

Exploring The Potentials Of Handicraft As A Promotional Tool For Odisha Tourism

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Abstract: The handicrafts sector has a rich and traditional offering for the world through its huge items offered by the artisans and the indigenous products. Handicraft play significant role in familiarizing the country's tourism resources, attracting tourists, stated the inhabitant of a country engaged in handicraft work. Odisha is very reach in handicrafts because of its long heritage and culture. Artisans from various parts of the state are engaged in creating their own quality products. This paper explore the various potential and culturally enriched handicrafts of Odisha to promote tourism and also identifies the challenges and threats faced by craftsman of Odisha along with their strengths and future opportunities to establish handicraft as a promotional tool for tourism industry.

I. INTRODUCTION

Tourism is the largest and fastest growing service sector, which generates foreign exchange for the country which can be utilized to benefit poor handicraft producers as the number of international tourists increase. Strengthening the handicraft sector ensures that tourists choose to buy more locally produced handicraft items rather than other common products available in the market. Handicraft production can increase diversification of tourism products which include home-stays, cultural experiences and help promoting responsible tourism in the respective area. Handicraft production is a labour intensive industry which can actually support skilled and unskilled people who are involved in this profession. Supporting and creating partnerships between tourism enterprises and handicraft producers can be very much beneficial for the development of tourism. People from the rural areas migrating form villages to nearest cities in search of jobs which can be prevented if an emphasis is given to promote local handicraft in the tourist market as handicraft sector is an important source of employment for both the urban and the rural poor which encourages the final goals of job creation and poverty reduction in the respective areas. It is always observed that When poor communities receives tangible benefits from handicraft sales in areas where livelihoods of the local community is dependent on natural

resources, they may be more likely to support and value protected areas.

Working with local artisans is a marketable asset to a souvenir shop which can actually improve their image. Selling of handicraft can reduce negative impact of tourism as there will be less criminality as tourists are seen as a source of income for the poor people. When artisans understand that they can sell their product to the tourists at higher value than the prevailing local market value, they take interest in learning how to diversify their product base and add value to their business. This way, artisans gain interest in learning new skills to enhance the sustainability of their business. Thus the handicraft of a particular region or a place make a huge different in the life of the local aboriginal peoples and in the same time it gives a deep impact with the small memento in their life as a small token of the place where the tourist visited with a great enthusiast and zeal for travel.

OBJECTIVES OF THE STUDY

- ✓ To explore various potential and culturally enriched handicrafts of Odisha to promote tourism.
- ✓ To find out challenges and threats faced by craftsman of Odisha along with their strengths and future opportunities to establish handicraft as a promotional tool for tourism industry.

II. RESEARCH METHODOLOGY

This research paper is descriptive and analytical in nature, based on secondary data which has been collected from various research papers, journals, books, internet, and some of the government agencies etc to understand the importance and contribution of handicraft in tourism industry of Odisha and related problems and challenges.

ROLE OF HANDICRAFTS IN TOURISM DEVELOPMENT

The handicrafts sector has a rich and traditional offering for the world through its huge items offered by the artisans and the indigenous products. Handicraft play significant role in familiarizing the country's tourism resources, attracting tourists, stated the inhabitant of a country engaged in handicraft work. The handicraft used in house decorating could also make a contribution in familiarizing the culture of a country. It consists of centuries-old traditions with production techniques carried on from one generation to the other. And these handicrafts are the best souvenir for the tourist from ancient time to till now. It's a tendency of the tourist that they like to collect a small piece of memory with them while they return from a place and the best thing to be collected is - Handicraft. Handicraft thus plays a pivotal role in the field of tourism sector and it helps not only attracts the tourist groups but it also helps the country's economy to increase its GDP by earning foreign currencies. From the statement of Jafari this will be clearer to us - "One third of tourist's expenditures are devoted to retail and shopping related activities. Handicrafts comprise a major category of their souvenir purchases.....Through purchasing and using handicrafts, tourist experience indigenous lifestyle, expand their world view, differentiate the self form or integrate with others, express creativity and experience aesthetic pleasure." [Encyclopaedia of Tourism/ Jafari Jafar]. According to survey findings, on an average a foreign tourist spends about Rs. 12,187 on handicrafts. The female tourists spent more than their male counterparts. Income level of the respondent tourists has a direct relationship with expenditure. Profession wise business persons are spending more on handicrafts than the others. Total expenditure on handicrafts by all the foreign tourists has been estimated at Rs. 29,851.54 million in 2001, which constitutes about 18% of the total value of production of handicraft items in India in 2001-02. This also forms approximately 44% of the total handicrafts exports (excluding hand knotted carpets) from India during the year 2001-02. The amount spent on handicrafts by foreign tourists can be considered as deemed export of handicrafts [Survey of Foreign Tourists' Expenses on Handicrafts/ MinistryofTourismandCulture/Govt.Of India]

