

**FACTORS AFFECTING CERAMICS INDUSTRY: A  
CASE STUDY OF MULTAN**



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### CERTIFICATE

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## **DEDICATION**

I am dedicating this thesis to Green

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**Ayesha Aslam**

## **ABSTRACT**

During past some years the Ceramics industry of Pakistan has faced a serious downfall due to which not only the economy got affected but also the livelihoods of people associated with this industry affected at a very large scale. As livelihoods are the source of poverty alleviation. Sustainable livelihoods are largely based on human, natural, physical, social and financial capitals. In Pakistan the Kashi industry lies under the category of small and medium enterprises. In many countries people gain view that only industry which works for the uplift of the economy is large-scale enterprises. However as Pakistan is a developing nation and in our country unemployment rates are higher and also the economy is performing poorly therefore there is a dire need to put focus on small and medium enterprises of the country as these are the backbone of an economy. This study shed light on the factors which results in the downfall of our country's ancient industry due to which unemployment occurs and lives of people belonging to this industry deprived. The researcher carry out qualitative research. For data collection in-depth interviews and participant observation techniques were used. The study revealed that many people were associated with this industry were not satisfied and also those who have no other opportunity prefer to get attached with this industry. Further many of people associated with Kashi industry want to leave as they were of view that this industry has no future. The results also depict that due to lack of concern of institutions and processes the industry faces crises.

## **ACRONYMS**

APCTMA	All-Pakistan Ceramic Tiles Manufacturers Association
DFID	Department of International Development
SMES	Small and Medium Enterprises

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# CHAPTER 1

## INTRODUCTION

### 1.1 Chapter Overview

In this chapter the overview of Ceramics industry of Pakistan has been presented with an emphasis on the present situation of ceramic industry of the country. Section 1.2 deals with background of the study. In section 1.3 problem statement has been defined. Section 1.4 addresses the research questions which are followed by the study aims in section 1.5. Section 1.6 defines key terms whereas in section 1.7 limitations of the study have been discussed. Section 1.7 shed light on the importance of choosing this topic for research.

### 1.2 Background and Contextualization:

#### 1.2.1 Introduction

The discovery of ceramics is considered as one of the earliest scientific achievements of human. Most of the man's early history is traced through ceramics. Tile is recognized as a ceramic product made of clay. Ceramic materials consist of silica, alumina, lime, magnesia, iron oxide, soda, potash and composites of these. William Lee (1961) maintained that "*Ceramic was originated from Greek word "Keramikos" which means burnt stuff*". Searle and Grimshaw (1960) define ceramics as materials and articles made from naturally occurring earths. Encyclopedia Britannica (1973) argues that the production process in which baked clay with different grades of hardness and purity is obtained is considered as ceramics. Ceramics is generally art and technology of making objects from clay and other similar materials which are then fired for final finishing. (Ceramics: The Random House College Dictionary, 1988). In current study two terminologies i.e. ceramics and pottery are used hence it is necessary to

clarify these, 'Pottery' is generally referred to those vessels that are made of fired or baked clay (Darvill, 2002) while 'Ceramic' deals with any of the artefacts that are made from clay (Kipfer, 2000). Pottery basically includes the hand-made vessels. While ceramic is a broader term which involves all of the artefacts. Pottery making is a procedure which includes material resources, tools, manufacturing processes, abilities as well as verbal and non-verbal learnings and explicit methods of coordinating work (Pfaffenberger 1992).

With the passage of time there exists some change in the processing techniques of pottery due to larger integration among nations on one hand people come closer while on the other hand they had to quit their older techniques and processes which results in the lack of originality of objects and those who remain stuck to older techniques also get affected. Different researchers find out that from ages the potters are facing challenges due to which they had to change their pottery making techniques. One of the major elements that largely affect traditional potters was the technology. Studies carried out by Park Song-Yong (2010) suggest that in Korea when the forestation invitation was undertaken by the government in 1960s it largely affected the traditional pottery making techniques and the old kilns were replaced by the modernized kilns with wood shortage. In such situations the potters have to change their old methods of pottery making and they started adopting a new socio-technical environment. This art is largely affected due to globalization. From past some years the concept of globalization has gained considerable strength and its policy implications are not always clearly explained or understood. It possibly provides a new analytical framework for domestic policy makers and it is motivated due to concerns such as common good of people (Helleiner, 2000). Some people regard globalization as an inevitable and irreversible process and also consider it as a key to economic development while for others it is a process which increases inequality between nations, threatens employment and living standards of people and slows down the social progress. Studies carried out by Walker and Fox (1996) suggest that as the world is

integrating increasingly and it brings more local differences due to which developing countries always remain dependent on the core international market, while this trend of greater economic integration between nations is not universal.

