

## A study on effects of Globalization on Artisans in Jaipur City, Rajasthan

**Dr. Kanu Priya\*, Vrinda Chauhan\*\***

\*Assistant Professor, Department of History of Art (Faculty of Arts), Banaras Hindu University, Varanasi-221005, Uttar Pradesh, India

Contact:8107138888

Email Id: [kanu.priya@bhu.ac.in](mailto:kanu.priya@bhu.ac.in)

\*\*PhD Sociology

Contact:8955404288

Email Id: [chauhan.vrinda18@gmail.com](mailto:chauhan.vrinda18@gmail.com)

### Abstract

Indian art and craft has made its special place to glorify the distinctive cultural identities all over the world in their own way. So, in a manner Artisans also determine their amusing contribution to the society in the handicrafts sector. They have been working and preparing things for the society over the years, thus proving it to be a generational occupation since time immemorial. As the time changed, society transfigured itself into a modernized one due to the commencement of various policies like Globalization, Privatization, and Liberalization in India. These policies brought some positive as well as negative changes in the society and affected the remarked Indian cultural identity of handicrafts with underlying challenges especially for the artisan class. The hard to reach levels of competition created by the evaded boundaries of Global market has caused artisans to suffer losing their socio-economic status in the society. Thus, this paper seeks to highlight the effects of globalization on the lives of artisans in Jaipur city, Rajasthan, where abundance of artisan activities can be witnessed.

**Key Words:** Art, Artisan, Globalization, Socio-economic

### Introduction

India is a country flourished with long history of old and rich heritage, tradition and culture. The flow of culture through art, and social responsibility of the artisans is determined within the

handicraft sector. Artisans are those who make things with their hands and beautify them with their creativity. The nature of artisanal activity is traditional and responsibly withholds the texture of culture maintaining the rich heritage of Indian society. The opening of the economy led to several changes in the traditional Indian occupations, especially in the handicraft sector. On the one hand, it gave a boost to the Indian Handicraft industry due to growing export and tourism, but on the other hand, it faced certain challenges due to market competition. The impact of these challenges could be seen on the artisans who, due to the precarious market condition, were often relegated to a marginalized existence. Many of them struggled between work and unemployment, and income and poverty (Scrase: 2003).<sup>1</sup> A positive effect on society's development and boon in Global economy and global market, consumerism diverging towards the established foreign brands, technological advancement and uses of machineries promoted machine made products and replaced those handmade ones, etc. are the consequences of which Globalization policy is considered as the most prominent factor. The situation of artisans witnessed a sudden change since the commencement of Liberalization, Privatization and Globalization policies in India. To understand the core, it is imperative to view their state in the society with theoretical and empirical understanding of the artisan opinions. For the purpose, following objectives have been drawn-

#### **Objectives of the study-**

- To identify the role of Globalization policies on the lives of artisan.
- To evaluate the impact of Globalization on traditional family occupations.
- To analyze artisan's awareness regarding market competition.

#### **Tools for data collection-**

The following tools were used for the purpose of study:

##### 1. Schedule-

For the convenience of analyses, this tool was used to collect data which contains set of questions asked to respondents and the answers were noted down by self.

##### 2. Secondary Sources-

Newspapers, books, Magazines, Journals and Articles were used that helped in

providing certain information which maybe difficult to obtain otherwise.

## Methodology

- Area of the study- For the purpose, the study was conducted in Jaipur city, Rajasthan.
- Universe- Local artisans including males and females belonging to the art forms of *Katputli*, Stonecarving, Tie-dye, carpet rugs, blue-pottery, Lac Artisans, Jewellery and *meenakari*, Leather artisans, Paintings, Wooden handicrafts, and Block printing from Jaipur are studied.
- Sample- Sample of 100 artisans are taken from mentioned art forms.
- Sampling- The method of sample selection is based on Proportionate stratified sampling method.

