

THE ROLE OF HANDICRAFTS IN THE PROMOTION OF TOURISM IN TELANGANA STATE

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Abstract: Handicrafts an important productive sector and export commodity for many developing countries. Some of the countries constitute a significant part of the export economy. The growth of international markets for home accessory products and an increased interest in global goods have opened up new-market opportunities for artisans. In India, handicraft industry is a major source of income for rural communities. Handicrafts are employing over six million artisans including a large number of women and people belonging to the weaker sections of the society. The Indian Handicraft industries are playing an important role in the world in Handicrafts field. This is one of the oldest cultures of India which represent different traditional art of India. The handicraft products have very large market in the world due to its growing potential in the world. Many countries entered and some other countries wants to enter in this field because this is unexplored field for business organization and some of the country like China, Korea and Thailand etc are major players in Handicraft industry. Due to its uniqueness and quality the number of customers are increased in present era. In India, Telangana is the 29th state to form on 2nd June 2014. The region gets its name from the word “Trilinga”. The legends say that Lord Shiva’s lingams live in the three mountains, namely Srisailam, Kaleshwaram, and Draksharama. It is the seat of ‘the Three Lingas’. The three peaks form the boundaries of Telangana. Telangana is like the cultural heart of India. The region hosts many festivals like Bathukamma which means ‘Mother Goddess Come Alive’, worshipping the Maha Gauri Devi. People also celebrate festivals like Ramzan and Bonalu. Persian customs, introduced during the reigns of the Mughals, Qutub Shahis and Nizams, blended seamlessly with the region’s predominantly south Indian culture and traditions to give rise to Telangana’s rich array of arts and crafts. Although the gorgeous Pochampally sarees might be the most famous handicraft emerging from the state, others such as delicate silver filigree work and Pembarti sheet metal work to lesser-known arts such as *durrie* weaving and Nirmal paintings will leave visitors spoilt for choice. Handicrafts can be best bought from the state based government handicrafts shops. However, the type of handicrafts varies from one state to other. Besides there, are numerous handicrafts emporiums in almost every big city and town.

Keywords: Handicrafts, Artworks, Telangana,**Introduction**

Tourism an industry has become one of the rapidly flourishing sectors in the world economy. It has experienced a continual evolution, and expanding diversification over the last few decades. Religious tourism is one of the ancient types of tourism i.e., travel entirely and intensely motivated for religious reasons. Specifically talking about Indian business and research circles, religious tourism has recently been accepted as a thriving segment. All the religions grow and exist harmoniously and contribute meaningfully towards the evolution of mature society. Tourism is viewed as generator of employment, earning and cultural cross fertilization. Tourism is considered as an important means of promoting culture and international relations. Within India the state of Telangana is a universe in itself. Telangana the state in southern India is endowed with uniqueness in its diversity. Producing and selling handicraft articles are one of the key sub chains in tourism, when it comes to the question of where and how poor people can benefit from tourism. Handicraft production and sales to tourists are one of the main pro-poor income earners of the tourism sector in developing countries. Handicraft production is an important area of job creation in the informal sector. Subsistence artesian and craftsmen gain additional income from household-related handicraft production and for the urban poor; the production of handicrafts is an alternative in an environment where employment opportunities are few. If it is associated with religious purpose it will get additional platform to promote extensively.

Handicrafts an integral part of tourist experience, they represent local traditions and indigenous populations, also a valuable souvenir. Many countries benefit from handicrafts as a part of the cultural tourism dominated by archaeological and heritage sites, since they provide communities with a source of income and jobs opportunities, such benefit varies though from country to another. When culture is defined from a touristic perspective, a special focus is given to communities and their social characteristics, traditions and behaviors; which all make them different. This focus is given to their representation of creativity and artistic aspects in their cultural complex. The desire by tourists to encounter and experience different cultures as well as their materials and immaterial expressions are strong motivations behind the enormous growth of heritage tourism taking place worldwide. Cultural and Heritage tourism is based on the existence of some components. These are classified as tangible and intangible. The tangible part includes both in mobile resources like built heritage, sites and cultural landscapes and movable elements like artifacts, handicrafts, media and consumer goods. The intangible group of cultural aspects as art expressions, languages, living cultures, folklore...etc). Tangible and intangible components of heritage are the main attractions of both domestic and international tourists since they satisfy the curiosity and relaxation to a learning experience and appreciation of local cultures both tangible and intangible. Tangible and intangible cultural heritage together express the richness and diversity of the world’s cultural traditions. In tourism, visiting different cultural sites is considered as the main heritage attraction, while intangible cultural heritage often is viewed as secondary to the experience in such sites. Many tourists would stop at a store or workshop selling traditional handicraft items. An integral part of tourist experience is “Handicrafts”. They represent local traditions and indigenous populations. They also symbolize the places visited by tourists, the experiences they had, and a souvenir to be taken for friends and relatives. Besides evoking wonderful memories by tourists when taking a good quality handicraft home. It arouses the interest of others who see it to visit the destination. Handcrafted objects as tangible components and craftsmanship as being intangible in culture are among the resources

