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## THE ROLE OF PUSH AND PULL FACTORS IN OCCUPATIONAL CHANGE OF RURAL ARTISANS IN PUNJAB

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### ABSTRACT

Occupation not only determines the employment and income potential of an individual but also indicates his economic and social status as well. People generally choose their occupation according to their capacity, capability, availability and earning. These are considered to be some important variables which influence the behavior of artisans to leave one occupation and join the other (Montana and Brooklyin, 1977). In context of rural Punjab, most of the rural artisans had changed their traditional occupations and shifted toward the other occupations. The rural artisans left their ancestral occupations because they faced a stiff competition with imported factory made products which entered into the villages through commercial castes such as bania, traders etc. (Gupta, 1980). The flow of factory made goods in the villages rendered many artisans jobless and they were either shifted toward agriculture as full time labourer or migrated to the cities for the search of livelihood (Jammu, 1974). Specifically, in case of Punjab, the rural artisans were performing various economic activities in the villages. They were directly linked to the agriculture through household tools, farm equipments and maintenance of these equipments (Gurtrell, 1981). The introduction of new agriculture technology has transformed the subsistence agriculture into the commercial agriculture. New farm tools, equipment and machinery had replaced the artisans production and made their production unnecessary to a greater extent. After 1990s, Punjab economy had experienced another important change related to the mode of production in rural areas. The opening up of the economy for industrial produce without taking care of petty producers has disrupted the livelihood means of rural artisans. They remained unable to compete with the imported industrial products (Qureshi, 1987). Further, the developments of infrastructure and communication facilities have extended the approach of industrial commodities to the rural areas. This has resulted the shift in demand pattern in the rural areas from artisans to industrial products. All these forces have compelled the rural artisans to leave their traditional occupations and join the other occupations (Qureshi, 1990). In this paper, an attempt has been made to know the causes behind the occupational change of rural artisans. For this purpose, present paper has been divided into two sections. Section-I examines the percentage of artisan households who left their traditional occupations and joined the other occupations. Section-II analysis the main causes of occupational change of rural artisans. They were changed their traditional occupation in compelling circumstances or they were attracted toward the new occupation remain the major concern of present paper.

### KEYWORDS

push and pull factors in occupational change, rural artisans in Punjab.

### INTRODUCTION

 Occupation not only determines the employment and income potential of an individual but also indicates his economic and social status as well. People generally choose their occupation according to their capacity, capability, availability and earning. These are considered to be some important variables which influence the behavior of artisans to leave one occupation and join the other (Montana and Brooklyin, 1977). In context of rural Punjab, most of the rural artisans had changed their traditional occupations and shifted toward the other occupations. The rural artisans left their ancestral occupations because they faced a stiff competition with imported factory made products which entered into the villages through commercial castes such as *bania*, traders etc. (Gupta, 1980). The flow of factory made goods in the villages rendered many artisans jobless and they were either shifted toward agriculture as full time labourer or migrated to the cities for the search of livelihood (Jammu, 1974). Specifically, in case of Punjab, the rural artisans were performing various economic activities in the villages. They were directly linked to the agriculture through household tools, farm equipments and maintenance of these equipments (Gurtrell, 1981). The introduction of new agriculture technology has transformed the subsistence agriculture into the commercial agriculture. New farm tools, equipment and machinery had replaced the artisans production and made their production unnecessary to a greater extent. After 1990s, Punjab economy had experienced another important change related to the mode of production in rural areas. The opening up of the economy for industrial produce without taking care of petty producers has disrupted the livelihood means of rural artisans. They remained unable to compete with the imported industrial products (Qureshi, 1987). Further, the developments of infrastructure and communication facilities have extended the approach of industrial commodities to the rural areas. This has resulted the shift in demand pattern in the rural areas from artisans to industrial products. All these forces have compelled the rural artisans to leave their traditional occupations and join the other occupations (Qureshi, 1990).

In this paper, an attempt has been made to know the causes behind the occupational change of rural artisans. For this purpose, present paper has been divided into two sections. Section-I examines the percentage of artisan households who left their traditional occupations and joined the other occupations. Section-II analysis the main causes of occupational change of rural artisans. They were changed their traditional occupation in compelling circumstances or they were attracted toward the new occupation remain the major concern of present paper.

