

Women Employment in Handicraft-Tourism with Special Reference to Urav Handicrafts

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ABSTRACT

Woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Our increasing dependency on service sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. Propose of this empirical study is intended to find out various motivating and de-motivating internal and external factors of women entrepreneurship. The position of women and their status in any society is an index of its civilization.

Social and economic development of women is necessary for overall economic development of any society or a country. In a recent survey it is revealed that the female entrepreneurs from India are generating more wealth than the women in any part of the world. The basic qualities required for entrepreneurs and the basic characters of Indian women, reveal that, much potential is available among the Indian women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilization in productive and service sectors for the development of the nation. Ability to learn quickly from her abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the Indian women entrepreneurs.

Women are to be considered as equal partners in the process of development. But, because of centuries of exploitation and subjugation, Indian women have remained at the receiving end. Women in India have been the neglected lot. They have not been actively involved in the mainstream of development even though they represent equal proportion of the population and labour force. Primarily women are the means of survival of their families, but are generally unrecognized and undervalued, being placed at the bottom of the pile. Women as an independent target group, 2account for 495.74 million and represent 48.3% of the country's population, as per the 2001 census. In today's changing scenario, skills in entrepreneurial development have become important. Many entrepreneurial opportunities are emerging in various fields such as computers, electronics, medicine, agriculture, food technology, fashion designing etc. Women Entrepreneurship is recognized as a vehicle for economic growth.

Concept of Women Entrepreneurs

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as "an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. According to Suresh Reddy women entrepreneurship is a composite skill, the resultant of a mix of many qualities and traits – these include tangible factors as imagination, readiness to take risks, ability to bring together and put to use other factors of production, capital, labour, land, as also intangible factors such as the ability to mobilize scientific and technological advances. Samwel (2003) viewed women entrepreneurship as a function which seeks investment and production process by raising capital, arranging labour and raw materials, finding site, introducing new techniques and commodities and discovering new sources for the enterprises. When we speak about the term "Women Entrepreneurship" we mean, an act of business ownership and business creation that empowers women economically, increases their economic strength as well as position in society.

Concept Of Women Employment

Women in Tourism Sector:

One of the service sectors is 'Tourism', the fast upcoming Service Industry on the economic scenario of the world. It is considered the second largest foreign exchange earner to the world after the Oil business. Its potential is abundant and amazing; and the same is being recognized by all Nations. The tourism business include development of Tourism Products (sites), Travel Agency, Transport, Hospitality (Food and Accommodation), Guide Services and therefore Tourism is considered as a composition of several activities; and not a stand alone activity. United Nations World Tourism Organization (UNWTO) which has taken the theme 'Tourism opens doors for women' for its celebration of the World Tourism Day on 27th September 2007, recognized that the women, with their presence in this sector, have contributed to the cause and betterment of tourism in their own unique way. One traditionally feels the presence of a woman in Tourism sector – as Air Hostess in Flights. In early Seventies, when the Tourism Industry was in a budding Stage, it was considered that only a few areas are suitable for women in this Industry. But to-day, she is everywhere – from Ministers for Tourism in Several States, Beurocrats in Ministries of Tourism in the Governments, Chairpersons and Managing Directors, managing big Hotels, marketing Aviation business, managing Travel and Visa Services, planning executing Holiday packages etc. It is amazing to note that several Indian women are heading key positions in various Tourism sectors in other countries also. Apart from the participation of educated and urban women in Tourism business as discussed above, the Tourism focuses light on the Rural areas also with 'Rural Tourism Projects' in order to improve the economic and social conditions of the rural women at micro level. The recent concept of 'Self-help groups' could awake the enterprising nature of the rural woman – to work in groups and contribute their capacities and creativities for their common cause of welfare; and the Rural Tourism projects are targeting the rural poor women through the vehicle of 'Self-help groups'(SHG). Rapid progress in SHG formation has now turned into an empowerment movement among women across the country.

OBJECTIVES OF THE STUDY

- To study women employment in tourism.
- To study about the role of women in handicraft- tourism with special reference to Urav handicraft.
- To know about the main challenges faced by women entrepreneurs and employees in tourism industry.
- To know about the scope of women in tourism industry

SCOPE OF STUDY:

- To gain knowledge about women employment in tourism.
- To identify and analyze the positive and negative aspects of women employment in tourism.
- To understand the concept of Handicraft- tourism.
- To study about the role of women employees in tourism with special reference to Urav handicraft.
- To know about the main challenges faced by women entrepreneurs in tourism industry.

INTRODUCTION

Woman constitutes the family, which leads to society and Nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Our increasing dependency on service sector has created many entrepreneurial opportunities especially for women where they can excel their skills with maintaining balance in their life. Propose of this empirical study is intended to find out various motivating and de-motivating internal and external factors of women entrepreneurship. The position of women and their status in any society is an index of its civilization.

