CHAPTER - I

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ATHANI TOWN AND LEATHER HOUSEHOLD INDUSTRY

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ATHANI TOWN AND LEATHER HOUSEHOLD INDUSTRY

1.1 Introduction :-

The present chapter deals with location & profile of Athani Town and establishment of PCCFC & KVIC and LIDKAR at Athani.

1.2 Location and Profile of the Athani Town :-

Athani town being an important tahsil centre occupies a key position in Administrative set up of the district as well as in development activities taking place in surrounding areas. Athani is situated on Miraj-Bijapur road and forms the north eastern part of Belgaum district in state of Karanataka. On the north it is bound by Sangli and Jath. Which are major town of Maharashtra and on the south by Jamkhandi and Gokak another major town of Karnataka. On the east it is bound by Bijapur neighboring district while on west by Chikkodi and Miraj. Athani is 165 kms from Belgaum and 75 kms from Bijapur. The nearest railway station is Shedbal 30 kms. away from Athani.

The main part of this town is located in valley surrounding by small & baron rocky hillocks. The weather is not throughout the year. Athani is records annual rainfall of about 468.80 m.m.

The word Athani is derivation of the word Aadhani which means ownerless in native language probably the town may not have been clearly possessed by any ruler at certain part of its history it is also possible that the name derived from word Hastani which means elephant in kannada further it is also believed that the name was Uthani which become Athani over the years Athani Municipal council was established in 1853 its total population as per 2001 census was 39.200. The total area of municipal council is 8.70 sq.k.m.

The location of area under study is shown in Map No.1 : Belgaum District & Map No.2 : Athani town. Map no.3 Karnataka State.

1.3 Economic Activity of the town :-

Athani town having prominent locations has developed as trading centre about 60% of total population is engaged in agriculture and the paid labour force. There are workers employed these activities about 1200. this has become the foundation of agro-industrial development of the area and many educational institutions as well as industries for the benefit of common people as follows. Athani is taluka of more than 79 villages.