mobilized in tourism. Exploiting these resources for tourism purpose is of a great significance to sustainable development. Such significance comes from the fact that manufacturing traditional artistic objects generates both income and employment opportunities.

Nexus Between Handicrafts and Tourism in India

The importance of handicrafts is both cultural and economic. The cultural importance of handicrafts leads to the preservation of the heritage, traditional skills and the art. Its economic importance lies in high employment potential, low capital investment, high value addition, and potential for export foreign exchange earnings. The craft or handicraft sector is the largest decentralized and unorganized sector of the Indian economy, and is among India's largest foreign exchange earners. Indian craftsmanship has been a way of life since centuries. This trade was in a way globalized long back through the Spice Route and the Silk Route. The craftsmen travelled all parts of the world through enterprising traders and country interventions.

India emerging as a major tourist destination. The demand for handicrafts has greatly increased. In ancient era, explorers and travelers were the only source of marketing and publicity for these arte facts. The patronage of the emperors has helped these craftsmen and the crafts to survive the pre-independence era in our country. The artisans used to be an asset for the empire and sometimes they were even appointed as the ambassadors of the kings. The arte facts produced, were gifted to the guest from different parts of the world. Thus, in the era of the Kings and Emperors also, the visitors had a connection with the artisans in a way or the other. However, during the 200th years of British rule, craftsman went through a grim period of ambiguity and severe poverty. The craftsmen were forced to manufacture raw cotton, instead of the products of their desire the 'handicrafts'. The British rule crippled the rural economy of the country. There was unemployment and famine; it was the black period for the Indian craftspeople.

Popular Sales Outlets for Crafts

Most tourists visit the Taj Mahal, one of the most beautiful monuments in the world. However, this world famous heritage site is surrounded by hundreds of little shops and stalls full of cheap alabaster and ugly plastic replicas of the Taj, rows and rows of small soap-stone pill boxes with poor quality marble inlay and lids that don't fit. The shops are run by aggressive and persistent shopkeepers and there is not a craftsman or genuine craft object in sight.

Importance of Handicrafts

Handicraft sector occupies a prime position in the Indian economy. It is the largest employer, next to agriculture. The sector, while providing livelihood for thousands of artisans, provides avenues for realization of social and cultural potential of millions of people. The mythological, religious, social, historical and artistic expressions in crafts symbolize the strengths of Indian heritage while combining in these crafts both utility and beauty. High employment potential, low per capita investment and high value addition, involvement of women and weaker section, eco friendliness and the potential to stimulate creative talents make the sector one of the most preferred sectors in the process of economic development. India consists of a variety of ethnic traditions and culture is also a treasure house of Indian handicrafts. Exquisite handicrafts using diverse raw materials are produced in different parts of the country. This include art metal ware, wood ware, hand printed textiles and scarves, leather crafts, hand knotted carpets and embroidered goods, wood design, shawls as art ware, stone carvings, imitation jewellery and miscellaneous other handicrafts. One of the unique feature of the handicrafts is that more often the same item of the handicraft, produced in different regions, are different from each other in terms of the craftsmanship, style, color combination and finish by artesian creativity

Objectives of the Study

The main objective of their paper is

1. To study the importance of handicraft sector in India.
3. To understand the handicrafts and artworks of Telangana state.

Methodology

This research paper is based on the secondary data by exploring various secondary data resources such as old research papers various journals, books internet, some of the governmental data etc. The study is descriptive in nature and therefore the information presented is based on secondary data. Secondary data has been studied from various documents such as books, newsletters, reports, magazines, journals, newspaper, as well as from existing literature to understand the marketing strategies in handicraft business

Crafts and Survival

In contrast, Kutch in Gujarat is an example of how crafts have repeatedly been an instrument of dynamic economic survival and revival. In Kutch as in Kashmir, almost everyone is a craftsman. Products made here range from everyday terracotta objects to fabulous jewellery and embroideries. Formerly, this craft was a way of life, made for household embellishment in poor rural communities. It was the terrible six-year drought in the 1980s that made people realise the potential of the skills they possessed. Otherwise drought-prone desert environment with little to attract visitors, Kutch used its rich craft heritage to generate tourism. Today, every household is dependent in some way on the production and sale of craft. Apart from sale of products, specialised craft tours are organised to cater to visitors' interests in vegetable dye, block-printing or embroidery techniques.

