

CHAPTER-VI

SUMMARY AND CONCLUSION

The primary as well as secondary data analysis shows that the bell metal industry of Sarthebari is getting stagnated. The data obtained suggests that the income generated among the artisans usually are not enough even for two meals a day for the staff themselves. The young new generation just is not interested in this enterprise, considering the fact that it entails hard work and fatigue.

The bell metal industry in Sarthebari is under the manipulate of the Assam Co-operative Bell-metal utensil manufacture society Ltd. Sarthebari as the head office and branches in all places the Assam. The branches are placed in Guwahati, North Lakhimpur, Jorhat ,SarthebariNatun bazar, Dibrugarh, Tezpur, Dispur , Nalbari and Sibsagar. The capital requirement of bell metal items range in keeping with their size, form of furnace use , the wares the manufacture and manufacturing strategies undertaken. The study reveals that the artisans of the enterprise at Sarthebari receive no economic assistances from the financial institution. It's a fact that the I.D.B.T has got several schemes of fiscal aid like composite mortgage scheme to help the artisans of such units. In a similar fashion the NABARD has a number of schemes to consultant the artisans. These two apex institutions present economic help. It is obvious that a part of the society administration isn't not in favour of financial institutional loans to its units accordingly of some selfish interest. Thus, they are invariably debarred of getting financial institution loans.

Sarthebari was declared as township in 1995, however even in at the present time it has retained the entire traits of a village. After becoming a city it has lost the benefits of presidency rural schemes like- DRDA, IRDP and so forth. Nevertheless, the schemes like “scheme for self employment to educated unemployed youth have additionally now not been given to the artisans classification. The urban poor of Sarthebari don't fulfill the population limitto the nearby UCO financial bank branch to qualify and avail the schemes. Consequently, Sarthebari artisans usually are not capable to avail any aid below any schemes meant for them. The only financial institution provides credit score facility to bell-metal organization is the Assam Co-operative Apex bank, Barpeta from which the Co-operatives have grow to be loan. The foremost raw material required

for the enterprise are copper and tin . The blend proportions of those two raw material components are copper: tin 80:20;78:22; 75: 25; s78:23 and lots of others. The bell-metal scraps from Jalpaiguri, Cooch Behar, Calcutta and moreover from Rangpore in erstwhile East Pakistan are most often utilized by means of the artisans on account that the fact that virgin metals like copper and tin are imported components desires prolonged officers

Formalities to acquire. The units don't get raw material to operate to its full capacity. This keep them under employed for a certain period. As a result the finished merchandise are bought again to the parties who furnished scrap metals to the items. Other raw materials required for the enterprise is wood charcoal, borax, clay (hira-mati) jute fiber, rice barn and so on. The artisans acquire scraps from Guwahati market and returns them the semi- completed materials for rolling the melted supplies and then back to Sarthebari for ultimate conversion. On this procedure the artisans spends more time and money. The artisans or the Assam co-operative Bell-metal utensils manufacturing society Ltd. has no control over the raw material , There isn't any quality control of the raw material at the supplier side, mostly the materials are often scrap. In maintaining with market understanding only one sixth of raw material trade is within the fingers of Assam co-operative Bell- metal utensils manufacturing society Ltd.

The prevailing marketing method those operational are bell-metal wholesalers, local bell-metal delers, sale by way of 'beoparies'(merchants) and so forth. Are very inefficient and ineffective. The bell- metal artisans make no proper grading of their products. They've no institution of their possess to enable them to have sufficient and up to date competencies in regards to the market and demand of their merchandise.

The bell-metal organization of Assam exports their merchandise to places like Nepal, Tibet , Bhutan and Bangladesh apart from meeting the domestic market. Most of them are landless and marginal farmers. Their income is from bell metal merchandise. When there is a steady supply of raw materials are available artisans works for 12 hours a day.

When populace used to be much much less in Sarthebari ,Gomura, Karakuchi, Namsala and Lachima villages the industry use to furnish employment to 90% of men and ladies .Nevertheless at reward about 10,000 contributors are employed inside the bell metal corporation of Sarthebari.

Amongst these about 1326 people are nearby artisans engaged in 280 items. On this 395 are shop keepers and seven-hundred trader.

