

ROLE OF ARTISANS IN RURAL DEVELOPMENT: A STUDY OF MAHINDERGARH DISTRICT

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INTRODUCTION:

Rural development is a strategy to a specific group of people, poor rural women and men, to gain for themselves and their children more of what they want and need. It involves helping the poorest among those who seek a livelihood in the rural areas to demand and control more of the benefits of rural development. In this sense, it is a comprehensive and multi-dimensional concept and the development of agriculture and allied activities-village and cottage industries and crafts, socio-economic infrastructure community services and facilities, and above all the human resources in rural areas.

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HISTORICAL BACKGROUND OF RURAL ARTISANS:

In pre-industrialized India, the village community was self-sufficient in economic terms. The Rural Artisans such as potters, carpenters, weavers, cobblers, blacksmiths, tailors, goldsmiths, plumbers etc. helped rural economy sustain on its own. In the earlier time they most often adopted their forefather's vocations; their role was significant in maintaining rich cultural life. Consequently, this enclosed self-sufficient life-style paved the way to rich cultural traditions and practices. In self-sufficient isolated villages. After the harvesting operations were over peasants households used to give a traditionally determined share out of their out-put to craftsmen and artisans and others. Due to progress of market economy this age old bond of community living was destroyed and the Artisans and craftsmen started getting payments for their services in rupees, right at the time of doing the work. Due to increasing magnetization of trade in rural areas enterprising artisans started to go out of their villages in the search of customers. This process continued throughout the independence movement.

Lack of capital, inferior techniques and obsolete looks and equipment were the main weaknesses of the rural artisans and craftsmen. The artisans and craftsmen of villages suffered very much. The weavers, potters, cobblers, goldsmiths oilmen and dyers etc. all of them could not escape and fight with the competition of industrial goods. Further rapid growth of media communication and transportation network transformed the rural culture into a new life style, among the rural masses. The new generations discontinued their family occupations and attracted towards the city in search of factory, office jobs.

MEANING OF RURAL ARTISAN:

A person deriving more than 50% of his income from village crafts like carpentry, black smithing, handloom, leather works etc. is called rural artisan. As an independent occupation, rural artisans represent that class of rural households whose main function is to provide services ancillary to agriculture and farming. They also include households primarily engaged in such handicrafts as are needed largely to meet the local needs. In a sense, rural artisans the peculiar's features of a subsistence village economy which has since undergone a process of fast disintegration -carpentry, blacksmith, goldsmith, masohing, weaving dyeing etc. are some of the important trades of rural artisans.

The rural artisans conduct their activities at their own residence and mostly the family labour is employed and their market does not extant beyond the locality. They also utilize local raw

materials, local skills and produce articles to meet local demand.

PROBLEMS OF RURAL ARTISANS :

The rural artisans like potters, carpenters, weavers, shoemakers, blacksmiths etc. are facing many difficulties and problems these days. The importance of their artwork is decreasing in their respective villages and adjoining towns. The quality of their output is decreasing and they have to face great competition with the industrial sophisticated products. Major factors which are responsible to their failure in this regard can be listed and explained as under:

1. ILLITERACY OF ARTISANS:

Mostly rural artisans are still illiterate or uneducated some of them are not educated upto the matric level. Their illiteracy also a crucial factor which disposed of their family occupations. Because they are not aware of the various policies and strategies of marketing and various artisans programme organised by the state and center government.

2. NON-AVAILABILITY OF RAW MATERIAL:

Due to industrialization these rural artisans are facing the problems of non-availability of raw materials. For this raw material they have to depend upon the middle men and dealers on a very high prices and even of the poor quality. So these rural artisans have to shift as a labour to agriculture sector.

3. INCOME LEVEL OF RURAL ARTISANS:

The income level of rural artisan is also a main constraint for them. Most of the rural artisans are still below the poverty line. They can not purchase good quality of raw material, modern tools and equipments.

4. USE OF OLD AND OBSOLETE MACHINERY AND EQUIPMENTS:

Most of the artisans basically engaged in handicraft or handloom business are using their old and obsolete tools, machinery and equipments which caused a drastic-effect upon the quality and quantity of their output.

5. LACK OF FINANCIAL ASSISTANCE:

These rural artisans have to depend on money lenders for their financial requirements, who charged a great interest to their loans. However, government have announced loans on concessional rates and finance for tool-kits and equipments, yet that is not enough. They are still waiting to be awarded which can help them to survive their business and linked to the modern industries.

