

A New Gate Way of Promoting Handloom Industry in Phulia

¹Chandan Das, ²Mithu Roy, ²Prosenjit Mondal

¹M.Phil Scholar, Centre for Studies in Social Sciences, Calcutta

²Dept. of Geography, Naba Barrackpore Prafulla Chandra Mahavidyalay

²M.Phil Scholar, Institute of Development Studies. Kolkata

Abstract: *Phulia is developed after setting up handloom cooperatives and became a well developed township in Santipur Community Development Block and in future it would become a big weaving hub. Here the study mainly focuses on the identification of socio-economic and cultural transformation due to modern cooperatives based handloom practices like as weaving. It is one of the heavily prospering handloom cluster part of Santipur handloom cluster. It becomes a well developing handloom centre. The Indian handloom fabrics have been known for times immemorial for their beauty, excellence in design; texture and durability. The Cooperative Societies have a major role in the movement of revival and development of Tangail Industry in Phulia.*

Key Words: *Development, Cooperatives, Social Change*

I. Introduction

The weavers of Phulia are basically displaced persons; they were being migrated gradually from their original inhabitation of the district Tangail of former East Pakistan firstly after independence/partition of India in 1947 and secondly the rest of the weavers of that place were again displaced and came to Phulia during the time of Bangladesh war in 1971. This displaced artisan were to fight seriously against their ill fate since a long period from 1948 to 1973, their economic condition became so weak that they were not be able to maintain their livings, many of them left their weaving occupation and went hither and thither in search of jobs, some of them returned back to Bangladesh again. This miserable condition was occurred for the exploitation of the master weavers- the cruel money lender of the village. They are Hindus and mainly of Basak community.

Once, form the immemorial times, a state of undivided India was very famous for weaving of a kind of finest cloth named MUSLIN. It was said that, those cloths were so finest that a piece of cloth of 36 inches width and 400 inches length was folded and packed in a small safety matches box and also said that, it was passed through a finger-ring easily. The Scientists and archaeologists are now saying that in the mummy of Egypt muslin was found as its cover of chemical coating over the dead-body as there was no other so finest cloth except muslin at that time. These finest cloths were necessarily required so as to identify the clear and actual appearance of the dead person in mummy after being covered. The muslin has once worldwide market; especially it had highly fondness among the richest and aristocrat families like king, sultan and nawab (Muslim ruler) of India, Egypt and Middle East countries. In the British period in India, the English merchants were marketing the Bengal superfine muslin all over the world, they lend a lot of money for production by the expert weavers of Dhaka and Santipur and on the other hand they tried to destroy this Indian muslin industry to keep stand their Manchester cloths in competition. They started exploitation to the weavers and harassed them in different way; they did very cruel behaviour with the muslin weavers.

A need has also been felt to empower weavers to chart out a sustainable path for growth and diversification in line with the emerging market trends. The handloom sector is suffering due to its very nature of being unorganized and dispersed. There is lack of education, lack of inadequate working capital, inadequate infrastructure, poor exposure to new technologies, absence of market intelligence, stiff competition with mechanized sector and poor institutional framework. Moreover, edifice of our policies and programmes has been built on the cooperative structure, which covers only about 15% of the total weaver population. Those outside the cooperative are largely at the mercy of the market forces and continue to be vulnerable to market volatility of various types. A comprehensive scheme has, therefore to be drawn which, while taking care of modernization, will also cover issues relating to development of basic & technical infrastructure, technology up-gradation, improvement in productivity, skill up-gradation, improving dyeing facilities, value addition, product diversification, environment friendliness, market development etc.

Objectives

- To study the status of weavers, Migration Pattern & Condition.
- To analysis the Occupational Structure.
- To identify the cooperative based developmental Situation.
- To study the Pattern of Weaving.