III. HANDICRAFTS OF ODISHA

Odisha is a state of diverse and vibrant culture and an unmatched architectural inheritance. A land of temples with beautiful stone carvings, the state holds prime attraction amongst pilgrims from all over the world. The astonishing art

and craft the artists of Odisha are also a major source of interest for both domestic and international tourists.

Odisha possesses a wide range of art and craft and the Odia artisans are experts in making splendid handmade pieces of handicrafts. Many such art and craft of the state has received awe-inspiring laurels from across the world. Odisha, once known as Utkal is a syononym to excellence in the field of art and craft. Handicraft and handloom products were the mainstay of Maritime Trade of Kalinga Empire. Even today Odisha Handicrafts have a global recognition as objects of great value and beauty.

Applique works, pattachitra art, wood carvings and coir crafts have much in demand in countries such as Australia, UK and USA. "We have been exporting handicrafts to different countries for several years. The export amount varies from year to year, but on an average, we export products up to Rs 10 lakh to 12 lakh a year," said marketing manager of Odisha Rural and Urban Producers' Association (ORUPA), AshokSahu.

Odisha's handloom and textiles are also much in demand abroad. In the past year, Boyanika has sold handlooms worth Rs 4.32 lakh in countries such as US, UK, France, Japan, Canada and Australia.

"We have been exploring more export options and newer markets for handlooms. The response is encouraging," said state textiles and handlooms director S K Habada.

According to DGCI&S figures, in 2008-09, the state had exported various items to the tune of Rs 15,411.11 crore, in 2009-10 the export amount was Rs 15,324.36 crore, in 2010-11 total export was worth Rs 31,847.87 crore, in 2011-12 it was Rs 16,683 crore and in 2012-13 it has gone up to Rs 17,378.49 crore.

"Odisha certainly has huge potential in exports, especially in the micro, small, medium enterprises (MSME) sector. The government has been working on an export policy, which will boost overseas sales," said secretary, MSME department, Panchanan Das. The government has plans to increase exports to Rs 29,693 crore in 10 years registering a growth rate of 10 per cent, he said.

The famous handicrafts which exhibit the skill and creativity of artisans of Odisha are given below

A. BRASS AND BELL METAL WARE BASED INDUSTRIES

The fine engravings on brass and bellmetal utensils, bronze bangles and pots are important aspects of Odishan art. Artefacts made of metal, particularly brass, find pride of place in the homes of Odisha. Beautiful lamps and lamp-stands are used during the worship of deities. Rice measuring bowls made of brass are used in many homes. The artisans also make elephants and horses from brass and decorate them with intricate designs. Containers of brass for betel-chewers are designed both to be useful and ornamental. There are household articles and utensils made out of brass and bell metal and they are of different shapes and sizes. The brassware of Odisha reveals the high workmanship of the artisans and their flair for innovation.

B. TERRACOTTA AND POTTERY

Potters of Odisha still make earthen pots to be used in various religious and social functions. They are made in various shapes and sizes and are adorned with fish and flower motifs and geometrical designs. Horses and elephants in terracotta are made to meet local demands during religious occasions. These are offered to the village-goddess (Grama-Devati) to ward off disease and danger. In size they range from six inches to three feet. The potter also makes clay toys and simple and appealing figures of human beings. They catch the essential characteristics of real-life creatures. Terracotta toys are made in every pan of Odisha. The toys are simple in design and bear the traits of the locality in which they are produced.