6. SEASONAL DEMAND OF THEIR PRODUCTS:

The demand of the product of rural artisans like, potters, weavers, carpenters etc. are quite seasonal in nature. There are so many factors which effect their sales such as crops, festivals (Holi, Diwali, Dashara, Amavashya etc.), marriage and other social and cultural factors. In addition the maximum part of their sale is on credit because their main customers are rural persons, who make their payments on the crops and in exchange of food grains. They get their necessity goods throughout the year from these rural artisans. Hence, these poor artisans get their payment only two or three times in a year.

7. NO MEANS OF TRANSPORTATION AND COMMUNICATION:

These poor artisans are lacking the various facilities of transportation and communication in rural area. They have to depend on the means of transportation provided by the landlords on high In addition to this they have no distribution centre from where they can distribute their products. They have to got to fairs and Melas organised in the cities, where they can get some fair prices of their artwork.

8. SHIFT OF RURAL CUSTOMERS TOWARDS THE INDUSTRIAL PRODUCTS :

The growth of industrialization the demand of their product decreased substantially and attracted the rural buyers towards the machine-made, good looking, attractively packed products. The Rapid growth of media communication and transportation Network transformed the Rural Cultural life into a new life style among the rural masses.

POLICIES AND PROGRAMMES:

Different policies have been launched time to time by Govt. of India for the development of Rural Artisans under the different five year plans. Some' policy initiations regarding this can be studied as under:

Under the First Five Year Plan (1951-56) it was considered desirable to start regular programmes for Artisans in rural areas. Further the plan emphasized the need for technical improvement in traditional artisans and craftsmen.

Under the Second Five Year Plan (1956-61) also included the policy of providing satisfactory arrangement for marketing research, rural electrification and improvement of housing conditions of rural artisans, credit and finance etc.

Under the Third Five Year Plan (1961-66) emphasis was laid on the programme of introduction of improved tools and equipments. The programme of improvement of Ambar

Charkha, Oil Ghanies, equipments used in hand pounding of paddy in KVI Sector, Coir spinning equipments, cottage basin in place of 'Charkhas' for reeling in sericulture and equipments and tools used in handicrafts.

The Fourth Five Year Plan (1969-74) emphasized to be placed on a variety of positive measures of assistance including liberal credit, adequate supply of raw materials, provision for technical assistance and improved appliances, tax concessions and different excise duty etc.

The Fifth Year Plan (1974-79) stressed to facilitate the attainment of some major tasks for the removal of poorty and inequality in consumption standards of artisan's dependent on traditional industries for fuller and additional productive employment and improvement of their skills so as to improve the level of earnings.

The Sixth Five Year Plan (1978-83) stressed the development efforts in the proposed plan were directed. "To generate opportunities for fuller and full time employment, to raise the level of earnings of rural artisans, handloom weavers, craftsmen and other employed in these industry in rural areas. The role of subsidies by providing these selectively for credit and development of skills, designs and marketing. The problem of obtaining raw material and lack of marketing arrangements have derived the artisans of a good part of the earning which should have accrued to them. The National Bank of Agriculture and Rural Development (NABARD) was set-up to provide refinance facilities loans and advances to artisans. The Seventh Five Year Plan (1985-90) was aimed at strengthening of infrastructure facilities of various levels, improve, productivity and quality and to lessen the dependence on subsidies.

Under the Eight Five Year Plan (1992-97) Haryana Khadi and Village Industries Board was established to provide financial assistance to the traditional artisans for setting up industry in the field assigned to the Board. It also provides financial assistance in the form of 50 percent grant and 50 percent loan for the purchase of tools, construction of work-sheds and working capital for the rural artisans and entrepreneurs.

Under the Ninth Five Year Plan (1997-2002) Government give the priority to rural development and rural artisans with a view to generating adequate employment and eradication of poverty. Under the Tenth Five Year Plan (2002-07) Government provide finance through regional banks to agricultural and rural development.

