Image 1.1 Bareilly district of Uttar pradesh



Sources – www.pngrb.gov.in

This study is based on the idea of environmentally friendly improved livelihoods through traditional handicrafts, with women's engagement in micro-level manufacturing processes playing an important role in rural revenue generation. The study is founded on the premise that bamboo handicrafts are a significant source of revenue diversification for female craftsmen, contributing to their economic empowerment in an informal economy. The study is consistent with the theoretical viewpoints of the Gender or Livelihood Approach, which emphasis the importance of governmental aid, skill development, and access to markets in strengthening women's involvement in artisanal sectors such as bamboo crafts.

Table 1.1 Cane and Bamboo Crafts in Bareilly

Cane and Bamboo crafts industry in Bareilly		
Fatehgaj Cluster	Pradaratpur Cluster	250 Small Industry

Source – Primary Data

The town of Bareilly has two separate groups of cane & bamboo work, as well as over 250 small industries that produce a large number of cane & bamboo goods and provide lives for those who live there and city peasants by employing uneducated people and highly skilled artisans. This article contains a field research of the Fatehganj Cluster, Pardaratpur Cluster, and another small industry of cane & bamboo crafts in Bareilly District. The study examines the breadth of cane & bamboo handicrafts in the Bareilly District, as well as the income and job opportunities generated by these handicrafts.

Women artists serve as the foundation of many traditional arts and crafts and cottage businesses around the world, particularly in India, where handmade products are important for their cultural identities and rural livelihoods. These ladies help to preserve indigenous art traditions while also contributing to the financial security of their families and communities. Despite their important contributions, women artists confront several obstacles that keep them from attaining their full potential. They struggle to achieve financial autonomy because to economic constraints such as low earnings, limited access to financing, and reliance on middlemen.

Furthermore, limited market access, particularly through digital media, limits product visibility and sales. Educational obstacles and a lack of training in new skills, business methods, and technology exacerbate the disparity among them and the rest of the mainstream economy. Social and cultural conventions frequently create additional pressures on women, requiring them to juggle unpaid family chores with professional work and sometimes preventing them from seeking careers at all. Health difficulties, hazardous conditions at work, and a lack of acknowledgment exacerbate their plight. While the government and non-governmental groups have started a variety of initiatives to assist women artisans, many are unaware of these assets or are unable to use them owing to systematic and structural impediments.This presentation will delve into these issues in depth, emphasising the critical need for inclusive legislation, targeted support, and a greater understanding to empower women craftsmen and secure their due place in the socioeconomic and cultural environment.

2. REVIEW OF RELATED LITERATURE

Dr. Khondoker Abdul Mottaleb (2008) conducted The case of bamboo handicraft in Bangladesh is the subject of a research investigation on rural manufacturing, generating employment, and reducing poverty. Using primary data gathered from 201 bamboo artists throughout four regions such Bangladesh, this paper attempts to investigate the nature of handicrafts and their role in creating jobs. In rural Bangladesh, the majority of bamboo craftsmen are family-run businesses. Bamboo craftsmen use family members, particularly women, to make a

variety of requirements, including ladders, stools, mats, baskets, fishing cages, traps, and chicken cages, as well as locally sourced bamboo ornaments. Women are among the thousands of rural residents who work in both direct and indirect ways in the bamboo gathering, manufacturing, and marketing industries.

Dr. M Yaseen Khan (2020) conducted A study on Cane Uddhyan Bareilly, as well as a description of the project on Cane Furnishings Bareilly. The present case study's author evaluates Crafts have historically depended on bamboo and cane goods. Bamboo and cane products are quite popular in domestic as well as global markets. Rural craftsmen have evolved a diverse set of skills over time, allowing them to make a vast range of products. Skills have been handed down through multiple generations. Padaratpur in Bareilly, Uttar Pradesh, is well-known for its bamboo and cane production, both domestically and internationally. Originally, this was how the indigenous made a living. Basketry, cane furniture, carpets and flooring, and ornamental items are among the commodities shipped throughout the region to domestic as well as global markets. Padaratpur, Bareilly, is host to a large number of expert and unskilled cane furniture artists. Unlike other regions of the city, you can find talented artists at moderate prices. As a result, many locals in this area work within the cane & bamboo industries.