II. Methodology and Data Source

Pre field study was focused on Literature survey, collection of secondary data, preparation of Questionnaire and Field survey consists of Questionnaire survey, primary data collection and some qualitative methods are projected for gathering collective information. Those are Focused Group Discussion, Participatory Rural Appraisal, Participatory Learning Approaches, Personal Interview and some quantification have been made to present the exact situation of Phulia. Reports are produced with maps and diagrams in the final part of the procedure. Various kinds of data are collected from different sources like from Indian Statistical Institute, District Statistical Handbook, Village Level Directory, Archive, National Library, Panchayet & Municipal Office and Website, Handloom Cooperatives, Handloom Department of Nadia District & West Bengal, Ministry of Handicraft, Khadi & Village Commission and few are collected from E sources and articles.

The Study Area

Phulia is located at 23.24°N & 88.50°E(Geographical Coordinates).It is located in Santipur Community Development Block under Ranaghat Subdivision in Nadia District.

Background of Phulia

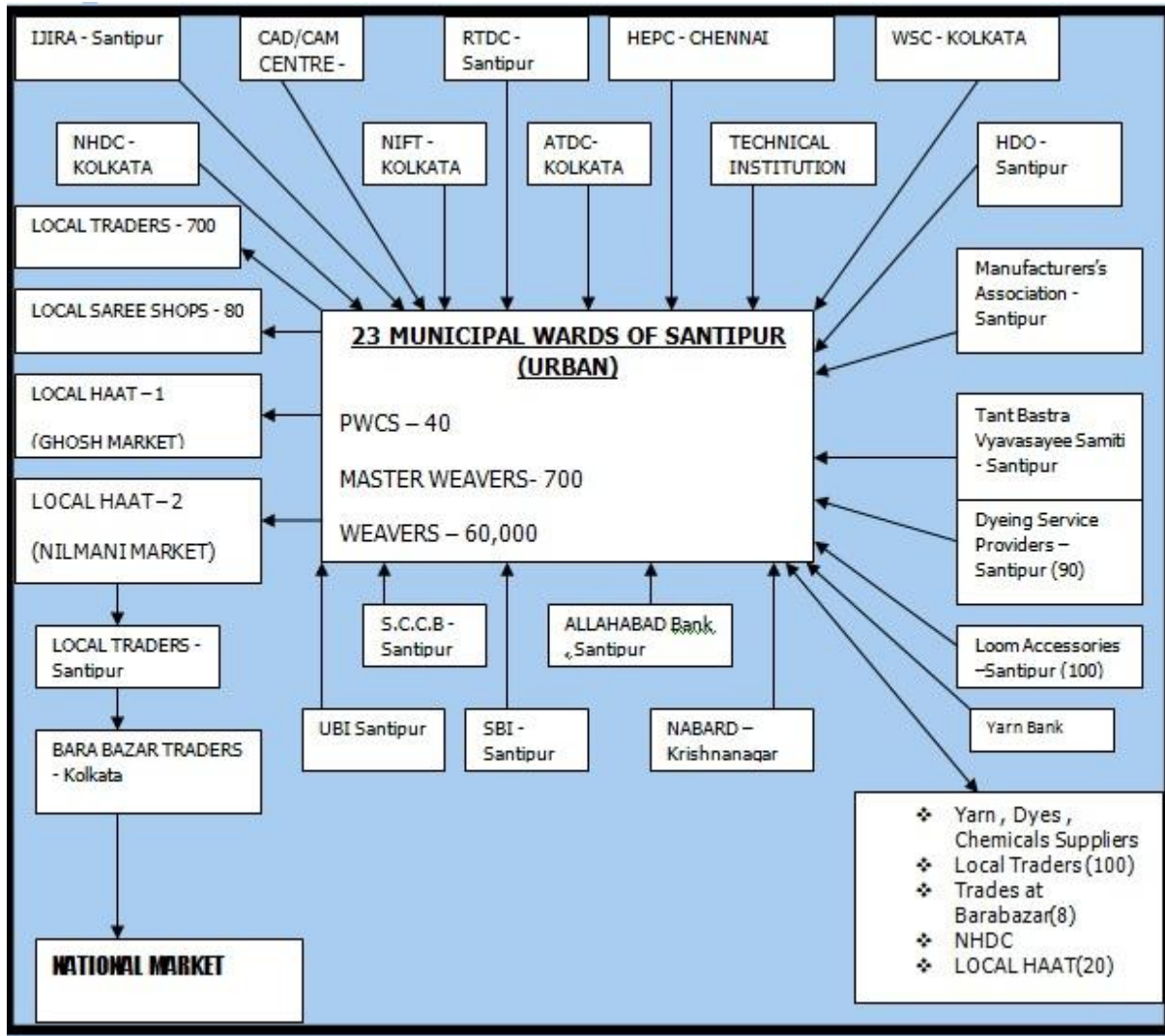
Census (2011) shows Phulia had a population of 55653 and Males constitute 52% of the population and females 48% of the total. The male are mainly associated with the economic activities like Weaving, manufacture, business etc. the female population are associated with household industry like Weaving activities etc. The population composition is shown in the percentage of population under different caste category. Pie diagram above showing the percentage of population under different castes. It is evident that the share of the OBC caste population is high which about 71% is. Then the share of schedule caste and general caste population is negligible which is about 19% and 8% and ST consists 2%.The development work for the betterment of the SC & ST by the government should be improved here of these categories. Occupational as one component of socio economic status encompasses both income and educational attainment. The measures of social position are by describing job characteristics, decision making ability and control, and psychological demands on the job. Phulia has different types of occupation pattern. The occupational structure of the Phulia is composed of workers, non-workers and marginal workers. People who works in the tertiary sector which is about 13% and the workers associated with secondary sector are about 80 % (according to Santipur Municipality's Website), Quaternary Sector employees are 2% and another 5% are others. But where we surveyed there are all Weavers and some others related weaving related activities. The no. of female workers is remarkable, and is high very much here. The overall level of education in the region is low. Mainly the large portion of male and female are only educated up to the level of primary standard which. Phulia has an average literacy rate of 68%, higher than the national average of 59.5%: male literacy is 74%, and female literacy is 62%. According to primary data 80% are literate and only 20% are illiterate. The maximum no of aged people are illiterate there including both male and female William James called religion as "the enthusiastic temper of espousal". The food habits, clothing, shelter and higher needs of peoples are also closely influenced by religious beliefs. The religious composition of the population is an important cultural element of the region. It is a Hindu dominated area. The 93% of population having Hindu religion and the share of Muslim religious people is about 5% and others religious background is 2%.