1) National Banks - 1) Canara Bank

2) State Bank of India

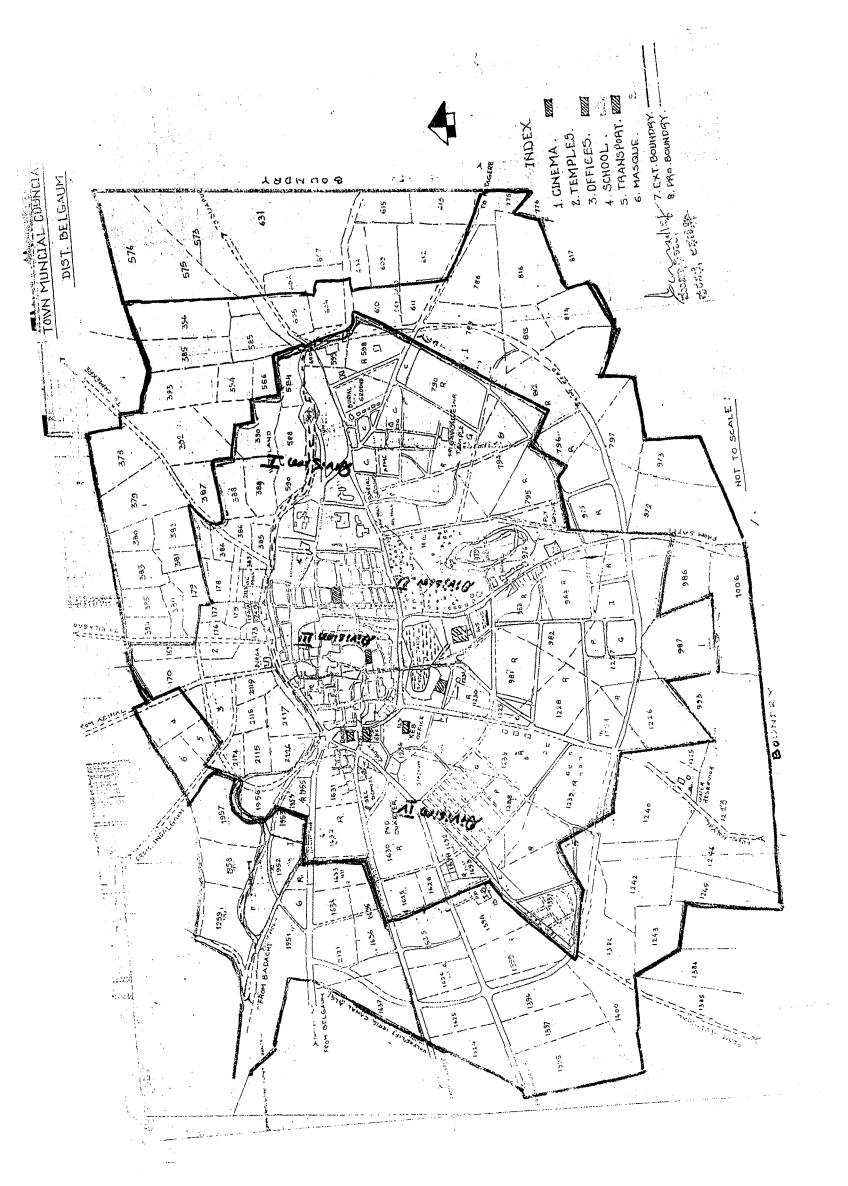
3) Syndicate Bank

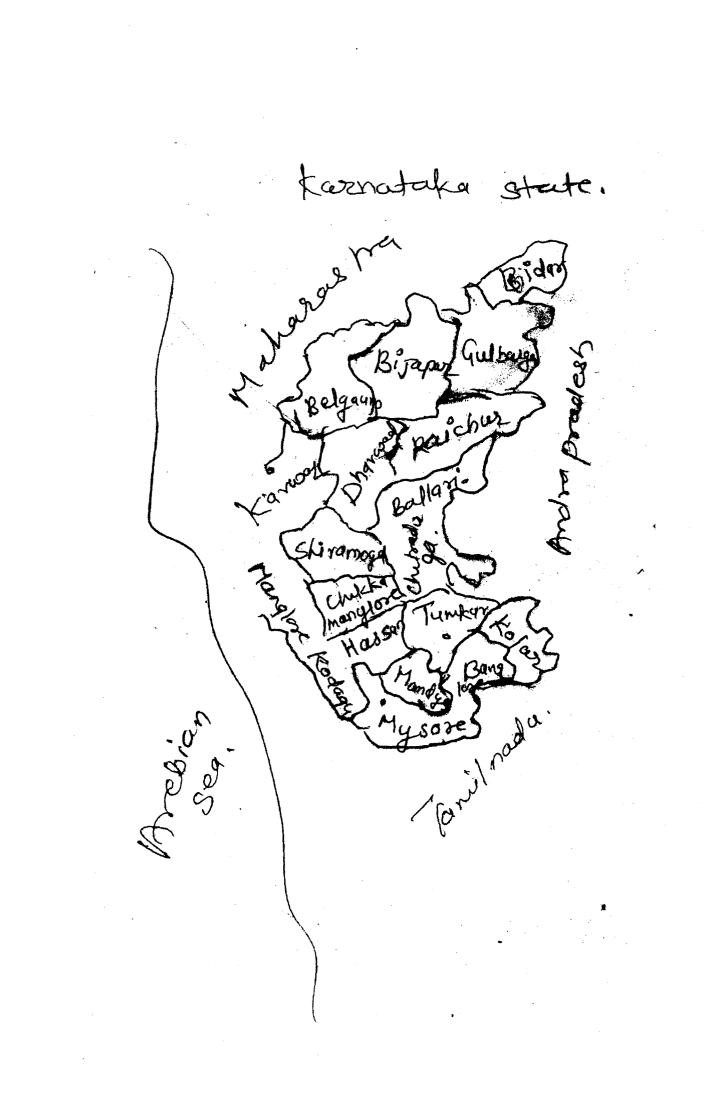
- 4) Union Bank of India
- 5) Corporation Bank
- 2) Corporation Banks -1) Athani Mahila Co-operation Credit Society
 - 2) Dhanashri Co-operative Society
 - 3) SC/ST employees Co-operation Credit Society,
 - 4) Shri Muragendra Swamy Urban Co-operation Bank