Globalization is an increased-interdependence of countries' economic, social and political activities. People are of the view that globalization is actually something positive as it focuses on the common good of humanity while many studies find out that globalization is positive only for those who have the capacity to adopt the change while those who cannot do so their livelihoods become stagnant. Global changes have their both positive and negative impacts which not only takes into account all international communities but also affect small companies and consumers. When one talks about the socio-economic, political, environmental, financial, and other relations between countries across the world it is necessary to study negative consequences that globalization may cause. Economic or negative consequences of globalization directly affect the global community as a whole i.e. it brings changes in macroeconomic and microeconomic environments, economic development of the countries and their associations etc. When one considers just positive side of the globalization and ignores the negative impacts it may results into large-scale crises of global economy and also it will destroy world's economic interaction. This study primarily focuses on the factors affecting Ceramics Industry and the livelihood strategies adopted by those who get affected due to those factors. It also analyzes the trends that Kashigars of Multan have to face due to increasingly globalized world. Moreover, this study provides an opportunity to identify and assess the impacts of globalization and other related factors on the livelihoods of Kashigars of Multan.

Another major hurdle faced by potters is generally the imports from other countries. Studies carried out by Belous and Wyckoff (1987) find that imports are the reason of unemployment in the country because imports result when domestic plants of the country are

closed and production process has stopped. Hence the imports result in the loss of jobs. In Pakistan from period 1959 to 1986, the implied policies were the policy of devaluation or the policy of increased tariffs but these were not enough to reduce the imports it was only applicable in case of imports of machinery and equipment (Sarmand, 1989). Studies find that the imports are largely affecting the livelihood of the local industrialists especially of those industrialists whose manufacturing units are enough for fulfilling the domestic needs but because government is not taking serious actions regarding the imports of those products and therefore domestic people when find those imports cheaper their demand for them rises ultimately which hurt the livelihood of people associated with that industry.

Chambers and Conway (1991) discuss livelihood as a mean that enable people to make their own living. It involves people's skills, their assets, income and all those activities that are enough for covering their basic needs. A sustainable livelihood approach has tendency to cope with the sudden shock and it will improve the welfare of one generation without compromising the welfare of the coming generations. Livelihoods are the ways wherein people have access to the resources and they can mobilize them too in order to achieve their survival goals and it also takes into account the wellbeing for long times and reduce the vulnerabilities that were created and worsened by conflict. (Young. H et al., 2002). A livelihood includes the skills, resources and the actions that are necessary to maintain a living (DFID, 1999).

### **1.2.3 Historical Background of Ceramics industry in Pakistan:**

It is hard to determine when the ancient pottery was first used as the history of ceramics is considered as old as the men's itself. Whenever one talks about ceramics industry of Pakistan, it appears as an ancient industry associating its roots with Muhammad bin Qasim's era in which this art was introduced in the city of Multan. Multan is cultural, historic as well as artistic city which is renowned due to its decorative building art. The history of ceramic art

in Multan is as old as the history of city is. When Alexander Cunningham excavate Qillah Kohna Qasim Bagh in 1853 he found glazed tiles which according to his findings were made in 900 A. This amazing discovery by Alexander gives the evidence that these tiles were used in the construction of that mosque built in Muhammad Bin Qasim's era (Latif, S.M, 1963). The Multani Ceramic tiles attain much popularity with the passage of time and were used in shrines and other buildings. The significant examples of Multani Ceramic Art can be seen in various forms like: Talpur tombs, Shrine of Uchh Sharif in Cholistan, Mosque Nawaban and many other. This centuries old art is also known as Multani Kashi. It always remains the center of attraction for those having artistic tastes. The extensive use of blue color and texture of trees and branches shows a touch of Persian culture. Some archeologists and researchers found that the Kashi work was originally originated from Kashgar, China. But due to some factors the ceramic industry of country is lacking its popularity (Syed & Shah, 1861).

### **1.3 Problem Statement:**

According to archeological department (1966-1995) in Sindh a large number of complete and semi-complete plain, painted, glazed, molded terracotta pots were found. These pots have verity in form, shape, surface treatment, decorative patterns and textures. All were well-fired manufactured with fine clay. Studies carried out by Bellasis (1856), maintained that, the ancient pottery was superior than the one used in now-a-days in Sindh. The pottery was glazed in brilliant colors and vessels were one of the fine kind of earthenware of China. The pottery observed at Sind was one in its form which was not found anywhere else than Sind. Studies carried out by others reveals that in past the ceramics industry of country was prominent one in the world economy which ultimately falls down due to various factors.

