



## PROBLEMS OF MOJARI AND JUTTI CRAFTSMAN OF RAJASTHAN AND PUNJAB

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### Abstract

*In Indian footwear range Rajasthani Mojari and Punjabi juttis for men and women look simple and fabulous. Rajasthan, recognized by its Royal heritage and culture has prominent and well-established craft industry. Punjabi handicrafts produce very useful items, which are exported to all over the country and abroad. Rajasthani mojari and Punjabi juttis for males come up in beautiful bright rainbow colours. Sometimes you can find them in single colour but to add on a little sparkling effect, a combination of multiple colour threads are used to give a glittery look as the special occasion demands. This paper is confined with the problems faced by the craftsmen of Rajasthan and Punjab with some suggestions.*

**Keywords:** Changes, Materials, Problems and Suggestion.



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**INTRODUCTION:** -. The **crafts of India** are diverse, rich in history and religion. The craft of each state in India reflect the influence of different empires. Throughout centuries, crafts have been embedded as a culture and tradition within rural communities. Rajasthani craft remains a tradition in Rajasthan, preserved over centuries by the stronghold of the Royal family. Mojari is one of the special handicraft footwear in Rajasthan state of India. Though India is known for its rich cultural heritage and vastness, the mojari's of Rajasthan stands for its own identity in itself hailing its origin from the rule of the Maharaja's and Maharani's who ruled Jaipur, Jodhpur, Udaipur. The traditional crafts of Punjab are remarkable for their design and intricate work. Punjab also known as Rangilla state in India. Leather craft in Punjab is used to make beautiful juttis with embroidery all over. These are of intricate designs of high quality using gold/silver threads. This important sector is now facing many problems in the area of production, management and marketing. The local labours are not given proper scope and big markets having latest technologies have started taking over the industry. The handicrafts of Rajasthan and Punjab which were once the symbol of glorious tradition have now become full technical and mechanized. The present study focuses on the problems being faced by the small scale Mojari and Jutti craft and some suggestions for improvement.

### **AIMS AND OBJECTIVE:**

1. To study the changes in Rajasthani Mojari craft of Rajasthan and Jutti craft of Punjab in relation to problems being faced in Mojari and Jutti craft and gives some possible suggestions for improvement.

### **.DELIMITATIONS:**

1. This study was limited to 150 craftsmen selected from Rajasthan and 150 craftsmen selected from Punjab.
2. The respondents were selected randomly in Rajasthan from three prominent areas of Jodhpur district i.e. Indra colony, Sivanchi Gate, Pratap Nagar and Udaipur i.e. Binder, Mochiwara, Shastri circle and in Punjab state in district of Ludhiana i.e. Islam ganj, Pram nager, Gilla pind and in Amritsar i.e. Majita, Shatta, Kasri Bagh.

**METHODOLOGY:** Survey, Interview, questionnaire and observation methods were applied for conducting this study. Random sampling method was used to select 150 craftsmen from Rajasthan and 150 from Punjab. The raw data collected was classified on the basis of response respondents; coded (in the form of frequencies) and tabulated (in percentage) these were then presented in the form of graphs and tables.

### **RESULTS & DISCUSSIONS:**

**1) Lack of demand -:** Many craftsmen are facing a major problem of lack of demand of mojari in Rajasthan and jutti in Punjab. Previous time moajri and jutti play major role in human life but nowadays they attract other footwear.

**2) Lack of sufficient raw material-:** According craftsmen raw materials are not available for this sector.

**3) High cost of raw material -:** High cost of raw material is the major problem reported by almost all the craftsmen of both the states.

**4) Lack of time -:** According to craftsmen mojari and jutti making process need too much time than in comparison to other footwear prepared by machines. In Rajasthan mostly mojari work is done by hand but in Punjab some work done by machines like embroidery and pasting etc.

**5) Lack of support/interest of other family members in this craft -:** Due to the fall in demand and profit the selling volume decreases and also the margins realized were gradually low by the actual craftsmen. This led the craftsmen to migrate to other profitable ventures and livelihood.

**6) Lack of working capital-:** Finance is the major problematic issue of the cluster. Cent percent respondents faced the problem of finance in Rajasthan and Punjab.

**7) Lack of skilled labour-:** only old generation is doing this craft. Young generation is not interested in mojari and jutti craft, therefore it would be very difficult to continue with this craft in future.

**8) Rapid changes in the quality and price of mojari and jutti-:** Many craftsmen feel that quality of supplied raw material is poor than previous time. Reason is demand of cheap moajri and jutti.

**9) Decline in this art and craft-:** According to craftsmen of these craft doing similarly. After some years it will be finish. Because of Lack of interest of other family members, low wages and less government support.