## Review of Literature

**Palanithurai et al. (2008)**<sup>2</sup> in a conducted series of research that aimed to study the impact of Globalization at the grass-root level stated that globalization had its effect on the society in both positive and negative manner. New technologies were driven with this change. Taking on the centre stage, globalized economy is responsible to brought about changes through technological advancements. The growing technology and techniques and thus their way of doing business and marketing is considered by the society as modes of progression.

Focusing on the effects of Globalization on Indian Craft Industry, author **Jena (2010)**<sup>3</sup> describes the positive effects in intervening measures for development of this sector. Artisan industry is one of the industries that saw a boom in growth due to benefits brought about by Globalization. After the policy introduced, Indian handicrafts raised from 10 crores to 8059.63 crores approx. in 1999-2000. During this phase, handmade textile art works were exported of worth Rs. 28.76 lakhs to many countries abroad. Such initiatives led the handicrafts market to trade at global level. This emerged as a decentralized sector of economy as a result of Globalization that provided ample of employment to artisans inclusive of minorities such as SC/ST and women.

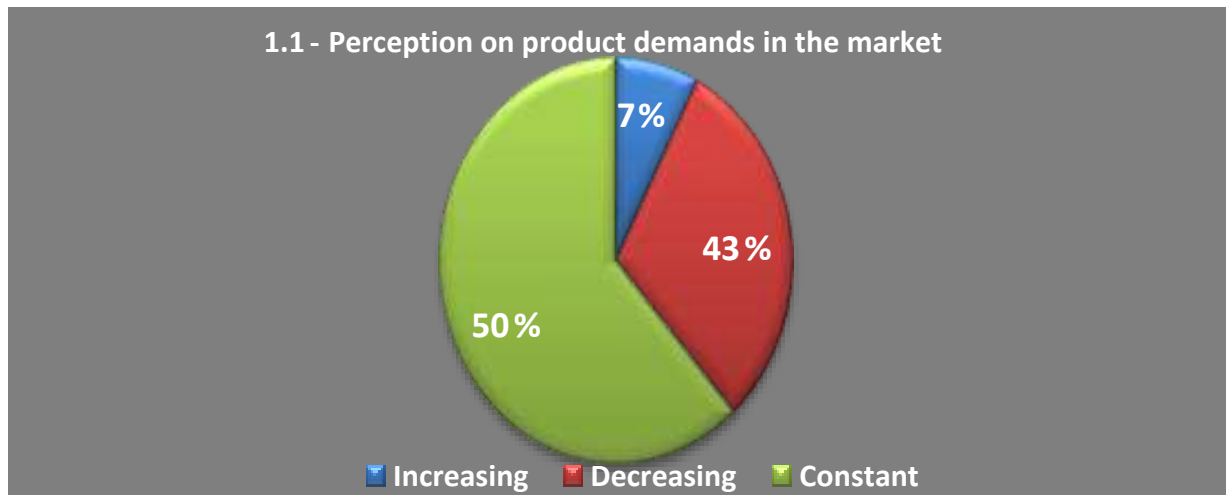
## Globalization Perspective

To different writers and theorists, Globalization is a process that has different faces affecting society due to its very nature of compressing time and space, de-territorializing world and

maintaining world-wide social relations as well as global economic integration. Based on concept of Globalization, the changing status of artisans since Globalization to the present day can be explained through following theoretical explanations-