Under the eleventh five year plan (2007-2012) Govt. emphasis to formulate the new policies and programs so that the poverty of villagers can be eradicated. Through this plan Govt. provides financial Assistant and various subsidies to such traditional artisans so that they can

develop their minor industries and rural development can be taken place

PRESENT STUDY:

In present study area approach was followed villages (Jadupur, Goad, Bhojas, Dublana, Majra) were selected adjoining to the Mahendergarh and studied comprehensively with respect to the difficulties and problems of rural artisans working in these villages. The area is semi-urban and full of rural cultural life on the Haryana State. There are number of rural artisans who have kept alive their family occupations. Potters, Carpenter weavers, shoemakers, blacksmiths, etc. are contributing their significant role.

The study in hand being the deeper analysis of the different problems of Rural Artisans from their raw-material to sale of their products for different earning their livelihood in the villages adjoining to Mahendergarh. The artisans were studied as they facilitate in attainment self-sufficiency rural economy. The study will also enable to suggest some policy measures to survive the artwork of rural artisans.

RURAL ARTISANS PROGRAMMES IN HARYANA (1971-72):

The Rural Artisan Programme' is a part of the central schemes of 'Small Farmers Development Agency' (SFDA) and 'Marginal Farmers' and Agricultural labours (MF AL) launched by the Ministry of Food and Agriculture in 1971-72. The scheme was introduced in some selected areas of the country for a period of five years beginning from 1971-72. The main objectives of the programmes was.

- The upgrade the skills of rural artisans by imparting training in the use of improved tools and equipments.
- To meet the changing needs and demands of rural primary.
- To provide tools and equipments and working sheds at subsidized rates.

The Ministry of Agriculture issued financial and administrative sanctions to this programme whereas the Ministry of Industrial Development and the office of Development Commission (SS 1) scrutinized the proposal in relation to training, supply of tools and equipments etc.

RURAL ARTISAN PROGRAMME (1976-77):

The Rural Artisan Programme was also introduced in 1976-77 to provide a short term training to the rural artisans in Haryana State and 88 artisan were trained under this programme. But Artisan development programme could not be wholly successful in achieving their objectives owing to certain problems. Also to ensure that the benefits of this programme reached to the weaker sections.

Rural Industries Scheme- It was undertaken by the government in the middle of the year 1977 -78. The primary objective of this scheme was to protect, help and promote industries, specifically rural industries in rural areas of the state. It was expected that scheme would provide arrangements or facilities to modernize the units' of traditional artisans and discourage them from abandoning their occupations.

Under Rural Industries Scheme (RIS), the rural artisans and entrepreneurs were provided loans at concessional rates, cash subsidy, training facilities, assistance in marketing, technical guidance etc. The rural and industrial artisans and their sons or dependents, landless labourers and other entrepreneurs were also to be assisted in raising their standard of living, their skills and motivating them to set-up tiny and college industries.

The Haryana State Small Industries and Export Corporation :

It has launched training-cum-common facility centers for training the rural youth in various skills and also has made available to them common facilities in the shape of expensive machinery, design assistance, quality control apparatus and further government has established " Artistic Pottery Centre" under the handicrafts. Development Scheme at Jhajjar, a leather goods complex in 'Rewari'. The trade covered under the scheme in existing training centres include 'artistic pottery, leather goods. Ban Mudha, making hosiery and punja durries etc.

It also provides financial assistance in the form of 50 percent grant and 50 percent loan for the purchase of tools and equipments, construction of work- sheds and working capital.

New Initiatives Of the Board

To become economically self-reliant and to diversify its activities in tune with the changing times the Haryana Khadi & Village Industries Board has taken many new initiatives. These are: -

1. Marketing :-

As an approved source of the Haryana Government, the Haryana Khadi & Village Industries Board is doing the marketing work, for the units financially aided by the board, by supplying their products to the different Government/ Semi- Government Departments and offices at the minimum service charge @ 5%. From this work, the aided units get the facility to sell their products as well as the income of the Board also increases.

2. General Insurance Work :-

The Board has taken the corporate agency of United India Insurance Company Ltd. from 15.01.2004. The Haryana Khadi & Village Industries Board is now authorized to undertake

all types of general insurance work like fire insurance, Consequential Loss (Fire) insurance, Personal accident insurance, Project insurance, Marine policies, Marine Hull policies etc. Any member of the public or official departments can contact our District Khadi & Village Industries Officer at district offices or Head Office for insurance work.