Pakistan's Ceramics Industry was at its peak in the past and was renowned in the world. People were fond of the Kashi art. With the passage of time as the interconnectedness among

masses increases it not only bring a change in people's taste but also provide them with alternative options due to which the industry has lost its insights. Several factors are responsible for the downfall of this industry. This research intends to find out the factors that are affecting our ceramics industry. It further investigates the impacts of increasingly growing socio-economic and political interconnectedness and other related factors which are largely affecting the livelihood of masses especially the entrepreneur of the small and medium enterprises who are always in the urge of making their place in the market economy. The main idea of the study is to examine how Kashigars of Multan respond to and adapt changes occur due to integration in the global economy, elimination of trade barriers, extra ordinary mobility of human capital, goods and services as well as the interconnectedness of ideas and norms that not only reshape our understanding existing in social and political institutions but it also converts them into new socio, political and economic units.

#### **1.4 Research Questions:**

Research questions of this study are as follow:

1. What are the factors responsible for downfall of ceramics industry in Multan?
2. What is the present condition of Kashi industry and Kashigars of Multan?
3. How the livelihood of traditional Kashigars of Multan changed overtime?
4. How globalization impacts Kashi industry and livelihood of its traditional Kashigars?

#### **1.5 Objectives of the Study:**

This qualitative study aims to:

- Find out the factors that affect the Ceramic industry in Multan.
- Describe the present conditions of Kashi industry of Multan and the challenges face by its Kashigars.



- Find out the recent livelihood practices of Kashigars that shifted from the traditional ones.
- Determine the impacts that globalizations has on Ceramics industry and the livelihoods of Kashigars.

## **1.6 Definitions of Key Terms:**

### **1.6.1 Ceramic:**

The word Ceramic is generally stem from the Greek word which means “the art of making pottery”. Ceramic is basically an art of manufacturing articles from an earthly material which can be made hard by baking in heat (Jameson, 1958). Ceramic includes all those artefacts that were made up of burnt clay ranging from a coffee cup to the roof tiles.

### **1.6.2 Tile:**

Tile can be defined as a lump of fired clay which is used for multiple purposes like, covering roofs, paving floors and in the decoration of walls etc. (The American Educator Encyclopedia, 1962, ed.). But the main Multani blue tile is considered sacred as people cannot use it in the floors it is only used for the decoration of walls and roofs.

### **1.6.3 Livelihood:**

Beall and Kanji (1999) concludes that, “Livelihoods is not an activity of earning income but it also includes activities like gaining an equal access to all resources and opportunities as well as dealing with risks fairly and also maintaining and managing social relations and networks with households, communities and cities.

#### **1.6.4 Globalization:**

Globalization is a process which not only bring about the changes in political, economic, social and cultural aspects of the society but it also changes those traditional ways that were used to study the human nature as well as the social world (Robinson, 2005). Globalization for the Kashi industry of Multan appears as something negative as it brings about a prominent change in people's tastes due to which their preferences changed which cause downfall of the industry.

#### **1.7 Limitations of the study:**

Kashigari or blue pottery is not limited to Multan City only. The art of making things from fired clay is also prominent in other cities of Pakistan such as Hala, Lahore, and Gujranwala. In present research, I only selected Multani art where the results and conclusion could not ensure whether or not these factors are affecting the ceramics art of other cities too. This study only determines the situations of the Multani Ceramics Industry. Furthermore due to time constraint I was not able to conduct the interviews from all those Kashigars or workers who belong to this industry and also I hardly approached 2 owners of the damaged industries and 12 workers because some of them were not available and some moved into other cities or countries. Moreover, the office of All Pakistan Ceramics Tiles Manufacturing Association was located in Karachi due to which I could not approach them and therefore used secondary data obtained from newspapers and television resources.

