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A STUDY ON GOVERNMENT INITIATIVES FOR POTTERY INDUSTRY & ITS ARTISANS: WITH SPECIAL REFERENCE TO MADHYA PRADESH

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Abstract:

Introduction of Industrial revolution brought setback to the handmade pottery products that were formally the part of household chores and daily life. Situation of artisans worsen as these products are not much in demand and limited to religious activities. Thus, artisans face declining market, low sales, low income return & competition from industrial product. Government efforts are required to preserve this industry and therefore, many government policies & schemes are introduced offering benefits of training, finance, marketing, product upgradation, technological development and other requirement. The present paper studies such policies and schemes offered in Madhya Pradesh to pottery artisans using secondary data obtained from various sources but only limited schemes are studied. Future studies can be done on those remaining studies with combination of primary data consisting of artisans perspective on policies & schemes effect.

Keywords: Artisans of pottery industry, Ambedkar Hastshilp Vikas Yojana, SFURTI scheme, Kumbhar Sashaktikaran Yojana

1. Introduction:

In the pre-colonial India, these rural non agricultural artisans significantly contribute to the village economy (Parthasarathy, 1999). Lodhi, (2024) has opined that the industrial revolution brought by British colonial has adversely affected Indian craft sector. Competition, increase industrialisation, globalisation has cause decline of pottery (Vasant, 2019). The introduced industry made products have captured the market of this ancient pottery product, declining their value and use in daily life (Asmah et al., 2013).

Potters have to acquire clay from outside of their native state, using traditional method prepare products, but due to lack of space they migrated to another place for pottery making. The craft is facing problem of decrease demand, low sales in the local market and not enough income, therefore, pursuing this traditional pottery is not of much interest to the new generation (Gulati, 2018). Thus, increase price of raw material, competition from industrial substitute, decrease pottery market and low-income generation are problems faced by artisans. Potters socio-economic life is also declining as a result of low economic return (Sen & Bhattacharjee, 2021). The resulting modern plastic & steel wares have reduce the economic condition and therefore, the interest of potters, making them shift to another occupation that brings them more economic return (Rathore et al., 2020).

Market innovations, improved production technique, dynamic marketing methods (online & tech driven supply chain system) is technological advancement required. The impact of these is ascertained in terms of improved production quality& efficiency, designing using innovative technique of digital tool, expanding market through electronic & digital means, workshop & training to update their skill and preservation of culturally driven art even in todays challenges of modernisation & globalisation (Sharma & Rajput, 2024). Rathi, (2018) opined the need for government effort to improve the present condition of the pottery industry. Access to education & technology, assistance in advertising product, training by NGOs through SHGs, cluster formation & online product reachability through access to website are some of the suggestions provided.

Indian government has initiated much efforts in the form of Crafts Cluster Initiative, Artisan Credit Card Scheme, Ambedkar Hastshilp Vikas Yojana, SFURTI, NHDP, Gramodyag Vikas Yohana (GVY), etc and many NGOs are also working towards



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the upliftment of the pottery industry and its workforce. They provide financial support, assist in marketing, provide infrastructural aid, training facilities, etc to the artisans (Swami & Sharma, 2024).

Many government schemes are working towards improving the condition of pottery industry and its artisans. These efforts are discussed in detail in the next section of this paper. The present study aims at studying the efforts of government in improving conditions of pottery industry and its artisans, the paper consists of secondary data describing achievement of the scheme through number of beneficiaries it has reached.

The success and failure result of this effort also depends on artisans' perspective with respect to how much change it has brought to pottery industry and its artisans in the form of improved production, increase market & demand, improve sales & income and improved living standard of people working in this industry. But since, the primary study with this data is not done thus study lacks ground information from artisans situated in rural areas about schemes implementation, execution and its fruitful effect. Only few schemes are studied in this paper, others schemes can be studied by future scholars with primary aspect of its result.

The present study only highlights government figures with respect to fund allocation and number of beneficiaries in Madhya Pradesh and India over the years after implementation.

2. Objective of the Study:

1. To study the government schemes towards pottery industry with special reference to pottery artisans of Madhya Pradesh.