C. SILVERWARE AND FILIGREE WORK

Silverware of Odisha is very widely known. Her Filigree works particularly are unique examples of artistic excellence rarely to be seen in any other part of India. Silver wires, extremely delicate, are shaped into intricate designs. Forms of animals and birds, articles of daily use like vermilion receptacles are also made out of silver wires- Filigree ornaments, especially brooches and earrings are very popular among Indian women. Cuttack is world famous for filigree work. Scenes from the Mahabharat like the chariot of Arjuna driven by Lord Krishna are depicted in silver in particular interest done in silver. One feels amazed seeing the skill with which minute details of the chariot wheels have been worked. The beauty of the chariot, the proud stance of the horses and the true-to-hi figures, all contribute to the over-all majesty of the silver art effect.

D. APPLIQUE WORKS

Tailors at Pipli execute applique works, which are in great demand. Giant-sized umbrellas of applique work are produced for use on festive occasions. Also used as garden umbrellas in sprawling lawns, they lend grace and colour to any gathering. Heart-shaped fans, big and small canopies and wall-hangings are also prepared out of applique work. The tailors cut out figures of animals, birds, flowers as well as geometrical shapes out of richly coloured cloth and these are arranged symmetrically on another piece of cloth and sewn in place to produce an eye-catching design. The rich splashes of yellow, white, green, blue, red and black colours dazzle the eyes of the onlookers and set the festive mood. Bags of various shapes and sizes are also made with applique motifs. Applique chhatris (umbrellas) and "tarasas" (heart-shaped wooden structures covered with applique work and supported on pikes) are used to lend colour to religious processions. Large applique canopies are an integral part of marriage celebrations. In temples, canopies are hung over the deities to protect them from falling dirt.

E. HORN WORKS

There are artisans in Odisha who are dexterous in providing articles of daily use like combs, flower vases and

pen-stands out of the horn of cattle. The horn is polished smooth, and then shaped into various forms. Cranes, lobsters, scorpions and birds made of horn are finished to a nicety. Their surface throws off a dark somber sheen and they catch the attention of all art-lovers.

F. SAREES AND OTHER FABRICS

Perhaps the most popular item in Odishan handicrafts is the handloom saree. The sarees come in a variety of designs and colours to suit every taste and pocket. Generally the villagers in Sambalpur district weave the sarees on looms in the private or corporate sectors. Sambalpuri cotton saris have a smooth finish and have a distinctly original border and pallu. Fish, conch shell and flower motifs are woven into the fabric. Sometimes animal motifs are also used to decorate the borders and pallu. Silk sarees are also produced by village craftsmen from local raw materials. Khandua Pata saris have elaborate designs and a gloss which is attractive. Bapta saris have cotton and silk threads in warp and woof. Berhampuri Pata saris are worn by orthodox and modern women alike. The saris are named after the places where they are produced, the quality of skeins used and the nature of the designs woven into them. Hand woven bed sheets, bed covers, table cloths, curtains and dress materials of Odisha are equally popular throughout the country.

G. STONE AND WOOD CARVINGS

Stone carving is an age-old craft of Odisha. The descendants of the artisans who once scaled the dizzy heights of excellence in temple building have kept the sculptural tradition alive through their hereditary craft of stone carving. The carved products include replicas of temples, images of gods and goddesses, the Konark wheel and horse, and decorative figurines like alasa kanya (the indolent damsel), salabhanjika (lady leaning against a sal branch), surasundari (heavenly beauty), lekhika (lady writing a letter), etc. which are popular items of household decoration. Wood carvings of Odisha are almost equally popular. They differ from the artifacts of other states in so far as they are plain and shining with smooth polish and without any paint or coating of lacquer work on them. Besides, Odisha has many other items of handicraft such as paper mache, sola pith work, lacquer work, zari work, glass beads, cloth garlands, camphor garlands, jute carpets, rush mat, and above all the sea shell works undertaken in Puri and Gopalpur.