#### **1.8 Significance of the Study:**

Pakistan's Ceramic industry is as old as the country's history is. In the past Pakistan remained as one of the prominent exporters of the ceramic products especially the Kashigari art of the country gained importance both nationally and internationally. With an increase in

the social, political and economic interconnectedness between the countries world has become a globalized place which affect almost every sector of the economy especially it negatively affects the small and medium enterprises. Kashi industry is one of those industries which get affected due to globalization. This study shed light on the challenges that Kashi industry of the country is facing due to globalization and other related factors. Also, it intends to view the strategies adopted by Kashigars for making their livelihoods. Furthermore this study tries to find out the ways by which the Kashi industry of the country once again can make its path in the largely globalized market economy.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **Chapter Overview:**

In this chapter literature review on present study and the conceptual framework has been presented. The motive of literature review is to view the existing body of knowledge and debates concerning about the factors that affect the ceramics industry and also the livelihoods of people. The review of literature will contextualize the situations of different country's ceramics industry as well as the changes this industry faces with the passage of time. The conceptual framework adopted for this study is Livelihood Framework Analysis which helps to understand the main assets like human, physical, natural, financial and social as well as their importance for this industry in Pakistan.

#### **2.1 Origin and History of Ceramics**

It is hard to determine when the ancient pottery was first used. As today we lack proper understanding of the environments under which pottery was manufactured therefore this lack of understanding makes it hard to determine the exact origin of ancient potter (Rice, 1999). Some studies suggest that pottery was first originated in prehistoric Britain but still no evidence was found about the early manufacturing of pottery (Freestone & Gamister, 1997). Freestone and Gamister (1997) found that pottery has remained a part of the oldest communities which shows that the ceramics were produced in some 9000 years ago. In Upper Paleolithic period architecture had a major role in the origin of pottery production techniques. There existed similarity in the production techniques of buildings as well as those of pots of that period. Hence it is the architect that defines the actual production techniques and antiquity of products made of clay (Vandiver, 1987). Some of the ancient mobile societies do not adopt pottery

making as those who remain mobile for longer may find attraction towards technology. Some of those societies includes Australian Aborigines and other associates (Besserat, 1977).

The form and design of pottery and material used in the production process of pottery is always based on the cultural environment to which one is part (O'Brien et al., 1994). In prehistoric societies majority of people always select clay on the basis of their environments (Sandino, 2004). Potters first used to choose clay in accordance with their surrounding environments and then they formed and fashioned their pots (Gosselain et al., 2000). The techniques potters used for the forming and fashioning of pots is always dependent on an individual's preference. These preferences are primarily focused in the cultural context. In the past people mostly focused on creativity conditioned on cultural basis (Scarlett, 1999). In prehistoric times people remained so attached with their cultures that they wanted to proceed their techniques from one generation to the next if there found some errors or trials potters even proceed those errors and trials to the next generations (Stanislowski, 1977). According to Charley and McChensey (2007) as every society has unique values but due to commonality i.e. pottery production many of the communities come closer to each other. When different communities come closer potters focus on the retention of their culture and thus they fashioned their pots in accordance with the culture.

## **2.2 Importance of Ceramics:**

Encyclopedia Britannica (1973) argues that the production process in which baked clay with different grades of hardness and purity is obtained is considered as ceramics. According to Daniel Rhodes (1969) clay is an earthy material substance which is composed of a hydrous silicate of alumina. When wet it becomes plastic and when fired it becomes hard and rocklike. Ceramics were classified as industrial ceramics which includes all those ceramic materials which are used for flooring and walls and ceramic ware which involves the production of

ceramic utensils such as cups, plates, tiles, pipes etc (Mangliev, 2015). Ceramics and pottery are largely synonymous with one another and with all those articles which are made of burnt clay. The word pottery means that object which is made from clay and then harden by fire (Encyclopedia Britannica, 1947).

According to Casson (1938) in order to understand the role of pottery in the past an ethnographic research is necessary. In many cultures and societies invention of pottery is considered as the major technological spread as people skip older tools like baskets, soapstone vessels etc. and start using fired vessels for cooking, storing and transport of food and other similar goods (Rice, 1999). According to Poblome (2004) in ancient times pottery created by potters was used for multi-purposes such as storing, transportation etc. Besides making vessels for cooking purposes potters also made vessels for decorative purposes. In ancient times pottery was part of daily life activities such as cooking food, or storing etc (Poblome, 2004; Rice, 1999).

### **2.3 Intergenerational transfer of skills:**

It is important to share the cultural values with next generations as these are important tool which helps to understand the design and technology used by them and also will lead to form new designs or technologies (Gosselain, 2000). Studies carried out by Stanislawski (1978) found that Hopi potters believed that they should share their skills with one another so that everyone become able to make his living. Cultural values are the important source of creating identities socially especially those values that are based on gender and age (Sarauw, 2009). Different scholars were of the view that in prehistoric times the first potters were women but when societies become industrialized men replace them (Joyce, 2008). In Hopi culture pottery was considered as women's profession until 20<sup>th</sup> century mid (McChesney, 2007). Pottery remains an important source of creating and linking social values among the communities and

thus it enhances social networks (Sarauw, 2009). It was found that despite of having no closer relation potters share their goods, their ideas even techniques (Gosselain, 2000). Artisans belonging to pottery making always come closer as they have shared identity and they share their skills with one another which further results in the increase of production (Gosselain, 2000).

