

Manuscript ID:
TIJCMBLIR-2025-020108

Volume: 2

Issue: 1

Month: February

Year: 2025

E-ISSN: 3065-9191

Submitted: 18 Dec 2024

Revised: 15 Jan 2025

Accepted: 25 Feb 2025

Published: 28 Feb 2025

Address for correspondence:
Amruta Ashok Patil
Research Student, Department of
Commerce and Management,
Shivaji University, Kolhapur
Email:
amrutapatil0501@gmail.com

DOI: 10.5281/zenodo.15331372

DOI Link:
<https://doi.org/10.5281/zenodo.15331372>



Creative Commons (CC BY-NC-SA 4.0):

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International Public License, which allows others to remix, tweak, and build upon the work noncommercially, as long as appropriate credit is given and the new creations are licensed under the identical terms.

Study On the Management Practices of Potters in Kolhapur City

Amruta Ashok Patil

Research Student, Department of Commerce and Management, Shivaji University, Kolhapur

Abstract

Potters Management System in Kolhapur City The potters' community in Kolhapur city is keeping the art of pottery alive through its traditional management systems. Its management systems include the following. The main management system is traditional knowledge and skills, and the potters' community tries to pass on their traditional knowledge and skills to the next generations. Also, the members of the potters' community collaborate with each other and share their management systems, and try to maintain the quality of the products and prioritize customer satisfaction. However, today the potters' community faces competition in the market and as they need to modernize their products, they need to preserve their traditional skills and pass them on to the next generations. Such management systems of the potters' community in Kolhapur city play an important role in keeping their traditional art and culture alive.

Keywords: Mudra Loan, Handicrafts, Market, Management Methods, E-Commerce Platform

Introduction

The potter community in Kolhapur City is known for its traditional art of making pottery, figurines, and decorative items. There are about 1.5 million potters in India, of which an estimated 1-2 lakh potter families work in Maharashtra (as per a report by the Ministry of Handicrafts, Government of India, 2023). It is estimated that there are about 5,000-10,000 potters in Kolhapur City, especially in rural areas (e.g., Radhanagari, Shahuwadi, Karveer taluka). The potter community in Kolhapur mainly works from small workshops (groups of 2-5 people), and 70% of their business depends on local markets. The management practices of such potters combine both traditional and modern approaches, but they also face many challenges. The profession has also been influenced by modernity.

Research Objectives:

1. To study the traditional management of potters
2. To study the modern management of potters
3. To study the problems and challenges of potters in business management

Research Methodology

Secondary data has been used for the presented research paper. It is based on library and analytical research methods. Newspapers and magazines have also been used in this.

Review of Literature

While studying the present research article, various reference books have been reviewed. In this, introducing new types of products and new technologies for sustaining pottery industry: An anthropological study of the potters of Chaltaberia, Duttapukur, West Bengal by Ranjan Chatterjee, The Organization of Pottery Production by Kim Duistermaat. Problems and Prospects of Pottery Industry in Assam, A Comparative Study of three District viz, Dhubri, Majuli and Sivasagar by Bhaskar Jyoti Regon

Kolhapur Potters

Kolhapur potters are particularly famous for their Ganesh idols, lamps, and decorative items. Eco-friendly idols are in high demand during Ganeshotsav. Local festivals and religious celebrations (e.g., Mahalaxmi temple festivals) also keep the potters' products in demand, and the potter community has maintained its craft, but it needs technical and financial support to survive in the modern market.

How to Cite this Article:

Patil, A. A. (2025). Study On the Management Practices of Potters in Kolhapur City. *The International Journal of Commerce Management and Business Law in International Research*, 2(1), 30–32. <https://doi.org/10.5281/zenodo.15331372>

The average monthly income of potters in Kolhapur is ₹8,000-₹15,000 (in rural areas, as of 2023 estimates). During festive seasons (e.g., Ganeshotsav, Diwali), this income increases by 30-50%, as the demand for idols and lamps increases. Around 2-3 lakh clay idols are sold in Kolhapur during Ganeshotsav, of which 60% are made by local potters (according to local newspaper reports, 2022). The demand for traditional pottery has declined by 40% in the last decade, as plastic and ceramic alternatives gain preference (according to a report by the Handicrafts Board).

Management of Potters:

1. Traditional Management of Potters

- **Family Business:** The art of pottery making has been passed down from generation to generation among the potter community of Kolhapur. Most potter families operate from small workshops, where division of labor is at the family level. In the workshop, men perform tasks such as making and firing (firing) the pots on the wheel, while women are involved in preparing the clay, painting and decorating the pots.
- **Raw Materials:** Soil from the banks of local rivers (e.g., Panchganga River) and other materials (e.g., ash, wood) are used. Production depends on the quality and availability of the soil.
- **Production Process:** A traditional wheel (turned by hand or foot) is used. The pots are made, dried in the sun and then fired in a kiln. These are used for domestic use (water pots, cooking pots) and for religious purposes (lamps, idols).
- **Marketing:** This potter community sells its wares at local markets, village fairs, and religious festivals (e.g., Ganeshotsav, Diwali). The involvement of middlemen is minimal, but the profit margin is also limited.

