

ICOA1236: A SUSTAINABLE MODEL FOR REVIVING CRAFTS INTEGRATING WITH PILGRIMAGE ALONG CORRIDOR CONNECTING PURI

Subtheme 01: Integrating Heritage and Sustainable Urban Development by engaging diverse Communities for Heritage Management

Session 1: Sustainable Development and Community Engagement

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Abstract: Puri district of Odisha in India is famous since ages for its great monuments of marvellous architectural beauty and speckled with innumerable holy shrines and the natural blessings of seas and forests making it a Tourists' paradise. The rich craft like Pattachitra, Stone Carving, Applique work, Palm leaf engraving makes Puri "The Handicraft capital of Odisha". However the silent craftsmen involved in this intangible heritage are struggling for sustenance because of the disconnection between these rural craftsmen and urban markets. This is causing the rural craftsmen gradually lose interest in their traditional crafts. Hence there is a greater need for the promotion of these intangible economic activities as well as preserve these dying crafts by bringing in opportunities to these rural craftsmen.

More than 10 million pilgrims and tourists throng Puri all-round the year, with maximum pilgrims arriving during the annual Rath Yatra festival making the city surpass its Pilgrim holding capacity. The various government schemes formulated like HRIDAY for heritage city aims inter alia towards "Promotion of core tangible economic activities to enhance the avenues of livelihood amongst stakeholders and enhancement of basic public-conveniences for the tourists and pilgrims to facilitate their stay and create effective linkages between tourism and cultural facilities".

This paper attempts to develop a sustainable model for full utilization of resources that can boost intangible heritage through invisible forces of the tangible heritage of Puri. Identifying potential locations of Pilgrim facility points aligned along the National Highway within the proximity of Puri and the craft villages was the major task. Conduct of primary survey of the craftsmen enumerated in developing these locations as work cum display cum sale of artefacts throughout the year. Connecting these facility points with regular Tourist circuit is proposed to invigorate the crafts.

Key words: *traditional craft, intangible and tangible heritage, tourism, facility point*

Introduction

Puri is a prominent centre of pilgrimage and endowed with sea beach and forests. It attracts pilgrims and tourists around the year; peak is during the annual Rath Yatra festival, when millions of devotees visit Puri from across the world, to pay homage to Lord Jagannatha. «The recorded influx of visitors in 2014 is Ten million six hundred fifty-three thousand two hundred eighty-three».¹ Puri district reflects the cultural heritage of the region (Bhaduri & Swamy 2012:92-105) through a multitude crafts and art forms like applique work, stone carving, pattachitra, palm leaf engraving, terracotta, papier mache, filigree ornaments, sea-shell, sand art, wood carvings, and solapith work to name a few. Though the above two factors can be an ideal source of economy generation, still it lacks in providing the local communities with proper work opportunities, infrastructure and a decent livelihood. There is also no direct exposure of artisans with the buyers. They have to rely on the middleman, who buy from them paying meagre amount and sell them back in urban markets. Hence there is a need for a direct interface facilitated by working space, display space to attract buyers and raw material banks to support supply to craftsmen. The objective of this paper is to develop a sustainable model for full utilization of resources that can revive the intangible heritage by integrating it with the infrastructure requirements of the expanding demand of Puri Dham², developing facility points at appropriate locations and creating its linkage with pilgrimage. This can benefit the tourists and facilitate the craftsmen.

Background study

Puri acts as a huge magnet to pull potential tourists and pilgrims. Apart from pilgrimage centre, the sea beach and the nearby forest area attracts lot of Tourists, requiring an expanded facility development beyond the city limits. The tourists influx can help to revive the local culture, traditions and handicrafts, attract the domestic tourists leading in contribution to the local economic development. In the context of the Turkmen handicrafts festival in Gonbad-e-Kavoos, Iran, Akhoondnejad (2016:468-477) elaborates about the festivals contributing economic benefits to the regions, creating a positive image for the regions, and enhancing the life and pride of the community. This can be developed by creating linkages with tourism and pilgrimage and such facility points which can form the nodal hub for different crafts. Tourism increases employment opportunities for the local people as seen in case of Grand-Baie, Mauritius (Nunkoo & Ramkissoon 2011:964-988) and improves the standard of living of local communities as perceived in Peterborough, a small New England town (Tsundoda & Mendlinger 2011:61-70).

