



THE GANDHIGRAM RURAL INSTITUTE

(Deemed to be University)

Ministry of Education (Shiksha Mantralaya),
Govt. of India,
Gandhigram-624302, Dindigul District
Tamil Nadu.

Department of Rural Industries & Management

Organizes
UGC Sponsored One day National Seminar
on

REJUVENATION OF TRADITIONAL CRAFTS AND SKILLS IN INDIA: THE SCOPE AND PROSPECTS OF PM VISHWAKARMA SCHEME

Date : March 30, 2024, Saturday

Venue: Silver Jubilee Hall



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ABOUT THE INSTITUTE

The Gandhigram Rural Institute Was established in 1956 as one among the 14 Rural Institutes started by the Government of India. The Institute was declared as Deemed to be University in August 1976 in recognition of its exemplary services and contributions in Rural Higher Education. GRI was accredited by the NAAC with "A" Grade and fully funded by the Ministry of Education through the UGC, Government of India, New Delhi.

ABOUT THE DEPARTMENT

Department of Rural Industries and Management is one of the oldest Departments in Gandhigram Rural Institute. It was established in the year 1956 as a training Centre in rural industries for preparing and training man power in techno managerial cadres. Then it became a Centre for Higher learning in rural industries. The Department is unique in the university system as it offers programmes related to Rural Industries and Management. The programmes offered in the department are DTT, BBA and MBA.

CONFERENCE THEME

The handicraft sector is the second largest employment generator in villages, the first being agriculture. This is the largest decentralized and unorganized sector of the Indian economy. It is the craft of the people symbolizing the inner desire and fulfillment of that particular community. These artisans form the backbone of the non-farm rural economy. The government, the private, and the non-profit organizations have played a major role in trying to revive the handicraft industry.

Much effort is required to completely revamp the handicraft industry using rural resources. In the recent years, there has been a decrease in the number of artisans engaged in the handicraft industry. These artisans are engaged in manual labor work or unemployed, giving up their high skills. One of the major reasons for this change is the commercially and machine-made cheaper alternatives available in the market. The limited exposure of the artisans to the market, loss of urban consumer interest, competition has also added to the decline of the handicraft industry. Today India adds only two percent to the global handicrafts market. In these circumstances, PM Vishwakarma scheme was launched on 17th September 2023 by the Prime Minister of India to provide end-to-end support to artisans and crafts people who work with their hand tools. The scheme covers artisans and crafts people engaged in 18 traditional crafts.

OBJECTIVES

- To understand the present status of artisans/crafts people who work with their hands;
- To create awareness about the current initiatives of the Government for lifting the socio-economic status of the 18 selected crafts;
- To deliberate in details about the future course of action in order to strengthen these craft; and
- To disseminate the outcome of the conference to the public through social media, print, newspapers.

SUB THEMES

- Studies related to traditional crafts like Carpenter; Boat Maker, Armorer, Blacksmith, Hammer and Tool Kit Maker, Locksmith, Goldsmith, Potter, Sculptor, Stone breaker, Cobbler, Mason, Basket/Mat/Broom Maker/Coir Weaver, Doll and Toy Maker, Barber, Garland maker, Washer man, Tailor, Fishing Net Maker;
- Study on benefits of government schemes to artisans;
- The scope of exporting artisan products;
- Marketing of artisan product including E-Marketing;
- Best practices promotion of traditional craft;
- Role of KVIC, DIC, NSIC, NABARD, on promotion of traditional craft work;
- Role on SHGS protecting traditional craft work;
- Role of financial institutions in promotion of traditional crafts and skills;
- Study related to growth linkages and economic development;
- Innovation and training in traditional artisan;
- Factors Influence on socio-economic development of traditional artisans craft;
- Empowerment of village /Rural Artisans;
- Linkages between agriculture and handicraft;
- PMEG on traditional craft rejuvenation;
- Women in Vishwakarma crafts/Traditional Industries;
- Health and Occupation Hazards of artisans;
- Challenges of VISHWAKARMA artisan.
- Impact of Climate change on Vishwakarma Occupation; and
- Study related to problem and prospect of handicraft industries;

OUTCOME OF THE CONFERENCE

- Sensitizing the current trend of traditional craft and artisans life in 18 craft Industries.
- Narrate the status of traditional craft workers and their socio-economic life
- Disseminate good practices to public through publication

IMPORTANT DATES

Submission of abstract and

full paper : 22/03/2024

Intimation of acceptance : 23/03/2024

CALL FOR PAPERS

Both empirical and theoretical research papers are expected from any of the sub-themes or title of seminar from the academia, researchers, NGO's, policy makers and other stakeholders. Abstract along with full paper details on institutional affiliation, postal address, e-mail ID and contact number of the author(s) are to be sent to lrathakr@gmail.com. the selected Papers will be published by a reputed publication house as book chapters in a book edited with ISBN.

GUIDELINES FOR AUTHORS

- The length of the paper including references should not exceed 6000 words;
- The abstract and Final paper should indicate the research problem, the methodology, and the results of the work within 500 words with maximum of 5 keywords;
- The manuscript should be in MS Word format (A4 Size, Times New Roman, Font Size 12); and
- The University has a strict anti-plagiarism policy; therefore, the authors must ensure originality of the work.

REGISTRATION

- Interested Scholars are requested to send full papers with Abstract for registration
- There is **No Registration fee** for attending the seminar

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Dr K Raja

Further Contact:

Mrs K Narmadhadevi (Scholar) - 9043078419

Ms V Yuvashri (Scholar) -9514930944