The development approach entails drudgery with out sufficient return. For this reason prevents the new generation from looking for their livelihood within the enterprise. Dearth of working capital combined with lack of advertising channels for the products compels the cottage artisans to work underneath the intermediaries of raw material suppliers or sell their merchandise under less price.

6.1 Lack of raw materials within the state:

It has already been mentioned that the raw substances used in bell- metal enterprise are introduced from out side the state. There are 280 bell-steel units in Sarthebari discipline. Every unit has a minimum requirement of 10 kg's of raw fabric per day for 21 days a month. For this reason the entire high-quality of raw substances required for the 280 items are $280 \times 21 \times 10 =$ fifty eight,800 kg's per month. The other raw material required most is the charcoal. The monthly requirement of charcoal is about 120 baggage to 250 luggage. All bell-smetal artisans are going by means of acute shortage of the whole uncooked substances viz. Virgin metals like cooper, zinc, tin, lead and alloys scraps. There are not any natural sources of provide of these raw substances correctly, procurement of those raw substances is almost the most intricate enterprise of the artisans .

Average deliver of these critical components will not easiest free the artisans from the clutches of the middlemen but moreover from exploitation of money lenders and traders. It's estimated that for bell-metal manufacturer of Sarthebari area minimal daily requirement requirement of raw fabric is ninety two metric tons. The wood charcoal required for Sarthebari bell-metal artisans are additionally no longer easy to be had. Until all these normal materials are made readily available to the artisans development of this craft is not easy

All these non – ferrous elements are being imported distribution by way of the Metal and Minerals purchasing and selling brand (MMTC) a Govt. Of India mission, to the artisans immediately or by way of the state growth organization. At present this distribution procedure

has been discounted for Sarthebari. It was once the accountability of the co-operative society to take supply of the materials after which distribute then the artisans nonetheless since of lack of fund society would now not do it. In Assam there is no situation of work of the MMTC or its godown facility. The directorate of Industries Assam is coming near the MMTC authority to open an place of labor with warehousing facility of all these substances, however no influence.

Unless now the choice is merchants are accumulating bell-metallic scraps from for the duration of the state both immediately or attractive hawkers with the alternate of the accomplished products to maintain their items. The industries department has a raw material depot at Sarthebari for the reason that the long-established service facility of the items.

6.2 Common facilities:

For uplifting the extent of workmanship of the rural artisans, a usual facility centre is an foremost part of the field. Thus far any organized sector or public under takings should not initiated such proposals. To give a boost to the satisfactory of the merchandise with new instruments the government required to setup::

- a) A polishing plant
- b) Silver plating plant
- c) Lacquering plant
- d) Metal casting centre

The common facilities required for the units are:

- a) Tool room facility
- b) Research and development centre
- c) Raw materials dept.
- d) Heat treatment plant
- e) Quality control of the product
- f) Testing laboratory facility

- g) Working and residential shed
- h) Showroom cum marketing centre
- i) Bank
- j) Post office
- k) Police outpost
- l) Hospital cum primary health centre
- m) Community hall
- n) Canteen
- o) School
- p) Shopping facility

At Sarthebari a common facility service centre (CFSC) was established in 1978 by industries department, which is now non functional.

6.3 Out-modeled production techniques:

Use of out-modeled construction method is an additional difficulty confronted through the bell-metal enterprise in Sarthebari. The manufacturer is requires a handful of machines, tools and techniques. Even these were not accelerated. There is not any suitable process to control the temperature within the kilns, rely on by way of analyzing the samples for the duration of firing. As a outcome, superb heating won't take region every time. In appreciate to adopting new procedure in Sarthebari is very slow as when put next with other bell metal organization in the nation.

6.4. Lack of technical schooling and training:

Most artisans and employees engaged within the industry are uneducated and so they lack technical schooling and coaching. There are RAP (Rural artisan application) scheme of DIC (Director of organization) for the artisans and their household participants the place they presents training with stipends and after completion of the learning they given some devices. Nonetheless this scheme is probably not widely applied through the traders.