Phulia is well connected by rail by EMU services running from Sealdah North section also well connected with North and South Bengal by various State Transport Services. Santipur is well connected with the district Burdwan (Kalna) and the district Hoogly (Guptipara) through the river Ganges (Bhagirathi).This is main production of original pattern which are being changed slowly in design, pattern as per customers' likings i.e. a) on pure basic pattern , b) modernized and ornamented saree on basic gharana, c) newly inclusion of light weight and feather-feeling saree of modern style with antic touch for the customers of good taste – namely, Ambari, Panchali, Gandhari, Nayansukh, Kadambari etc. It's may be called 'Non-Traditional Tangail'.Exportable Cloth:Diversified production to keep target to the abroad customers for the betterment of marketing and more wages earning for the weavers. This export oriented weaving started first with the encouragement of HHEC and one their Japanese customer Mr. Yurgen Lahl. a well-known Textile Designer of Japan. Types of exportable cloths are a) Scarves, stoles, made-ups etc. b) Dress-materials etc.

III. Handloom Promotion

One of the important thing is seen in Phulia is that here we see some Handloom Cooperatives. We know that all over the Santipur Handloom cluster contains many Cooperatives but some Cooperatives are closed today and some are active but those cooperatives cannot act properly. We create cooperatives because of huge production and get profit and to set up different productive units like as :a) Dying Unit b)Weaving Unit c)Designing Unit d)Marketing Unit e) Sampling cum Training unit An individual weaver cannot create those unit properly and he/she should depend on the Cooperatives. Cooperative based development is seen in Phulia out of the total major 65 handloom cooperative is registered in 2002-03 in West Bengal under this there are only 11 cooperatives is active now in Nadia District and 6 Cooperatives are seen in Phulia but from them 4 handloom cooperatives are active now in Phulia. Those four cooperatives are: Handloom Weavers Cooperative Society, Phulia Tangail Shari Bayan Silpa Samabay Samity Ltd,Phulia Progotisil Tatubay Samity, Tangail Tantujibi Unnyan Samabay Samity Ltd.