New trends in craft Development

India is a fast-growing economy and needs to find a prominent place for its crafts in the global market. In this process of economic development the crafts communities need to be involved in finding new and innovative ways to help their craft to survive, as they are creative people with many ideas and have adapted to many changes over the years. Catering for a Variety of Tastes: Tourism does not imply just European and American tourists. More and more Asians of all levels of society are travelling both within their own country and to neighbouring countries— generating new markets and new consumers.

Promoting Cultural Values: Craft development should be a means to promote cultural wisdom and family values. Showing respect to crafts communities should also be a part of our concerns. It is important to bring them and their needs into the consultative process when planning craft promotion.

Organic and Sustainable: Today the world is threatened by global warming, pollution, unhealthy living conditions and destruction of the environment. Conscientious tourists have now begun to ask if products have been grown organically, and whether the crafts process and production are sustainable in terms of the environment.

Transport and Monetary Transactions

Traditional sandalwood carvings, miniature paintings and metal ware are no longer as popular as before. Handcrafted furniture and furnishings, are so cheaper than in the West, are a new growth area. When tourists see a long term investment, they are ready to have their purchases shipped. It is important to be aware of the transport facilities available, licenses, duties, and import and export restrictions. The use of the credit card also means that tourists are no longer restricted by foreign exchange regulations or traveller's cheques or bank balance.

Design is an aspect of craft that is often ignored and not invested in. Craft has always been changing and re-inventing itself, and it must respond to the shifts in society and lifestyles. If it remains static, it gradually with away and dies. However, crafts people in India still do the most incredible carvings, embroidery, metal work, and inlay work in a host of different regional traditions and materials, Product design has not kept pace with contemporary trends and styling.

Handicrafts in Telangana State

Telangana state is an honored land, flourishing with lively expressions and specialties. Every locale has a novel story to tell. The support of rulers and lines for a very long time prompted an extraordinary blend of different societies, which is obviously noticeable in the improvement of a kind expressions and special customs in the state.

Bidri make is the pride of the Telangana area. This interesting specialty of silver engraved on metal was brought at first by Iran transients to the district. Bidri workmanship includes utilizing a combination of Copper and Zinc, called Gunmetal. Telangana is popular overall for outstanding Bronze castings require flawless abilities for making mind blowing icons.

Nirmal paintings town is incredibly popular for its fluctuated scope of painstaking work made utilizing best customary methods to make show-stoppers. Nirmal expressions include utilization of regular colors to make oil compositions, wall decorations, lacquered furniture, toys, plate, bowls, pictures, boxes and other magnificent fine arts of product quality. Other conspicuous craftsmanships of the state incorporate Nizamabad boards, Nirmal painted furnishings, Dokra castings, Silver Filigree, Cherial Scroll Paintings, Pembarthi brassware and so forth.

Pembarthi Brass

Pembarthi Metal Craft is a famous metal workmanship made in Pembarthi of Warangal region, Telangana State, which is well known for the wonderful sheet metal fine arts. The complex sheet metal inscriptions and curios made here can be followed back to over 800 years.

Pembarthi is a town arranged around 80 km from Hyderabad. The area has seen brilliance during the time of the Kakatiya administration which had traversed 500 years. Pembarthi has a rich history of extraordinary workmanship of the Metal specialists or the "Vishwakarmas".

Thusly, the course of Sheet metal workmanship became famous as it decorated the vigrahas (sculptures) as well as vahanas (chariots) of a few Hindu sanctuaries. With extraordinary support agreed to sanctuaries in Kakatiya realm, the Pembarthi sheet metal work stood out from everywhere the country.

Since the greater part of the old sanctuaries in Telangana area were worked under the support of the Kakatiya rulers, these sanctuaries bear the mark style of Pembarthi experts. The metal specialty arrived at the zenith of flawlessness following the more significant level of abilities that were shown by the expert skilled workers. The Vishwakarmas of the locale were famous for their uncommon abilities here of metal sculpture. It is likewise referred to prominently as the Pembarti Brassware. It has turned into a fundamental curio in each workmanship display and has likewise become inseparable from Telangana's imaginative legacy.

After the coming of Muslim rule, Pembarti experts accordingly developed their craft style and enriched individual things, for example, betel crackpots or paandaans, fragrance holders or Ittar pots, hanging metal Chandeliers or Jhummars, jars, extraordinary plaques and keepsakes.