In prehistoric societies it was found that pottery production activities were mostly carried in urban localities and individual's households. The production process was active on both small and large scales and this all results in the mutual cooperation of potters, they love to share their knowledge and skills with one another and thus this transfer of skills was the reason due to which next generations were blessed to have this art (Poblome, 2004). Production is a social system by which non-classical as well as social components come closer (Scarlett, 1999). Potters have shared values in terms of techniques, skills etc, therefore pottery appears to be more than just an artifacts. This pottery has become source of identity for potters (Gosselain, 2000).

#### **2.4 Ceramics Industry in Different Countries:**

Studies carried out by Mani (1990) in Kerala found that the tile industry's per unit employment was 93 in period 1978-70 which lowers down to 87 in 1987-88, this marginal decline was not occurred due to labor displacement but it was the outcome of variations in demand and supply conditions faced by industry. Karat (1995) investigates the tile industry in Mangalore where he found that the factors which were responsible for the concentration of tile industry includes the availability of good quality clay, cheap labor and good demand for the product. He also maintained that if timely modernization and product diversification programmes are implemented the industry would have a brighter future. Arabs and Moors produce beautiful tile which they mainly use in their prayer halls and palaces (Moneteiro,

1989). In Italy tile industry makes use of modern technology and creates new type of products by fast single firing. These fast production processes not only modify the ceramic bodies but also cause reduction in the clay components in favor of complementary material. (Moneteiro, 1999). In Ghana the indigenous pottery produced lack variety and is unable to meet the needs of an advanced technological society in term of aesthetics, forms or colors (Craven, 2007). Due to water shortages in the rural villages of Ghana, people make use of pots for storing water that they fetched from wells, streams and other water resources (Speight & Toki, 1999). In Ghana, majority of the population depends on clay for manufacturing pots which are then used to serve domestic purposes such as water storage. There exists low patronage for pots if some actions are taken these pots could become a source of revenue generation which may support the livelihood of people belonging to clay industry (Craven, 2007).

In Bangladesh those importers who import low-cost Chinese products come to set up their own manufacturing units. It happens when government imposed heavy supplementary duty on the imports of tiles and sanitary wares (Rahman, 2009). In Bangladesh government's regulations support those who want to join the ceramics industry but their number and capacity remains low due to which new entrants do not have a significant pressure on existing manufacturers (Nusrat Jahan, 2010). Studies carried out by Foster (1960) found that 60% of Tzintzuntan's population is depending on pottery making for their livelihood.

## **2.5 Reasons of Downfalls of Ceramic Industry:**

The development of ceramic industry leads towards the employment creation (Sazci, 2000). In less developed countries people have lower incomes and simple needs and mostly the masses are dependent on clay manufactured objects therefore, pottery plays a vital role in maintain their livelihoods (Meena et.al, 2005). Due to poverty and illiteracy people dealing with pottery often lack scientific and technical knowledge as a result of which inferior and low



standard products are being produced by them (Kasemi, 2014). The basic reason due to which pottery industry is not developing especially in the developing countries is the competition from substitutes i.e. plastic items which are largely replacing the items made from clay (Lakhsman, 1966). The changes in the pottery production and decoration techniques emerge from the factors such as ethnicity and migration because one's culture or taste convince them to produce the products according to their desires (Huffman, 1989). With the passage of time the preferences of people changes therefore it is necessary for the potters to produce the items that meet with the preferences of people's (Kasemi, 2014). Sometimes it becomes harder for technology to get over the threshold of home not only because of economic reasons but due to religious reasons as some people think that technology may pollute the purity and sacredness of them so it should be kept away (Bell and Dourish, 2007).

## **2.6 Defining Globalization:**

In present research globalization appeared as a key factor affecting the ceramics industry of the country as people when come into contact with one another they come to learn about each other's cultures, living practices and items of daily use. These things bring a major change in the people's preferences as when they come to know about other cheaper and products which were available to them in a short time period as compared to Multani Kashi they prefer those. This results in the downfall of the local industry. The prominent example of this downfall can be viewed in the form of excessive use of China tile in country's most buildings, houses, offices etc.