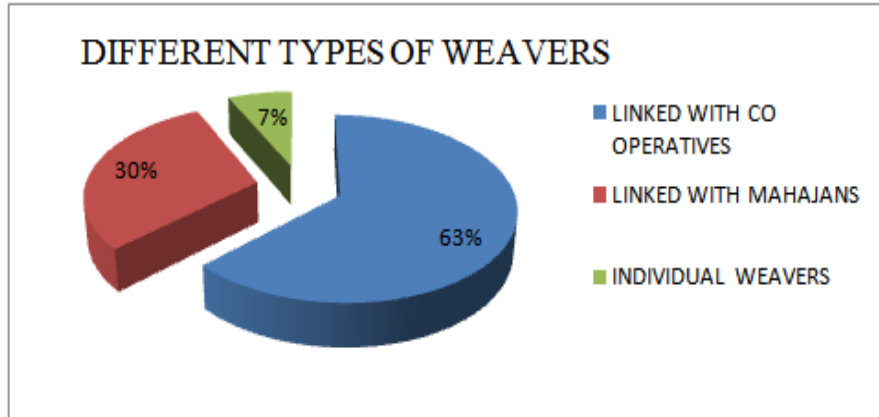
CLUSTER OF PHULIA AND SURROUNDINGS



Source: www.santipurmunicipality.org

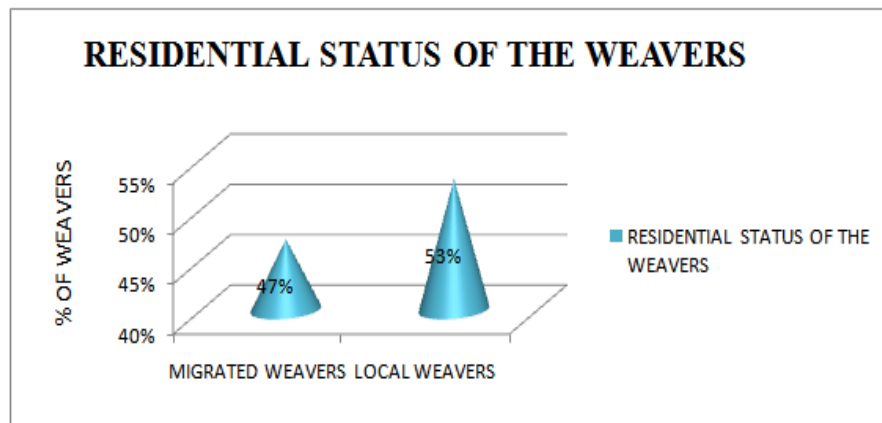
There are some handloom centres are situated to supply the clothes for Tangail Tantujibi Unnyan Samabay Samity Ltd. All the weavers who are joined in the weaving programme they are all not the member of the cooperatives some weaver works through Mahajans and some are individual workers but who are joined with cooperative societies, they are much richer than the others. I have seen that in my study area consists of 63% of the weaver joined with cooperatives but in the other side only 30% are joined with Local Mahajans because Mahajans are producing low price Saree but the cooperative produced high price making Saree, if cooperative found any dispute in the making Saree, the weaver should refund the whole money, so all the time it should not

bo liable and also 7% are individual weavers who weaved themselves and sell the product in the local market but they are poor but I have to know one thing that after year 2000 a migration is seen in Phulia where other side people like from North Dinajpur , Cooch Bihar seen where we see some very small handloom cluster in West Bengal but the weavers migrate in Phulia because here they could get much money from other place of the India and also in West Bengal and a migration seen here from other parts of Santipur handloom cluster.