The ability endure the misfortunes of political circumstances while the post-freedom period has seen resurgence of this workmanship that reoriented by the changed interest designs. There has been more accentuation on the utilitarian perspective notwithstanding the extraordinary. Pembarthi Brassware, over the course of the years has caught the fundamental subtleties of both Hindu and Muslim impacts, which has flawlessly mixed into the two societies. The specialty structure has gotten the renowned Geographical Indication, which is without a doubt a distinction for the art.

Cherial Scroll Paintings

Cherial Scroll Painting is a popular and modified version of Nakashi art, considered highly rich in the local motifs. This art form is unique to the state of Telangana and made mostly in Hyderabad currently.

These scrolls are painted in narrative format similar to a film roll or even comic strips, and depict stories from the Indian mythology as well as the shorter stories related to the Puranas and Epics. Scroll paintings are known for their rich history and they also assume a significant role among Asia's artistic traditions. The Cherial paintings represent a distinct local invention, based mainly on local traditions.

The Nakashis are the artists of Telangana and the scrolls constitute a key element of the social and cultural setting of Telangana. These paintings were mostly confined to Cherial village, and hence called Cherial scrolls. The scrolls earlier depicted the adventures and the exploits of local folk heroes wherein each community had its popular heroes. This traditional art form is considered an inseparable part of the profession comprising the story-telling and balladeer community called Kaki Padagollu. They have displayed these scrolls which are also accompanied by music and dance. The scrolls would be flowing like a film roll, which is usually nearly three feet in width and about 40 to 45 feet in length, based on the story.

The traditional scrolls are mostly of vertical format and illustrate the stories through a series of horizontal panels. Here, there is a floral border in the middle separating the two panels, and the linear narrative is shown, being held with both hands or suspended from a tree. It is further rolled continually. Compared to the long scrolls in the past, now artists have adapted to paint smaller versions of these scrolls that only depict any single episode or few characters from the traditional stories. These can be framed easily and hung on walls of modern homes.

The canvas making is an elaborate procedure. It is made of Khadi cotton, starch, white mud and a paste of tamarind seeds and gum water. After the canvas is complete, the artists prepare the outline directly using a brush on the canvas. These outlines are defined clearly and appear sharp which shows the quality as well as the skill of the Cherial craftsman. At present, the Cherial painting work is being continued by some selected families. There are only few artists remaining who still paint, making use of this unique technique. One of the recent innovations is the painting of single pictures instead of a continuous scroll for the purpose of wall decorations.

Cherial Painting is easily recognized by certain unique characteristics: These are painted in vivid hues with mostly primary colors, showing a predominance of red color in the background. These paintings are characterized by unbridled imaginations of the local artisans. In this form of art, the iconography of major deities like Vishnu, Shiva, etc. too carry a strong local idiom. The subjects of the scroll paintings are mostly drawn from mythological, ancient literary and folk traditions. The major themes are Krishna Leela, Mahabharata, Ramayana, Shiva Puranam, Markandey Puranam along with the ballads and folk stories of Gauda, Madiga and other communities. The main narrative involves scenes from the common rural life such as women performing kitchen chores, men working in fields or experiencing merry, festival settings, etc. The costumes and settings reflect the culture of Telangana.

Cherial Painting is widely popular due to the unique rural element which renders an aura of exclusivity and charm for the art items. It represents the pride of Telangana, especially the region's tryst with such rare and unique art forms. Cherial scroll painting also received Intellectual Property Rights Protection, commonly called the Geographical Indication (GI) tag in the year 2007. It is a matter of academic interest for painters all over India and the world, who study the art work with attention to detail and efforts are on to preserve this rich tradition for posterity by actively promoting the tradition of Cherial Painting.

Nirmal Toys

Nirmal toys are world famous traditional wooden toys that are exclusively made in the town of Nirmal in Adilabad district of Telangana, India. Nirmal Art is 400-year-old rich tradition that encompasses soft wood toys and attractive paintings as well as furniture, occupying its pride and place in the larger world of handicrafts.

The toys are made of finely carved wood. The town of Nirmal in Adilabad district has always been famous as a production centre for many items, especially war cannons and toys. The foundries established here supplied ammunition to Nizam army of Hyderabad state while the Naqqash craftsmen as well as artists contributed their skill in the form of the exquisite wooden toys and duco paintings which is collectively named as Nirmal Art. Hence, the legacy of Hyderabad Nizam's is also one of the reasons why this art flourished extensively.

