among rural artisan entrepreneur
6. Thinking of creative productivity in livelihood in long run benefit of user's welfare that will be able to manage life style behaviour sustainably.

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