The government of India (GOI) has launched various schemes under DCH³ and DHCI⁴ along with the scheme HRIDAY, National Heritage City Development and Augmentation Yojana, with one of the objectives being positive economic impacts on the artisan communities. In the case of Puri city, the government has already taken initiatives by developing facilities like Craft centre at Jagannath Bhallav

¹Tourism Report of Odisha (2015)

²A heavenly Abode

³Development Commissioner of Handicrafts (DCH) which is a central nodal office.

⁴Directorate of Handicraft and Cottage Industries (DHCI) is a state body.

at Grand Road and Tourist complex located at Railway station in Puri city and at Malatipatpur which is at a distance of 6km from Puri city. This paper explores the scope for utilization of these facility points as a common working platform for craftsmen and also to cater to the occasional accommodation demands of the pilgrims visiting the temple city.

2.1 Scope of local economic development

The informal sector of handicraft industry can be a source of economic development for the local community. Various researches give different suggestions and solutions for boosting up the local economy. The clustering of activities and attractions in less developed areas, stimulates cooperation and partnerships between communities in local and neighbouring regions and serves as a vehicle for the stimulation of economy through tourism as highlighted in the case of the development of rural tourism routes in South Africa (Briedenhann & Wickens 2004:71-79). According to Meyer, it is most important to spread the economic benefits spatially by developing tourist facilities, activities and services along tour routes to facilitate tourist spending at these stopover points (Meyer 2004:2-31). Studies in this direction show the development of Tourist facility points at decentralized locations (Briedenhann & Wickens 2004:71-79; Meyer 2004:2-31; Rogerson 2007:49-68) can help in expanding the Tourist market. A facility point, where all the activities unified and provided under one roof and its implementation in Bottom-Up approach with community participation would be a better practice in these craft villages of Puri.

Study area: Corridor connecting Bhubaneshwar and Puri

Puri is a coastal district in the eastern part of Odisha. Geographically Puri district is located on 19.8134° N, 85.8315° E. It is well connected by Railway as well as Road way National Highway (NH) 203(Puri corridor) and new 4 lane Pipili by-pass NH 316 to the state capital Bhubaneshwar (Figure 1). This corridor is the major carrier of thousands of pilgrims and tourists travelling to Puri. They can be utilized to transform the Puri corridor for generating local economy by creating stop-over points or planned visits at these locations where artisans can showcase their skills and sell their products year-round. The study area comprises of the following Blocks as shown in Table 1.

Table 1: Administrative structure in Research area.

S.no.	Name of Blo	Name of village/ward	Craft prevailing
1	Pipili NAC	Ward nos. 1, 2, 3 and 6	Applique work
2	Pipili Block	Rupadeipur, Jasuapur, Teisip Siriapur	Coir work
3	Satyabadi	Kadua	Applique & Coir
4	Puri Sadar	Raghurajpur, Janakideipur, Basud Danda Sahi	Pattachitra, Palm leaf engraving, Papier-mâché
5	Puri Sadar	Pathariya Sahi in Puri city	Stone carving

Materials and Methods

In view of understanding the craft and the individual artisan's livelihood, led to the decision of conducting an extensive primary survey in the villages in proximity to the Puri corridor. Data has been collected from both primary surveys as well as secondary sources. In a qualitative approach, the response of 105 Artisan households has been collected in 10 craft villages in the proximity of the corridor. Specific questions on the significance of craft on artisans' communities, identifying the problems associated with them, government schemes for the welfare of artisans, availability of loans and supply of raw materials were asked. Questions on their willingness to access the Facility point and mode of transportation, amount and time spent to access were also collected.