3. Sale of Bitumen :-

The Govt. of Haryana has issued its permission to supply all kinds of grades of bitumen through the Board in the state vide its letter No. VI/ KB/ Bitumen/ 2003/ 19361-A dated 19.11.2003.

The MOU/ facilitator agreement with Indian Oil Corporation has been signed on dated 28.01.2004. IOC has appointed the Haryana Khadi & Village Industries Board as its sole product promoter/ Distributor in Haryana state for sale of bitumen. This agreement is valid for public sector as well as private sector for the bulk sale as well as retail sale of bitumen. This work will be done by the staff already posted at all district offices. For orders, you may contact our District Khadi & Village Industries Officers.

4. Promotion of KVIB:-

The Haryana Khadi & Village Industries Board has also organizes the Exhibitions & Swa-Rozgar Sammelans for displaying or selling the products of KVI sector at district level as well as state and zonal level. In past, the Board has organized the state level exhibitions at Hisar and Sirsa.

In 2004, the Board is organizing a Zonal level Exhibition for the first time at Parade Ground, Sector 17, Chandigarh from 1st to 10th March, 2004, in which, all the states of North & North-East Zone i.e. Jammu and Kashmir, Himachal Pradesh, Punjab, Haryana, This will prove extremely beneficial in promoting proper marketing of KVI products. A workshop on **“Improving Design, Quality & Marketing Linkages in Rural based Industries”** is also being organized during this Exhibition on 9th March, 2004.

Haryana State Handloom and Handicrafts Corporation- It was established in 1976 with the aim to promote the development of handloom and handicraft in the state. Today, it runs intensive development project at Bhiwani, Export Production Project at Panipat, two collective weaving centres and seven carpet training centres etc.

Further, to help in marketing the handloom products the corporation has opened show rooms at Chandigarh, Delhi, Bangalore, Madras, Calcutta and small retail showrooms at Bhiwani, Jind, Rohtak, Hisar, Sirsa, Chandigarh, Gurgaon, Yamuna Nagar, Solan, Kamal, Shimla, Jaipur etc. up industry in the field assigned to the Board. It also provides financial assistance

loan for the purchase of tools and equipments, construction of work- sheds and working capital.

ANALYSIS AND INTERPRETATION:

The present paper includes the result of analysis and interpretation of data collected by researcher.

Analysis means the categorizing, ordering, manipulating and summarizing of data to obtain answer to research questions. The purpose of Analysis is to reduce data to intelligible and interpretable form so that the relation to research problems can be studied and tested.

Interpretation calls for examination of results of one's analysis in the light all the limitations of one's data. Interoperation is most important step in total procedure of research. Analysis and interpretation of data also help future researchers to attach the related problems with appropriate technique to avoid the unnecessary labour.

Table No.1

Showing various sources of Raw Material for Rural Artisans

	Own village	Adjoining village	Town	Total
Kumhar	6	3	1	10
Jullaha	10	-	-	10
Khati	7	3	-	10
Mochi	7	3	-	10
Lohar	9	-	1	10
	39	9	2	50

It is clear from the Table No.1 showing sources of raw material for rural artisans that 39 artisans acquire raw material for their products from their own village out of 50 i.e. 78%. 9 artisans out of 50 i.e. 18% acquire raw material for their products from adjoining village. Only 2 artisans out of i.e. 4% fulfill their raw material requirements from towns. Hence, he is accepted i.e. the main source of raw material for rural artisans is their own village itself.

Table No.2

Showing Possible Uses of Products of Rural Artisans

	Own village	Adjoining village	Town	Total
Kumhar	7	2	1	10
Jullaha	5	3	2	10
Khati	8	1	1	10
Mochi	6	-	4	10
Lohar	10	-	-	10
	36	6	8	50

Table No.2 express that there are 36 artisans. Who are making daily used products out of 50 i.e. about 72%. There are 6 artisans out of fifty i.e. 12 are producing products for decoration purpose and there are only a artisans out of 50% i.e. 16% are producing products and articles for cultural usage. Hence we can conclude that maximum products are of daily used produced by rural artisans.

