

Impact Factor-7.675 (SJIF)

ISSN-2278-9308

# *B.Aadhar*

Peer-Reviewed Indexed

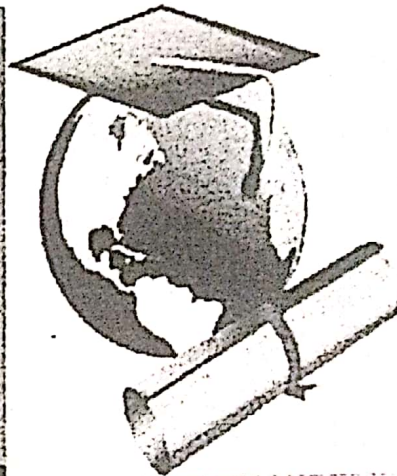
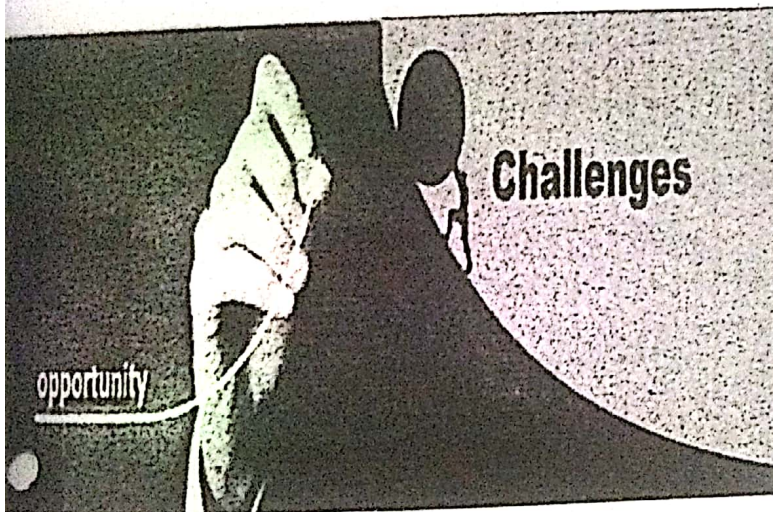
Multidisciplinary International Research Journal

SPECIAL ISSUE-CCXXI(221)

March -2020

ONE DAY NATIONAL CONFERENCE ON

## Opportunities and Challenges in Commerce Education



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**Marketing of Handicraft Goods Made by tribal as a Substitute for  
Livelihood In Melghat "**

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**Introduction :**

Melghat is a scheduled tribal area and main resident are KORKU tribe. The tribal population is 89.27% in the region. Melghat Villages are dependent on forest resource for their day to day need. The way of the life of the people in rural areas has direct bearing to the forests as they depend on forests for timber, poles, firewood, Bamboo and grasses for constructing their houses and cattle sheds and making agricultural implements. They also require fodder, flowers and fruits and as well as variety of other non-timber forest produce such as Moha, Gum, Lac, Honey, Tendu leaves, Herbs, Roots etc. for food and medicinal purpose. Fishing from the water holes is a very favorite activity.

The small scale industry and service marketing is most important for development of all society and useful to develop backward region in Melghat and India. We propose to market this product by making useful goods from it will facilitate the tribal to earn their livelihood. Besides it will be useful for the various human suffering the major tribal in melghat are korku , gavli , balai , gavlan etc. major amount by the government for the development of this region is allotted every year still most the aboriginals are not developed if we provide them market for these product from , they will surely not only developed and progress but will flourish and be happy by earning and preserving the mother nature.

**Research Content: -**

- Socio -demographic characters.
- Income structure.
- Tribal Region Development.
- Healthy Industries Development.
- Environment Conservation.

**Scope and Objectives :-**

- Small scale industry development .

Bamboo and Cane are available in plenty in the hills. Production of Bamboo and Cane goods is also an important cottage industry that is commonly practiced by the tribal people of Assam Hills . Besides, to meet the domestic requirements of the families, the tribal people use Cane and Bamboo for a variety of purposes, such as for making mats, baskets, carrying baskets, fishing traps, Bamboo water carrier (long bamboo pipes), Cane Murha (seats), decorating handicrafts and many other things. Some mats are woven with very artistic design and these are generally used in special occasions like ceremonies, festivals etc.

- Development of backward region .