Results and Discussion

5.1 Overview of Artisan's survey

In the craft community, 57% of the artisans are solely dependent on craft and other 43% of the population are serving more as their secondary source of income. From the primary survey, the dependency of artisans on the craft as their primary profession can be enumerated from the status of the annual income of the artisans. There was a high willingness of about 74% of artisans to continue the profession where as 26% of the artisans find their income insufficient and want to discontinue the profession. The number of years engaged in the profession shows that 71% of the artisans working in this profession for more than 10 years. And in 46% of the households, more than 3 family members are involved in handicraft profession.

5.2 The potential locations of the facility points

The potential location of the facility points is based on the availability of Government land near National Highway and also the artisans' willingness to access the facility points in proximity to their community. Based on these, the land maps have been collected from respective Tehsil offices (Revenue office) of the blocks. The availability of land for facility point in the cluster of craft villages (Figure 1) are Gaupada and Potal in Pipili, Jaypur Mauja in Satyabadi, Kathapul in Puri Sadar. Jagannath Bhallav Craft Centre and Railway Tourist Complex and at Malatipatpur which is an accommodation centre for pilgrims already operating in Puri Sadar. They can be initiated as artisans' facility points in first phase beyond festival time. The willingness of artisans to access the facility point is known from the primary survey. The feasibility of the craft communities to access their nearest facility point is evaluated through Network analysis considering an average travel time of 15 minutes of cycling. Villages that can be catered by the identified facility points are listed in Table 2.

Table 2: Craft villages catered by Facility points

S.no	Facility point	Craft villages catered
1	Jaypur Mauja (JM)	Kadua, Teisipur, Siriapur, Jasuapur, Rupadeipur
2	Gaupada (GP)	Pipili Sason, Bhavanipur, Narsingpur
3	Potal (PT)	Jasuapur, Teisipur, Siriapur, Rupadeipur
4	Kathapul (KP)	Janakideipur, DandaSahi, Raghurajpur, Basudeipur, Kadua
5	Malatipatpur (MP)	Pathariya Sahi, Janakideipur, DandaSahi, Raghurajpur,

		Basudeipur				
6	Complex at Puri city (TC)	Pathariya Sahi, Basudeipur	Janakideipur,	DandaSahi,	Raghurajpur,	
7	Jagannath (JB)	Bhallav Pathariya Sahi, Basudeipur	Janakideipur,	DandaSahi,	Raghurajpur,	

5.3 Sustainable development

The facility points will provide a potential platform for artisans to showcase and sell their artefacts resulting in developing a direct link with the buyers. The villagers can work in the facility point in a rotational basis giving every artisan an opportunity to interact with the buyer. The Artisans working in the facility points can also bring back orders for the other artisans in the community. This will boost the sale of handicraft leading to increasing income and savings.

The infra-structure at the facility point (Figure 2) provided by the government will benefit the artisans and on the other hand, be the point of disbursal of funds and materials by co-operative societies, minimising delays and creating opportunities to enhance artisans' livelihood. The artefacts produced in the facility point also increase the opportunity of the co-operative societies like UTKALIKA and other NGOs to work on improvisation of sales and exports of the handicraft products. During festivals, provision of accommodation in these facility points can meet the basic demands, thus increasing in-flow and opportunities of handicraft sale. Round the year, the facility points can attract tourists and be revenue generators through entry tickets, parking charges, rents from spaces. Further, community gatherings, private functions, fairs can be occasionally organised with local governance and community participation. The rationale behind this paper is to revive and promote this intangible handicraft heritage by development of facility points which can be integrated with the pilgrimage and tourism. Benefits can be reaped by the artisans through increased sale and by the government authorities, through revenue earnings.

Conclusion

The proposed facility points can provide a long term sustainable development strategy if combined with the community participation governed by the local authority and facilitated by the Ministry. A phase-wise application of the proposed plan may be put to operation and may be promoted further if found successful. (Figure 3) highlights the different aspects considered to achieve the objectives of the community participation. To run a facility point, people other than the skilled labours are also needed for administration, operation and maintenance. It further provides employment opportunity to the community. BDO⁵ being the apex at local level, the entire community can work together towards sustainability.

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⁵Block Development Officer

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