



A comprehensive study on clay and pottery industries of Ghurni, Krishnanagar, West Bengal

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Abstract: Pottery is the material from which the pottery was made, of which major types include earthenware, stoneware and porcelain. The place where such wares are made is also called a pottery (plural “potteries”). Pottery also refers to the art or craft of the potter or the manufacturer of pottery. The present study find out of the clay and pottery industries of Ghurni, Krishnanagar, West Bengal. The present study had deals with 1979 groups of craftsman samples. The tools used for the present study is self made test that is ‘Questionnaire for door to door survey’. The main objective of this study that is found out the physical environmental set up and their impacts on urbanization of pottery. On the basis of the score obtained calculation was done by using statistics named Percentile, Bar Graph, Pie Diagram, Line Graph etc. The analysis of the result indicates that terracotta horses made of wood are getting more popular among the tourists. In this purpose some agencies and NGO’S directly buy the handicrafts from the craftsman at Ghurni.

Keywords: Ghurni, Pottery, Agencies, Environment.

Introduction: Krishnanagar is located in the Indian state of West Bengal, and Ghurni is a neighbourhood in Nadia District.(Datta, 2013) This place is famous for its clay dolls, which are also known as Krishnanagar clay dolls.

Realistic and beautifully finished, Krishnanagar clay dolls are a radical departure from conventional styles. Everything from fruits and fish to insects and animals to birds and, of course, the whole pantheon of gods and goddesses—not to mention the ever-present Donald Duck and other famous comic strip characters—truly reflects reality, right down to the smallest detail. Krishnanagar dolls are known for their realistic depictions of many occupations and daily lives. Some examples of these dolls include farmers, weavers, rag pickers, basket manufacturers, and umbrella makers.(Datta, 2013)

Even though they don’t have the facilities to produce fibre glass models, some of Ghurni’s clay modellers have felt pressured to switch to using fibreglass due to the booming international demand for such products: Longevity and ease of moulding are two advantages of fibre glass.(Singh, Aug, 2011)

The younger generation is leaving the field of master craftsmanship for more financially rewarding occupations and trades. There were just ten master craftsmen remaining at Ghurni in 2007, and the most of them were elderly.(Gangopadhya,2000)

Location of the study:

Geographical Location: Krishnanagar is situated in the Nadia District of West Bengal. Geographically the tropic of cancer (2330/ North) passes through the city and the city limit stretches from 22.53 and 24.11 N latitude and 88.09 and 88.48 E longitude and about 390027 sq km in area, this district is linear in shape with orientation of N-S . The district is approximately 46 ft above the mean sea level. The Tropic of Cancer divides the district in two parts.

Regional Location: Ghurni is located at 23.25 N and 88.34 E or the banks of the Jalangi River. A 100-kilometer rail ride or 118-kilometer bus ride will get you there from Kolkata. The city of Krishnanagar is served by the Kolkata suburban railway, which runs along the routes of Sealdah, Naihati, Ranaghat, and Krishnanagar. You may return on the same day after a 2.5-hour journey. You can go about the city on a bike rickshaw.

About Clay and Pottery industry:

Sticky, fine-grained soil that occurs naturally is called clay. Basically, it's just water and rock dust. Potteries, ceramics, and other similar crafts rely on clay. Sculptures, as well as ornamental patterns and decorations, are crafted from it.

Except for technical, structural, and refractory goods, "all fired ceramic wares that contain clay when formed" is how ASTM defines pottery. Some archaeologists use a different understanding by excluding ceramic objects such as figurines which are made by similar processes, materials and the same people but are not vessels.

Objectives of the Study:

The present study deals with some major objectives –

- 1) To find out the physical environment set up and their impacts on urbanization of pottery.
- 2) To find out any educational facilities, transportation, industrial pattern and other services.
- 3) To find out socio - economic study and impact on urbanization in aspects of Ghurni.

Methodology: The researcher used in this study by descriptive field survey method.

a) Population: The population for the present study including soap man, craft sellers, handicrafts manufacturing of the Nadia District in West Bengal.

b) Sample: The primary dates are collected for present study from a sample group of 1979 craftsman (N =1979)

c) Tools: A self-made standardized questionnaire was used which measures the skills of craftsman, monthly income, export-import ratio, quality analysis etc.

d) Data Collection: Data's have been collected mainly through the field survey and also data collected from different Government offices i.e., Krishnanagar Municipality, District Industrial Complex (DIC) etc.

