

Green Innovation Among Cottage Industries in India.

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Abstract: Green innovation can help industries in sustainable development without causing any detrimental impact on the environment. Green innovation can be a relief as cottage industries can follow the procedures of green innovation for the growth of the industry. Post-covid these cottage industries are seeing a downfall. In this paper an attempt has been made to find the reasons for downfall and how can green innovation help in uplifting these industries and help in the sustainable development of such industries.

Keywords: Green innovation, Cottage industries, Sustainability, Economic growth.

Introduction:

Green Innovation reduces environmental damage reuses the natural resources and recycles them and uses them effectively. Lot of environmental challenges are happening where the nature does not allow manto misuse nature but it's a blessing to co- habit with nature.

How can companies enter into green innovation? The major three principles of green innovation are Reduce, Reuse, and Recycle and this leads to a sustainable development of the industry. Green innovation will help to reduce usage of energy and waste which helps in economic and social upliftment of society.

Green innovation can happen in many ways:

- One can reuse products & recycle products and contribute to green innovation.
- Companies can reduce the harmful gases affecting the environment.
- Can use better manufacturing processes which are environment friendly and produce competitive products.

Waste management has become a major concern in cottage industries. In India textiles are the most waste producing industries and stand third in position. A Delhi based designer Ashita Pai Wand has nine handlooms inhouse and is working with designers who are using this waste fabric. They are called Katrans. This can be an example of **reuse and recycling of products.**

Small cotton spinning & weaving industries come under green industries (Industrial Sectors having Pollution Index score of 21 to 40 – Green category) where harmful gases are less or 9 Industrial Sectors having Pollution Index score incl.&up to 20 - White category) even handlooms and carpet weaving come under white industries where there is no or low emission of harmful gases so green innovation can be preference of these industries. (<https://pib.gov.in/newsite/printrelease.aspx?relid=137373>)

Cottage industries can better their manufacturing processes, they are mostly environment friendly and have to compete with other products. So green innovation is a pathway for cottage industry to prosper.

Objectives&Scope of the study:

- 1.To analyse the problems faced by cottage industries now.
- 2.To study the governmental agencies which can help the cottage industries after green innovation.
- 3.To suggest some green innovation strategies to uplift such cottage industries.

Problems faced by cottage industries:

1. The raw materials in these cottage industries are costly so getting raw material at reasonable prices is a challenge.
2. Middlemen generally offers the manufacturer low price, and heavy chunk is bought from buyers.
3. Handloom weavers face competition from power loom weavers.
4. Water scarcity is a problem of cottage industry as they are mostly prevalent in rural Areas.
5. The goods produced by cottage industries are producing artistic goods. Bulk production Is not possible.
6. Diminished growth is seen in cottage industries because they lack in latest technology and current equipment.
7. Cottage industries promotion and marketing is difficult due to insufficient funds. To compete with popular brands becomes difficult.

Literature survey and findings:

- I. Green innovation leads to sustainability. Cottage industries contributes to greeninnovation as it helps to enhance the economy. Coir industry is one among those cottage industries we can think of. This is very famous in Kerala.([https://www.carbonmandal.com/sustainability%20schemes/2021/12/13/Schemes for Coir Cottage Industries.html](https://www.carbonmandal.com/sustainability%20schemes/2021/12/13/Schemes%20for%20Coir%20Cottage%20Industries.html))
- II. Rajasthani block prints were at the verge of closing down as they used synthetic dyes. So, they had to go about green innovation when they started using recycled used water Collectrainwater, used solar energy to sustain workshops and protect artisans against occupational hazards. They started using natural dyes to make a sustainable environment which is economically viable.
(<https://timesofindia.indiatimes.com/city/ahmedabad/cottage-industry-has-to-be-eco-friendly/articleshow/48106294.cms>)
Cottage industries have low productivity levels, insufficient infrastructure, lack of promotion, supply chain and distribution channels are weak, global presence is missing, increased competition, technological improvements necessary for products.
Artisans find it difficult to boost their productivity levels.Government agencies should support getting skilled artisans and help the artisans in providing innovative solutions to improve the production process, by good supply chain management practices.
- III.Recently, the government of India has taken initiative foruplifting cottage industryby launching Ministry of Micro and Small Enterprises – Cluster DevelopmentProgramme (MSE-CDP) popularly known as micro, small and

medium enterprises (MSME). Under MSME, more and more rural artisans, both individuals and clusters, are opting to join in. The MSME scheme is also available for individual manufacturers and service providers in the country and is playing a very important role in improving the lifestyle of poor artisans (source: <http://msme.gov.in/mob/AboutMSME.asp>)