H. PATTACHITRA

One of the traditional art form of Odisha is Pattachitra, paintings based on Hindu mythology. It is created on a special paper hand-made from tamarind seeds and the colors used are natural extracts from fruits & flowers.

The colors are mixed in powdered shells from the ocean and the paste is used to make paintings, resulting in a beautiful form of art. Raghurajpur artists village in Puri is highly renowned for this art-form.

I. SAND ART

Carving of sculpture in sand or sand art as is popularly called has been historically rooted in Odisha. The lineage of this art dates back to a long time. One can find the mention of this art in the life story of Balaram Das, one of the most well known poets of Odisha. This poet was a prominent literary figure of the 14th century AD. The sand art was, therefore, one of the prevalent art forms of 14th century.

J. TASSAR PATTA

Originating from an old tradition of engraved painting on palm leaves, these contemporary pieces are painted on silk by artists from a village in Odisha who are trained in this highly skilled technique.

K. IKAT

The technique of Ikat is the tie and dye process which has trickled down from the Indonesian culture. Weaving in this technology started in Odisha. Although Odisha has adopted this process yet it has its own style of designing. Manually done, the intricate method of Ikat is subject to tying in sequences and dyeing the required areas in particular colors.

L. COIR CRAFT

Among the state's greatest contributions to the arts and crafts of the country are the artefacts made from coir fibre. The lightweight, yellow coloured fibre is moulded into animal and bird designs as well as decorative items. Some of the popular animal figures include horses, crocodiles and dinosaurs.

Ganjam	Bomkai	Bomkai village
Ganjam	brass - flexible fish and wood	Ganjam
Ganjam	brass-bell metal kansa & pital	J a g m o h a n , M a m u d i a , D e v b h u m i , Mathura, Kabli Surya Nagar, N u a p e n t h a , Patrapur, Dhabra, B e l a g u n t h a , Berhampur
Ganjam	coconut shell - nadia carving	Berhampur Belaguntha
Ganjam	cowdung toys	Ganjam, Mathura
Ganjam	papier-mache mask - Mukha	Ganjam
Ganjam	Patachitra painting	Kanchana
Ganjam	Pipili appliqué work	
Ganjam	terracotta and pottery	
Ganjam	wood carving - kathokama	Raghurajpur
Gunpur	metalware - kansya	Gunpur, Sahara
Jajpur	Sikki grass	Govardhanpur, K o m a g a r h , Betaumadi, Antra, P a c h u k u n d i , B h a r a t p u r , Gangutia, Kharilo, Srichandanpur
Jaipur	Stone carving - Boimara sandstone	Sukhapada
Kalahandi	Paddy and root craft	Dumermunda
Khurda	Ganjappa /ganjifa cards - painting	Bhubaneshwar
Khurda	papier-mache mask - Mukha	Bhubaneshwar
Khurda	Patachitra painting	Bhubaneshwar
Khurda	Stone carving - Boimara sandstone	K h a n d a g i r i , Bhubaneshwar
Khurda	stone work - pathar kama	Bhubaneshwar, Khandgiri
Koraput	cowdung toys	Koraput
Koraput	Kotpad sari	Kotpad
Koraput	terracotta and pottery	Santeiput village
Koraput	bamboo	B a i p a r i g u d a : Keraput village
Mayurbhanj	metalware - dhokra	K u l i a n a Ranibandh
Mayurbhanj	metalware - dhokra	Sarisha Kotha.
Mayurbhanj	terracotta and pottery	
Nawarangpur	bamboo	Nuaguda
Nawarangpur	jewellery (tribal/brass)	Taragaon, Pilika

IV. DISTRICTWISE AVAILABLE HANDICRAFTS TO PROMOTE ODISHA TOURISM

Odisha is such a state where you can atleast one handicraft in every district. Some of the districtwise handicrafts are given below.