6.5 Irregular and Inadequate Power Supply:

Electrical energy is the main source of power in the industry but it is irregular and inadequate. Electric power is used for operating machines and equipment used for the coarse raw materials. The periodic power cuts and failures have prevented the bell metal units from producing highest ability and successfully.

The industries division has installed a metal melting furnace for the artisans. As a result of regularly occurring power failure they incur heavy operational loss

6.6 Paucity of Fund :

The availability of adequate, affordable and timely finance is an essential pre-requisite for the progress of an industry. Lots of the bell metal manufacture requires fiancé for development of the enterprise. Money lenders, provides loans to bell metal manufactures with none material safety but with excessive fee of interest. The purchasers furnish loans to the artisans handiest on conditional figuring out that in return they must supply their finished goods at pre-stipulated prices. This deprives the artisans from better gains of market. The only financial institution which presents credit score to the bell industry is the Assam Co-operative Apex financial institution, Barpeta and the state financial institution of India, Nalbari department for some extent. So far the extension of the financial institution credit score to the bell-metal enterprise has been very insignificant.

7.7 Inefficient Marketing

In all industrial co-operative society cottage industrial staff suffers a lot from lack of amenities to market their goods at cheap cost. The hindrance in advertising the products are as a result of exploitation of the middle man. The co-operative society tries to get rid of this middle man for the benefit of the workers and the enterprise. The prevailing marketing method i.e sale via ‘beoparies’(merchants) middle man and wholesaler and many others. Are very corrupted and defective . The Assam co-operative bell-metal utensil manufacturing society and the ‘mahajans’(money lenders) are the only two events liable for the deliver of scrap and as such they're additionally the predominant buyers of the completed items. The Assam co-operative

bell-metal utensil manufacturing society of Sarthebari is having branches in every place of Assam. The bell-metal enterprise still can command a good market furnished they are varied and modernized.

The existing marketing organizations like Assam government advertising Co-operation (AGMC), North eastern Handicraft and Handloom development organization (NEHHDC) can absorb the advertising of the products of these industries to raise the export.

6.8 Heavy tax:

The bell-steel industry in the state is area to high taxation by way of income tax and local taxes. All of the articles of bell metal subjected to heavy tax which is a impediment to the growth. The Assam co-operative bell-metal utensil manufacturing society, Sarthebari has enormous outstanding dues as income tax to the state govt. of Assam. The merchandise of khadi and village industries are exempted from earnings tax, an identical cottage industry the bell steel is not exempted from sales tax

6.9 High production costs:

The cost of construction in the enterprise is high both inferior or fine articles. The price of raw substances is high considering huge numbers of units are elegant on middle man

6.10 Findings

The main findings of the study can be summed up as follows-

- Most artisans do agricultural pursuits besides their engagement in the industry. A family contributors help on this respect.
- All of the units don't furnish appropriate colorations to the artisan where they used to work.
- The bell-metal industry just isn't growing however it's declining slowly due to most commonly scanty provide of raw materials, non availability of credit score facility and competition from alternative merchandise.

- All of the 280 units in Sarthebari field are unable to acquire scrap bell metal from their possess assets. The units are dependent on the wholesale suppliers and partly on co-operative societies.
- The Assam co-operative bell-metal utensils manufacturing society Ltd. ,Sarthebari was started in 1939-40 so as to promote the fiscal and craftsmanship of the artisans of the state. Also to facilitate with raw materials, equipment and different services required for the industries. But the society could give only 20% of the raw materials to the units. For this reason society would no longer gain its goals and ambitions. Ultimately most artisans depend on the ‘mahajans’(cash lender)to run their units.
- The bell metal industries Sarthebari have to this point utilized only 39.7% of their normal production potential as a result of lack of scrap bell metal. The artisan’s normal working days in the enterprise are usually not extra then 15-17 days in a month.
- There is no development of tools which are getting used within the units. The artisans fail to adopt new designs to go well with the taste of trendy customers.
- Most of the artisans under no circumstances preserve expenditure debts. Artisans are negative and there is not any surplus quantity to spend money on the enterprise.
- The predominant share of the revenue of the bell metal industry goes to the traders and the core man.
- Cottage industry in Barpeta district is delivering employment to greater than 5000 indigenous persons.
- Assam government marketing company and its branches in Assam are not making any arrangement to purchase scrap bell metal and sale the finished stock. To fulfill the requirements of the artisan of the state.
- There is huge increase in wages with the present cost of inflation; as a consequence artisans are usually not getting their correct wage

6.11 . Suggestions for Marketing of Bell Metal Products.