There are many elegant toys and paintings which are produced by these Naqqash artisans in this town which is located close to National Highway No. 7 and situated at a distance of nearly 220 km from Hyderabad. According to local traditions, the Naqqash families of Rajasthan migrated here during 17th century and it is they who brought this art. The Naqqash artisans initially produced these toys from the local variety of softwood. These are called poniki or even white sander. Since they also make use of the duco colours, the Nirmal paintings are known for a typical shine. The Nirmal toys are even painted in enamel colours, which bring a unique identity to them.

The novel talent of the Nirmal artists especially in synthesizing the Indian and Moghul schools of art is admired very much. The actual origin of the Nirmal craft can be dated back to the Kakatiya era. The motifs which are used in Nirmal craft are derived from the floral designs and frescoes found in Ajanta and Ellora art forms and the Mughal miniatures. There are many utilitarian and decorative articles created in Nirmal style. Nirmal toys are also painted with an herbal extract, imparting golden sheen. Nirmal toys are popular as they are embellished with exclusive and rich oil colours. The Mughal miniatures' painting on the white wood ponki is considered as very attractive and is sold widely to collectors of art.

Nirmal paintings and toys have received a good market and impetus in Hyderabad over last few decades. The 'Nirmal Industry' which comprises of Nirmal paintings, and handicrafts, today commands the international market with good prices being fetched for the artisans and others who are involved in this trade. In fact, Nirmal toys are considered the pride of Telangana and the town has become synonymous with quality art, toys, paintings and furniture. The toys made in Nirmal are considered to be ideal for gifts and souvenirs and hence they are widely popular.

The Nirmal Toys Industrial Cooperative Society established in the year 1955 is home to many artisans and it is the principal toy making unit. It is said that a visitor to the Northern part of Telangana state wouldn't return without buying something from Nirmal. The strategic location of the town connecting North and Central India with South India from several centuries has also contributed for the variety and exclusivity as well as the popularity of this art. The Nirmal toys and paintings are believed to be a perfect attribute for creative living spaces, office spaces and art galleries. The tradition of toy making by the local artisans is a matter of academic interest for craftsmen from all over the world and these toys are a brand in itself, which makes it appealing and attractive for everyone.

Conclusion

Telangana, The 29th state of India formed on 2nd June, 2014 celebrates its 2nd State Formation day today. We are excited to share the exquisite cultural diversity of Telangana which consists of wide range of cultural heritage handicrafts and artworks. The name 'Telangana' is derived from the word 'Trilinga' meaning the place of three lingas as according to legends Lord Shiva's lingams are found on three mountains Srisailem, Kaleshwaram and Draksharama which form the boundaries of Telangana. The Art, Culture and Traditions of Telangana is a fusion of the Telugu and Persian culture dating back to the Nizams and Mughals. Hence, there is an influence of Hinduism and Islam. The Artifacts and handicrafts of Telangana have always been fascinating which are

aesthetically detailed with beautiful designs. Telangana unveiled its brand “Golkonda” for handicrafts recently. Telangana handicrafts include Dokra crafts, Bidri crafts, Nirmal artworks, Cherial paintings, Bnajara Needle craft, pearls and brass-ware. Bidri Crafts – The bidri crafts got the name from a place name called Bidar, which is the border of Telangana and Karnataka. It involves art of silver engraved on metal which includes stages like casting, engraving, inlaying and oxidizing. Bidri art involves using an alloy of Copper and Zinc, called Gunmetal. The art is also used for making Cigar, Huqqa buttons, flower vases, jewelry boxes and many more. Popular Bidri art gift articles that are very famous include cuff links, paper knives, key chains, and paperweights.

Channel agents, such as middlemen, retailer or distributor try to capitalize on such possibilities and earn significant profit almost wholly at the cost of the craftsmen. Handicraft product may be categorized on the basis of price, export on domestic market, ease of maintenance, ease of storage, utility value or decorative value and modernity or traditional orientation. Besides, it is necessary for likeminded institutions to come together to provide the strategic direction and action plans to evolve systems. Procedure and norms related to design, market, technology, innovation and quality of life so that product designs, technology and marketing become integral part of the craft up gradation and repositioning process. The sector has, however, suffered due to its being unorganized, with the additional constraints of lack of education, low capital, and poor exposure to new technologies, absence of market intelligence, and a poor institutional framework. It faces imminent threat from the growing clout of Chinese economy coupled with their cheap yet disciplined labour as also from superior quality products manufactured by developed countries. However Indian handicraft has great growth potential in the changing scenario with its basic strength being the abundant and cheap availability of manpower and being a traditional profession of millions still requires very low investment compared with other countries barring china.

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