### METHODOLOGY

Present study is based on primary survey of three districts of Punjab. There are twenty-two developmental blocks in selected districts. Following random sampling method, one village is selected from each block. Further, ten categories of artisans were selected such as carpenter, blacksmith, goldsmith, weaver, potter, shoes maker and leather worker, barber, tailor, basket maker and mason. All the artisans who left their traditional occupation had selected for study. The data for the study were collected in the year of 2013. The total number of artisan households who changed their traditional occupations were taken for our study is related to the years between 1990 to 2012.

## ANALYSIS

## SECTION-I

## NUMBER AND PER CENT OF WITHDRAWN ARTISANS

TABLE 1: NUMBER AND PER CENT OF ARTISANS HOUSEHOLDS

Categories	Continue	Left	Total
Carpenter	107 (61.15)	68 (38.85)	175 (100.00)
Blacksmith	31 (39.24)	48 (60.76)	79 (100.00)
Goldsmith	16 (29.63)	38 (70.37)	54 (100.00)
Weaver	14 (22.58)	48 (77.42)	62 (100.00)
Potter	25 (27.47)	66 (72.53)	91 (100.00)
Shoes Maker & Leather Worker	17 (23.29)	56 (76.71)	73 (100.00)
Barber	42 (53.16)	37 (46.84)	79 (100.00)
Tailor	84 (67.75)	40 (32.25)	124 (100.00)
Mason	216 (88.16)	29 (11.84)	245 (100.00)
Basket Maker	20 (62.50)	12 (37.50)	32 (100.00)
All Sampled Households	572 (56.41)	442 (43.59)	1014 (100.00)

Source: Primary Survey

Data in the Table 1 shows the total number of artisan households among the sampled villages in the three selected districts of Punjab State. There were 1014 artisan households in all the three districts of Punjab. Out of the total, 43.59 per cent artisan households left their traditional occupations and adopted the other occupations. The data indicates that the proportion of weaver artisans who left their traditional occupation and started the new occupations was found to be the highest at 77.42 per cent followed by 76.71 per cent of shoe maker and leather worker and 72.53 per cent of potter artisans. The percentage share of blacksmith artisans who left their traditional occupation came to be 60.76 per cent. Moreover, 38.85 per cent of carpenter, 32.25 per cent of tailor and 46.84 per cent of barber artisans left their traditional occupations. On the other hand, the percentage share of the mason artisans who left their traditional occupation was found to be very low i.e., 11.84 per cent. It has been found that the mason and carpenter occupations flourished among the sampled districts due to the better earnings in these two occupations. Large numbers of mason artisans were working in their traditional occupation which clearly indicated the growing demand for their services. This has happened due to the increase in demand for new houses among the sampled districts. On the other hand, the use of manufacture wooden furniture in houses along with increased demand for wooden materials in consumption activities, the demand for carpenter services has increased. It has been observed that some of them had not left their traditional occupations completely and continued as part time workers in their traditional occupations. While some withdrawn artisans such as potter, goldsmith, blacksmith and carpenter artisans were working in traditional occupations during the festival, marriage and other social religious ceremonies in order to get subsidiary income. Moreover, some of them engaged in part time work in their previous occupations just for the personal satisfaction through the uses of their own tools and equipments.

## SECTION-II

## CAUSES OF OCCUPATIONAL CHANGE

Occupational change is primarily motivated by various economic, social and other factors. The basic economic factors which were responsible for occupational change of rural artisans were the push and pull factors. Besides, there are some other factors which supported the artisans to change their traditional occupations. It is quite important to see whether these artisans changed their traditional occupations due to compelling circumstances which pushed them out of their traditional occupations or they were pulled by the attractive conditions in the new occupations. In this part, we made an attempt to look into push, pull and other factors which played an important role in shifting of occupations among the selected artisans.

## 2.1 PUSH FACTORS

Generally, push factors means those forces and circumstances which compel the individuals and households to leave their occupations. In the present analysis we have divided the push factors into five broad categories, comprises: 'small size of the market', 'irregular and low income', 'problem of raw material', 'problem of finance', 'competition with machine made products' and 'seasonal unemployment'. Push factors are discussed as under:

