

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

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The present study conducted by taking sample of 442 artisan households from 22 villages, spread over 3 districts of Punjab, highlighted that most of the rural artisans had changed their traditional occupations and shifted towards 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 rural areas. The flow of machine made goods in rural areas rendered many artisans jobless. The free competition offered by machine made products has resulted in the replacement of their traditional activities. Almost all the artisans' occupations were dependent on agriculture for their employment through farm tools and equipments and maintenance of these equipments. The introduction of machinery in agriculture such as tractor, thresher, harvester, etc., has replaced the demand for artisans' products and services and broke the linkages between artisans and agriculture. Thus, due to decrease in demand for their products and services many of the artisans drifted away from their traditional occupations and joined the other occupations. In this paper an attempt has been made to know the causes behind their occupational change. They were changed their traditional occupations in compelling circumstances or they were attracted towards the new occupations remains the major concern of present paper.

Keywords: Occupation, artisan, push and pull factors, machine made products

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 earnings. 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 (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 disturbed the livelihood means of rural artisans. They remained unable

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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 in 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 parts. First part examines the total number of artisans who left their traditional occupations and joined the other occupations in sampled villages and second part of this paper is dealt with the main causes of occupational change of rural artisans.

METHODOLOGY

Present study is based on primary survey of three districts of Punjab i.e., Ludhiana, Kapurthala and Mansa. 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 have been selected such as carpenter, blacksmith, goldsmith, weaver, potter, shoes maker & 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 from 1990 to 2012.

OCCUPATIONAL CHANGE OF RURAL ARTISANS

Artisans who Left their Traditional Occupations

The data in Table 1 shows the total number of artisans 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 sampled artisans, 43.59 per cent of them 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 & leather workers 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. Besides, 46.84 per cent of barber, 38.85 per cent of carpenter and 32.25 per cent of tailor 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 mainly due to the better earnings in these two occupations. A large number 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 had increased. It has been found 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.

Table 1: Number and per cent of Artisans in the Sampled Villages

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

Note-Figures in parentheses refer to percentages.

Causes of Occupational Change

Occupational change is primarily motivated by various economic, social and some other factors. The basic economic factors which were responsible for occupational change of rural artisans were both the push and pull factors. Besides, there are some other factors which motivated 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.

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 income', 'problem of raw materials', '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 artisans 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 made 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. Besides, their expenditure of daily needs increased 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.

Data in the Table 2 reveals that 8.37 per cent of the artisans 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 shares of goldsmith, blacksmith and mason artisans were 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 & leather worker artisans. Not even a single potter artisan left his traditional occupation due to this reason.

In the present era of globalisation, the expansion of market size involves huge cost in terms of advertisement, transportation, communication, etc. The artisan classes did not have 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 inadequate 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.

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

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 demand by 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 season. 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 artisans' products and services. On the other hand, the rich classes of rural society had changed their preference from artisans' 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, data in the Table 2 shows that about 10.87 per cent of the artisans changed their traditional occupations due to this reason. The category wise analysis reveals that out of the total withdrawn artisans 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 farmer 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 Materials

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

The data in Table 2 depicts that about 5.20 per cent artisans were abandoned their traditional occupations due to the problem of unavailability or high cost of raw materials. Among all the categories of artisans, the percentage of potter artisans who faced the problem of raw materials 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 & leather worker artisans, whereas, it remained just 2.08 per cent in case of weaver artisans. Not even a single tailor artisan left his traditional occupation due to the problem of raw materials.

It has been found that a large number of shoe maker & leather worker, goldsmith, potter and weaver artisans had faced the problem of higher prices of raw materials. The shoe maker & leather worker artisans were worked on hides, skins leather and foot wears. It was found that the cost of production of finished articles of shoe maker & leather worker artisans had increased mainly due to increase in prices of raw hides (cow, buffalo and goat) and skins. The shortage of skins and hides leads to the increase in prices. The scarcity of skins and hides emerged 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 & leather worker artisans. On the other hand, all the shoe maker & 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 materials degraded the quality of products which ultimately resulted in the dissatisfaction among both consumer and producer. Besides, the higher prices of firewood was found the another reason due to which the large number of potter artisans had shifted towards the other occupations. As regarding the occupational change of weaver artisans, they suffered mainly due to the increase in price of cotton, yarn, dyes, chemicals, etc. Similarly, the higher prices of gold and silver metals compelled the goldsmith artisans to think about some other occupations. It was observed that almost all the carpenter, weaver, blacksmith and goldsmith artisans purchased their raw materials from retailers at higher prices. Because of the charging of higher prices of raw materials, these artisans were fleeced 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 materials through its working operation on large scale. The increased demand for raw materials by organised sector has resulted in the increase in prices. This increased price of raw materials has adversely affected the unorganized artisans. Due to the inability to purchase raw materials 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 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 affect upon the quality and quantity of their output. Due to the lack of finance and income, most of them were compelled to close their traditional occupations and shifted towards the new occupations.

