

Clay Industry: An Analytical Study on its Sustainability and Development

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Abstract

Clay industry is a handicraft concept where the Tourism industry continuously develops the ability to learn adaptation and change. In this context clay industry plays a vital role in the field of tourism attached to human civilization in the remaining competitive market and sustainable Changing of the environment. This article will be discussing about the importance of clay industry attached with the development of tourism sector with present day's threat and competition compared to other alternative products against the clay in the surviving market. The main interest of this discussion is the productivity standards, profitability and sustain to technological changes in the tourism sector. However there are few challenges and problems attached to this study as the clay products are easily breakable due to transport as a result there is a reduction in the profit market. Solutions, Strategies and socio- economic infrastructure development as well as use of Technology, remedial training required to innovate and grow the business of this ancient handicapped as a Tourism phenomenon.

Keywords: Clay Industry, productivity standards, infrastructural development, technological changes

Introduction

Clay industry literally MRITT SHILPA begins simultaneously of human Civilization flourished on Prehistoric Era which developed gradually between 400-1000 BC at the golden historical period of Gupta Era. In context to the Archaeological evidence the clay industry was well introduced in Pala era. Some of the religious and ceremonial proves that has been found like pre model goddess as it is one of the ancient and heritage outlook of our country. The industry needs some development that involves long term effort to improve the potentiality of the product. The two main elements are intended for this industry are continuous marketing, adapting to technological and market changes and innovation. As a part of our cultural and heritage scenario this falling behind industry need well planned training program, workshops, knowledge exchange and expertise view which will bring a sustainable reflection on work practice.

Importance of clay

The importance of clay in daily life has a diverse and significant impact on its uses on both mentally and physically natural and eco- friendly characteristics are one of the main benefits of clay products. Certain reviews as the uses of clay in achieving and maintaining human health which is a practice of eating made by Earth materials contain clay materials (Wilson 2003, Ferrell 2009). Such observations on humans who have been cured of illness by applying clay and the correlating photographic

documentation (Brunnet de Coursson, 2002; Williams et al, 2004). History reveals as is believed that the practice of clay products gives remedy on physiological response for mineral nutrients deficiencies, such as iron, zinc as well as cure psychological problems like anxiety, stress and obsessive compulsive disorder (Lacey, 1990; Sayetta, 1986). There are several reasons of using clay products rather than plastics. In venture with plastic life cycle humans are exposed to a great variety of toxic Chemicals and micro plastics by inhaling, ingestion and direct skin contact.

According to WWF study reviews that the toxic chemicals additives and pollutants found in plastics directly effects human health causing cancer and changing hormones that can lead to reproductive growth. The adverse effect of plastics particularly acute babies in the womb with a increased risk of prematurity, stillbirth and Neurodevelopment impairment etc. (Minderoo-Monacho commission on plastic and Health, 2003

Challenges and implementation

In connection with the implementation for clay products there are lots of key challenges to be faced. The first and foremost is the people those who are engaged in this trade mostly uneducated or unaware as a result lots of Artisans and Entrepreneurs find difficulty in communicating with them during the exhibitions and fairs. Poor packaging system of Clay products is one of the major problems of clay industry, especially for exporting clay products to England, France Australia etc. Due to lack of guidance and training present younger generation is less interested to take it as profession. This industry requires continuous evaluation and feedback as major components for effective implementation strategy the continuous involvement of training programs through experts, tourism sponsorships, trade fair and changes in workplace may enhance the industry to its optimum. Yield Management concept must be incorporated to generate maximum profit with the overall business strategy. The entire industry must be encouraged with continuous learning and to provide optimum opportunities by applying unique and recent techniques and skill to upgrade and improve the performance of clay workers.

Effective implementation strategy

Introducing Technology based learning techniques and systematic analysis to identify the demands is the main to steps of effective implementation strategy in the assessment of clay workers. Effective cost efficient display and design would help in expanding and communicating the target market and customer. Another important and foremost necessary step is to organise general education, technical knowledge about craftsmanship including computer generated design. Awareness about GI (Geographical Identification) marks should be implemented for their products in fares and exhibitions that would help in presenting the uniqueness of the product. According to Khadi and village Industries commission (Ministry of MSME), there is a need of capital infusion for increased productivity of the sector. The Government and Non government initiatives can solve the problem in developing the industries to its optimum level as a potentiality to replace plastic products with clay and thus create sustainable employment and development.

The Government to set up centre of excellence for clay products with KVIC's training and demonstration and Skill Development Institutes. The clay workers must be provided with direct market linkage for gathering information. In Association with YEAR AND REVIEW-2023 Ministry of Micro Small and Medium Enterprise (MSME) under PM VISHWAKARMA scheme reflects at improving the quality as well as the products and services of artisans and craftspeople. The scheme was announced on

Ist February 2023 and launched on 17th September 2023. In this scheme a support is enabled to the artisans and craftspeople to uplift their social- economic status as well as the quality of their life.

The prevailing factor becomes how the other product stands up with the satisfaction of the customer that can survive with each other as product diversity. Hence priority should be given on how this product can be successfully appealing to their customer. A careful examination can be the fate of the Mritt Shilpa literally known as Clay workers art from its present miserable condition that can shift to a prospective production with the cultural and economical importance. A lack of guidance and ignorance all around this unorganised sector are gradually killing the huge possibility of the clay pottery art. An easy way to solve this problem is the duty to preserve the old age form of art and the basic beauty of nativity all over the rest of the world in every civilization and the way to March ahead with a balance of protecting their basic culture with all modern techniques and approach. Suggestions and necessary with technical research must be cultivated on how the form of this art can be represented with the essentiality with the modern demand.

Conclusion

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A fusion study is all over necessary in its basic ingredients and manufacturing process of the clay products expertise to takes decision with the professional knowledge with the modern technicians that how one can emerge a new form of making the product With the natural existence of the craft. The study on social economic reveals that it will be an unethical from with the original one hence priority of steps and demand to establish the economic relevance of the so called falling behind products and to create an environmental awareness for the surviving of the clay artists.

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