## I. SMALL SIZE OF THE MARKET

The finished products of any occupation required sound and organised market. Most of the artisan households provide their services to fulfill the needs of local villagers. They sold very small quantities of their products and services outside the village market. It has been found that they were consistent to limited size of the market for their products and services. The limited size of the market makes their traditional activities unviable even for simple living. Hence, the earning capacity of these artisans was found very low due to this reason. The economic condition of these artisans had weakened year by year because of lower earnings from traditional occupations. Moreover, their expenditure of daily needs increasing continuously. Under such sort of circumstances, it became difficult for them to continue with their traditional occupations. Thus, the 'small size of the market' emerged as one of the important push factor responsible for the occupational change of rural artisans. The data in the Table 2 reveals that 8.37 per cent of the artisan households left their traditional occupations because of the 'small size of the market'. The category-wise analysis reveals that the proportion of barber and carpenter artisans who left their traditional occupations due to the 'small size of market' was found to be the highest i.e., 13.51 per cent and 13.23 per cent, respectively. The percentage share of goldsmith, blacksmith and mason artisans was found to be almost the same i.e., 10.53 per cent, 10.42 per cent and 10.34 per cent, respectively. This percentage share turned out to be 7.14 per cent in case of shoe maker and leather worker artisans. While, not even a single potter and basket maker artisan left his traditional occupations due to this reason.

Historically, it has been proved fact that the merchants play an important role in the development of trade and commerce. These middlemen purchase the articles from producers at one place in order to sell these articles into the other villages, towns and cities and even in overseas markets. They extract their share through this operation. Regarding the involvement of these important intermediaries in artisans production, the withdrawn artisans expressed their views that these middlemen are not interested in purchase and sale of their produce. The lack of coalesce between artisans and merchants was another reason for the small size of the market for artisans produce.

Moreover, the development of rural urban connectivity through link roads increased the mobility of rural people to the urban areas. The factory made manufactured products attracted the rural population to buy their necessities from urban areas rather than buying the products from rural artisans. It has been found that

the superior quality and lower price of machine made products were the reasons due to which the people changed their preferences from artisan products to urban industrial products. The increased transportation and information among the village people has further minimised the size of market for rural artisans.

In the present era of globalisation, the expansion of market size involves huge cost in term of advertisement, transportation, communication etc. The artisan classes did not enough capacity to invest in these activities. That's why the market of the artisans produce remained limited to their native villages only. Besides, due to the lack of their own means of transportation, these artisans were remained fail to distribute their products outside the villages. The lack of these facilities resulted in the less approach of artisans to the consumers. It has been found that the poor economic condition of artisans and illiteracy among them were the main reasons that they could not able to use the modern means of transportation, advertisement and communication to extend the market for their products and services.

## II. IRREGULAR INCOME

Besides, 'small size of the market', the problem of 'irregular income' also insisted rural artisans to seek employment opportunity in other occupations. The main problems reported by them include long time work in a day, hard work and delay in payment by the customers in previous occupations. The earning capacity of these artisans mainly depends upon the demands of the local people for their products and services. The payment made by the local people to artisans for their products and services was often found to be irregular. The problem of irregular income and delay in payment was mainly due to the seasonal nature of income of the farmers. It has been found that major proportion of their produce went to the farmers which caused the delay in their income. Due to the seasonal nature of income of farmers, generally they paid to the rural artisans after the harvesting seasons. It was found that there was a time lag between sale and realisation of sale proceeds. Moreover, the poor classes of society who had less purchasing power were the main customers of artisan products and services. On the other hand, the rich classes of rural society had changed their preference from artisan products to machine made products. Due to this, the income from traditional occupations was found to be very low or irregular. Thus, irregularity of income in previous occupations forced the artisans to shift to the other occupations in view to earn regular income.

As regarding the 'irregular income' cause of occupational change, the data in Table 2 shows that 10.87 per cent artisans changed their traditional occupations due to this reason. The category wise analysis reveals that out of the total withdrawn artisan households who changed their traditional occupations due to the problem of 'irregular income' were found to be the highest at 21.62 per cent in case of barber artisans. It was 17.25 per cent in case of mason artisans. Besides, in case of weaver and tailor artisans, this percentage share turned out to be 12.50 per cent in each case. This percentage was found to be the lowest i.e., 5.26 per cent in case of goldsmith artisans who left their traditional occupation due to this reason.

It has been further found that some artisans got their payment in the form of food grains from village farmers. While in some cases these farmers fixed the proportion of crops which will be given to these artisans for their services and produce. The advantage of traditional mode of payment in kind was that it ensured the three time meals to these artisans. Because of the increase in daily requirement of family and dominant of money economy they were not able to continue with old system of exchange. So, they left their traditional occupations in view to earn regular and monetary income.

