

# Employment Generation and Investment in Handicraft Industry in Odisha : A Study

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## Abstract

The state of Odisha has acquired fame for its cottage and handicraft products, which is a part of the states cultural heritage. This paper starts with the objectives of knowing the number of units established as well as amount of investment with employment generated under handicraft industry in Odisha. The present study is based on secondary data. The period of study is taken from 2012-13 till 2018-19. The study finds that the number of handicraft units established in Odisha went to 5,616 during 2018-19 from 1,027 during 2012-13 with the growth of 446.84%. The investment made in handicrafts industry in Odisha is continuously increasing during the taken study period and also the employment in handicraft industry in Odisha has been generated to 9,004 during 2018-19 from 1,393 during 2012-13 with the growth of 546.37%.

**Keywords:** Employment, Generation, Handicraft, Industry, Investment

## Introduction

Odisha is famous for handicrafts which exhibit the skill and creativity of artisans. The state of Odisha has acquired fame for its cottage and handicraft products, which is a part of the states cultural heritage. As many as 50 different crafts are practiced by about 1.30 lakh artisans , dispersed throughout the state (Odisha Economic Survey, 2017-18). Moreover , it provides employment opportunities to lakhs of artisans in rural and urban areas. For instance, employment in handicraft industry in Odisha has been generated to 9,004 during 2018-19 from 1,393 during 2012-13 with the growth of 546.37%.

## Review of Literature

Sanjay et al. (2011) have studied on different problems associated with craftsmen engaged in producing handicrafts in the state of Orissa. This sector provides employment to more than one lakh people of the state.

Datta et al. (2016) have examined on handicraft artisans of India. The handicraft sector faces certain challenges like lack of education, low capital, poor exposure to new technologies, absence of market intelligence as well as poor institutional frame work. Artisans are also depending on the middlemen for raw materials, finance and market for finished products.

Jahangir et al. (2016) have examined on importance of handicraft sector from employment point of view in India. The economic value of handicrafts for the individual as well as the economy of nation.

Shah et al. (2018) have studied on the problems and challenges and also the strength and prospects for the artisans engaged in handicraft sector with reference to Surendranagar district of Gujarat. The study focused on improving the income of rural handicraft artisans as well as motivation to grab opportunities of national and international market.

## Objectives of the Study

The objectives of this study are as follows:

1. To know number of units established under handicraft industry.
2. To study amount of investment under handicraft industry.
3. To analyse employment generated in handicraft industry.

## Research Methodology

The present study is based on secondary data. The key sources of getting data are from books, journals, magazines, Internet etc. The study area is taken as Odisha. And also the study period is taken from 2012-13

till 2018-19. The data is analysed both in actual and percentage figure. Moreover, the data is represented in tables.

#### Discussion and Results

The discussion and results is as follows:

#### Number of Handicraft Industry units established in Odisha

The number of handicraft industry units established in Odisha is given in table-1.

**Table-1 Number of Handicraft Industry Units established in Odisha**

Year	Number of Handicraft Industry Units established in Odisha	% Change
2012-13	1,027	-
2013-14	1,204	17.23
2014-15	1,596	32.56
2015-16	2,278	42.73
2016-17	2,759	21.12
2017-18	3,320	20.33
2018-19	5,616	69.16

Source: Odisha Economic Survey

From the table – 1, it is found that the number of handicraft industry units established in Odisha went to 5,616 during 2018-19 from 1,027 in 2012-13 with the increase of 446.84%. The percentage change of handicraft industry units established in Odisha is increasing in nature during the period of study.

#### Investment in Handicraft Industry in Odisha

The investment in handicraft industry in Odisha is given in table – 2.

**Table – 2: Investment in Handicraft industry in Odisha**

Year	Investment (in crore)
2012-13	2.96
2013-14	3.45
2014-15	7.15
2015-16	8.44
2016-17	23.93
2017-18	24.05
2018-19	26.19

Source: Odisha Economic Survey

The table – 2 indicates that investment in handicraft industry in Odisha increased to 26.19 crore in 2018-19 from 2.96 crore in 2012-13. The investment made in handicraft industry in Odisha is continuously increasing during the taken study period.

#### Employment Generation in Handicraft Industry in Odisha

The employment generation in handicraft industry in Odisha is shown in table-3.

**Table-3: Employment Generation in Handicraft Industry in Odisha**

Year	Employment Generated (Number of persons)	% Change
2012-13	1,393	-
2013-14	1,507	8.18
2014-15	1,952	29.53
2015-16	3,867	98.10
2016-17	5,571	44.06
2017-18	5,793	3.98
2018-19	9,004	55.43

Source: Odisha Economic Survey

From the table-3, it is found that the employment generated in handicraft industry units in Odisha increased to 9,004 in 2018-19 from 1,393 in 2012-13 with the growth of 546.37 %.

#### Findings

From this analysis, it is found that the number of handicraft industry units established in Odisha went to 5,616 in 2018-19 from 1,027 during 2012-13. And also investment is growing in this sector during the study period i.e., 26.19 crore in 2018-19 from 2.96 crore in 2012-13. Moreover, employment is also created more i.e, 9,004 in 2018-19 from 1,393 during 2012-13.

#### Conclusion

As handicraft industry plays a crucial role in employment generation in the state of Odisha, its growth is highly necessary in the path of economy. In this regard, more necessary steps may be brought for the sustainable development of handicraft industry in the state.

#### References

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