2. Modern Management Practices

- **Use of Technology:** In modern times, some potters have adopted modern wheels (electrically powered) and kilns, which have increased the speed and quality of production. Also, the use of chemical dyes and glazing techniques for decoration has increased, especially for idols and decorative items.
- **Cooperatives and Groups:** In some areas, potters have formed cooperatives, which help in collective procurement of raw materials, training, and marketing. For example, some potter groups in Kolhapur participate in local handicraft fairs.
- **Marketing and Branding:** Some potters have started using e-commerce platforms (e.g., Amazon, Flipkart) and social media. There has been an increase in demand for their products at local handicraft exhibitions. With the demand for eco-friendly clay idols increasing during festivals like Ganesh Chaturthi, potters have focused on this. Government support: Grants, training, and loan facilities are available to potters through the Handicraft Development Schemes of the Government of Maharashtra. For example, some

potters have received tools and training through the Khadi and Village Industries Board (KVIC).

Challenges Faced By Potters

- **Financial constraints:** Many potters are in debt due to rising raw material prices (e.g., shortage of good clay, cost of wood) and low profitability. Lack of banking facilities and money lending also add to the financial stress.
- **Market competition:** Cheaper alternatives like plastic and ceramic pots have reduced the demand for traditional clay pots. Small-scale potters are also finding it difficult to compete with large factories.
- **Insufficient benefits from government schemes:** Due to lack of awareness among the potter community and complex administrative procedures, only a limited number of potters are getting the benefits of government schemes. At the same time, the spread of training and subsidy schemes is less in rural areas.
- **Isolation of the younger generation:** In modern times, the younger generation is less interested in this profession due to low income and hardship. Many turn to other jobs (e.g., construction, service sector).
- **Environmental constraints:** Environmental changes in the availability of clay in rivers have an impact on the business of the potter community. For example, the reduction of sediment in the Panchganga River. Also, the use of wood for kilns is increasing environmental concerns.

In Maharashtra, around 10,000 artisans are trained and subsidized annually through handicraft development schemes, but only 10-15% of potters in Kolhapur benefit from these (Khadi and Village Industries Board, 2023). Also, under the Mudra Loan Scheme, loans were sanctioned to around 500 artisans in Kolhapur in 2022-23, of which approximately 100 were potters. In addition, around 5% of potters in Kolhapur have adopted e-commerce platforms (e.g., Amazon Handmade, Etsy), which has increased their income by 20-30% (as per a survey by local NGOs, 2024).

Implementation Issues:

Potters are not informed about Mudra loans, skill development, and handicraft export schemes. There is a lack of dissemination at the local level. Also, the complexity and delay in paperwork for grants and loans at the administrative level deprives many potters of benefits. In addition, small artisans cannot afford to purchase modern technology (e.g., electric wheels, gas kilns). Also, potters in rural and remote areas face difficulties in accessing markets and raw materials, and modern lifestyles are reducing the use of clay pots, which is threatening the traditional profession of potters.

Measures for the Development of Potter Management:

- **Training and skill development:** Organize training for potters in modern design, glazing,

and eco-friendly idol making. Also provide training in digital marketing and e-commerce in local languages.

- **Financial assistance:** Provide microfinance and low-interest loans. Also provide subsidies for raw materials and tools.
- **Market expansion:** Promote potters' products through GI tag or branding, as Kolhapuri jaggery and chappal have been given. Also organize local handicraft fairs and exhibitions.
- **Cooperative model:** Strengthen cooperatives for potters, which will streamline the purchase and sale of raw materials.
- **Environmental measures:** Conservation of rivers and search for alternative sources for clay availability. Also reduce environmental impact by increasing the use of gas or electric kilns.
- **Awareness campaigns:** Use fairs and social media to spread awareness about government schemes in villages.

Conclusions:

The potters of Kolhapur City are preserving their cultural heritage through their traditional art, but their development is limited by economic, social, and technological challenges. To improve their management practices, local administration, cooperatives, and NGOs need to come together and focus on training, financial assistance, and market expansion. This can achieve social and economic development of potters, and their art will survive in the future. The potters of Kolhapur are integrating their traditional art with modern management practices, with some achieving remarkable success. However, statistics show that a large number of artisans are still not getting adequate benefits from government schemes and markets. If local administration and NGOs take the initiative in this direction, the social and economic development of potters can be achieved.

Acknowledgment

I am Ms. Amruta Ashok Patil, thankful to HOD Dr. A. M. Gurav, Department of Commerce and Management, Shivaji University Kolhapur for granting permission to carry out the work.

Financial support and sponsorship

Nil.

Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

Reference:

1. Kulkarni A. R. , Maharashtra – Society and Culture, Diamond Publication, New Delhi, 2000.
2. Kumbhar Ratnappa. Pottery Industry: Solutions to Problems in Form”, Presidential Address at Maharashtra State Pottery Industry Council Jalgaon, 1965
3. Bhaskar Jyoti Rego, ‘Problems and Prospects of Pottery Industry in Assam, A Comparative Study of three District viz, Dhubri, Majuli and Sivasagar’, JETIR May 2019, Volume 6, Issue 5

4. Shrestha, “Challenges and Scopes of Pottery Industry”, A Journal of Management, vol. 24, 2018
5. Mteti, S.H. “Engendering Pottery Production and Distribution Process among the Kisi and Pare of Tanzania”, International Journal of Gender and Women Studies, Vol. 4, No.2, 2016
6. Daily Loksatta, Chaturanga Supplement 2012
7. Daily Pudhari, My Kolhapur Supplement, 4 June 2013
8. According to the report of the Ministry of Handicrafts, Government of India, 2023
9. Khadi and Village Industries Board, 2023