3. Research Methodology:

For studying about schemes brochures, documents, reports, guidelines, document from Press bureau of India and other government related reports are taken. Secondary data is used in the study to know about scheme beneficiaries and financial aid allotted by the government. The data has been taken from India stats and website of KVIC and SFURTI scheme.

4. Government Initiatives for Pottery Artisans:

a) Ambedkar Hast Shilp Vikas Yojana Scheme:

Government of India during 2001—2002 has launched this scheme to organise artisans into Self Help Groups (SHGs) and train the SHGs so that the artisans could form & run their community based business for self-sustainability. The programme consist of some features, namely, Ambedkar Hastshilp Vikas Yojana (Base Line Survey & Mobilization of Artisans), Design & Technology Upgradation, HRD, direct benefits to artisans, technology & infrastructure support, Research & Development and marketing support & services (Press Information Bureau, 2019). AHVY has been defined as “small cluster specific scheme, targeting end to end interventions to the artisans”. The scheme provides mechanism to structure the sector in the form of SHGs, cooperatives and artisan producer companies (APOs). The cluster based specific to a geographical region is provided financial, technological and any required support intervention for a period of three years maximum, in order to ensure employment generation, technological update, design units for competitiveness, marketing programmes, brand promotion, mobilising resources and other need based activity (Development Commissioner ,Ministry of Handicrafts, 2022). From the beginning of the century, government investment Rs 88 Cr (2002-03) (Ministry of Textiles, 2005) to Rs 55 Cr in 2011-12 (Press Information Bureau, 2013) to Rs 53.86 cr in 2021-2022 and Rs 56.18cr in 2023-24 (IndiaStats, 2024a) across different states in India. As a result of this, artisans of Madhya Pradesh are benefitted from time to time, these figures are as follows:



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Table No.1: Artisans Benefited under Ambedkar Hastshilp Vikas

Note- Artisans during 2016-17, 2017-18, 2018-19 are mainly benefitted through clusters & SHGs.

Source: (IndiaStats, 2012), (IndiaStats, 2016), (IndiaStats, 2019b)

After from these 10 years, 19190 artisans in 2020-21, 45985 artisans in 2021-22, 23060 artisans in 2022-2023 and 21716 artisans in 2023-2024 are reported to be benefitted (IndiaStats, 2024b). Government under this scheme has provided financial assistance, funds to NGOs for promotion of handicraft products and SHGs for training of artisans.

b). Kumbhar Sashaktikaran Programme:

During the year 2018-19 KVIC has launched Kumbhar Sashaktikaran Yojana to provide training for skill development & equipments for new innovative pottery to artisans who are traditionally engage in pottery making. The scheme aims at:

- High earnings of pottery artisans with advance equipment and skill development
- Deliver energy efficient kilns to save cost of production
- Establish region wise pilot projects for focused products
- Enhance production, technical knowledge and result in economical production of pottery products
- Skill development training to SHGs for focused products like water bottles, khullads, garden pots, cooking wears, etc
- Develop market links for export
- Create international design capability through linkage with CSIR /IIT labs

Artisans Benefited under Ambedkar Hastshilp Vikas Yojana for (2011-2012), (2012-2013 to 2015-2016 and 2015-2016-upto 30.11.2015), (2016-2017 to 2018-2019) (2019-20) in Madhya Pradesh & Whole India								
State	No. of Artisans Benefited							
Year	2011-2012	2012-13	2013-14	2015-16	2016-17	2017-18	2018-19	2019-20
Madhya Pradesh	4500	5312	9500	2420	500	8000	1000	6200
India	72741	90547	88996	13080	98548	54520	10050	90,887

- Developing new small electric potter wheels
- Innovate products & raw materials internationally, etc. (Khadi and Village Industries Commission, 2020).