Some small scale Industries have been established in Athani.

- 1) Oil Mills 6
- 2) Ginning Factory
- 3) Plastic Factory







- 4) Tyre Retrading units
- 5) Fabrication Unit

Due to the establishment of these Industry and its allied Institutes in Athani Taluka there is high employment opportunities. Due to these Industries farmer assured of market for their product workers of this area also get opportunity of employment guarantee.

As a result of all these things the status and living of standard of people is reasonably higher. All this was possible because of Directorate of Municipal Administration under the Ministry of housing of Karanataka state.

1.4 Palani Charmlaya Common Facility Centre Athani :-

This centre is established in 1969 by KVIC. it gave opportunity of work to women member of workers facilities.

The centre is engaged in manufacturing the Kolhapuri Chappals.

Types of Chappals :-

- 1) Ladies foot ware
- 2) Gents foot ware
- 3) Children foot ware

The special Ladies and Gents Kolhapuri footwear are in great demand in market.

1.4.1 Location :-

The PCCFC is in the Charmalaya it is 3 kms. away from Athani. The centre has a beautiful location with surrounding of trees.

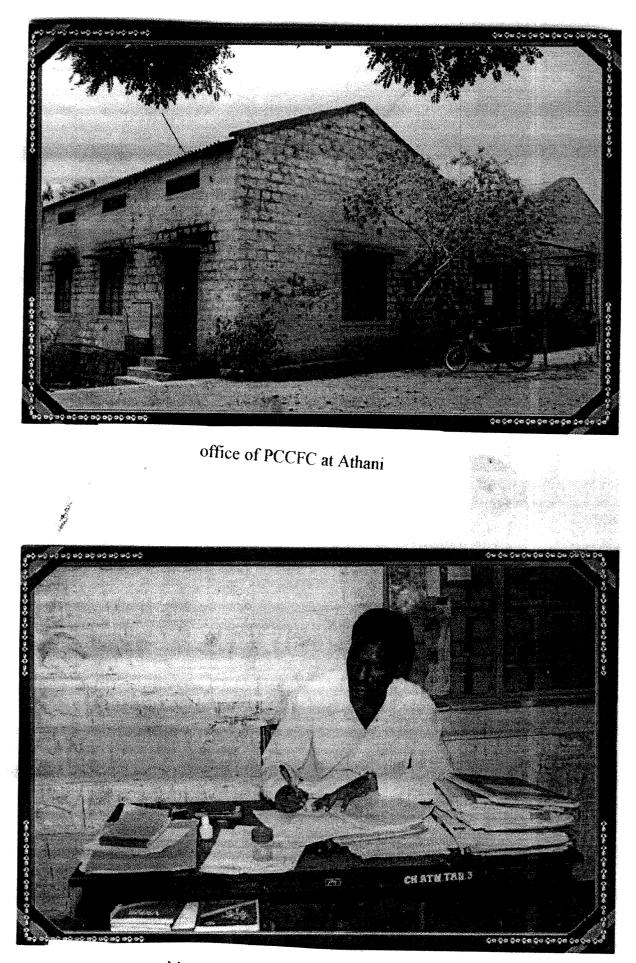
The basic requirements in selecting the location for the PCCFC is that

1) The PCCFC & KVIC should be away from dusty atmosphere.