Miss Kabyashree Hazarika (2020) Learn approximately the origins of bamboo crafts, the agro-based economy, and its importance in daily life. Bamboo handicrafts dominate Indian handicrafts, providing a living for millions of people. A large number of the rural Assamese households make traditional bamboo crafts, which are important to the local economy. Bamboo is made out of around 1500 different materials. More than one billion people live in bamboo dwellings. Bamboo is the principal structural material in these homes, supporting the roof structures. Bamboo is also utilised to manufacture utility items, composite materials, and wood substitutes.

Uma Shankar Yadav et. All (2022) conducted research on the role of women artisans as entrepreneurs in the ODOP mission in Uttar Pradesh to strengthen the economic plan and move the small sector toward the global handicrafts index. The primary focus of this study was Bareilly, and the authors concentrated on Uttar Pradesh, one district, one commodity. As a result, Bareilly Pilibheet, Lakhimpur, & Kheree are renowned for their advertising-related bamboo crafts. Often referred to as the Northeast territory of bamboo-related handicrafts and goods, the bamboo-related sector is a well-known expansion in Northeast India. Typically, it's a bamboo craft. They are eco-friendly, handcrafted products. Baskets, dolls, accessories, toys, as well as Assamese-made Baal curtains are examples of bamboo products.

3. OBJECTIVES OF THE STUDY

The study's has the goal for the research undertaken are as follows:

1. To investigate the socioeconomic status of artisans working in the bamboo craft enterprises in Bareilly district.
2. To investigate what level and nature of women's involvement in various phases of cane and bamboo craft manufacturing.
3. To investigate gender-specific differences in wages, job roles, and decision-making in the bamboo industry.
4. To investigate the educational, economic, and logistical problems that women workers encounter.
5. To find opportunities for women's empowerment in the bamboo craft industry (such as skill training, entrepreneurship, and cooperatives).

The gathering and analysing of data in the current study are designed to address the following aims fully, as evidenced by the area survey results and respondents response summaries (Annexure-II).

4. RESEARCH METHODOLOGY

The current study is analytical and descriptive in character. It relies on primary data gathered from field surveys with structured interviews and questionnaires with bamboo craftspeople in Bareilly location, Uttar Pradesh in June 2025. The study aims to assess the current state of bamboo craft artisans, with a focus on women's engagement, patterns of employment, income distribution, and obstacles they confront in the handicraft industry. The study area encompasses Fatehganj Cluster, Pardaratpur Cluster, Small Karkhanas (about 250 units), and self-employed artisans in metropolitan areas. A sample size of 500 respondents was drawn from the district's approximately 5000 bamboo crafts workers. Random sample procedures were used to ensure representativeness from all main manufacturing hubs.The questionnaire (Annexure-I) was created to collect extensive information about statistics, employment category, income levels, work-related obstacles, awareness of government programs, and assistance requirements for female craftsmen. Data were gathered via field visits as well as individual interviews. To gain useful information, replies from artisans were collated and evaluated using percentage and tabular methods. Annexure-II contains a summary of respondent data, including worker distribution by cluster, educational qualifications, occupation types, income levels, and key issues faced by craftsmen. Secondary data were gathered from District Industries Centre (DIC) reports, Population records, Minister of Textiles publications, other previous research studies on bamboo handicrafts.