According to Keesing (1971) at any stage in their lives human have to shift their ideal sittings on two reasons: i.e. either their present system become outdated or their underlying thought system is one that does not fit the new world's thoughts. Globalization is a phenomenon by which inter-nation relations may expand. These relations can be expended

only with the consent of states. Globalization means revolution of everyday life of people which not only shapes and exchanges their ideas but also it leads to the exchange of goods and services. It is a whole process by which we can gain the understanding of the whole world (DeRuijter 1997). In the present age the barriers to trade across the borders has been declined, long distances have become shorter due to advanced transportation services and the technology, the material culture now looks similar all over the world, and the national economies of the country are now converting to an economic systems which are both interdependent and interconnected (Hill, 2011). Globalization means the interdependent relations of the people who are linked to one another and are sharing their goods, services as well as technology with one another without facing any barrier (Daniels, 2013).

### **2.6.1 Globalization as Change**

When globalization expands people become aware of different things and they started exchanging things with one another which hurts the country's own local markets especially the SMEs. Studies carried out by Ayyagari et al. (2007) shows that globalization is actually the name of an exchange process by which we can transfer our goods and services without any cultural, political or economic barriers. Globalization is a process of change originated from a single unit which thus cause the flow of goods and services from that single unit to another (Beaman, et al. 2012). Globalization as a change would never cause change in the goods and services but the units remain same during the whole process of exchange. According to Drucker (1997) many of the people have views that globalization can never bring any changes but it is a simpler process of exchange of goods and services with one another which never lead to cause any change in the unit boundaries. In the process of globalization there may be chance that strategies may vary but as a whole process globalization may bring either a positive change

or a negative change among those units which are involved in this whole process (Bartelson 2000).

### **2.6.2 Globalization as Conversion:**

Globalization is a system which causes transformation of units involved in this process. This transformation affects all of the units and systems as well as the variables associated with this activity of transfer of things from one unit to another (Hill, 2005). Studies carried out by Bartelson (2000) found that the globalization that occurs among the systems not only cause alterations in the system but also it affect the units and bring some changes in units as well. Simply he maintained that the process of globalization not only spit its positive or negative impacts on the larger units but its affects are ultimately spread over all the units involved in a system. Therefore globalization is a process which not only transforms the systems but also it alters the identity of units also it aims to alter the rules of the system to which units belong.

### **2.6.3 Globalization as Wholeness:**

Globalization is the process about which one is not sure that either it is an inside process or an outside process. Therefore it merges both inside and outside. In this regard globalization not only cause change to the units and systems but also it bring changes in the fields from where those units belong (Bartelson, 2000). Globalization is a whole system which defines the identity of all those units or systems associated with it (Scholte, 1997). Globalization is the process which bring changes not only to the existing systems but also it alters the conditions associated with the presence or existence of such systems by forming the global links (Bartelson, 2000).

#### **2.6.4 Consequences of Globalization:**

According to a report presented by World Bank (1994) due to development projects a large number of population has to shift from their homes and lands. When globalization happens on the name of development it results in people's replacements from their home lands which further destroy their traditional ways which they opted in past for their survival (Blaser et al., 2004; Taylor, 1995). In India due to development projects 21.3 million people have to leave their homes and lands in 1951 and 1990 (Government of India, 2002). As maintained by Mathur (2008) development causes displacement of 60 million residents in India in the time span of 60 years. People only consider development as something positive that happens to them. But for those belonging to middle classes globalization on the name of development projects often appears as something evil. It always results in the eviction of poor from their homes as well as lands (Gadgil and Guha, 1995).

#### **2.7 How Livelihoods Get Affected?**

The demand for tile is increasing as it satisfies desires and aesthetic requirements of customers. (Sazci, 2000). J. K. Asubonteng et.al (2014) found that from centuries humanity remains dependent on the use of local raw material in order to improve their livelihoods and most of these materials are originated from the natural resources. Studies by Coleman (2017) found that the wealth creation in indigenous industries may lead towards the economic growth which not only transform the resources available to public in to marketable resources but it will also have tendency to fulfill people's needs. Livelihood is not only about people's living but it also considers the capabilities that people have in order to make a satisfactory living. It also considers the risk factors while managing the resources available for people's use. Moreover it is also considered the institutional and policy context that deals with improving people's lives. (Ellis & Freeman, 2005)

## **2.8 Conceptual Framework:**

A conceptual framework is generally the system which explains the phenomenon under studied. (Camp, 2001). A conceptual framework is basically an interconnected set of theories or ideas about a certain phenomenon which helps us to understand how it works and how its different factors are linked with each other. In this research the framework used will shaped the researcher's understanding regarding the affected livelihoods of potters of Multan.

