

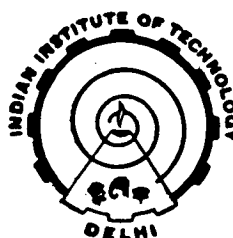
STATUS AND ANALYSIS OF THE RURAL CARPET INDUSTRY IN INDIA : A STEP TOWARDS INDUSTRIALISATION

by

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CERTIFICATE

This is to certify that the thesis entitled "STATUS AND ANALYSIS OF THE RURAL CARPET INDUSTRY OF INDIA - A STEP TOWARDS INDUSTRIALISATION" being submitted by Mrs. SANGITA SAINI for award of Degree of Doctor of Philosophy in the Centre for Rural development and Technology, Indian Institute of Technology, New Delhi, is a record of bonafide research work carried out by her.

She has worked under our guidance and supervision in conformity with the rules and regulations of this Institute. The research report and results presented in this thesis have not been submitted in any other University or Institution for the award of the Degree.



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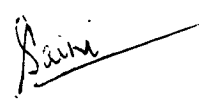
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ABSTRACT

The desire for covering the bare floor in an artistic manner is perhaps at the root of the art of carpet weaving, which has flourished in India ever since it was brought to India from Iran. Since then, the carpet industry is making a sizeable and significant contribution to India's economy, particularly, as a foreign exchange earner. The carpet Industry in India employs a few hundred thousand people, spread out in different parts of the country. In addition, the industry provides indirect employment to thousands of wool growers, brokers, traders and exporters etc. The industry, being a household based industry, preserves the cultural heritage of the country. It has a strong foothold in the traditional art of the pre-historic times and is based on indigenous resources.

In 1983, India topped the exports in the world market with Rs. 213 Cr. of hand knotted carpets. Since then the industry is showing a continuous increase in the export figures touching to about Rs. 992 Cr. in 1992-93. The export figures of the country show that a major percentage of the total exports of India even today are being contributed by such traditional industries. These traditional industries of India, like the carpet Industry, can be strengthened and can take the country towards industrialisation thereby generating the employment and productivity for the country besides acquiring large amount of foreign currency for the country.

The analysis of the literature and the case studies of Hand Knotted Carpet Industry indicates that there are some critical issues which must be resolved for the sustainability and survival of carpet producing units in India. The prevalent situation of the industry is due to inferior quality of production which in turn leads to poor marketability. The lack of the profit margins in the poor quality carpet production affects the craftsmen's income and the employment opportunities available in the industry. In order to ensure the financial viability for the survival of

the carpet industry, the above mentioned issues must be given due attention.

The present study is a demonstrative effort to highlight the importance of professionalism which can be practical and realistic in order to develop a healthy industry. Though this experiment is at a lower level within the carpet industry, it can very well act as an indicator to direct the industry, if cooperative efforts at various levels are undertaken.

Such efforts with other traditional industries can also be undertaken to bring mass movement in the industrial framework among the traditional industries, resulting in healthy industrial developments within the country. The strategies suggested in the present study may be modified and adopted by the modern industries in the country thus bringing in a revolutionary change in the industrial set up of India.

The study infers that the Indian Hand Knotted Carpet Industry is ideally suited for the Indian socioeconomic framework and has the potential to become self-sustaining and a commercially viable venture, though the study identifies the need of various inputs desired by the industry to achieve these results. The industry requires a professional attitude in order to grow and become a healthy industry. There has to be a commercial attitude towards the production and side by side social welfare of the masses has to be fully taken care of in order to make it strong and an independent self sustaining one. To enrich and keep it growing, adequate and consistent indigenous science and technological inputs are desired.

Thus, the traditional and the modern Indian carpet industry can become a profitable venture by laying a strong foundation for exports, by developing an assured market. The challenge must be picked up boldly by the various industries and a healthy competition should be projected in the world market. Since India is a country strong enough, with

adequate resources still available and with a large share of world manpower available, if once determined and dedicated, it can easily achieve the right kind of industrialisation the world is in need for. There is a need to integrate the various functions available with us, and a strategy to direct the country towards the path of industrialisation.

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