1. Window display of bell-metal product in all possible manner, all the promotional and marketing organization, must display local items in various airports, railway stations, bus

stands, commercial centers etc. which will help the local artisans to get more orders from foreign tourist, traders, marketing organization etc.

2. Social media networks allow thousands of people to network with each other, Networking with different people through these sites is an excellent way to create new contacts, and potentially create new customers for the Bell Metal products.
3. The most valuable part of marketing using social media networks is that, it allows people to market their services to a large market at no cost. Thousands of people enter these sites daily. The popular network Face book offers a free classifieds section where people are able to post things such as, items for sale, or services available. Bell Metal units can place advertisements for their products or services and able to reach mass market free of charge.
4. Social media makes feel "real" to consumers. The information regarding the products can be provided and the opinion, requirement, and suggestions about the consumers regarding the Bell Metal products can be shared.
5. Bell Metal units can use social media to promote their own identity. They can create relationships using social media with people who might not otherwise know about their products the units are manufacturing and the genuine prices of the items.
6. To identify high growth rates, new product categories like small souvenir made of bell-metal which can be promoted by various state government departments like tourism, cultural and industrial department on a continuous basis. Small decorative bell-metal items like key chain engraved with the various important monuments of Assam can be made for the national and international tourist
7. Placing paid advertisements, such as banners, on social media sites can also benefit a Bell Metal industries greatly based on the amount of hits the sites receive each day.

Thousands of members view these pages daily which means ads placed on these sites will reach a mass audience.

8. The artisans can reduce their cost of production by the use of coal instead of wood charcoal in their furnace, as wood charcoal is becoming scarce and is very expensive.
9. Marketers of Bell Metal units can monitor social networking sites, to read up on how people are viewing their brands. These sites allow them to see what their competitors are doing, and how customers view the competition. Receiving this feedback from customers allows marketers to understand what the target market is looking for, what people like about their products or services, and what needs to be improved.
10. Establishment of superior quality and traditional belief in customers mind, generating loyalty through long-term customer relationship and high quality services to increase the sales volume of Bell-Metal products
11. To bring superior quality in bell-metal product by setting up small furnace where the fire can be control and the furnace can be used by the bell-metal artisans in their work place. And to make intensive use of electric polishing machine by the artisans, to achieve the shine and luster to the finished products which is needed to compete in the market.
12. To maximize the productivity and quality of the artisans, they should be given incentives for their skills and effort they put in. Incentive motive for worker who gives their best. Traders should change their attitude towards artisans and markets. They should not become obstacles between market and artisans. They should maintain conducive relationship with artisans in promoting their product and they should help in establishing proper market information channel.
13. Government should give protection of Sarthebari Bell Metal industry under trademark and registration of its geographical indication. Facebook, twitter, linked-in and a number of other social media sites offered enhanced advertising options. The government should have a page on Bell Metal products in the websites, as it is one of the fastest

growing marketing channel in modern times. It should also tie – up with various online website like Amazon, e bay etc for the sale of its products.

14. Advertising of Bell Metal products through mobile devices as 51% of the time of a internet user spends on mobile and 38% of the mobile user opens face book every day . Encouraging most of the retailers to get them self registered under MSME as MSME buy back 15% of the products made from Bell Metals for the government consumption.
15. Product should be diversified into small decorative items in close consultation with the artisans , products like key chimes, coaster, small wall hanging xorai, wind chimes mementoes of different monuments of Assam etc to keep pace with the changing taste of the customers. Training from government recognised institutes like Metal Handicraft Service at Moradabad, NEDFI, SISI etc should be provided to the artisans at regular interval to keep themselves upgraded with new technologies of production.
16. Opening up of more online stores like Kahi Bati com., Assam Silk com. will open up new avenues in increasing demand and providing genuine product in the market and setting up of Common Facility Centers(CFC) and raw material banks with the help of government agencies for the steady supply of raw materials at a reasonable rates throughout the year.
17. Geographical indication (GI) for Bell metal products of Sarthebari, as it a sign used on products that have a specific geographical origin and possess qualities or a reputation of its origin, the qualities, characteristics of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, for the Bell metal products of Sarthebari there is a clear link between the product and its original place of production.
18. Lighter Bell Metal utensils should be manufactured, to make it less heavy and more user friendly for modern life style, applying special coating of ceramic polish or other metals can make it more suitable for food that are acidic in nature.