The data in Table 2 shows that about 9.05 per cent of the artisans left their traditional occupations due to the 'problem of finance'. Almost all the artisan categories except basket maker artisans had faced this problem in their traditional occupations. 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 & leather worker and potter artisans, this percentage share turned out to be 3.57 per cent and 3.03 per cent, respectively.

Table 2: Causes of Occupational Change (Number)

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 Materials	-	-	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 and 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)	-	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

Note-Figures in parentheses refer to percentages.

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 artisans' products and services had decreased due to the competition with machine made products. These machine made products were relatively cheaper and better in quality which replaced the demand for artisans' products. These new products entered into the villages through link roads by the efforts of merchants such as *baniyas* and traders, etc. Thus, due to the dwindling demand for artisans' 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.

The analysis of data in Table 2 reveals that 22.62 per cent of artisans left their traditional occupations due to the 'competition with machine made products'. All the carpenter, blacksmith, goldsmith, shoe maker & leather worker, potter and weaver artisans suffered due to this reason. The proportion of weaver and shoe maker & 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. The proportion of tailor and blacksmith artisans who left their traditional occupations due to competition with machine made products was found to be 30.00 per cent and 22.92 per cent, respectively. This percentage came 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 artisans' 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 are cheaper and better in quality as compared to the articles produced by the artisans. The development of link roads, railway and communication strengthen the competition with machine made products. Due to the superiority of these products rural people shifted their demand from artisans' products to machine made products. As a result, the products of artisans remained unable to compete with machine made products and a large number of artisans forced to shift towards 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 use of power driven or operated machines (tractor, thresher, harvester, etc.) for various jobs operations such as sowing and cultivation. The demand for artisans' products such as chaff-cutter blades, plough, agricultural tools, etc., was replaced by tractor, thresher, harvester, etc. As a result, a large number of artisans had left their traditional occupations.

VI. Seasonal Unemployment

The phenomenon of seasonal unemployment had 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 socio-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 idle for a long period of time. The seasonal nature of demand for artisans' 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 almost regular employment.

The data in the Table 2 reveals that about 3.62 per cent of artisans 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 i.e., 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. About 5.00 per cent of the tailor artisans left their traditional occupation due to the seasonal nature of demand for their services.

The above analysis reveals that seasonal nature of demand for artisans' products and services not provided them regular employment. During the peak season (marriages, festivals and social and religious ceremonies), the demand for their products and services increased but during the slack season these artisans had to remain 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.

Pull Factors

Pull factor 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 'difference in income' as pull factors. These factors attracted the artisans to change their traditional occupations to join the new one. The 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 to obtain education, this process stimulated occupational change.

The data in the Table 2 reveals that 7.69 per cent of the artisans left their traditional occupations and joined the other occupations due to 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 & leather worker artisans was found almost the same i.e., 5.41 per cent and 5.36 per cent, respectively. But not even a single basket maker artisan found who 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. Difference 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 the other 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.

The data in the Table 2 depicts that 18.33 per cent of the artisans changed their traditional occupations due to the 'difference in income' between new and previous occupations. Among all the artisan categories, the proportion of basket maker artisans who attracted towards 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., 20.83 per cent and 20.69 per cent, respectively. In case of weaver and shoe maker & leather worker artisans, this percentage share turned out to be 12.50 per cent in each case.

Hence, 'difference 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 motivated the artisans to change their traditional occupations. These causes comprised of regular employment in new occupation, out- migration for better life, availabilities of facilities in the cities, increasing 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.

The data in the Table 2 shows that 14.25 per cent of artisans 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 & 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 artisans 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 motivated the artisans to join new occupations. In nutshell, 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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