As we know that livelihood comprises the capabilities, assets and all those activities that are required for living (Nussbaum, 2003). The livelihood approach has been placed as a centre of development approach in 1990s. The development agencies working internationally has put this approach in to their poverty alleviation policies the commonly known example of such agencies include Department for International Development (DeHaan, 2012). Economic growth would be ensured when poor people may have the opportunity to use the available economic resources efficiently (Krantz, 2001). The livelihood approach considers the best ways by which the poor can be able to make their living despite the fact of lack of wealth without causing any kind of insecurity (Meikel et al., 2001). According to Krantz (2001) insecurity will happen when there are masses with poor health, illiterate and also have no or lesser access to social services and if out of these areas one area has been addressed it will lead to the improvements in the other aspects of the lives of poor.

A livelihood can be defined as the all those assets either tangible or intangible as well as the services and capabilities that are required to carry out the daily life activities available to the people. By capabilities one means that what people will do with the goods that are available to them (Nussbaum, 2003). Capabilities not only act as a source of enhancing the productivity and efficiency but also it enables people make sure that that are engaged with the world in a meaningful way that they have ability to change the world (Bebbington, 1999).

Capabilities will be effected when a person has entitlements which are the potential resources an individual has and are based on individual's own production assets (Adger, 2006). Entitlements are the main source of income realization as these are the set of alternative commodities that an individual posses with totality of rights (Adger, 2006).

Livelihood will be sustainable if an individual can earn continuously in case of shocks and trends (Rakodi, 2013). Shock includes all those things that may weakens the person's income or livelihood including the job loss, or early death of the sole bread winner, inflation etc. Shocks are dramatic leads to cause the drastic changes including political instability (De Satgé and Holloway; 2002, Marsche, 2006). Stress is an on-going pressure which may affect the livelihood when resource decline occur. It includes the limited access to the essential services like water, gas electricity etc. also it considers the seasonal changes that may affect the livelihood of the people (De Satgé and Holloway, 2002). Livelihood will be sustainable in the case when household has the ability to deal with shocks or stresses (Rakodi, 2013).

### **2.8.1 Assets and Capitals for Livelihood**

In order to understand different factors that are affecting a person's living and the interactions among these factors Livelihood Framework Analysis has been used. In present research Livelihood Framework Analysis will be used to find out those factors which are affecting the ceramics industry as well as the livelihood of locals. A framework is generally a way of viewing the world. The livelihoods framework helps to understand how households derive their livelihood by using different types of assets and skills and how they develop livelihood strategies. Assets are the main component of the livelihood because these assets have capability to provide a living as well as these store wealth for an individual by increasing their welfare (Bebbington, 1999). Assets are far more than the resources that ensure the sustainability of livelihood. For instance human capital which includes skills, knowledge,

capabilities etc. allows people to produce in an efficient manner which will result in the production increase also it helps people to form connections with the world in a productive manner (Sen, 1997). In Sustainable Livelihood Approach five key assets are determined which are often depicted in pentagon and these are essential for making lives sustainable. These includes human capital, social capital, financial capital, natural capital, and physical capital. The most vital asset is the Social Capital which is in the form of social networks or relations. This helps person to survive in crisis by maintaining or finding job (Maxwell et al, 2000). Financial Capital is generally in the form of money like cash, loans etc. these capitals helps a person to start a livelihood strategy for example people can use loan for generating income or saving they have can be used for finding out more opportunities in order to make livelihood better. Natural Capital includes all those natural resources like land, water forest etc. Physical Capital involves all those physical items like houses, tools, food etc. (De Haan, 2012).

In case of shocks assets can be converted into a livelihood or monetary income. Assets reflect the living conditions of the households which thus affect the production potential. The livelihood strategy that households adopt is dependent on the assets that they possess (AIMS, 2001). However poor household's vulnerability may affect the ownership of asset.

According to Moser (1998) vulnerability and poverty are not synonymous because poverty is fixed and static whereas vulnerability is dynamic which bring about the changes in the life poor people. Therefore all vulnerable people cannot be classified as poor (Moser, 1998). A household having more assets may be less vulnerable (Moser, 1998). When a household rely on a single asset it will increase the vulnerability and in case if assets are lesser thus household survive to death (De Satgé and Holloway, 2002).

According to Beall and Kanji (1999) livelihoods cannot be measured in terms of income earning but also it involves larger range of other activities like access to resources and

opportunities, risk dealing managing social networks etc. households with low incomes always adopt those strategies with help them to deal with and recover from the risks (Chambers and Conway, 1991).