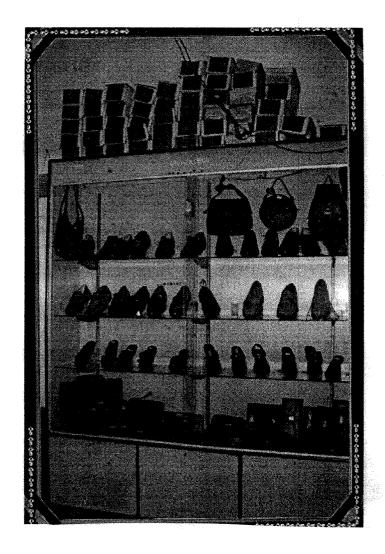
- 2) Free zone of air pollution
- 3) This is cluster area.

1.4.2 Building - Historical Background :-

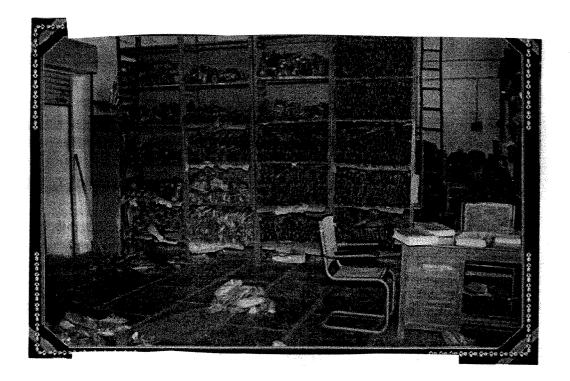
Palani Charmalaya Common Facility Centre (PCCFC) established in 1969 by K&VI (Khadi and Village Industries) Mumbai namely as "Charmalaya" Athani. In the year 1986 the funds provided by the KVIC Mumbai to purchase a piece of land and constructed building for permanency of the centre. The centre purchased one acre land and constructed its own building. In 1991 the name of centre is charged to Bharati Charmalaya Common Facility Centre, Athani. In institution of



Mr.Nimkar Incharge of PCCFC, Athani



Showcase of chappals in PCCFC, Athani



N. A.

Storeroom of PCCFC

Charmalaya Mr.P.V.Palani was founder of this centre he expired in the year 1995 hence in the memory of Sri Palani the name of centre was changed as Palani Charmalaya common facility centre (PCCFC). The funds Rs.10,000 were provided to the centre in year 1969. with this fund work is provided by commission by the centre. The activities there was increasing sale day by day with help of K& VI upto 1980 the turnover of this centre was about Rs.3 corers this centre exported its material to Canada, Austrelia, Japan and gained profit 65 lakhs.

During year 1996-97 KVIC had a survey of the area Athani, Chikkodi, Nippani, Tamilnadu has setup NRLDP (National Rural Leather Development Programme) project with help of the centre. Leather Institute Chennai (LIC). Due to non-available funds of govt. the NRLDP programme was pending but now a days KVIC again started a training programme for traditional artisans unemployed, youths & unemployed women. The programme will be started in July 2005.

1.4.3 Main objectives of PCCFC & KVIC :-

- For traditional poor artisans supply the raw material and making the products these products are purchased from traditional artisans & sale throughout country.
- 2) To train the traditional artisans to upgrade their skill.
- 3) To develop the artisans community economically and socially.
- 4) To develop the cluster area of Athani, Chikkodi and Nepani.
- 5) To provide and generate self employment to rural artisans
- To provide training and design development & also supply the required raw material at lower cost.
- To provide and extend marketing support to the artisans for their traditional work.

8) to ensure reasonable remaination to the artisans for their work.

1.4.4 Functions of Unit :-

The main activities of the unit is procure the finished footwear from artisans by paying fair prices to their work and supply under KVIC Depts. units Institutions, State board units and Individuals as well as over India. Through banks guarantee the procurement and sale of footwear are belong done as per as the rates fixed and approval of Directorate of leather from time to time. The unit also supply the required raw material at lower cost so as to avoid the artisans exploited by middleman similarly quality control and input design development are also made to the artisans through centre. Another procurement centre was find established at Nipani in District Belgaum.