5. LABOUR PARTICIPATION IN BAMBOO INDISTRY : A FIELD VIEW OF BAREILLY DISTRICT

According to 2011 census data, the territory of Bareilly includes a total population of around 4,448,359, with approximately 2879950 living in rural areas and 1568409 in urban areas. There are approximately 5000 cane and bamboo workers scattered among 250 small cane & bamboo factories (Karkhanas) in the city and two significant clusters (Fatehganj and Padaratpur cluster) in the Bareilly District.

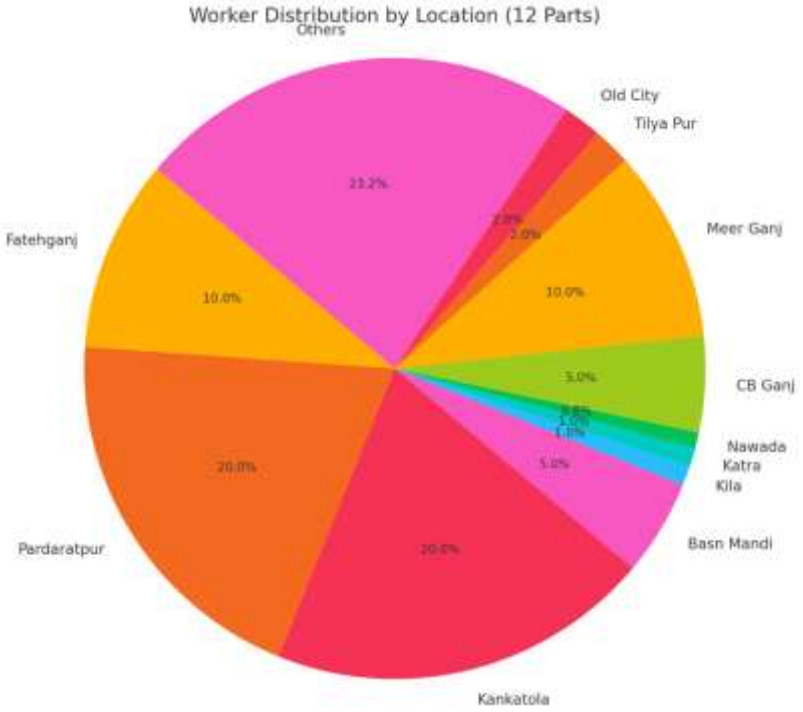
Table 1.2 Cane and Bamboo Handicrafts population
Source – Primary Data

Total Small Factories	Total Clusters	Total bamboo workers
250	02	5000

I. Worker Distribution in the different area of Bareilly

The data analysis results show how 5,000 workers were distributed across different localities. A thorough examination finds major disparities in worker focus, with some places providing a sizeable portion of the workforce while others exhibit negligible participation. The research made a pie graph pf the data analysis for better understanding which is shown below -:

Graph 1:1 Workers Distribution by Location



Source- Primary Data

Though the analysis the pie graph shows Bithri Chainpur (Pardaratpur Cluster) and Kankatola have the biggest level of workers, both contributing 1,000 workers, accounting for 20% of the entire labor in their area. These two locations account for 40% of all workers, which makes them the primary hubs of labor force participation.

- Bithri Chainpur employs 1,000 workers (20%).
- Kankatola employs 1,000 workers (20%).

In addition Fatehganj Cluster of the owner Natthu Hussain and Mirganj both contribute 500 workers, totalling 10% per area. This puts them in a category of fairly high labor-supply regions.

- Natthu Hussain employs 500 workers (10%).
- Mirganj employs 500 workers (10%).

Basmandi and C.B. Ganj are mid-range providers, with 250 workers (5%) apiece. These areas, although not at the very top, contribute significantly to the entire labor pool

- Basmandi: 250 workers (5%);
- C.B. Ganj: 250 workers (5%)

Old City and Tilya Pur make smaller contributions, each with 100 workers (2%), as do Katra Chand Khan & Kila, both with 50 workers (1%). Nawada has the fewest workers (40, or 0.8%).