## III. PROBLEM OF RAW MATERIAL

The scarcity of raw material and its higher prices was the other important reason accountable for occupational change of rural artisans. The availability of raw material ensures the continuation of occupation. Many of them faced the problem of shortage of raw material. Due to this reason, they were compelled to change their traditional occupations. Besides, some artisans were dependent on wholesalers and other middlemen for raw material who charged very high prices for raw material even of poor quality. On the other hand, these artisans were not able to buy raw material in bulk due to their week financial condition. This made their production cost higher and lower profits. This type of circumstances had been forced them to think about some other occupations.

Data in the Table 2 depicts that about 5.20 per cent artisan households were abandoned their traditional occupations due to the problem of unavailability or high cost of raw material. Among all the categories of artisans, the percentage of potter artisans who faced the problem of raw material was found to be the highest at 22.72 per cent followed by 8.33 per cent of basket maker artisans. This percentage came to be 7.14 per cent in case of shoe maker and leather worker artisans, whereas, it remained just 2.08 per cent in case of weaver artisans. Not even a single blacksmith and tailor artisan found to be left their traditional occupations due to the problem of raw material.

It has been found that large number of shoe maker and leather worker, goldsmith, potter and weaver artisans had faced the problem of higher prices of raw material. The shoe maker and leather worker artisans were worked on hides, skin leathers and foot wears. It was found that the cost of production of finished articles of shoe maker and leather worker artisans was increased mainly due increase in prices of raw hides (cow, buffalo and goat) and skin leathers. The shortage of skin leathers and hides leads to the increase in prices. The scarcity of skin leather and hides appeared because of declined in number of buffalos and cows in rural areas. Moreover, the increased price of chemicals which used for tanning the hides was found the other reason for occupational change of shoe maker and leather worker artisans. On the other hand, all the shoe maker and leather worker artisans who remained in their traditional occupation were mainly confined to occasional flaying of leather and footwear repair work etc. Almost all the potter artisans reported the scarcity of raw materials (i.e., clay soil). The uses of poor quality of raw material degraded the quality of products which ultimately resulted in the dissatisfaction among both consumer and producer. Besides, the higher prices of firewood were found the another reason due to which the large number of potter artisans had shifted toward the other occupations. As regarding the occupational change of weaver artisans, they were suffered mainly due to the increase in price of cotton, yarn, dyes, chemicals etc. Similarly, the higher prices of gold and silver compelled the goldsmith artisans to think about some other occupations. It was observed that the carpenter, weaver, blacksmith and goldsmith artisans purchased their raw material from retailers at higher prices. Because of the higher prices of raw material, they were plundered by the retailers.

There was a substantial competition between organised industrial sector and unorganised artisans. The organised sector was enjoying various facilities such as marketing, finance, regular supply of raw materials etc. The organised sector affected the demand and prices of raw material through its working operation on large scale. The increased demand for raw material by organised sector has resulted the increase in prices. This increased price of raw material has adversely affected the artisans. Due to the inability to purchase raw material at higher prices, these artisans left their traditional occupations.

## IV. PROBLEM OF FINANCE

Due to the lack of their own capital sources, credit was found to be the major requirement of artisans for carrying their production activities. The absence of adequate and timely credit facilities has adversely affected the production. On the other hand, the organised sectors of the economy such as factories, corporations etc. have easy access to finance. The organised sector got financial assistance from banks and central Government departments in the form of loans and subsidies. All the artisan activities in the villages were unorganised in nature. These unorganised producers were failed to get the financial assistance from banks, corporations and Government agencies for the purchase of raw materials, modern tools and equipments etc. The lack of finance had a drastic effect upon the quality and quantity of their output. Due to the limitation of lack of finance and income, most of them were compelled to close their traditional occupations and shifted toward the new occupations.

Data in the Table 2 shows that the proportion of artisan households who shifted toward the new occupations due to the 'problem of finance' turned out to be 9.05 per cent. Almost all the artisan categories except basket maker artisans had faced this problem in their traditional occupations. Besides, the percentage share of barber artisans who left their traditional occupation due to this reason came to be the highest at 21.62 per cent followed by 17.65 per cent of carpenter artisans, whereas, it remained just 12.50 per cent in case of blacksmith artisans. In case of shoe maker and leather worker and potter artisans, this percentage share turned out to be 3.57 per cent and 3.03 per cent, respectively.