Data Analysis:

A) Educational Background of the labour: All the respondents were asked questions related to their educational background and previous experienced. Later, the small-scale industry that failed completely where singled out to test in what respect they were different from the rest.

Table:1- Educational Background of the Labour

LEVEL OF EDUCATION	FREQUENCY	PERCENTAGE
Primary	1025	51.79
Secondary	690	34.86
Higher Secondary	222	11.21
Graduation	42	2.12
Total	1979	

B) Previous work experienced: The study further sought to establish the level of experience of the operators of the industry prior to commencing the current business, before embarking on their current business activity. Next of them had a 6-20 years experience with only 18 % and only 12% having had over 20 years experience.

Table:2- Experience prior to commencing current

YEAR OF EXPERIENCE	NUMBER OF LABOUR	PERCENTAGE
NO	57	2.88
1 TO 05	1355	68.53
6 TO 20	342	17.29
OVER 20 YEARS	225	11.38
TOTAL	1979	

C) Perception from Consumers/Buyers: The study also deals with the consumers/buyers in aspects from various perceptions in different periods.

Table:3- Consumers /Buyers perception

Period	No of Customers/Day	No of buyers/Day
BOOM	100	60
LEAN	30	15
AVERAGE	45	25

D) Quality Analysis: Quality depends on the variety of the products. Different pottery shops have been different product quality. Shops are divided into different quality and four major items like – Excellent, Good, General and Poor.

Table:4- Quality of Pottery Shop

QUALITY	NUMBER OF POTTERY SHOP
EXCELLENT	53
GOOD	94
GENERAL	147
POOR	54

E) Export and Import Scenario: Apart from domestic demand, exports of ceramic from Ghurni have also been increasing. Indirect export is vital in this scenario. From a level of 7.5 lakhs in 2005-2006, export of ceramic from Ghurni has gone up to 16 lakhs to 2010-2011. Ghurni exports of different types (like : clay, terracotta, fiber & glass, cement, stone, bronze etc) of models to other parts of America, Australia, European countries etc via Hyderabad, Mumbai, Delhi etc. Imports of different types of clay, terracotta model have gone up rapidly in recent years, to almost match the level of exports. From around 2.5 lakhs in 2006-2007, imports have gone up to nearly 8 lakhs in 2010-2011, rising imports indicate the rapid growth in domestic demand for clay, terracotta models due to boom in real estate construction.

Table:5- Import and Export goods of Ghurni

YEAR	EXPORT (Rs Lakh)	IMPORT (Rs Lakh)	TRADE RATIO
2006-2007	7.5	2.5	2
2007-2008	8	3.5	2.28
2008-2009	9.5	5	1.9
2009-2010	12.5	7.5	1.66
2010-2011	16	8	2

Problems and Recommendations of the Study:

Problems:

- a) The first is the Lack of Space, there is not much space for the craftsman to make their crafts and they have to adjust in small spaces inside their home.
- b) Old methods/techniques are used for years, new designs and new methods have not been adopted by the craftsman.
- c) Kumbhakar's mentioned that they don't get much opportunity to go out and see what people like what are their tastes, so they can't come up with something new which people would appreciate. Also they feel that there is not much co – ordination at the National and International Level to promote the Terracotta Handicrafts from Ghurni.

d) Child Labour is the main problem of the pottery manufacturing industry in Ghurni. In initial stage the child labour has been working in this industry. As a result decreasing of motif work and experience does not properly appropriate.

Recommendation:

a) Standardized method and equipment's should develop so that artisan himself can check the raw material before purchase or store.

b) A machine can be designed to resolve the issue of clay preparation according to the earlier traditional method which require less water and give more plasticity and can prove production friendly.

c) Need to design an alternate drying or hot chamber which will be helpful during rains and winters.

d) Conduct workshops with skilled artists who can make and trained others to develop new content and patterns.

e) Expos and fairs are great places to spread the word about the GI (Geographical Identification) mark, which may help people identify their goods.

Conclusion:

The present study deals to develop some techniques or some solution to check the articles for cracks and defects before forwarding them for firing and need equipment's for even mixing of all raw materials. In the era of globalization, the demand for this clay and pottery industry has decreased greatly due to the change in the taste of customers. Different models including Terracotta, Cement, Stone, Bronze are still being made along with clay and pottery industry. Pottery is becoming more and more popular as a product, and there has been a marked uptick in the number of clay jewellery models sought for by female consumers who like to do their shopping online. This is a fantastic chance to wing it and rearrange the importance.

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