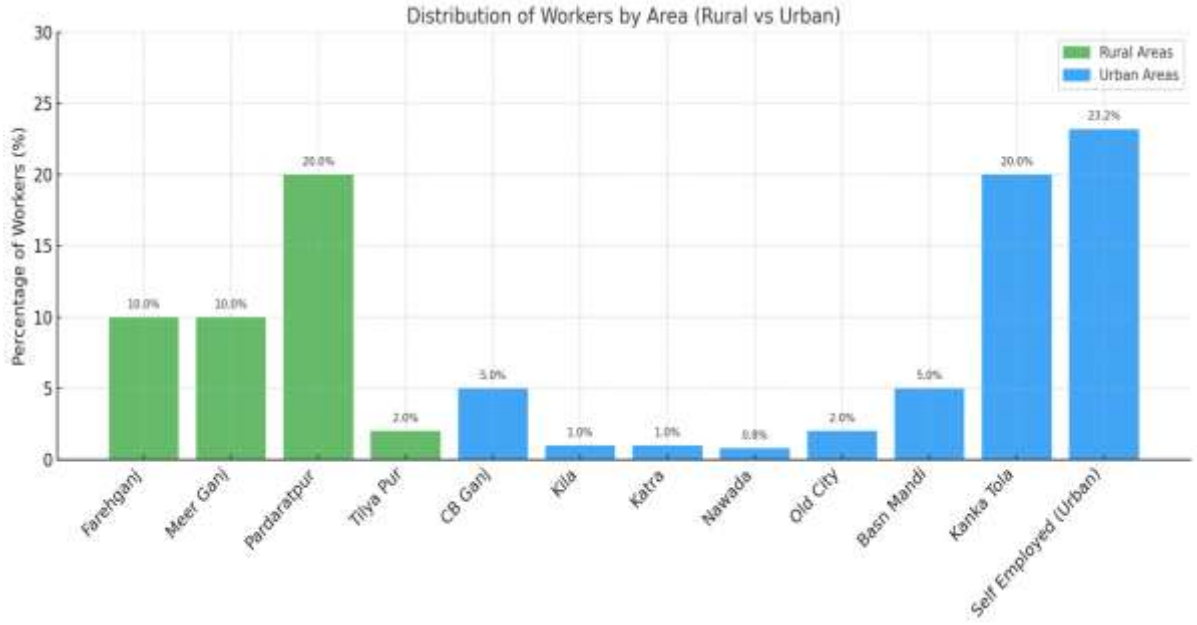
- Old City: 100 workers (2%)
- Tilya Pur: 100 workers (2%)
- Katra Chand Khan: 50 workers (1%)
- Kila: 50 workers (1%)
- Nawada: 40 workers (0.8%)

This distribution shows that the workforce is overwhelmingly concentrated in a few locales, with many localities contributing very little. There are 23.8% of workers that work for themselves and are classified as self-employed. Such insights might be useful when planning resource allocation, personnel management, and future recruitment initiatives. The overwhelming majority of Bithri Chainpur and Kankatola shows that these localities should be prioritised for any future labor-related initiatives or development projects.

II. Distribution of Workers by (Rural vs Urban)

This graph provides a detailed overview of labor distribution throughout different geographies, divided into both urban and rural zones. It focuses on how employment is distributed spatially, providing insights on labor levels in urban as well as rural regions.

Graph 1:2 -Distribution of Workers by Rural vs Urban Areas



Source – Primary Data

- **Rural Area Analysis**

In rural areas, Pardaratpur has the biggest concentration of workers, accounting for 20% of the total rural workforce. Farenganj and Meer Ganj come next, accounting for 10% of the workforce each. Tilya Pur is the smallest percentage among rural regions, at 2%. This suggests that Pardaratpur could be a central focus for rural or small-scale industrial activities, with greater job opportunities than other rural locations. The consistent contributions of Farenganj and Meer Ganj suggests an average amount of job activity, most likely in the agricultural sector, manual labor, or cottage businesses. Tilya Pur, on the opposite hand, demonstrates modest engagement, which may imply restricted business operations or migration of those who work to more prosperous districts.