The Small Scale Industries sector has been considered as a powerful instrument for realizing the twin objectives 'Accelerated Industrial Growth' and creating 'Productive Employment Potential' in rural and backward areas. Small/ Cottage/Tiny Industries play a very vital role in the country's economy despite the phenomenal growth in the large-scale sector. In fact, they contribute significantly in the national economies the world over and are considered to be the engine of growth in most of the developed and industrialized countries . In a developing nation like India where population is high and income are low, it is inevitable to develop the small industrial sector which absorbs more men with low capital. These industries not only provide employment opportunities with relatively small capital investment but are also a subsidiary source of employment to many others in the community . It has been estimated that one lakh rupees of investment in fixed assets in the small-scale sector generates employment for four persons.



► **Government schemes & plans**

The government of India focuses more on the economic and industrial development of backward, hilly and tribal areas of India. Committees have been established to attest and support the growth of small-scale industries and business units and to suggest schemes that are needed. The programs and schemes vary from state to state. Together they form a package of benefits and incentives to attract industries in the backward areas. Small industries receive various benefits from the government of India such as Land, Power, Water, Sales Tax, Octroi, Raw materials, Finance, Industrial estates and Tax holiday. Even though enough importance is given to backward areas and small industries, there is still an imbalance in their economic growth.

**Hypothesis :-**

- Small scale industry establishment and development will increase overall social & economic development of tribal in melghat .
- Awareness about health, employment, education amongst the people through Small Scale industry and service marketing.
- Decrease in migration of local residents in search of employment .

**Review of Literature :-**

The present project " **Marketing of Handicraft Goods Made by tribal as a Substitute for Livelihood In Melghat** " implies the proper investigation of the socio-economical structure of the region. Social researcher and many economist have done a research on this topic Ackoff Russell, L. Allen T. Harrall, Sudaram Dr. I Satya, Desai Vasant, Singh Katar, Dubey (1958), Aglawe Dr Pradeep, Nadgonde Gurunath, Ghatole R.N, Dr. Bhandarkar, Bodhankar Sudhir, Jarare B.L, Karade Dr. B.M., Tripathi Dr. Renu. Socio-Economical Review of Amaravati District-2016, District Rural Development Programme, Prime Minister Rural Road Development Project report, Amaravati., Rural Water Supply Department report, Z.P. Amaravati., Lalwani Mala, Mishra Umashankar, Paliwal Dr.Neha, Za Prabhsh, Joshi Pramod, Tekam. Dr.Keshav and Dahayat Tulsiram, Shukla Dr. Shashikant, Kumar Soni, Kumar Gaurav., Pande Girishachandra, Chhabda Sankalp, Gangurde Kishor, Shrivastav Divya, Sarma J.S., Panda Dharitri, Sood Surindhar, Yadav Sadhana, Singh Digvijay, Kumar Gaurav, Gautam Dr.Nirajkumar, Singh Ashitosh Kumar, 11<sup>th</sup> Five years Plan (2007-2012), Shrivastav (2012), Price Index Books of Districts report and various Website related to the subject. The present researcher has gone through these thesis and books, News paper and attempts to delve deeply in the issues.

**Scope & Research Methodology :-**

**Scope :-**

This Project is based on actual information of Melghat region and its research area are Chidhaldara and Dharni tahasil of Amaravati district in Maharashtra.

**Sampling :-**

There are two Tehasil Chikhaldara and Dharni in Melghat region comprising 171 and 159 villages respectively. For primary data collection, 30 villages will be selected from each Tehsil that is total 60 villages. Five household survey will be selected from each village i.e.(60x5)=300 household for research. Direct investigation will be conducted for studying the livelihood of tribal people and their problems with the help of interview, Questionnaires' and schedules.

**Data Collection -**

Both primary and secondary sources will be used for the information and data collection. Primary data will be collected through interaction and interview with the people in selected villages. Questionnaire will be prepared. Interviews will be conducted. Secondary data will be used in this research. The different books, Surveys, reports, Government record, news papers will be exploited.

**Data Analysis :-**

Keeping in view of the objectives of the research the data and facts collected through various people, NGOs and organizations will be analyzed and interpreted. The facts and data collected through interaction, questionnaires, field notes, interviews and reports will be scrutinized through the statistical method of Chi-square, T-test or F-test.

**Production and marketing system :**

- Establishment and development small scale industry.
- Arrange varies training program and workshop .





- Tie-up with varies store ,mall ,goods selling centers.
- Tie-up with varies by product industry .
- E - commerce & Human network marketing.
- Departmental stores , Demo camps & free sampal.
- Social media & Advertising.

**Benefite to:**

- Melghat people .
- Development Service Marketing system .
- Economical And Social Development Of Tribal In Melghat region .
- Forest conservation
- Household and handicraft industry development

**Conclusion :**

- Awareness (Health, Employment, Education).
- Regional Development.
- Trade & Marketing Development.
- Increasing of Employment.
- Development of Health Industry.
- Decreasing of Local Migration.

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