IV. All India Spinners Association (AISA) All India Village Industries Association founded in 1925 & 1935 were not able to uplift the cottage industries. But due to industrialisation much could not be done. Later All India Cottage Industries Board was set up in 1948 who had to link governmental agencies at the state level & national level to find solutions that are recent. Annapurna Cottage Industries in Leaf plate making in Andhra Pradesh. Later it expanded to neighbouring states like Chhattisgarh & Orissa.

Cottonweaving, silkweaving, carpet making are significant cottage industries.

India is also famous for silk weaving. We have silk varieties like Tussar, Muga, Eri. Carpet making is famous since the Mughal period. Carpet industry is famous in Kashmir, Rajasthan, Punjab, Andhra Pradesh. We have The Carpet Export Promotion Council which helps to promote handknitted rugs and carpets within the country.

Money for cottage industry can be from self-help groups or governmental support in the form of subsidies. Cottage industries in India contribute to 40% of the output.

Cotton weaving is famous in Tamil Nādu, Gujarat, Maharashtra.

Karnataka is famous for producing silk which contributes to 70% of production. Carpet weaving (<https://www.legalraasta.com/blog/cottage-industries-in-india>) is famous in Kashmir, Rajasthan, Punjab, UP and AP.

Actions taken by the government:

1. The Union government assists small industries like micro enterprises and villages. They are Khadi and Village Industries All India Handicrafts Board, the AH India-Handloom Board, and the Central Silk Board.
2. The cottage industries can look for institutional credit.
3. District Industries Centres are provided like solutions to village and cottage industries.

Conclusion:

Green Innovative practices proposed for future research:

Cotton goods are exported to USA, U.S.A., U.K., Russia, France, East European countries, Nepal, Singapore, Sri Lanka & African countries.

So, if the quantity & quality of yarn is improved the export will improve.

Cottage industries operate from home so installation cost, licensing fee and registration fee can be exempted. Local licences are not expensive but affordable. The producers should directly sell to the buyers and remove middlemen. They can take the help of co-operatives. There is a know-how from Indonesia which says that if we go for cluster development of industries within that geographical area, we can start selling our cottage industry products directly from the seller to the buyer. If we take the example of the toys of Channapatna and the silk

weaving in Ramanagaram and Kanakpura belt, Mysore belt. We can gather them into clusters and sell products as the distribution channel can be improved and it is cost effective as it is a green innovation where the supply chain and distribution channels save on the cost. Most of the North Karnataka industries who were producing Ilkal sarees have now opted for social media marketing. They have their own web page or Facebook or YouTube videos. Some of them have connected with other weaving societies made clusters and are selling their products online. This is green innovation. A textile park was proposed by our ex-chief minister Mr. Yeddyurappa. Green innovation can help in promoting products online or on social media.

In Ramanagaram to get an assortment of the silk fabric they have introduced weaving of Chinese yarn in the warp to get different variety of assorted silks. This is innovation and Chinese silk is considered to be superior quality silk. So improving the quality of the silk can be a green innovation. Spun silk reeled from damaged cocoons can be used to produce spun silk which has a different lustre totally. So best out of waste is also a part of the silk industry which contributes to green innovation.

Bulk production Cottage industry products is possible if they tie up with big giants like TATA, Reliance to promote their artistic products which will also contribute to green innovation where the cost of production will be reduced, and promotion and distribution channel cost is reduced when there is a tie-up. As the research is based on secondary data the findings of earlier research is taken into consideration and future research as to how to go about with mass production, how to improve quality and efficiency in supply chain and distribution channels needs more emphasis and there are research gaps for further research.

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