- **Urban Area Analysis**

Employment in urban areas is more diverse and concentrated. The "Self Employed (Urban)" group has the greatest proportion of urban workers (23.2%). This is an important measure of the entrepreneurship and informal business climate in urban areas, including small companies, vendors, and service providers. Kanka Tola is other urban centre having a high worker proportion (20%), which suggests an established regional economy or the existence of industry and service sectors. CB Ganj and Basn Mandi provide 5%, indicating low employment levels, potentially due to marketplaces or small commercial zones. Other urban regions, like Kila, Katra, Nawada, and Old City, contribute very small amounts, ranging from 0.8% to 2%. This could indicate lower populations or less job opportunities.

- **Comparative Insights**

The comparison indicates that urban regions have a wider worker distribution, including substantial job opportunities in independent business and organised urban zones such as Kanka Tola. Rural areas, on the other hand, have a greater concentration in a few locales, such as Pardaratpur. Urban locations clearly offer more diverse employment opportunities, whilst rural areas rely more largely on specialised centres for employment. This tendency also emphasises the increasing significance of urban areas as job hubs, particularly in the informal economy. The high proportion of self-employed workers demonstrates the importance of cities in fostering micro-businesses and informal economies.

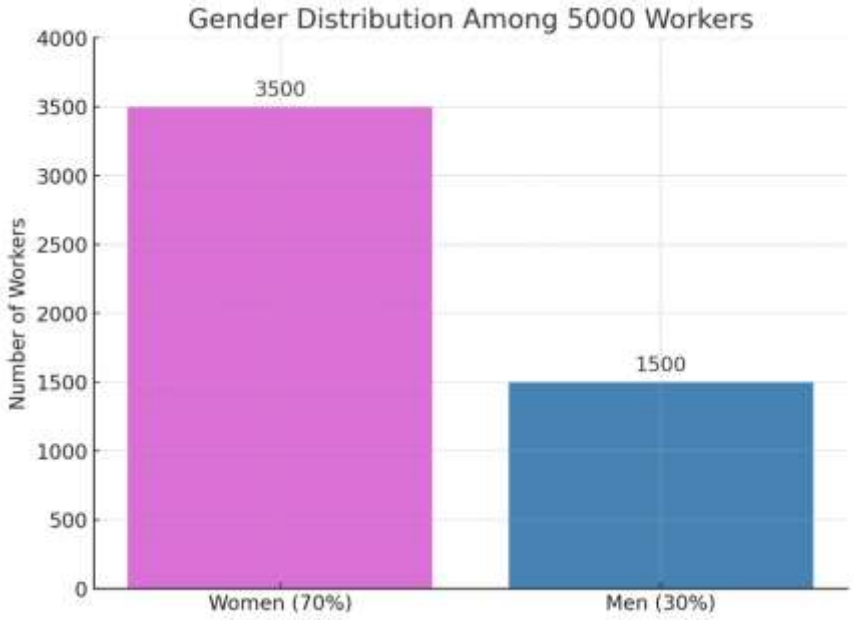
The graph demonstrates significant trends in employment distribution, highlighting how labor dynamic differ among rural and urban areas. Rural employment appears to be focused in fewer regions, whereas employment in cities is more diverse and includes a high proportion of self-employment. These findings can inform the formulation of policies for targeted job creation, construction of infrastructure, and training initiatives in urban as well as rural regions.

6. COMPARISON OF GENDER ROLE IN BAMBOO CRAFTS

The bamboo handicraft sector demonstrates a strong and considerable distinction between genders of labor, as evidenced by worker distribution. Out of 5,000 people working at this traditional craft, the vast majority of 3,500 workers are women, with only 1,500 men workers. This data demonstrates that women play the dominating role in the bamboo handicraft business, in both terms of population and contributions.