6.12.Bell Metal Market Link Model

Local Mela/Haats

International/National Exhibitions

Institutional outlets like State Emporium, Artfed etc

**MARKET
LINKAGE**

6.13.CONCLUSION:

The history of bell-metal craft of Sarthebari could be traced from 7th century A.D. It is an alloy of alloy of copper and tin. The technology used in this industry is also traditional and simple. The tools and equipment used are unsophisticated. However, tools like Dulari , Gasha , Saria, Piri, Khamta, Pocker etc. are also used. The bell-metal industry at Sarthebari has made considerable headway, the progress, owing to certain handicaps and the problems faced by the industry, has not been commensurate with the amount of investment made the liberal assistance of the government to the industry and the significant developments in production. With a view to reorganizing and revitalizing the industry from a long lost point of view and to put it back to a sound economy needs to take certain suitable measures.

6.14 Improvement in manufacturing techniques:

The technique of bell- metal production is very crude and obsolete. The whole production process is manual. Modernizations are a distant dream of the artisans . The following techniques which need be improved and modernized.

6.15 Preparation of bell-metal sheets:

The excellent of the tip product is widely determined by way of the fine of the body used in making it. Unluckily, to economies on capital funding, most models in the enterprise should not making use of proper and ample gear and machines wanted. Chiefly non – ferrous rolling mill will have to have been mounted at Sarthebari. The artisan who makes use of brass steel certainly from Hajo, Baniakuchi, Haldibari, requires brass sheets and circles of various thickness for manufacturing of more than a few merchandise. However bell-metallic artisans most often do not require bell-metal sheets or circle of the thinner gauges. Whilst the offerings of rolling mill for making thinner brass sheets are a need to, offerings of rolling mill for the bell-metal artisans are necessary to scale down the consumption of charcoal and time as good as to restrict drudgery of

bodily labour. Hence it is strongly recommended that a latest non-ferrous re-rolling mill should be hooked up in the premises of the present facility provider facilities. The capacity of the mill must be competent to produce 200 M.T. Of finished bell-metal plates in shift of a day for 25 days a month. It is accordingly, suggested that the artisans of bell-metal must use machines to scale back the consumption of charcoal and time as good as to restrict drudgery of physical labour.

Industries department has setup a handicraft designing center at Guwahati a couple of years again. However its impact on the design or research is but to be felt. Research and development are to be conducted in production of objects to scale back cost and support merchandise. It is recommended that design Centre will have to advance a catalogue of design for these items which will also be assorted by means of mixing between normal and modern-day tastes.

6.16 Firing:

The kilns have to keep the temperature distribution for the period of firing, however commonly due to mistaken judgment they incur heavy losses. With the intention to overcome this hindrance, thermo-couples have got to be used to record the temperature throughout the firing which is a simple process to ensure appropriate firing of articles. Some articles above all inventive bell-metal needs very careful heating. Also luster and switch of decorations require heating at a specified temperature. Such items will also be baked suitably in a small muffle furnace. Consequently it's endorsed that muffle furnaces are fundamental for the development.

6.17 Institutional credit facility:

The prevailing commercial banks will have to take up the money credit score growth on a difficult groundwork and strengthen a sympathetic perspective closer to the enterprise as a rule ordinarily more commonly and the proprietary considerations in precise to furnish ample, affordable and timely aid. The procedure and formalities involved for the application stage to precise handing over or mortgage money have got to be simplified. It has additionally been seen in many circumstances that bell-metal artisans are ignorant about the loan amenities provided via

these banks and are unaware of the rules and rules or varieties and conditions to be followed. The industrial banks can take- up the mission of offering credit to the bell-metal artisans of Sarthebari. This may help in enlargement of their industry and normal fiscal development.