Financial Assistance under Kumhar Sashaktikaran Yojana:

- Wheel Pottery Training Programme- A group of twenty artisans of pottery be trained for a duration of 10 days, where particular products such as cooking wares, khullad, decorative, etc, be prepared by each artisan. The financial expense of Rs 4.50 lakh with additional cost of Rs. 20,000 /- for Electric Potter Wheel and Rs 34,000/- for blunger be incurred.
- Master Trainer Training Programme- It is organised state wise, where trainers be trained for trainer training programme at CVPI Khanapur and RPTC Gramodya Sangh Bhadravati. This programme consist of 20 pottery artisans for a period of 15 days. Rs 3 lakh is the training cost but no machines and equipments is provided to trained artisans.
- National level Workshop and Seminars- Organised by the field offices for gathering technical suggestions or suggestions for better implementing pottery activity. Financial aid of Rs 5.78 lakh for workshop at national level for 7 days on product development, Rs 3 lakh for pottery exhibition (3 days) and Rs 50.50 lakh for national pottery festival is estimated to be incurred (Ministry of MSME, 2022).

During 2017-2018 and 2018-2019, in India 1111 and 7329 number of pottery wheels & equipment are assisted under the programme. In this lakhs & crores of population, much work needs to be done to reach wider population (IndiaStats, 2019a).



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The achievement of this scheme is also witnessed with number of beneficiaries, In Madhya Pradesh, 2120 pottery artisans and across India 103760 pottery artisans are benefitted under Kumhar Sashaktikaran/Pottery Programme Component of Gram Vikas Yojana (GKY) during 2017-2018 to 2022-2023 (IndiaStats, 2023).

c). SFURTI Scheme:

Implemented by Ministry of MSME to organise the traditional industries specifically and artisans into clusters. Scheme objectives are;

- Efforts to make traditional industries more productive, market oriented, competitive & profitable
- Cluster development of traditional industries for five years
- Reinforce cluster governance system with stakeholders' active participation
- Build innovated & traditional skills, improve technology, advance processes, market intelligence & new model of PPP, to repeat same model of cluster based renewed traditional industries (Press Information Bureau, 2022).

Interventions under the scheme:

- Soft Intervention- Under the project, it consists of activities such as skill development, market promotion activities, machine handling, design & product development, participation in seminar, workshops, etc and capacity building for whole value chain, digitalisation of training module.
- Hard Intervention- Focuses on creation of facilities such as CFCs, work sheds, raw material banks, training centres, warehousing facilities, tools & technology upgradation, working capital and assistance for raw material procurement.
- Thematic Intervention- Includes brand building, promotion campaign, e-commerce activities, innovation, new media marketing, Research & development initiative & technology update of similar group of clusters based on performance and developing institutional linkage for existing & proposed clusters (Ministry of MSME, 2022). Under SFURTI, clusters are formed under different agencies during 2015-16 to 2020-21 and these details are tabulated below:

Table No 2: Clusters formed & approved under SFURTI programme
Approved SFURTI- CLUSTERS for the period of 2015-16 to 2017-18

Approved SFURTI CLUSTERS for the period of 2015-16 to 2017-18							
Sl. No	State	Name of the Cluster	Technical Agency	Implementing Agency	No. of Artisans	Total assistance from GOI (Rs. In Lakh)	SPV/IA Contribution (Rs.in Lakh)
Khadi and Village Industries Commission (KVIC)							
1	Madhya Pradesh	Hoshangabad Bamboo Cluster	FISME	M/s Bhausahab Bhuskute Smriti Lok Nyas	474	149.44	31.65
2		Betul Pottery	EDI Ahmedabad	Sathiya Welfare Society	509	148.55	30.59
3		Jobat Natural Dye	FMC	Mahashakti Seva Kendra	300	112.65	23.94
Madhya Pradesh Total					1283	410.64	86.18
TOTAL SFURTI (72)					59900	13957.91	3556.86