1.4.5 The Main Section in PCCFC :-

- 1) Machinery department
- 2) Distribution department.
- 3) Packing department
- 4) Quality control department
- 5) Wage distribution department
- 6) Checking department
- 7) Personnel / Administration Department.

1.4.6 Workers in PCCFC Centre :-

Under KPDS. programme training was provided for 3 months for production of Kolhapuri chappals. The expenditure on training has been met from Veshwa Fund A sum of Rs.1000 lakhs as grant as expenditure loan was received from central office KVIC Mumbai.

The traditional artisans / cabbler women come forward to do this

work and this it had great effect on other women in this village.

Then they understood this is great opportunity to earn money in their free time in afternoon at home and then the women started taking the raw material at their own houses and manufactured Kolhapuri chappal there then number of women workers increased day by day.

At present about 350 women & the other administrative staff is working in this centre. The worker consists of women manufacturing of Kolhapuri chappal. Administrative staff consists of clerical staff & incharge some of members in staff have completed their education upto degree level. They are doing work from 10.00 am to 5.00 pm.

The women are working for one pairs of Kolhapuri chappals charged Rs.55 to Rs.110 and 10% of cost of productions of charges are given including the daily wages for per pairs Rs.10 charges.

1.4.7 Production and Management in Centre :-

PCCFC basically distributes raw material and receives the final products and pays for it.

1.4.8 Process of production :-

The work at centre starts in morning at 10.30 am. The women collects leather from Incharge they making sketching and leather on making costing according to average. The lace, Tingle thread are counted and given to women. The material are distributed to women in morning and manufacturing the different parts of Kolhapuri chappals at home is done during the day and the payments are made on the daily basis.

Every member of the household contributes to the process by being involved in any of the following activities like cutting of leather, dipping it in water for soaking stitching the patta or weaving the 'veni' the jobs are clearly divided within the family with the men doing the cutting, the women doing the stitching while children wearing the 'veni' the entire family works laboriously of produces approximately 35 to 45 pairs of Kolhapuri chappals per week.

The manufacturing techniques are very traditional and conventional. The sides are cut when the leather is semi wet. The topsole patterns are prepared and they are stitched long with heel after attaching them temporarily using unique 'mud' taken from nearly river. A piece of canvas is also placed in between to increase the stiffness of the sole. The 'patfa' pattern are pre-fabricated in varies designs and then attached to the top sole. The 'angtha' or toe ring is also cut and then stitched to form a ring. The artisans use very crude-group grading techniques for different sizes. e.g. the diameter of the 'angtha' is 'two fingers' for size up to size 7 and 'three fingers' for sizes from size 8 upwards. Moreover, once these chappals dry out they shrinks resulting in smaller sizes and fit.

Females working doing work at home. By 10.30 am to up to the evening. The incharge and the accounts settle the daily accounts and bills.

1.4.9 Raw Material :-

P.C.C.F.C. & KVIC are receives raw material from Walwa and Nagpur the godown at the central office. The practice supplying raw material from central godown ensures uniformity in quality. The raw material is purchased from the income & productions.

1.4.10 Quality Control :-

The quality checks are conducted at the centre by incharge and technical staff.

1.4.11 Market Channels :-

Through the Charmashilpa, Khadi Bhavan, Bhandar & aided institution enterprises of private parties, all the goods are purchased in the different places of India and also exported to foreign countries.

The annual progress report of the year 2004-05 is presented in table.

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1.5 LIDKAR :-

Leather Industrial Development of Karnataka :-

LIDKAR is established in 1985 by state govt. of Karnataka. It gave opportunities of works to men and women.

The centre is engaged in manufacturing the Kolhapuri chappals.