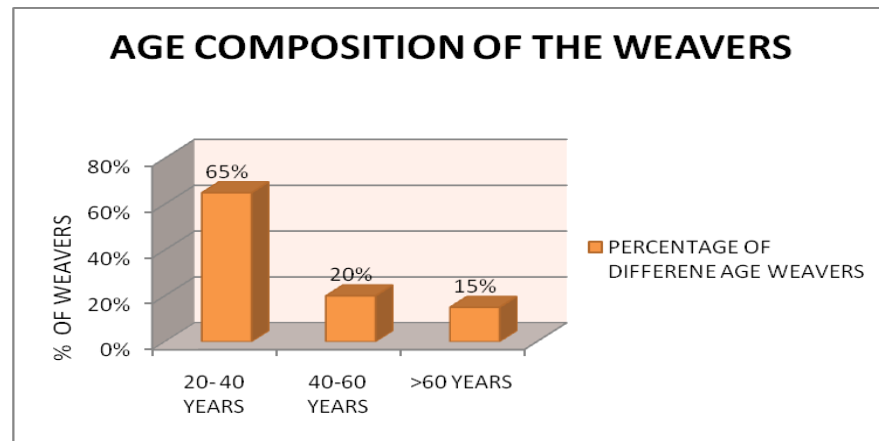


Source: Primary Survey

Total percentage of migrated workers here are 47% and 53% are local and adjoining areas. But another thing is to be noted that all the workers are works here they are mostly young people. we find 65% of weavers are belongs to 20-40 years and only 20% of people belongs to 40-60 years and another 15% provide >60 years people. But only male weavers are migrated here from other place.



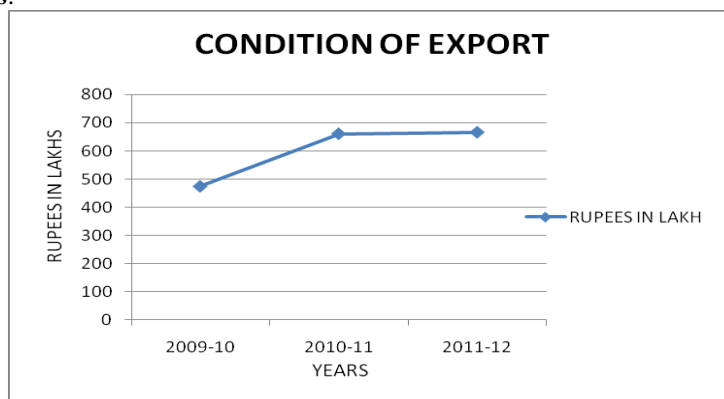
Source: Primary Survey



Source: Primary Survey

All of the four cooperatives are active now in Phulia but most of the famous cooperative is Tangail Tantujibi Unnyan Samabay Samity Ltd. It is situated in Basak Para Phulia near to the Phulia railway station where my survey is done. I find some statistics in favour of them. Those are shown in Table 1. Direct sale to the customer through retail showroom, exhibitions and to whole-sellers of all over India.

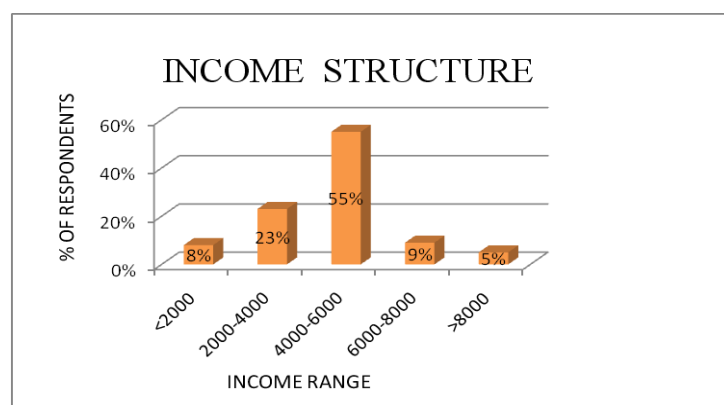
Exportable Products:



Source: Tangail Tantujibi Unnyan Samabay Samity Ltd.