- 3,500 women workers (70%)
- 1,,500 male workers (30%)

Graph 1:3 – Gender Distribution Among 5000 workers



Source – Primary Data

This disparity indicates that bamboo manufacturing has grown as a female-dominated occupation, most likely due to a variety of economic, social, and cultural variables. In many areas, women have long taken up bamboo crafting, basket-making, and various other fine-detail work involving this skill, frequently working at home or in communal groups. Their abilities, compassion, and accuracy make them ideal for the various duties involved in bamboo production. Men, on another hand, play a far lower role in the bamboo industry. Male labourers are frequently involved in the larger, more labor-intensive aspects of the craft, such as cutting, dividing bamboo, and managing logistics and transportation. However, their position, while vital, is still minor with regard of numbers.

This gender dynamic suggests not only economic empowerment for women through bamboo craft, but also the possibility to policy along with educational programs to promote and scale women-led projects. The statistics indicate that any potential growth in the bamboo business must prioritise women as the primary labor while simultaneously encouraging more inclusive involvement.

7. A DAY IN THE LIFE OF WOMEN ARTISAN

An ordinary day in the daily routine of a woman artisan working with bamboo starts early in the morning, which is typically before sunlight. After completing household tasks like as cooking, cleaning, and taking children to their government schools. she sets up her tiny workspace, which is typically a corner of the house or courtyard. She starts by picking the right bamboo: cutting, soaking, and flattening it for weaving. The repetitive noise of slicing and folding bamboo becomes part of her everyday routine. She could be working alone or alongside a group of other women, passing down stories and practices down the centuries.



Image 1:2 Female Bamboo Worker.



Image1:3 Cane & Bamboo Craft Item

Although she knits baskets, mats, or ornamental objects, she balances the responsibilities of home and work, taking breaks to care for youngsters or old family members. Her labor is precise and careful, and it can take several hours to produce a single piece. In many cases, middlemen receive finished items while delivering limited pay for the labor-intensive procedure. Nonetheless, her craftsmanship protects cultural heritage and provides for her family's income. She finishes her work in the evening, makes dinner, and gets ready for the next day. Regardless of limited resources and acknowledgment, her stamina, creativity, and commitment to the art form exemplify the quiet power inherent in rural women workers across the country.

8. OPPORTUNITIES FOR WOMEN IN BAMBOO LIVELIHOOD

The bamboo the industry provides major livelihood options for women, particularly in tribal and rural regions where bamboo is prevalent. Bamboo-based activities such as weaving baskets, mat making, furniture manufacturing, and ornamental item manufacture necessitate traditional abilities that many women either have or can easily acquire via short-term training programs.These abilities allow women to earn money from home, providing flexibility and the capacity to integrate domestic responsibilities with economic activities. Governments as well as non-governmental have also acknowledged bamboo's potential as an instrument for women's empowerment. Skill initiatives for development, micro-finance programs, and self-help organisations (SHGs) are encouraging women to participate in the the bamboo value chain, from unprocessed product analysing through final product marketing. Many other regions are now seeing the emergence of women-led cooperatives and firms also, giving them labor negotiations power and greater market access.

Furthermore, the increasing demand for ecologic and environmentally friendly goods in both domestic and foreign markets creates new business prospects. Bamboo has the potential to generate 516.33 millions person-days of work annually in India; nevertheless, practically the entire worldwide marketplace for bamboo products remains untapped. Women craftsmen of other regions who have received sufficient education regarding design, the packaging, and online advertising can use e-commerce platforms to broaden their customer base beyond local bounds . In simple terms, the bamboo livelihood provides women with economic freedom while also promoting communal development, traditional craftsmanship, and environmental sustainability. With the correct assistance, education and skill development ,women in this area can develop into pioneers of rural transformation as well. India needs to work on the initiates strongly to succeed in the field of cane and bamboo industry.

