

# Impact of IT for Cottage Industries in Odisha /India.

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**Abstract:-** Cottage industries are one of the greatest source to boost Indian economy. The development of cottage industries are to be strengthened. The role of IT with respect to this cannot be ignored. In this paper emphasis has been made to locate different cottage industries present in the state and country. Their role for economic growth of the country and requirements has been discussed.

## 1. INTRODUCTION:

India is the thickest populated country in the world next to China. Most of its people are poor and striving for leading a healthy and comfortable life. The main cause of poverty is lack of proper education and workability. That is why it is called a developing country. But in the era of IT and globalisation the developed countries are imposing the burden of advanced technology on India and siphoning the earnings of the poor in a strategic manner. It may be by dealing in purchasing armaments or tools of IT, automobile, Oil, food, medicine, mobile phones, online marketing etc. At this point of time the only weapon for strengthening the economic condition of our people is by developing the indigenous and traditional manufacturing industries of our country. In this context cottage industries are one of the strengths of the people of India. Same dream which was visualised by Mahatma Gandhi, the father of the nation of India before seventy years. If we will consider Odisha, as a state it is famous for variety of cottage industries, which is still fulfilling lakhs of people of Odisha. In the pages of Indian history Odisha's name will be in the front line for clothes, bell metal and brass, stone carving, sculpture, fine filigree, Ivory work, jute work, wood work, work on coir, sabai grass, clay made items, Iron made items and many more. Now to strengthen the cottage industries IT has to play a vital role in many folds. It may be in terms of technology enabled process, marketing, design for value addition; health care of the people engaged in this type of industries will definitely improve the economic condition of the state and nation at large.

## 2. COTTAGE INDUSTRIES:

A **cottage industry** is an **industry**, primarily manufacturing, which includes many producers, working from their homes. The term originally referred to home workers who were engaged in a task such as sewing, lace-making, wall hangings, or household manufacturing, potteries manufacturing, wood work, stone work, Oil extraction etc. The people of India traditionally perform and learn from their ancestors. Though there was a great development done in science and technology but less efforts have been made to upgrade or modify the traditional methods with the addition of modern technologies. The technocrats are forgotten their duties and

responsibility for providing essence of technology to traditional business.

### 2.1 Present scenario of Cottage Industries:

The present condition of cottage industries is not encouraging. However, there are few who think that every effort should be made to revive them. The giant factories were unknown in ancient times when the only industries were the cottage industries, where men worked mainly with their hands. Cottage industries cannot produce large quantities of a thing, and production here is not only small but slow. A cloth mill will produce hundreds of bales of cloth in a short time but a weaver will take long to weave a single piece of cloth. Large industries produce things quickly and cheaply so that the competition of cottage industries and large industries is just like the competition between a man who walks on foot and one who goes by an aeroplane. That is why cottage industries are being pushed out of existence, and this, say the industrialists, is just in the fitness of things. This is one example what the industrialists speak about technology driven industrial output.





Contribution Cottage Industries and economic growth of nation:

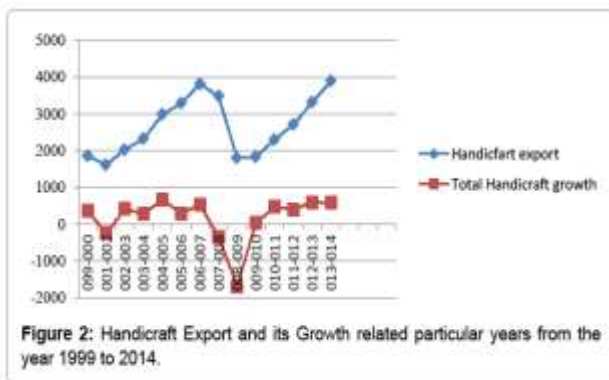
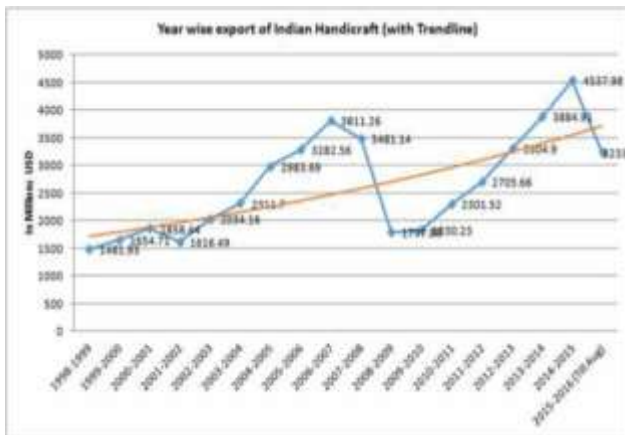


Figure 2: Handicraft Export and its Growth related particular years from the year 1999 to 2014.