The Cooperative Society doesn't sale direct to the aboard market; they export their production through various merchant exporters to the market of Japan, Itali, USA, UK, Australia, Germany and Middle East countries.(Table 2).

The level of education is an important parameter to analyse the socio – economic status of the region. The overall level of education in the region was very low in past. Mainly the large portion of male and female are only educated up to the level of primary standard. The male have higher literacy rate than the female in spite of the fact that the number of male who have passed secondary or graduation was relatively lower. The maximum number of aged people is illiterate there including both male and female. The low literacy level is an important cause for the low economic development of the region. From the diagram it is clear that illiteracy has reduced which was 32% and literate population was 68%. At present, according to respondents 80% people are literate and only 20% of people are illiterate most which include the aged population. Not only the total literacy rate increased but also the female literacy also has increased which is about 38% compare to the male literacy rate of about 43%. The house hold income of Phulia changed widely after generating various source of income which are created by the development of handloom cooperative .Earlier in the area the household income of the people of was relatively low. On the basis of the data collected in the primary survey the income level of the people is divided into five classes ranging from less than <2000, 2000-4000, 4000-6000, 6000-8000 and above 8000 Rs. The maximum share of people had income level in between 4000-6000 and next highest portion of people fall in the income level 2000-4000. The no. of people in the two income level that is more than >8000 and 2000 is very less in number .This comparison reflects the improvement of economic standard of maximum respondents in Phulia. Thus, maximum people who were low income group in earlier become middle income group according to income level. Thus there is need of job generation by Government Organisation and also providing financial aid to the needy people to more development of the area.



Source: Primary Survey

People in Phulia were living in moderately good condition. A few people lived below poverty level and they needed government help. On the basis of data collected through survey it has been analysed that government has now provided different aids which were not available earlier. The people of the village were provided only with BPL Card (Below Poverty Line) and APL Card (Above Poverty Line). Now people are enjoying various rural development schemes such as Annapurna yojana, Antadoya Anna Yojana, IAY, Old Age Pension, Health Card, Mahatma Gandhi Boonkar Bima Yojana Card etc but these schemes are not properly reach to the needy people. (Table 3) There are two different things seen in Phulia and in other parts of Santipur handloom cluster. There is a tragic situation seen in Santipur parts: we see that in between Santipur and Phulia station there is only one station present but there was a vast change from Phulia. Many people are engaged in weaving activities with the direct link of small Mahajans but the people are very poor in Santipur and they cannot eat properly in two times in a day. But where Phulia is concerned people are in a good economic condition because of Cooperative system. In case of Santipur people specially like women and old age people are engaged in weaving but they weave low price Saree ranging from 250 to 500 and more and they could not get much profit. They get 60 to 80 rupees for weaving a share but it is time consuming minimum 2 days taken to weave a sarees who are engaged with it in Santipur they cannot depend solely on weaving but they have to work as farmers, labourers and they also go to the other states of India in search of a job. But in case of Phulia we see that a huge portion of people come here for employment. So a good developing industrial condition is seen here based on cooperatives. (Table 4)