9. CHALLENGES FACED BY WOMEN ARTISANS

The challenges addressed by this business are classified as fundamental market-related, input-related, and technical. Despite the huge potential for the growth of bamboo handcrafts, numerous obstacles continue to impede their progress. As previously said, there's a need to foster entrepreneurial mindsets and abilities among local artists.

Women artists play an important role in conserving traditional crafts and supporting local economies, but they confront several hurdles that impede their growth and recognition. Because of their limited access to regulated markets and financial services, they frequently earn poor wages and rely on middlemen. Social and cultural constraints, such as domestic duties and traditional mindsets, limit their mobility and prospects. Most female craftsmen lack professional training and education in novel methods, advertising, and digital tools, placing them at an unfair disadvantage in today's competitive market. Their work frequently goes unnoticed, while they are rarely featured in government initiatives or exhibitions. Long hours and poor working conditions have a negative impact on their well-being as well as their.

Furthermore, the digital gap makes it harder for them to use internet platforms and broaden their reach. To address these issues, it is critical to give women artisans with education, financial assistance, digital access, and venues where they may demonstrate their abilities and become self-sufficient.

Although local artists have an intuitive awareness of these characteristics, there is a need to categorise this type of knowledge in an organised and scientific manner.

10. MAJOR FINDINGS OF THE STUDY

The findings of the research carried out by the researcher are as follows:

1. Approximately 90% of the workers are uneducated, with only 3% having passed 10th grade or above.
2. The bamboo handicraft enterprises of Bareilly is dominated by women, who represent 70% of the employed population (3500 versus 5000).
3. Women artisans have the potential to spearhead the bamboo industry's rise to entrepreneurship with the right education, financial availability, & access to markets.
4. Women are active in both manufacturing and finishing tasks, whereas men are mostly concerned with raw material procurement and marketing.

11. LIMITATIONS OF THE STUDY

This study addresses the bamboo industry in the Bareilly district.

1. Research opportunities include comparing multiple districts and markets
2. The study only focuses on bamboo work in the Bareilly District, however there is potential to explore the government's plan for other districts.
3. The research is limited in scope, focusing solely on the financial consequences of the bamboo work in Bareilly in recent years.

12. CONCLUSION

The study focuses on the cane and bamboo work in Uttar Pradesh's Bareilly district. Bamboo is an MSME that participates within the ODOP initiative, that offers work for many residents. Bamboo markets are an essential means of income for many local inhabitants. Bareilly is well-known for its bamboo furniture, which is made from high-quality bamboo and cane and contributes to job creation and economic growth. It is renowned for: Many bamboo products are manufactured here. These items can be categorised as decorative. Bamboo furniture is a popular item here. The manufacturing community began as a modest firm in Bareilly, supporting a sizeable section of the village and town's population.



Image 1.4 Male Artesian



Image 1.5 Male Labour

Source-Primary Data

The majority of workers are from families with low incomes with limited access to higher education and employment opportunities. Handicrafts, needlework, agriculture, daily wage employment, and other unorganised industry jobs are the cluster's primary sources of revenue. Regardless of their qualifications and effort, workers frequently face challenges such as low income, unpredictable scheduling, uncertain employment, and limited availability of benefits or financial services.

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Annexure-I:
Questionnaire for Field Survey
"Bamboo Crafts and Role of Women: A Field Study in Bareilly District, Uttar Pradesh"

Date:
Respondents Code-:
Location: _____

Section A: Personal Information

1. Name - _____
2. Gender -
   □ Male
   □ Female
3. Age: _____ Years
4. Educational Qualification-
   □ Illiterate
   □ Primary (1st – 5th)
   □ Middle (6th – 8th)
   □ Secondary (9th – 10th)
   □ Senior Secondary (11th – 12th)
   □ Graduate and above
5. Marital Status:
   □ Married
   □ Unmarried
   □ Widow
   □ Others: _____
6. Number of Respondents Family Members: _____