PROBLEM OF STATEMENT

Uravu is a non-government organization working with people, governments and businesses to implement programs for sustainable employment and income generation in rural areas. Uravu is a non-profit trust, established in 1996, registered under the Indian Trusts Act. Uravu strives for empowering marginalized social groups, especially the traditional artisans, women and the Indigenous People.

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1) RESEARCH METHODOLOGY:

The study is based on primary as well as secondary data. Primary data was collected using both the qualitative as well as quantitative techniques. The following methods were used to get the data

Primary Data

Consist of information gathered for some specific purposes and primary data is collected through researches, surveys

- Interview: formal, informal
- Case studies: simple and intensive
- Group meeting : facilitated
- Observation: simple and intensive

Secondary data

Secondary data consist of informal that already exist somewhere having being collected.

- Websites
- Books
- Articles and journals

LITERATURE REVIEW

The review of literature speaks about the results of the various studies which had been already studied by different scholars, authors and researchers. The Handicraft Industry, a traditional one, is the oldest industry in India, especially in Kerala. Few attempts have been made by the economists to study the labour aspects of this industry.

Acharya,(2004), Norwegian University of Science and Technology. She focuses on the women's capability in intertwine of gender, craftwork and space in self-employment in the cottage industries sector. The research explores how consideration of a more coordinated and sustained embodiment contributes to an understanding of craft' women socio-spatial relation and processes of labour marginalization in unorganized self-employment. Women's role in self-employment and crafts how do familial positions deprive women of full participation in development. Also focus the significance of the culture of socio-spatial relations in determining and promoting marginalization of female labour and identity in self employment and in presenting an alternative to capitalism. The narratives of craft women experiences reveal that self-employed women can act as a role models for other women and contribute to capacitating women to undercut the private sector competitors.(those who rely on clandestine labour).

S, Kumar (1997), IFAD conducted a study in tribal villages in Madhya Pradesh, India. Among other issues, it looked at tribal women's productive and reproductive roles and activities. What it found was a remarkably equitable division of labour among males and females. Men play an active role in domestic tasks and women perform an equal role in productive activities. Tribal women in this area can be viewed as falling into two groups: those who are designated to do domestic work and those who go out to work. The tribal women who works outside the home undertakes a number of physically demanding tasks alongside men, but in recognition of this she is exempt from most domestic work or is given considerably help by her husband and male and female children.

Ateljevic I. et al., (2008) state that ensuring that women have some control over income derived from ecotourism is particularly difficult in societies where men control household finances. In some cases, women's groups use tourism as

a source of revenue for community projects. For example in Nepal, the Langtang women perform cultural dances for tourists and use the funds raised to restore their local monastery (Lama, 1998). While commenting on tourism and women development in Nepal, Lama (2000) further reveals that tourism enterprises such as guiding and providing accommodation and food to the tourists provides the women with an opportunity to communicate and express their views. He argues that through their interaction with tourists, communication and expression, the women who have for long been kept in house chores and child rearing get empowered psychologically by learning English. Rogerson (2004) reveals that the once white dominated bed and breakfast sector in South Africa's tourism is now dominated by black women. His research shows that among the 44 enterprises studied, 35 were operated by women. He further indicates the women's past experiences in tourism empowered them to start up the bed and breakfast enterprise

Introduction To Tourism Industry

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the traveller's country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

The development of tourism in rural areas can alleviate many of the local barriers to entrepreneurship, like raising the importance of non-farm economic activity for women, promoting infrastructural development, and better access to essential services. It can do this through :-

- Economic growth, economic diversification and stabilization;
- Employment creation, as primary or secondary source of income thereby reducing migration of rural population;
- Maintenance and improvement of public services along with infrastructural improvements;
- Revitalizing crafts, customs and cultural identities and increasing opportunities for social contact and exchange;
- Protection and improvement of both the natural and built environment;
- Increasing recognition of rural priorities and potential by policy-makers and economic planners.

Women Employment In Tourism Industry

Historically, women were considered as economically active forces, In various studies the Link between women with development is a process known as women's empowerment. Tourism is a very important source of employment for unskilled labor, especially women and immigrants, considering that tourism can create a lot of jobs for women and unskilled labor, Thus it can be a great help to women's empowerment and poverty reduction.

Introduction to handicraft

A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hands and skill, including work with textiles, moldable and rigid materials, paper, plant fibers, etc. One of the world's oldest handicraft is Dhokra; this is a sort of metal casting has been used in India for over 4,000 years and is still used. Usually the term is applied to traditional techniques of creating items (whether for personal use or as products) that are both practical and aesthetic. Handicraft industries are those that produces things with hands to meet the needs of the people in their locality. Machines are not used.