- **The Hyper-globalist thought:** Hyper-globalizers define economic logic of Globalization, in which people are inclined towards a common global market place and the power of nation-state remains minimal. According to Dani Rodrik, who first propounded the concept of Hyper-globalism, the state of globalization determining an unlimited economic integration that goes beyond national border should be critically examined. This seems to have a direct impact on artisans who are subjected to high-level competition to deal with international marketing skills. According to Rodrik (Rodrik, 2016)<sup>4</sup>, the multinational companies are gaining dominance and avoiding rules and regulations of nation states. The inability to control this is deteriorating nation- state's dignity, negatively affecting the domestic production, where artisans are the first ones to be deprived of integration at market places. The incapability of the nation states to support the development of domestic products is further reducing the economic capacity of the artisans relegating them to a marginalized existence.
- **The Theory Of Transformationalism:** This perspective holds that "Globalization is a central driving force behind the rapid social, political and economic changes that are reshaping modern societies and world order" (Weiss, 1998).<sup>5</sup> In this way, the changes are taking place in the society with global flows emphasizing the diverse and unpredictable consequences of the globalization. With dynamic and global ties, the diversified nature of the market has emerged where unpredictably global extension, even of the mode of production, has replaced the traditional nature of production, which was typical to artisans. The transformationalist thought progresses with the transformation of society towards modernity, as supported by sociologists with their modernist viewpoint on globalization.

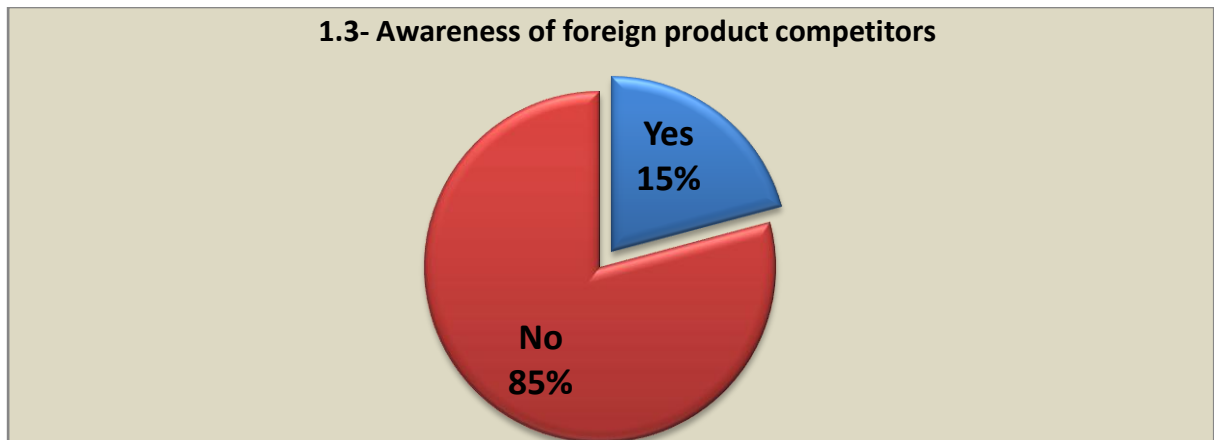
## Empirical study



**Diagram 1.1- Perception on product demands in the market**

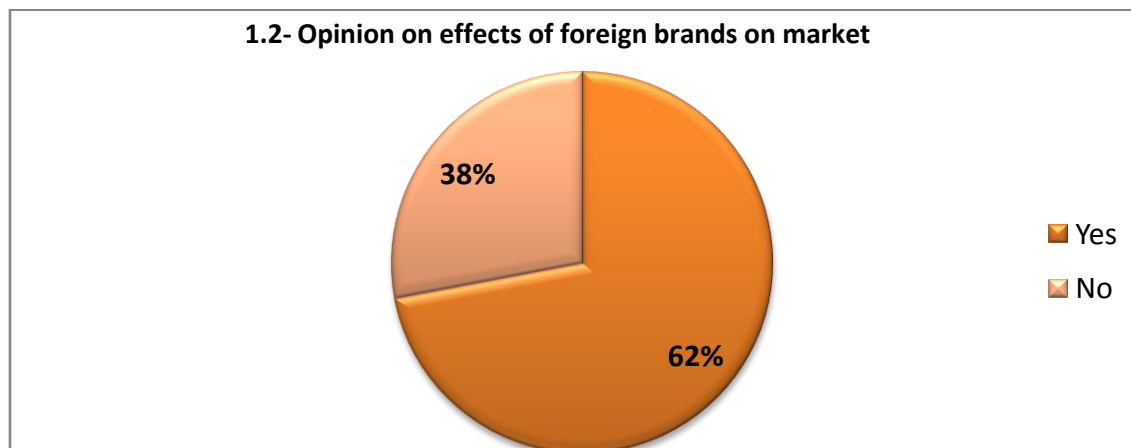
The above diagram represents the perception of respondents on the demands of their products in the present market. Maximum of the artisans i.e. 50% (50) said that demand for their product is constant; 43% (43) of the respondents feel a gradual decrease in their product demands since a shift of consumer choices to machine made products; 7% (7) said their product demands have increased than before. This shows that the artisan market is currently facing hardships in its growth and development.