Section B: Employment in Bamboo Crafts

7. How many years have you been working in bamboo handicrafts?
   □ Less than 1 year
   □ 1 – 3 years
   □ 3 – 5 years
   □ More than 5 years
8. Which workplace do you belong to?
   □ Fatehganj Cluster
   □ Pardaratpur Cluster
   □ Small Karkhana
   □ Self-Employed
9. What is your current job role?
   □ Weaving / Crafting
   □ Cutting / Splitting Bamboo
   □ Finishing / Decoration
   □ Supervisory / Entrepreneur
   □ Others: _____
10. Average Monthly Income from Bamboo Craft?
    □ Below ₹5,000
    □ ₹5,001 – ₹10,000
    □ ₹10,001 – ₹15,000
    □ Above ₹15,000

Section C: Work Challenges & Opportunities

11. What are the main challenges you face? (Check all that apply)
    □ Low Wages
    □ Limited Market Access
    □ Lack Technical Skills
    □ Lack of Financial Support (Loan / Credit)
    □ Work Related Health Issues
    □ Time Management due to Responsibilities of households
    □ Others: _____
12. Do you know anything about Government schemes like the National Bamboo Mission?

□ Yes
□ No

13. Have you ever received any training to improve skill ?
□ Yes
□ No
    - If Yes, what type of training: _____
14. Would you be interested in beginning your own bamboo craft enterprise with suitable support?
□ Yes
□ No
15. What support do you believe is necessary for women artisans? (Check all that apply)
□ Skill Training Workshops
□ Easy Loan Access
□ Improved Market Linkages
□ Digital Literacy & Online Selling
□ Health & Social Security Benefits
□ Others: _____

Annexure-II:

Summary of Respondents' Replies (Primary Data Sample)

The tables below provide a summary summary of the primary data gathered through structured surveys and field interviews. A total of 500 people were surveyed in Fatehganj Cluster, Pardaratpur Cluster, Small Karkhanas, and Self-employed (Urban) craftsmen. Demographic profiles, job patterns, wage levels, and the obstacles that bamboo craft workers face are all included in the study. This summary represents ground-level reality and supports the study's research objectives.

Example Table 1: Respondent Distribution Cluster-wise

Cluster/Location	No. of Respondents (N)	Percentage (%)
Fatehganj Cluster	50	10%
Pardaratpur Cluster	100	20%
Small Karkhana Workers	234	46.8%
Self-Employed (Urban)	116	23.2%
Total	500	100%

Example Table 2: Educational Qualification of Respondents

Education Level	No. of Respondents (N)	Percentage (%)
Illiterate	300	60%
Primary (1st–5th)	100	20%
Middle (6th–8th)	50	10%
Secondary (9th–10th)	30	6%
Senior Secondary (11th–12th)	15	3%
Graduate & Above	5	1%
Total	500	100%

Example Table 3: Employment Type of Respondents

Employment Type	No. of Respondents (N)	Percentage (%)
Cluster (Fatehganj + Pardaratpur)	150	30%
Small Karkhana Workers	234	46.8%
Self Employed (Urban)	116	23.2%
Total	500	100%

Example Table 4: Monthly Income Status of Respondents

Monthly Income (₹)	No. of Respondents (N)	Percentage (%)
Up to 5000	250	50%
5001 – 10,000	180	36%
10,001 – 15,000	50	10%
Above 15,000	20	4%
Total	500	100%

Example Table 5: Challenges Faced by Respondents (Multiple Response)

Challenge Faced	No. of Respondents (N)	Percentage (%)
Low Wages	400	80%
Lack of Market Access	300	60%
Limited Technical Skills	250	50%
No Financial Support (Loan/Credit)	280	56%
Health & Safety Issues	120	24%
Time Management (Household + Work)	200	40%