Types of chappals :

1) Ladies footwear

2) Gents footwear

3) Children footwear

The special Ladies and Gents Kolhapuri footwear are in great demand in market produced from the centre.

1.5.1 Location :-

The LIDKAR is near the charmalaya. It is 3 kms. away from Athani. The centre has a beautiful location.

The basic requirements in selecting the location for the LIDKAR is that

1) This is cluster area.

2) This should be away from dusty atmosphere.

1.5.2 Historical background :-

In Belgaum district the Athani town and surrounding areas is famous for production of Kolhapuri chappals in the world. Karnataka government purchased a piece of land 8 acres for construction a building for centre and houses for the artisans working for LIDKAR.

1.5.3 Main objectives of the LIDKAR centre :-

- To provide and extend marketing support to the artisans for their traditional work.
- 2) To develop the artisans community.
- 3) To provide training and design development.
- 4) To train the traditional artisans to upgrade their skills.
- 5) The products are purchased form traditional artisans and these are sold throughout the country.
- 6) To ensure reasonable remainatain to the artisans for their work.

1.5.4 Functions of Unit :-

The main activities of the unit is to procure the finished footwear from artisans by paying fair prices for their work. The chappals are sold all over India. LIDKAR tries to avoid the artisans exploitation by middleman. Similarly quality control and input design development are also made to the artisans through the centre.

1.5.5 The main section in LIDKAR :-

- 1) Wage distribution Department
- 2) Checking Department
- 3) Packing Department.

After the establishment of PCCFC & KVIC. then the government of Karnataka established LIDKAR in 1985 for providing marketing facilities. In January 2000 the officials of LIDKAR visited Calcutta, Gouhati, cities and got co-operation from Assam, Bengal govt. LIDKAR has agreement with 6 states Assam, Meghalaya, Tripura, Nagaland, Mizoram and Arunachal Pradesh these states purchased chappals of Rs.2.50 corers from LIDKAR. The traditional Artisan women come forward to do this work and then it had great effect on other women in this town.

When the centre started only 25 to 30 Artisans were working but at present 400 women and other Administrative staff is working in this centre. The administrative staff consists of clerical staff and incharge. Some of members in the staff have completed their education upto degree level. They are doing work from 10.00 a.m. to 5.00 p.m.

The women are working on piece rate for on pairs of Kolhapuri chappals they get Rs. 55 to Rs.110 according to design.

1.5.6 Production and Management in Centre :-

LIDKAR receives the final products and pays for it.

1.5.7 Process of production :-

The work at centre start in morning at 10.30 a.m. The manufacturing of Kolhapuri chappals at home is done during the day and the payments are made on pairs of chappals.

1.5.8 Quality Control :-

The quality checks are conducted at the centre by incharge and technical staff.

1.5.9 Market Channels :-

LIDKAR Centre supply the Kolhapuri chappals to Culcatta, Assam, Mizoram, Tripura, Gauhati, Meghalaya, Nagaland and Arunachal Predesh.

LIDKAR sold Kolhapuri Chappals the details of amount are as follows:

Year	Amount
	Rs.
1996-97	14,42,570
1997-98	16,41,229
1998-99	14,56,198
1999-2000	17,35,491
2000-2001	9,28,272

1.5.10 Welfare Facilities :-

LIDKAR Centre has built 295 houses for the artisans under the Rajiv Gandhi Rural Housing scheme. 104 houses have been built under Duch scheme. 34 houses are constructed for artisans.

LIDKAR constructed a schools for Artisans children. Sanitary facilities are provided and free electricity facilities is provided for all these artisans. They also constructed the mini tanks, bores for artisans.

LIDKAR arranges the state level exhibition for presentation of Artisans skill and knowledge throughout Karnataka. For the best Leather products, 3 prizes at state level and 3 prizes at district level are given through this programmes they have improved their skill and technical knowledge.

REFERENCES

- 1) Belgaum District census handbook,2004.
- 2) Annual Report of PCCFC Athani 2004-05.

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