The findings reveal that Industrial setup and the growing use of machinery have substituted the traditional mode of production imposing challenges on handmade products. This extends to the studies of Jahan (2015)<sup>6</sup>, Swain (2014)<sup>7</sup>, and Jayapalan (2000)<sup>8</sup>, which highlight the negative impact of Industrial setup and mechanization on artisans. Knowledge of machines and modern technology has led to a sharp reduction in manual workmanship leading to reduced employment opportunities. In addition, the findings reveal that the establishment of foreign brands are affecting artisan because of increased competition of the products in the market. This shows the negative impact of Globalization on artisans. Also, according to some prior studies Globalization has a positive impact in boosting the handicrafts market; however, contrary to this, the researcher has found that Globalization has negatively affected the lives of artisan by creating competition and diverting consumer choices in the market.



**Diagram 1.3- Awareness of foreign product competitors**

The above diagram shows whether the artisans are aware of the foreign competing with their products in the market. Maximum of the artisans i.e. 85% (85) are not aware of any foreign brand in competition to their products. 15% (15) of the respondents condemn the import of Chinese products, online shopping apps, and branded showrooms. A maximum of the artisans are not aware of their competitors, which is necessary to stay abreast with the marketing trends affecting their production and sales patterns.



**Diagram 1.2- Opinion on effects of foreign brands on market**

The above diagram represents the opinions of the respondents on foreign market brands. A maximum of the respondents i.e. 62% (62) said that the foreign brands challenge artisan-made products and establish a strong competition in the market. However, 38% (38) of the respondents believe that the foreign market products cannot contend to replace the traditional identity of their product.

## Findings and Conclusion

The evading boundaries of the world economy, has been posing consistent threats to the traditional markets and artisan society. Coinciding to the views of Hyper-globalist perspective, it is very hard for the tradition oriented artisans and their handicrafts skills to meet global competition. As a result of hyper-globalization, the Indian market has experienced a boost in the economy because of increased export and foreign investments in India. However, this has not proved beneficial for the artisans as it requires them to upgrade to the level of international economic competencies. Many artisans seems to be unaware of the foreign market brands and their substitutes highlighting their lack of awareness of the market competition. This retards them to improve their marketing processes and strategies. Also, the nation-state has become powerless and more dependent on international decision making. The growing rate of industrial production gave impetus to trading and the world began to witness the Globalization of the economy. The transfiguration of mercantile policies and the fast pace of Globalization proved to be functional for the handicrafts sector as it increased the demand of traditional handicrafts. ***Globalization and opening of trade are the dominant factors due to which, the importance of local artisans is witnessing a gradual downfall. The invasion of foreign brands in the markets is altering consumer choices and creating competitive markets for them.*** This not only emerged as a threat to traditional handicrafts but also emerged as a financial disruption to attain sufficient livelihood for the artisans. The availability of duplicate traditional handicraft products mainly imported from 'China' is reaching the consumers in Jaipur city at cheaper rates. This has changed the preference of Indian consumers who are willing to compromise on authentic products and settle for cost effective ones, to ease the burden of expenditure.

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