Handicraft And Tourism

The social and cultural impacts of tourism on host countries were first examined by the international community at the World Bank-UNESCO Seminar for policy-makers held in Washington in December 1976. Since then, the tourism industry has developed at a fantastic rate while increasing importance has been given to the cultural dimension of development. Side by side with the shift from “mass tourism” to cultural or eco-tourism, we have observed the growing concern for the promotion of the non-physical cultural heritage and the protection of cultural diversity as illustrated by the recent adoption of two international Conventions. At the beginning of the 21st century, the tourist industry is regarded as the biggest in the world whereas the creative industries including crafts and design are one of the fastest growing. The initiative taken by the World Tourism Organization to convene this 1st International Conference on Tourism and Handicrafts is therefore most opportune and should hopefully pave the way for concrete and realistic interactions between two key development sectors. These interactions have so far been viewed too often in a conflicting and simplistic way

Tourism experts and handicraft specialists around the world found the following factors effective in encouraging tourists to buy handicrafts:

- Employment of traditional and symbolic patterns and colors which have always been emphasized by and in the focus of attention of tourists,
- Boosting the quality of products and increasing their durability,
- Diversity of handicrafts and development of their applications,
- Production of handicrafts inspired by historic monuments and symbols of every country,
- Appropriate packaging of handicrafts according to standards to ensure safe transport or shipment to final destination,
- Facilitating the shipment of handicrafts and providing services, including insurance, transportation, and delivery of the products, so as to encourage tourists to buy an object of interest,
- Organizing seasonal and annual shows as well as vanity fairs with the aim of attracting certain tourists for the sale of handicrafts.

Benefits of Handicrafts Tourism

There are many reasons to encourage a link between tourism and handicraft production. Benefits can be categorized into three broad groups:

- Economic
- Social
- Sustainability

A STUDY ON URAV HANDICRAFT

About The Organization

“Uravu “is a non- profit trust established in 1996, registered under the Indian Trust Act (Reg.No.122/96 :) and its head quarters is at Thrikkipetta, Wayanad, Kerala. Uravu implements integrated, end to end programs in bamboo sector. ‘Bamboo’ ‘the green gold’ provides local solutions to several global challenges it provides ecological security by conservation of forest through timber substitution as an efficient carbon sink and as alternative to non-biodegradable and high energy embodied material such as plastics and metals. ‘Uravu’ is a non-government and business organization to implement programs for employment and income generation in rural areas. ‘Uravu’ strives for empowering the marginalized and economically advantaged social group especially the traditional artisan’s women and indigenous people. ‘Uravu’ is located in Triikkaipetta village in Wayanad district.

Vision

Access and control over natural resources is the key to the well being of rural communities and indigenous people. Uravu has a vision to re-establish bamboo handicraft as a sustainable source of employment and income for the rural people

Objectives Of Uravu

Bamboo is found abundantly in wayand and Uravu encourages the traditional technology and craftsmanship of the tribes in creating a whole range of products using bamboo. They include both functional and decorative products. The institute also helps in marketing these products through their sales outlets.

5.1. Products Of Uravu

1. Bamboo trays
2. Bamboo pen
3. Bamboo bags
4. Boat (URU)
5. Bamboo blinds
6. Kerala boat (THONI)
7. Bamboo flute
8. Wall hangings
9. Bamboo masks
10. Bamboo jewelers
11. Dry flower
12. Lamps and shades
13. File folders

SUGGESTIONS

Uravu should take care of implementing the policies to improve leadership quality of women workers.

- Uravu can improve the salary scale as per the work for the women.
- For motivating the women employees in handicraft tourism Uravu can conduct seminars and workshops.
- The work promise of Uravu must be expand by the authority.
- Try to provide service of guide for the benefit of visitor who visiting Uravu and to know about the handicraft tourism as well as its job opportunities.
- Adopt more publicity method for the promotion of handicraft tourism.
- Organize more exhibition and event for the promotion of tourism.

CONCLUSION

Tourism is a complex system which consists of many complex and interdependent compounds. By the development of tourism employment generation in tourism is also having improvement. Tourism is having many opportunities for women employees comparing with other fields.

The handicraft industry in India has a history of several centuries. The industry suffered during the British rule. After attaining independence, the National Government began to take steps to revitalize the handicraft industry. The handicraft tourism giving much opportunity for women employees and it is much suitable for the women employees. The Uravu handicraft boosting Wayanad tourism and also it is a destination in the list of DTPC in Wayanad. It provides various facilities for tourist like accommodation, handicraft items etc.

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