**10) This sector is lacking behind in new technology -:** Some craftsmen accept they don't know new technology, machines, computer etc. this is due the fact that artisans producing mojari and jutti realize the importance of keeping up with the latest designs and patterns to gain an advantage in the market. Craftsmen tend to produce only old patterns of mojari and jutti, Which have an assured market. The mojaris and jutties these days are customized on order basis to fulfil the demand of fashion houses and export market, but a major section of respondents lack the desired competency.

**11) Low wage and earning in this sector -:** One of the major causes of dissatisfaction according to respondents is low wages. Most of respondents work day and night along with all family members to produce beautiful handcrafted mojari and jutti to meet the demand of market, but they still not getting profit according to their work.

Similarly is the finding of **Kaur and Joseph (2010)** in a study on "Dyeing art of Punjabi Jutti in Patiala identified" the major problems were high cost of raw material, shortage of skilled labour, no direct export of Jutti, decrease in demand and bed financial conditions of the workers.

**12) GST-:** Footwear below Rs 500 range taxed at 5 % under the Goods and Services Tax, while the rest would be in the 18 % bracket as soon as the new regime is rolled out from July 2017.

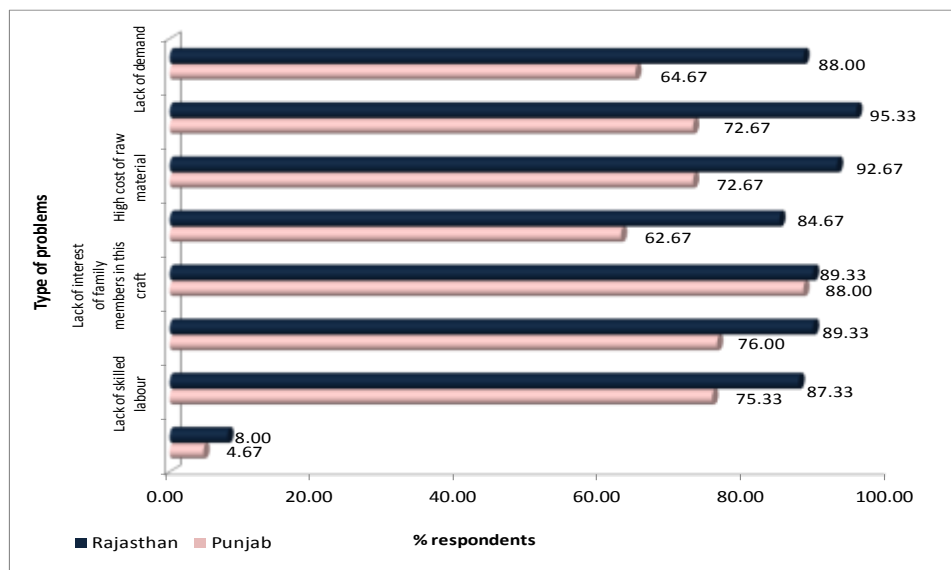
**Table -1: Distribution of respondents according to which type of problems faces mojari/jutti craftsmen.**

n=300

Problem	Rajasthan		Punjab	
	N	%	N	%
Lack of demand	132	88.00	97	64.67
Lack of sufficient raw material	143	95.33	109	72.67
High cost of raw material	139	92.67	109	72.67
Lack of time	127	84.67	94	62.67
Lack of interest of family members in this craft	134	89.33	132	88.00
Lack of finance/ Money	134	89.33	114	76.00
Lack of skilled labor	131	87.33	113	75.33
Any other	12	8.00	7	4.67

A study was organized to scrutinize the type of problem being faced by a Mojari/Jutti craft man in states of Rajasthan and Punjab.

**Fig: 1 Percentage distributions of respondents according to what type of problems faces mojari/ jutti craftsmen.**



**Suggestion related to mojari and jutti problems**

**Table -2: Distribution of respondents according to different type suggestions give regarding these problems.**

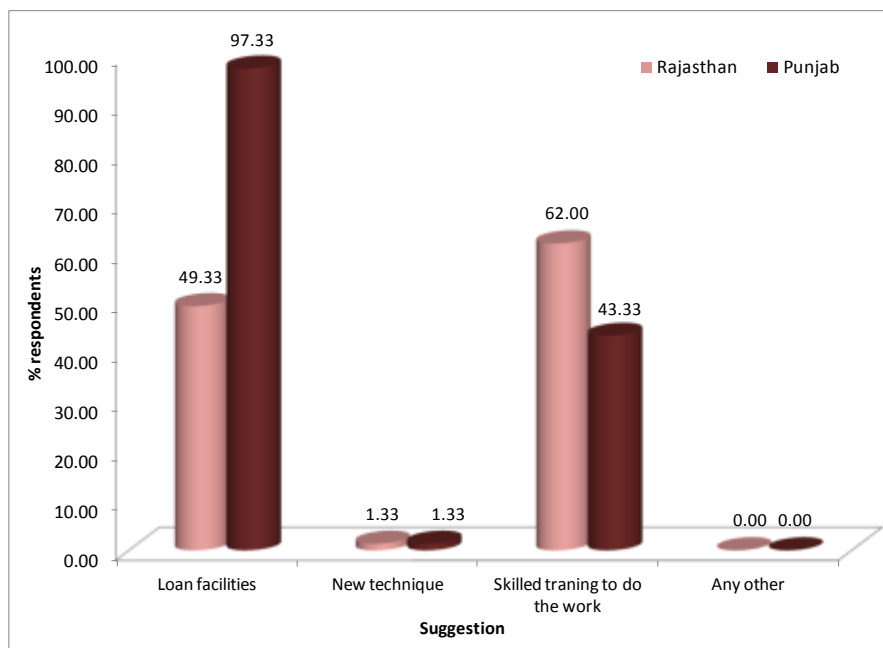
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Option	Rajasthan		Punjab	
	N	%	N	%
Loan facilities	74	49.33	146	97.33
New technique	2	1.33	2	1.33
Skilled training to do the work	93	62.00	65	43.33