It has been found that most of these artisans were dependent on moneylenders and other non institutional sources of finance due to the limited availability of credit from institutional sources. These moneylenders exploited them by charging a very high rate of interest. In overall, the lack of income along with increased level of debt and lower earnings from traditional occupations compelled them to leave their old occupations.

## V. COMPETITION WITH MACHINE MADE PRODUCTS

The livelihood of the artisans was mainly depending upon the demand for their products and services. The demand for artisan products and services had decreased due to the competition with machine made products. These machine made products were cheaper and better in quality which replaced the demand for artisan products. These new products entered into the villages through link roads by the efforts of merchants such as banias and traders etc. Thus, due to the dwindling

demand for artisan products and services, most of them drifted away from their traditional occupations. The furious competition with machine made products resulted in demolition of artisans traditional occupations.

TABLE 2: MAIN CAUSES OF OCCUPATIONAL CHANGE

Causes	Categories										
	Carpenter	Blacksmith	Goldsmith	Weaver	Potter	Shoe Maker & Leather Worker	Barber	Tailor	Mason	Basket Maker	Total
Small Size of the Market	9 (13.23)	5 (10.42)	4 (10.53)	4 (8.34)	-	4 (7.14)	5 (13.51)	3 (7.50)	3 (10.34)	-	37 (8.37)
Irregular Income	5 (7.35)	5 (10.42)	2 (5.26)	6 (12.50)	6 (9.09)	5 (8.93)	8 (21.62)	5 (12.50)	5 (17.25)	1 (8.33)	48 (10.87)
Problem of Raw Material	-	-	2 (5.26)	1 (2.08)	15 (22.72)	4 (7.14)	-	-	-	1 (8.33)	23 (5.20)
Problem of Finance	12 (17.65)	6 (12.50)	2 (5.26)	3 (6.25)	2 (3.03)	2 (3.57)	8 (21.62)	2 (5.00)	3 (10.34)	-	40 (9.05)
Competition with Machine Made Products	10 (14.71)	11 (22.92)	7 (18.42)	22 (45.83)	19 (28.79)	19 (33.93)	-	12 (30.00)	-	-	100 (22.62)
Seasonal Unemployment	-	-	5 (13.16)	-	5 (7.58)	-	-	2 (5.00)	-	4 (33.34)	16 (3.62)
Spread of Education & Employment in Government and Private Jobs	7 (10.29)	4 (8.33)	4 (10.53)	3 (6.25)	4 (6.06)	3 (5.36)	2 (5.41)	2 (5.00)	5 (17.24)	- (0.00)	34 (7.69)
Difference in Income	12 (17.65)	10 (20.83)	7 (18.42)	6 (12.50)	10 (15.15)	7 (12.50)	9 (24.33)	10 (25.00)	6 (20.69)	4 (33.33)	81 (18.33)
Other Factors/Causes	13 (19.12)	7 (14.58)	5 (13.16)	3 (6.25)	5 (7.58)	12 (21.43)	5 (13.51)	4 (10.00)	7 (24.14)	2 (16.67)	63 (14.25)
All Sampled Households	68 (100.00)	48 (100.00)	38 (100.00)	48 (100.00)	66 (100.00)	56 (100.00)	37 (100.00)	40 (100.00)	29 (100.00)	12 (100.00)	442 (100.00)

Source: Primary Survey

The analysis of data in Table 2 reveals that 22.62 per cent of artisan households left their traditional occupations due to the ‘competition with machine made products’. All the carpenter, blacksmith, goldsmith, shoes maker and leather worker, potter and weaver artisans were suffered due to this reason. The proportion of weaver and shoe maker and leather worker artisans who left their traditional occupations due to competition with machine made products was found to be the highest i.e., 45.83 per cent and 33.93 per cent, respectively. It remained just 30.00 per cent in case of tailor artisans. Similarly, it was found to be 22.92 per cent in case of blacksmith artisans and this percentage turned out to be 18.42 per cent in case of goldsmith artisans.