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APPROVED SFURTI- CLUSTERS FOR 2019-20							
Sl. No	State	Name of the Cluster	Technical Agency	Implementing Agency	No. of Artisans	Total assistance from GOI(Rs. In Lakh)	SPV/IA Contribution (Rs.in Lakh)
COHANDS							
1	Madhya Pradesh	Embroidery& Zari-zardozi Cluster	Sathiya Welfare Society	Samgra Handicraft and Social Welfare Society, Bhopal, MP	844	314.92	27.54
2	Madhya Pradesh	Lantana Cluster, Samanapura	Sathiya Welfare Society	National Institute of Women Child Youth Development, Bhopal, MP	410	211.18	18.20
3	Madhya Pradesh	Terracota Craft Cluster, Kilodabe	Sathiya Welfare Society	Sampada Institute for Social Awareness Samiti, Bhopal, MP	223	196.91	16.98
4	Madhya Pradesh	Bamboo Cluster	SF Consultant, Bhopal	Manmohan Kala Samiti, Khalwa	441	218.01	18.79
5	Madhya Pradesh	Batik and Block Printing Cluster	SF Consultant, Bhopal	Tagore Institute for Multipurpose Education, Bhopal, MP	414	232.32	20.03
6	Madhya Pradesh	Bamboo Craft Cluster, Rangari	SF Consultant	Bharat Sevak Samaj Shiksha Samiti, Rangari, Chhinwara, Madhya Pradesh	891	343.31	30.44
IGTR, Indore							
1	Madhya Pradesh	Bamboo Based Indigenous Toys Cluster	Nisarg Agripreneurship Foundation,	Shri Vidya Sagar Sewa Samiti	760	303.36	27.04
2	Madhya Pradesh	Traditional Indian Bamboo and Wood Based Toys Cluster	Nisarg Agripreneurship Foundation,	Shri Aadinath Sewa Samiti	776	363.35	33.15
3	Madhya Pradesh	Wood based Traditional Indian Toys and Associated Fabric Based Accessories Cluster	Nisarg Agripreneurship Foundation,	Vradha Chhaya Social and Welfare Society	812	299.23	26.47
4	Madhya Pradesh	Soft Toys Cluster	The Khalsa Foundation	Anant Jeevan Sewa Evam Shodh Samiti	1005	352.044	31.78
5	Madhya Pradesh	Bamboo Value addition and Zero-waste Agarbatti Cluster	The Khalsa Foundation	Dolphin Foundation of Welfare Society	1006	433.32	40.92
6	Madhya Pradesh	Bamboo craft and Bamboo Toys Cluster	The Khalsa Foundation	Maruti SikshaAvam Samaj Kalyan Samiti	701	347.70	30.88
FMC							
1	Madhya Pradesh	Jute Craft Cluster	S.F.Consultant	PRASOON Samiti	411	242.72	20.92
2	Madhya Pradesh	Jaggery Cluster	S.F.Consultant	Prayas Shikshan Evam Samajik Sanathan Samiti	815	500.00	74.65
IIEG							
1	Madhya Pradesh	Balaghat Agro Cluster	Margdarshak Development Projects & Consulting Pvt. Ltd	Social Action For Rural Development (SARDA)	501	156.05	13.70
TOTAL SFURTI (158 CLUSTERS)					84742	40057.29	3242.49

Source: (Ministry Of Micro Small & Medium Enterprises)



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Table No 3: Number of artisans benefitted & financial assistance provided under SFURTI

State/Location/Product-wise Number of Artisans/Beneficiaries and Amount Sanctioned for Clusters Scheme of Fund for Regeneration of Traditional Industries in India (2015-2016 to 2019-2020-upto 22.11.2019)						
States/UT	District	Cluster	Product	Agency	No. of Artisans	Approval Cost (Rs. in Lakh)
Madhya Pradesh	Satna	Herbal Multi Product & Health	Herbal Product	KVIC	500	245.24
		Care Product Cluster				
	Hoshangabad	Hoshangabad Bamboo Cluster	Handicraft	KVIC	474	149.44
	Alirajpur	Jobat Natural Dye	Natural Dye	KVIC	300	112.65
Madhya Pradesh	Betul	Terracotta Pottery Cluster	Handicraft	KVIC	509	148.55
India					122685	40772.61

Source: IndiaStats, (2020)

From the above table, it is found that terracotta pottery cluster formed under SFURTI scheme reports that 509 artisans are benefitted during 2015-16 to 2019-20 in Madhya Pradesh and 122685 artisans in entire India. Government has invested crores for this scheme, but the result formed with respect to pottery artisans are not found to be good enough. The following table shows fund allotted & utilisation under the scheme.