Table No.3**Showing Annual Output of Rural Artisans**

	More than 20,000	More than 30,000	More than 35,000	More than 40,000	Total
Kumhar	2	5	3	-	10
Jullaha	7	3	-	-	10
Khati	8	1	-	1	10
Mochi	9	-	-	1	10
Lohar	10	-	-	-	10
	36	9	3	2	50

Table No.3 shows that there are 36 artisans out of 50 i.e. 72% whose annual output is more than Rs. 20,000. There are 9 artisan out of 50% i.e. 18% whose annual output is more than Rs. 30,000. There are 3 artisans out of 50 i.e. whose annual output is more than Rs. 35,000. In the same way there are 2 artisans out of 50 i.e. 4% who are producing an annual output more than Rs. 40,000.

Table No.4**Showing Number of Family Members Involved**

	All members	Single member	Self & labour	Total
Kumhar	10	-	-	10
Jullaha	9	1	-	10
Khati	9	-	1	10
Machi	9	1	-	10
Lahar	10	-	-	10
	47	2	1	50

It is clear form table no. 4 that there are 47 artisans out of 50 i.e. 94% whose all the family members are involved in their business activities. There are just 2 artisans out of 50 i.e. 4% where no family members is involved and there is only 1 artisan out of 50 i.e. 2% where labour is also appointed to carry on the business operation.

Table No.5**Showing Factors Affecting Sale of Rural Artisans**

	Crops & Festivals	Taste of New Generation	Media	Total
Kumhar	9	-	1	10
Jullaha	7	1	2	10
Khathi	9	1	-	10
Machi	9	1	-	10
Lohar	5	3	2	10
	39	6	5	50

Table No.5 shows that there are 39 artisans out of 50 i.e. 78% whose sale is affected by crops and some festivals like hole, Diwali, Dashara etc. There are 6 artisans out of 50 i.e. 12% whose sale is affected by the preferences and taste of new generations in the rural area. There are only 5 artisans out of 50 i.e. 10% whose sale is affected by the media communication - network. Hence, we conclude that the demand of their products upon the crops and festivals. It is seasonal in nature so we accept H6 i.e. the demand of their product is season.

Table No.6**Showing Barter System Still prevailing in Rural Artisans**

	Yes	No	Total
Kumhar	10	-	10
Jullaha	10	-	10
Khathi	10	-	10
Mochi	10	-	10
Lohar	10	-	10
	50	-	50

The table No.6 shows that 50 artisans gave the answer in yes out of 50 to the question. It barter system still prevailing in the village or rural economy. Hence, we conclude that the barter system is still prevailing in the rural economy and H2 is accepted i.e. Barter system is still prevailing in the marketing by rural artisans.

Table 7**Showing area of Marketing for rural Artisans**

	Village Level	District Level	Both	Total
Kumhar	7	2	1	10
Jullaha	8	1	1	10
Khati	8	1	1	10
Mochi	8	1	1	10
Lohar	8	1	1	10
	39	6	5	50

It can be seen from the table no. 7 that there are 39 artisans out of 50 i.e. 78% whose marketing area does not extent to the village level and there are 6 artisans out of 50 i.e. 12% whose marketing area is up to district level and there are also 56 artisans out of 50% i.e. 10% whose marketing activities. Covers the area both for village and district level.

Table 8**Showing Area Tools and Equipments used by Rural Artisans**

	Traditional	Modem	Total
Kumhar	9	1	10
Jullaha	9	1	10
Khati	9	1	10
Mochi	10	-	10
Lohar	10	-	10
	47	3	50

Table 8 shows that there are 47 artisans out of 50 i.e. 94% who are still using their traditional tools land equipments which are old and obsolete and adversely affecting the quality and quantity of their output. There are only 3 artisans out of 50 who are using modem tools and equipment which is just 6% of the total. The rural artisans are still using old and obsolete tools.

CONCLUSION AND SUGGESTIONS:

This is a study of artisans in Mahindergarh district concerning the five villages. The evolution of planned development strategy for village industry is as old as the development planning in

the country itself. However, adequate attention for the first time was paid only during the second five year plan. It witnessed the evolution of the industrial policy resolution 1956, constitution of Khadi and village industries and introduction of 'pilot project' programme in certain selected areas. Efforts were made in the plan to carve out and independent status of the village and small industry sector.

Further, the rapid growth of media communication and transportation network transformed the rural culture into new life style among the rural masses. The new generations discontinued their family occupations and attracted towards the city in search of factory, office jobs. The media communication network exposed them to new glamorous entertainment means of life.