It has been found from the study that the growth of industrialisation decreased the demand of artisan products to a large extent and attracted the rural buyers towards the machine made products. The rural artisans could not resist the competition offered by machine made products of large scale industry because large scale industry having access to many facilities such as credit, advertisement, modern techniques of production, economies of scale etc. The use of power driven machines in large scale industry increased the production. Besides, these machine made products were cheaper and better in quality as compared to the articles produced by the artisans. The development of link roads, railways and communication strengthen the competition with machine made products. Due to the superiority of these products rural people shifted their demand from artisan products to machine made products. As a consequence, the products of artisans remained unable to compete with machine made products and large number of artisans forced to shift toward the other occupations. It was found that the expansion of village market for industrial products emerged as a major cause for occupational shift of rural artisans. Further, almost all the artisan occupations were dependent on agriculture for their employment. The mechanisation of agriculture broke the traditional linkages between artisans and farmers. Mechanization of agriculture means the uses of power driven or operated machines (tractor, thresher, harvester etc.) for various jobs operations such as sowing and cultivation. The demand for artisan products such as chaff-cutter blades, plough, agricultural tools etc. were replaced by tractor, thresher, harvester etc. As a result, large number of artisan households had left the traditional occupations.

**VI. SEASONAL UNEMPLOYMENT**

Besides ‘small size of the market’, ‘low and irregular income’, ‘competition with machine made products’, the phenomenon of seasonal unemployment is also insisted rural artisans to seek employment opportunities in other occupations. The nature of demand for some artisan categories such as blacksmith, carpenter, goldsmith, potter, tailoring and basket making was found to be seasonal. These artisans faced very high demand during the season of marriages, festivals and other social religious ceremonies. Due to the seasonal nature of demand, these artisans got employment only for two or three months in a year and subsequently they remained free for a long period of time. The seasonal nature of demand for artisan products has raised the problem of unemployment among them, partially during off season. The problem of unemployment compelled the artisans to join the new occupations which provided them regular employment.

Data in the Table 2 reveals that about 3.62 per cent of artisan households changed their traditional occupations due to the problem of ‘seasonal unemployment’. The percentage share of basket maker artisans who left their traditional occupation due to this reason was found to be very high 33.34 per cent. Besides, the percentage share of goldsmith and potter artisans who changed their traditional occupations turned out to be 13.16 per cent and 7.58 per cent, respectively, whereas, 5.00 per cent of tailor artisans left their traditional occupation due to the seasonal nature of demand for their products and services.

The above analysis reveals that seasonal nature of demand for artisan products and services not provided them regular employment. During the peak season (marriage, festivals and social and religious ceremonies), the demand for their products and services increased but during the slack season these artisans remained without work. The problem of seasonal unemployment in their traditional occupations was found another cause responsible for the dissatisfaction of rural artisans. These worrisome circumstances compelled the artisans to think on some alternative sources of earnings.

**2.2 PULL FACTORS**

Pull factors refers to those forces and facilities which attract the people to leave their traditional occupations and join the new occupations. In the present study, we considered the ‘spread of education and employment in Government and private jobs’ and ‘differences in income’ as pull factors. These factors attracted the artisans to change their traditional occupations. Pull factors are discussed as under:

**I. SPREAD OF EDUCATION AND EMPLOYMENT IN GOVERNMENT AND PRIVATE JOBS**

Education is the process of bringing desirable changes into the behavior of human being. It opens the new opportunities for the people to choose their occupation. It is another aspect which contributed positively for the changing of occupation by the people. As far as Punjab is concerned, the Government schools are available in each village. A very low or negligible fee among these schools has increased the approach of common masses to education. Education created the consciousness among the people about the occupations and employment opportunities. The spread of education enhanced the awareness among the people for seeking better employment in Government, semi Government and private sectors. Once people initiated obtaining education this process stimulated occupational change.

Data in the Table 2 reveals that 7.69 per cent of the artisan households left their traditional occupations and joined the other occupations due to an increase in educational awareness among them which pulled them towards relatively better jobs in public and private sectors. The proportion of mason artisans who left their

traditional occupation due to 'spread of education and employment in Government and private jobs' came to be the highest at 17.24 per cent, whereas, this percentage share found to be 10.53 per cent and 10.29 per cent in case of goldsmith and carpenter artisans, respectively. The percentage share of barber and shoe maker and leather worker artisans was found almost the same i.e., 5.41 per cent and 5.36 per cent, respectively. While not even a single basket maker artisan found to be left his traditional occupation due to this reason.

The Government has provided a variety of incentive to Backward and Scheduled Castes population such as reservation in education and Government jobs, free books, scholarships etc. Most of these artisans were related to the Backward and Scheduled Castes. So, these artisans were getting the benefits from the reservation policy of the Government. They improved their education level in order to get employment in Government jobs. Besides, private sector also offered jobs to the educated people.