District	Craft	Village / Sub District
Balangir	brass-bell metal kansa & pital	Tarava
Balangir	metal ware - kansa & pital kaam	Tarava
Balasore	brass-bell metal kasa & pital	Remuna
Balasore	Stone carving - Boimara sandstone	Balasore
Balasore	stone work - pathar kama	Balasore
Balasore	metalware-kansya	Remuna
Bargarh	Terracotta - Kumbarkhama	Barpali

Bargarh	terracotta and pottery		Nawarangpur	lac products	Nawrangpur
Bargarh	Bandha	Bargarh, Sonapur, Balangir	Nawarangpur	Paddy and root craft	Jhaliaguda
Bhuban eshwar	palm leaf engraving - Talapatra khodai	Bhubaneshwar terracotta and pottery	Nawrangpur	cowdung toys	Nawrangpur
Bolangir	Paddy and root craft	Kumudipadar, Titalagarh, Saraiba hal	Nawrangpur	terracotta and pottery	Tartd.lg..ida vi lap.
Cuttack	Bandha	Nuapatna, Tigiria	Phulbani	dhokra - meta casting	Phuibani
Cuttack	dhokra - metal casting	Narsinghpur, , Baramba	Phulbani	Metalware - dhokra	Podar Sahi
Cuttack	Silver filigree	cuttack	Puri	brass-bell metal	
Cuttack	metal ware- kansa & pital kaam	Bhatimunda	Puri	kasa & pital	B a l a k a t i , Bainchua i
Cuttack	metalware - kansya	Bhatimunda	Puri		R a j s u n a l h a l , Brahmgiri, Itamati
Cuttack	Pipili applique work	pipili	Puri	cowdung toys	Puri, Raghurajpur
Cuttack	Silverware - Chanditarkashi	Cuttack	Puri	Ganjappa /ganjifa cards - painting	Raghurajpur
Cuttack	stone work - pathar kama	Cuttack	Puri	metal ware - kansa & pital kaam	B a l a k a t i , B a i n c h u a , B r a h m a g i r i : a m a t i , Rajasunakhala
Cuttack	terracotta and pottery	Cuttack	Puri		B a l a k a t i , B a i n c h u a , B r a h m g i r i , I t a m a t i , Rajasunakhala
Cuttack	wood carving - kathokama	Cuttack			
Dhenkanal	bans kaam	Rai Narsinghpur village	PJri	Nadia kata (coconut fiber)	Puri
Dhenkanal	brass-bell metal kasa & pital	Bhuban, Indipur, O u k h u m a , Karamal	Puri	palm leaf engraving - Talapatra khodai	Raghurajpur
Dhenkanal	dhokra - metal casting	S a p t a s a i y a , S a d e i b e r e n i village	Puri	papier - mache mask - Mukha	Raghurajpur
Dhenkanal	jewellery (tribal/brass)	Karamal town: Govardhanpur, B h u b a n , A l l k h u r n a , Indipur	Puri	Patachitra painting	Puri
Dhenkanal	metal ware - kansa & pital kaam	Bhuban, Indipur, O u k h u m a , Karamal	Puri	Pipili applique work	Pipli
Dhenkanal	metalware - kansya	M i k a n , gopalpurpatna village	Puri	sea shell craft	Puri
Dhenkanal	strawcraft	Bhuban block, Jiral	Puri	sholapith craft	Puri
Gajapati	bamboo	Parla Khemundi	Puri	Silverware - Chanditarkashi	Puri
Gajapati	brass-bell metal kasa & pital	Parla Khemundi	Puri	Stone carving - Boimara sandstone	Puri
Gajapati	Ganjappa / ganjifa cards - painting	Parla Khemundi	Puri	stone work - paharkama	Puri
Ganjam	betel nut - guha carving	Berhampur Belanguntha	Puri	terracotta and pottery	
			Rayagada	wood carving - kathokama	Puri
			Rayagada	wood carving	Puri, Raghurajpur
			Rayagada	dhokra - metal casting	Daspala
			Sambalpur	Handloom - kapragonda	Khajuri
			Sarnbalpur	metalware - dhokra	Jigidihi
			Sonepur	Bandha	S a m b a l p u r , Barpali
				Terracotta - Kumbharkama	Dhoapara
				Terracotta - Kumbharkama	sonapur