IV. Concluding Remarks

Migration is one of the main aspects in Phulia and we see that a migration chain is operating from the other district to Phulia like from North Dinajpur, Cooch Bihar, Jalpaiguri, Murshidabad. We know that those regions contains very small handloom clusters but the weavers migrate in Phulia because they could get much money from other place and a migration seen here from other parts of Santipur handloom cluster. Basically young age people are coming here for more job opportunity and we know that people are migrated from various places of West Bengal and those people are young in age. They engaged in this profession because of attractive income range. One of the important thing is seen in Phulia is that here we see some Handloom Cooperatives. We know that all over the Santipur Handloom cluster contains many Cooperatives but some Cooperatives are closed today and some are active but those cooperatives cannot act properly. Export promotion is an important part of Phulian handloom industry and Cooperatives export its products with the help of some foreign market agents or agencies but Government inefficiency is seen in export promotion. People are enjoying a moderately better condition due to that cooperative system development. But government support and help for the development is very much essential. In Santipur government ineffectiveness has worsened the weaver's situation. But at Phulia people work together by forming cooperatives but they cannot achieve up to their potentiality without significant government help. Government is inactive in promoting this Phulian Tangail share industry It is also inactive in export promotion. More government efforts are required to ahead towards success in Phulia. All the weavers who are joined in the weaving programme they are all not the member of the cooperatives some weaver works through Mahajans and some are individual workers but who are joined with cooperative societies, they are much richer than the others. The house hold income of Phulia changed widely after generating various source of income which are created by the development of handloom cooperative. The household income of the people was relatively low Earlier in the area. Now people are enjoying various rural development schemes such as Annapurna yojana, Antadoya Anna Yojana, IAY, Old Age Pension, Health Card, Mahatma Gandhi Boonkar Bima Yojana Card etc but these schemes are not properly reach to the needy people. The occupational structure of the Phulia is composed of workers, non-workers and marginal workers and secondary sector is much higher rather primary or tertiary sector.

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TABLES
Table1 Different Categories

Sl no.		2009-10	2010-11	2011-12
	NO. OF MEMBERS:			
1	A' Class (Weavers)	487	503	504
	B' Class (Govt.)	1	1	1
	No. of working loom:			
2	a) Sarees	200	168	162
	b) Exportable cloth	287	335	342
	Paid up share capital:			
3	'A' Class	11.96	9.46	9.97
	B' Class	0.75	0.75	0.75
	N.C.D.C	1.94	1.94	1.94
	Total	14.65	12.15	12.48
	Bank Finance:			
4	N.D.C.C. Bank Ltd.	110	115	115
	Production:			
5	a) Sarees	157.11	144.52	210.54
	b) Exportable cloth	305.96	401.58	346.26
	Total	436.07	546.1	556.8
	Sale:			
6	a) Sarees	146.46	172.45	213
	b) Exportable cloth	329.18	489.58	454.15
	Total	475.64	662.03	667.15
	Profit:			
7	a) Gross Profit	39.3	39.07	38.82
	b) Net Profit	5.82	16.08	24.25

Source: Tangail Tantujibi Unnyan Samabay Samity ,Phulia

Table2 Annual Turn Over From Export

YEAR	RUPEES IN LAKH
2009-10	475.65
2010-11	662.03
2011-12	667.15

Source: Tangail Tantujibi Unnyan Samabay Samity ,Phulia

Table 3 Government Scheme For The Weavers And Their Families, Activated In Fulia(In Lakh)

Govt. welfare scheme for the members implemented here	
i) House-cum-work-shed (up to 2007-08):	
a) No. of beneficiaries:	170
b) Amount sanctioned:	12.69
ii) Contributory provident fund:	430 members
iii) M.G. Boonkar Bima Yojana:	235 members
iv) Health package scheme:	68 members
v) Medclaim Insurance:	135 members
vi) Old age pension:	33 persons
vii) Education allowance:	22 students

Source: Tangail Tantujibi Unnyan Samabay Samity,Phulia

Table 4 Comprehensive Structure

Features	Santipur	Phulia
Estimated Critical Mass	20000 looms & 60000 Weavers	12000 looms 36000 Weavers
Weavers	Settled Weavers of Santipur	Migrated Weavers & Even today weavers from North Bengal come here for work as labours. Basically they are not weavers of Nadia district.
Product	Saree, Dhoti, Exportable Fabrics	Saree, Dress material, Exportable Fabrics
Cluster Nature	Traditional Products	Both Traditional & Contemporary
Skill Levels	80% Skilled	90% skilled
% of Export Production	1-2%	15- 20 %
Past Major Projects	CAD/CAM Centre(the public private partnership model)	Proposed Infrastructure project of DRDC (District Rural Development Cell)
Attitude	Accept changes Slowly	Accept changes Fast

Source:Field Survey