\*Multiple responses in both states. In Rajasthan, (62.00 percent) of all the respondents suggested for skilled training, (49.33 percent) suggested for loan facilities and (01.33 percent) for new techniques. In Punjab, (97.33 percent) for loan facilities, 43.33% for skilled training and (01.33percent) for new technique.

Study of the collected data evinced that majority of workers suggested for skilled training in the state of Rajasthan whereas in Punjab most of the workers suggested the need of loan facilities.

**Fig: 2 Percentage distributions of respondents according to different type suggestions give regarding these problems.**



**SOME SUGGESTIONS -:**

Mojari and jutti is most important footwear in Rajasthan and Punjab. It a traditional footwear. But in recent time mojari craft in Rajasthan and Jutti craft in Punjab on marginal level. some possible suggestions which emerge out of the present research investigation to overcome the problem faced by majority of respondents involved in traditional mojari craft of Rajasthan and jutti craft of Punjab.

1. There is need to provide appropriate technological input in design and fashion aspects which will ensure profitability and marketability of the products and prevent artisans from diversifying to other sustainable livelihood. A rare blend of new designs and age old creative skills will help in preserving the ethnic touch in mojari and jutti craft.

2. Training programmes on new designs, patterns and marketing etc. for the young generation and enthusiastic artisans may be organized. Because of new generation neglect these craft, after training programme they attract and attach traditional craft.
3. Less financial support is the major issues of the cluster. Finance efforts also need to be made for providing credit and finance to the poorest and small cluster.
4. Various welfare schemes available for the craftsmen are implemented to ensure development and growth. But lack of knowledge many craftsmen they didn't get schemes and how to use schemes.
5. Developing and providing a new design catalogues, booklets and brochures of highly acceptable and trendy mojaries and jutties, will act as source of inspiration to get new ideas as per current trends of market.
6. Information on new market linkages, quality up-gradation, efficient source of technical changes and improved practices, creation of infrastructure, etc. is provided. There is urgent need to provide adequate exposure of the market to these artisans. The absence of middlemen will ensure a better compensation for the artisans and will also provide products at reasonable rates to consumers thus it will be in larger interest and customer.
7. Due to indirect marketing of mojari and jutti through middlemen, mojari/jutti craftsmen involved in manufacturing and embellishing are being paid less in spite of their hard work and get low wages which is also one of the main reasons causing lack of interest among family members and lack of knowledge.
8. There is need to identify and support poor artisanal cluster engaged in manufacturing of mojari and jutti having technical bottlenecks which hampered the growth of artisans.
9. In order to address the issue of lack of advance technical know how mojari and jutti craftsmen, an appropriate package of technical inputs, involving custom designed and sturdy synthetic lasts, newly developed patterns, introduction left right differentiation and training and exposure to newer designs, stitching methods and sole adhesion processed can be designed and executed through proper intervention and monitoring by appropriate bodies.
10. Appropriate packaging materials for mojari and jutti can also developed so as to improve the marketability of the product in domestic and international markets.

11. Government provide some funds for mojari and jutti craft and easy pass loan for poor artisans.
12. The crone leather produced by the local tanneries is not easily available as it too high quality and sent to leather industries of other state for production of other leather goods. Hence efforts should be made to provide the raw material to the mojari and jutti craftsmen at lower cost to maintain consistency in the production and supply of goods. In view of this a market facilitation center can be established to support economically weaker section of artisans with necessary raw materials for their sustainability.

### **CONCLUSION:-**

Mojari and Jutti craftsmen are facing many problems like Lack of demand, Lack of sufficient raw material, High cost of raw material, Lack of time, Lack of interest of family members in this craft, Lack of sufficient raw material, High cost of materials and tools; Problems related to Export or middle man tax; GST and provide some suggestions like Loan facilities, New technique, Skilled training to do the work etc.

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