Table No 4: Funds Allocation and Utilization under SFURTI programme

Funds Allocation and Utilization of Fund under Scheme of Fund for Regeneration of Traditional Industries in India (2015-2016 to 2020-2021)		
(Rs. in Crore)		
Year	Fund Allocation (Revised Estimates)	Fund Utilization
2015-2016	50	30.29
2016-2017	75	66.8
2017-2018	10	9.75
2018-2019	86.03	86.03
2019-2020	125.002	0.05
2020-2021	201.46	127.413

Source: IndiaStats, (2021)

The above table shows that an estimated amount of Rs 50 crores is being invested during 2015-2016 and out of this Rs 30.29 crores is being utilised under the scheme. The invested fund further increased to Rs 75 crores with its utilisation of Rs 66.8 crore during the year 2016-2017. The figure decrease to Rs 10 crore & Rs 9.9 crore in utilisation. But the allocation



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reported increment from Rs 86.03 crore (2019-2020) to Rs 125.002 crore (2019-2020) to Rs 201.46 crore (2020-2021) but the utilisation figure reports Rs 86.03 crore (2019-2020) to Rs 0.05 crore (2019-2020) and Rs 127.413 crore (2020-2021).

5. Discussion of the Study:

Government has efforted in many ways to preserve and uplift the artisans, but still the target is unreached and this is evidence as the population from last few decades has risen to crores, but only hundred and thousand beneficiaries are noted from the performance of the schemes. The reason behind low performance is lack of awareness among artisans, illiteracy, no promotion campaign for schemes at large level, lack of implementation as a result of corruption & political interest and lack of government statistics pertaining number of artisans at each block, village & district level. This can be well supported from views of authors such as Tripathi, (2025) who opined bureaucratic delay as one of the reason that obstructs benefits from reaching artisans, Debbarma, (2019) found that artisans mostly are unorganised and are socially & economically backward with minimum living standard. As a result, they lack awareness about schemes and training opportunities provided to them. Varatharajan & Xavier, (2023) has stated the challenges faced by state government in effective implementation of schemes, these include administrative challenges such as lengthy procedure, lack of monitoring, red tape & other bureaucratic hurdles, financial challenges such as insufficient funding & funds improper management and contextual challenges such as unawareness among artisans, no desire to introduce change & competition from industrial product.

To deal with these policy challenges, many authors have variety of suggestions such as cooperation of governments, NGOs & private enterprises for policy development (Saha & Sen, 2025), Registering artisans and issue of ID card, digitalising handicraft product and publicising artisans credit card (ACC) scheme (Gopish, 2019), Reframing policies and schemes in a way to support the handicraft sector and make policy reach actual artisans (Sharma, 2017) and establishment of separate body that would regulate in terms of control and guidance for government & non-government bodies that function for pottery (Farozan & Kumari, 2024). Many more suggestions are given in different studies but what needs to be studied is also the societal factors such as social support, environmental factors, psychological & motivational factors when finding solution to such problems.

6. Limitations of the Study:

The study focuses only on secondary data. These results are only a picture of achievement of scheme but in reality, the level of achievement can only be determined when the grass root information from artisans are obtained through primary data collection. The study is also limited as there are many schemes government has implemented but the study considers only three schemes, other schemes such as SPIN, PMEGP, MUDRA, etc, are not taken into consideration.

7. Conclusion & Suggestion of the Study:

Pottery industry today is declining due to decrease demand, artisans switching to another occupation, low economic return, decrease socio-economic status, etc, such efforts by government provide momentum to such industry but only even implemented & monitored after execution by the implementing & nodal agencies. Present study found that despite efforts, schemes reachability is less in comparison to the population census of the state as well as the nation. Thus, quality circles need to be introduced to check the quality of implementation & execution of policies. Promotion of schemes at broader level through seminar, media promotion, etc, need to be done to eradicate problem of unawareness. Study lacks ground level information about schemes in terms of their effectiveness from artisans and also limits itself in terms of the number of schemes introduced and the number of schemes studied here.

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