Source: Odisha, Craft Council of India

V. FAIRS AND FESTIVALS ORGANISED AT DISTRICT LEVEL IN THE STATE FOR SALES PROMOTION OF THE HANDICRAFTS

Sl.No	Events	Places
1.	Gramashree Mela	Puri
2.	Beach Festival	Puri
3.	Konark Festival	Puri
4.	Baliyatra	Cuttack
5.	Baliyatra	Paradweep
6.	Laxmi Puja	Dhenkanal
7.	Laxmi Puja	Angul
8.	Kali Puja	Charampa
9.	Beach Festival	Chandipur
10.	Mayur Festival	Baripada
11.	Kalahandi Utsav	Kalahandi
12.	Parab	Koraput
13.	Beach Festival	Gopalpur
14.	Toshali National Crafts Mela	Bhubaneswar

Source - DHCI, Bhubaneswar (Public Agency)

GOVERNMENT INITIATIVE TO PROMOTE HANDICRAFTS AS A TOURISM RESOURCE

Handicrafts are such an indigenous product which gives a huge amount of foreign currency every year to enrich the economy of a country and its GDP. As a culturally enriched state of India, Odisha is not an exception of this reproductive practice. Every year a huge number of foreign and domestic tourists come and buy the attractive handicrafts which are a permanent source of income for government and artisans. Previously this art and the artisans were in the dark side but now some government and private initiative are seen in this field to uplift this crafts and craftsman. Some of the initiatives are discussed below.

MSME

The Directorate of Micro, Small & Medium Enterprises under the Department of Micro, Small & Medium Enterprises and Textile, Govt. of Odisha, is an important agency for the growth and promotion of Micro, Small & Medium Enterprises in Odisha. The main objective of MSME is to facilitate the growth of the industry and to promote the handicrafts. This project was started by the central government in 1978 with the objective of providing a focal point for promoting small, tiny, cottage and village industries in a particular area and to make available to them all necessary services and facilities at one place. It tries to develop the enterprises by harnessing the existing resources and new fast growing infrastructure

facilities in the state. Training programmes are given for existing and new prospective entrepreneurs for development of their managerial as well as technical skill for their own field. MSME conducts awareness as well as motivational programmes are convened in the polytechnics and engineering colleges of the state to overcome the shyness in entrepreneurship. The Directorate and DICs are equipped with specialized officers like engineers, technologist, and economist, and statistician, food processing experts supported by managerial and other officials. There are 26 District Industries Centres. There are two Joint Directors having groups of Managers in the rank of Asst. Director and also a number of Industrial Development officers to assist the General Manager who is the organizational Head of the District, in each District Industries Centre. Thus with strong and eminent organizational structure MSME in Odisha continuously and spontaneously try their level best to rich the handicraft and the artists to its golden era.

The Ministry of Tourism had started the projects in 2007 not only to promote rural tourism but also provide opportunities to rural populace to improve their socio-economic condition. In Odisha, the ministry had identified eight villages where rural tourism projects were to be developed by the respective district administrations. These are Raghurajpur and Pipili in Puri, Khiching in Mayurbhanj, Barpali in Bargarh, Hirapur in Khurda, Padmanavpur in Ganjam, Deulajhari in Angul and Konark Natya Mandap. The projects have two components, infrastructure and training and skill development of artisans. The project envisaged construction of open air auditoriums, tourist amenities, craft demonstration and sale centers on the infrastructure front apart from training and skill development of artisans .

Handicrafts in Odisha have the potential to provide gainful employment to the craft persons and to make the products globally competitive so that these products have a deeper and huge impact on tourism scenario of Odisha. So the need of the hour is to explore this potential through government and private initiatives.

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