Now the question arises if one industry can perform the job of lakhs of people in a day, then why the present generation will think about cottage industry? The highly loss of physical labor, engagement of human force for such a long time etc. The answer is very simple. The human civilization believes in high thinking and a comfort life. But due to industrialization the larger section of people are deprived of getting food, shelter and clothing. The total globe is under the threat of pollution. The existence of living organism on earth is highly risky. It may be due to chemical action of industrialization or application of chemical on agriculture and food production. The pure water for drinking and pure air for breathing is a challenge now on the beautiful earth. The mineral exploration and industrialization is now a question mark in the survival of beautiful civilization. Whatever products developed till date is by creating disturbances to environment. The rapid growth of industrialization may allow a few to lead comfortable live

but not the whole creation. The few should not have the right to endanger the life of other creatures. Therefore, ecofriendly technology and comfort to all is the slogan of the day for saving the earth.

### 2.2 List of some Cottage Industries in Odisha/ India:

Hand-loom weaving (cotton, silk, jute, etc.) Pottery, Washing soap making, Conch shell industry, Handmade paper industry, Horn button industry, Mother-of-pearl button industry, Cutlery industry, Lock and key making, Stone work, Wood work

Coir Industries, Traditional medicine/ ayurvedic, Bell metal and brass, Sculpture, fine filigree, Ivory work, Jute work, wood work, Sabai grass, clay made items, Many others,

### 2.3 Challenges faced by Cottage Industries:

Large number of human force

Unhealthy work place design

Lack of support for product and process design

Less Research support on inventory, raw material, packaging, preservation as per modern technology. Marketing and value addition on product. Encouragement to producers.

Role of IT and Government for popularization of Cottage Industries:

1. Identification of existence of different types of cottage Industries in Odisha/India Preparation of data base on the same.
2. Education and training for development in product, process design with the support of IT
3. Creation of clustered of cottage industries
4. Addition of research development activities on curriculum related to cottage industries
5. Development of new apps for marketing on globe with reasonable price on products.
6. Addition of novelty in each item produced at cottage industries regular market research on different products.
7. More incentives for creation of cottage industries.

### 2.4 Necessity of Cottage Industries in India:

We depend on cottage industries for many of its needs. We get our clothing from mills but we have to depend on cottage industries for our bell-metal things, for our bangles and buttons. If we allow the cottage industries to decay, we shall do so at considerable loss to ourselves. From yet other point of view cottage industries are a necessity to India, and they shall be so until the very structure of society is changed. The centre of Indian life is in the villages. It is in the villages that the majority of the people live, but it is not possible to establish large industries at many places. So, if the village population has to live, it will have to depend a good deal on cottage industries, on the things that villagers can produce in

their homes with their hands or with simple tools that are readily available. It will give them employment and save their society from decay.

### **3. IMPACT ON SOCIETY:**

Cottage industries are desirable, not only from the moral and aesthetic points of view, but also from the point of view of society. In the cottages the worker is not cut off from his family; rather he works amongst his own people and with their help. This increases his attachment to the family and develops his better sentiments. He is a man and not a hand. It must also be remembered that it is the large-scale industries that have created a wide gap between capital and labor. They tend to concentrate wealth in the hands of a few wealthy men, nowadays called industrial magnates, and the ordinary worker is doubly a slave – slave to the machine and to the master who owns the machine. Cottage industries scatter the wealth all over the country and help to do away with the artificial distinction between the few inordinately rich and the vast majority that are poor. From this point of view cottage industries may be said to be great socializing force.

### **4. CONCLUSION:**

Now it is obvious that the present status of cottage industry in Odisha as well as in the whole country is not so good. At the same time it is clear that it has a great role in our economy. So it is very necessary to improve the present condition of cottage industry. If the market for cottage products is expanded, this will improve our own culture. Cottage industries provide economic opportunities to the poor or the middle-income section of people through employment in Odisha and in India. Cottage industries have already achieved its own tradition, but it was mainly rural-based. On account of modern technological development, this sector finds its spreading in urban areas and is making more attractive and highly finished exportable products. Now-a-days due to pressure of large industry and less government intervention as well as various problems associated with credit programme etc. impede the dynamic growth of small and cottage industries. The contribution of this sector is satisfactory as there is huge opportunity of employment generation, it helps the people to be self employed, and it fulfils not only our local demand but also the demand outside the country.