## II. DIFFERENCES IN INCOME

It has also been observed that the peoples participation not only dependent on the existing employment opportunities but also depend upon the difference between the wage rate and income among different occupations. Almost all the people gave their preferences to the higher income occupations. Most of the withdrawn artisans faced the problem of stagnation in their income in previous occupations due to the lower demand for their products and services. The stagnation of income in previous occupations and increased demand and price of necessities of daily life was found to be another reason for occupational change. Most of the artisans were dependent upon the income from previous occupations which found to be very low after the dominance of money economy. Besides, the availability of better employment opportunities which provided relatively more income attracted the artisans to change their traditional occupations.

Data in the Table 2 depicts that 18.33 per cent of the artisan households changed their traditional occupations due to the 'differences in income' between new and previous occupations. Among all the artisan categories, the proportion of basket maker artisans who attracted toward the new occupations due to 'difference in income' came to be on the top i.e., 33.33 per cent. This percentage share was found to be 25.00 per cent in case of tailor artisans, whereas, this percentage share remained almost the same in case of blacksmith and mason artisans i.e., 20.38 per cent and 20.69 per cent, respectively. In case of weaver and shoe maker and leather worker artisans, this percentage share turned out to be 12.50 per cent in each case.

Hence, 'differences in income' and availability of better employment opportunities emerged as important pull factors that stimulated the occupational change of rural artisans.

## 2.3 OTHER FACTORS/CAUSES

Major causes of the occupation change of the rural artisans have been discussed under the push and pull factors. There are a variety of some 'other' causes which also supported the artisans to change their traditional occupations. These causes comprised of more number of employment days in new occupation, out-migration for better life, availabilities of facilities in the cities, increasing cost and standard of living, information and technology revolution (such as uses of cell phone for information regarding availability of work) and less tiring work in new occupations.

Data in the Table 2 shows that 14.25 per cent of artisan households left their traditional occupations due to the 'other' factors/causes. The percentage of mason artisans who changed their traditional occupation due to the 'other' factors/causes came to be 24.14 per cent followed by 21.43 per cent of shoe maker and leather worker artisans. This percentage share turned out to be 19.12 per cent in case of carpenter artisans. About 14.58 per cent of blacksmith artisans changed their traditional occupation due to same reason. It came to be very low in case of weaver artisans i.e., 6.25 per cent.

The withdrawn artisan households expressed their views that new occupations were less tiring as compared to their traditional occupations. They worked very hard in tailoring, construction, weaving and pottery occupations. Besides, technological revolution also stimulated the occupational change, they got the information from cell phones through calling, messages, and internet uses regarding availability of work and changed their traditional occupations. On the other hand, the large number of artisans migrated to the towns and cities due to the availabilities of various facilities in the cities such as better education, health facilities etc. While some of them left their traditional occupations and settled abroad due to better earnings. Further, more number of employment days in new occupations attracted these artisans to join the new occupations. These were the main reasons which supported the artisans to join new occupations.

It has been found that the hereditary occupations had been changed and new occupations emerged due to industrialisation, urbanisation, spread of education and communication.

## CONCLUSION

In case of India in general and Punjab in particular, the gluts of imported machine made products in the rural economy has affected the social structure. The dominance of money-commodity relations has reduced the importance of rural artisans to supply the tools and equipment for other producers (particularly farmers) and consumer goods for village population. No doubt the State sponsored infrastructure projects has increased the connectivity of the rural areas with the urban centres. But that connectivity was largely used by the traders to bring the machine made products to the rural economy rather than exporting the products of rural artisans to urban centers. The advertisement by the large scale manufacturing products through media has put the products of rural artisans into disadvantage position because they haven't enough financial sources to use these channels to attract the customers for their products. It has been found that the mixture of push, pull and other factors were responsible for the occupational change of rural artisans. These factors were compelling/attracting the rural artisans to change their traditional occupations. The micro level picture of the rural areas reveals that the transformation is not necessarily following the transitional pattern suggested by the development economic literature. In Punjab which is characterised as relatively developed state among the Indian union, the push factors or compulsion played quite important role for the change of occupations of petty producers. The other important point against the established development literature was that it is not only the available of better opportunities and income that influenced the occupational change rather multiple factors played an active part for the transition of means of livelihood from one activity to another.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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