TECHNOLOGY, TECHNICAL ASSISTANCE AND TRAINING:

Technology:

The rural artisan for instance is not a small industry but he has the potential to become one. At his technology is upgraded and his production goes beyond the subsistence level, he begin to think of expanding his operation and his own vision begins to widen. In fact, the whole object of rural development is to enable the rural artisan to grow and not to continue at low level of subsistence to which he has been used for centuries. This low technology has been growth of rural artisan.

Technical Assistance:

The state Directorate of Industries, the SISIS and the one of the major constraints in the their associated facilities centers and small scale industries development. The technical advice available from State Khadi and village industries Board (SKVIB) is also available to the artisans through the specialized institutions "established by KVIC, while the Board itself appoints experts in various districts. Therefore, it may be started that in the matter of technical assistance being provided to the rural artisans poorly served and are very much behind the modem small-scale sector. It is unfair to expect the rural artisans to accept new technology on their own, for this purpose continuous and co-ordinated efforts are very much required.

Financial Assistance:

For the purpose of rural sector beside there schemes, there are a number of bankable schemes to meet the requirement of small rural artisans and self employed persons. The Khadi and Village Industry Commission has also been helping the individuals and institutions from its

budgetary allocations by providing loans through the Board and directly through its regional centers. These schemes are also designed to serve comprehensively the credit needs of small enterprises and artisans.

It is also evident from the fact that in the state Haryana all the targets fixed by the government irrespective of amount of finance made available to the artisans. But the most of the bankable schemes are ill-prepared, ill organized and indeed ill-conceived. They failed to achieve the desired results and result in damaging the image of banks and the national economy. Also the low rate of interest and subsidy factor in the financial sector breed corruption in the system. As a result genuine borrows may be rejected and fake borrowers may find it easy to get the loan. This is what happening in reality now days particularly with those schemes which involve subsidy and low rate of interest.

On the basis of above discussion, it is clear that the availability, of finance assistance to the artisans is a tiring and complicated process. Therefore there is a great need to simplify this process and make it convenient for the rural artisans.

Supply of Raw Materials :

The essential raw material, particularly the scarce ones, are distributed through an allocation system. Small scale units and Rural artisans can exercise lesser influence on government than their large counterparts. The position of the rural artisans and traditional sector is not good as its size is even small than modern small-scale sector and they have not any association of its own to influence the authorities or government policies in its favour.

But the availability of scarce raw material to the rural artisans is neither adequate nor regular in the state in spite of the establishment of raw material distribution centers by the Haryana Small Scale Industries and Export Corporation in different districts.

Marketing Assistance:

To facilitate regular marketing arrangement, the government has been mainly undertaking the following measures:

- i) Exclusive purchase of specific products of small scale units, cottage industry and rural artisans.
- ii) Price percentage (of specified percentage) to small-scale enterprises and artisans in public sector purchases.
- iii) Provisions of quality control and testing facilities with a view to increase the competitiveness of the products of small scale -units.
- iv) Assisting in the sale of products of small enterprises, artisans (modern and traditional)

by operating sale emporia under the state owned cooperatives and assisted co-operative societies.

This type of marketing assistance has been provided by the SISI located at Kamal, Haryana State Small Industries and Export Corporation through its various sub-centres located in different districts. Handloom 'Apex Society' at Panipat and many other outlets set up by the KVIC and HKVIB. These are state Emporia of HSSI and EC, Handloom and Handicraft Corporation and Harijan Kalyan Nigam etc. in different cities and also even outside the state. Last but not least education is the theme song of the picture entitled artisan and rural development at the grass-root level. Education and awareness are interlinked. We will have to revive our adult education centers to enable artisans to become more educated and aware. It should be mandatory for both male and female illiterate artisans.

- Training centers should be opened and these should be located in the villages themselves. The training centers should have a significant for rural orientations.
- The capacity building at the grass-root level is a prerequisite for artisan capacity can be built through simple neighborhood groups of Gram Sabha. Self Help Group, Task Forces, Specialized Committee, NSS arid Voluntaries organization etc.

In democracy it is joint responsibility of the state and community and large to improve the lot of artisans the state Will have to accept some responsibilities to facilitate to the artisans in rural area.

There is need to identify key communicator among rural artisans they can play crucial role in moderating them to accept new ideas.

The role of mass media in building awareness cannot be ignore there should be a concert efforts to all mass media to evolve a grater role far artisans in the rural area.

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