In this research the livelihood framework approach focuses the complexity of lives of people belonging to the ceramics industry of Multan. It deals to understand different dimensions of livelihoods of potters. In order to work with frameworks a great deal of understanding is required. People have their own views about the world which are entirely different from one another and also people theorize the relationship between things differently, therefore frameworks do not remain the same always and are constantly refined. In this research the livelihood framework helps to:

- Find out what potters are doing to cope with risk and uncertainty
- Make associates among those factors, policies or institutions that may constrain or enhance the livelihoods of people associated with this industry.
- Identify those processes by which Kashigars not only strengthen their assets and capabilities but also reduce the vulnerabilities.

The livelihood models used in this research is DFID Framework:

### **2.8.2 The DFID Framework:**

DFID framework is one of the most commonly used frameworks. It is most widely used by UK Department for International Development. In this research this model will help to find out:

- How Kashigars will cope with a certain vulnerability that they had to face due to different factors like economic or other related shocks
- What Kashigars will do when their livelihood assets or capital get influenced due to:



- ✓ Vulnerability
- ✓ Different institutions or processes
- How Kashigars manage their assets in order to develop those livelihood strategies by which they can achieve the desired outcomes.

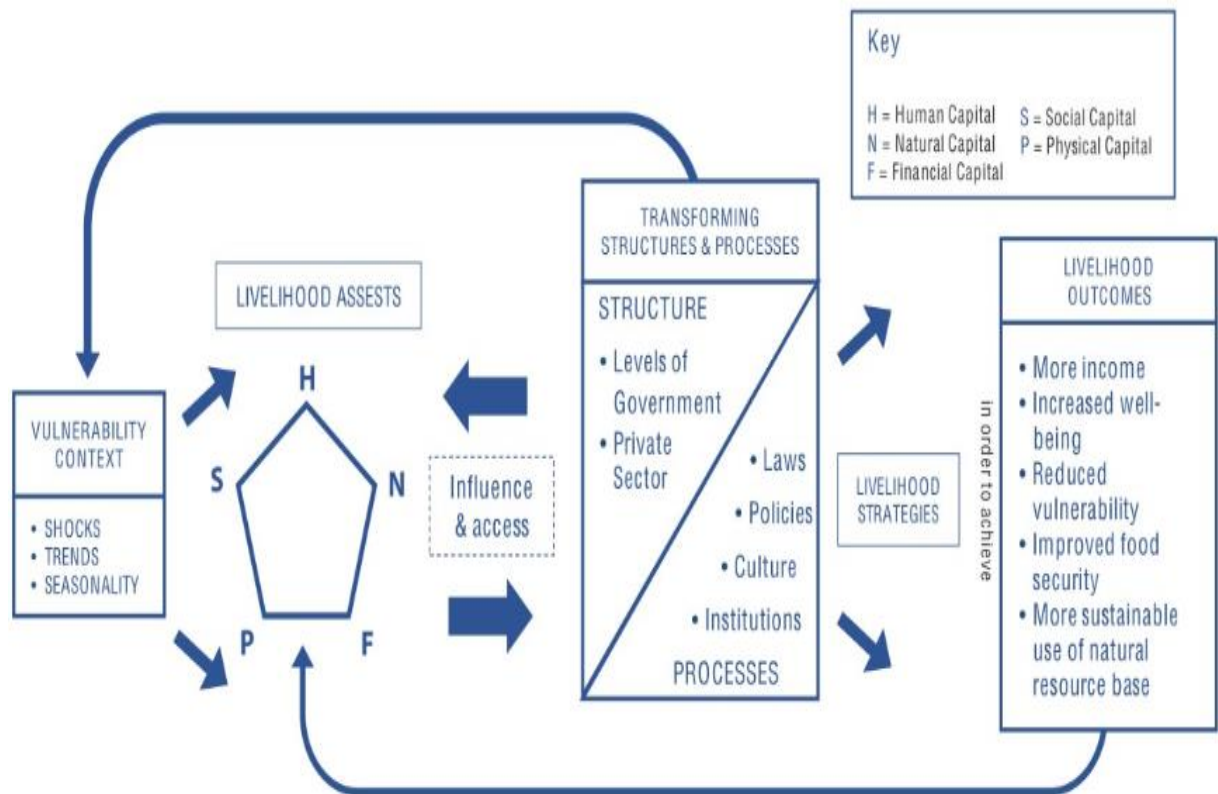


Figure 2.1 Sustainable Livelihoods Framework Graph from DFID (1999)

The livelihood framework adopted for this research is framework of five capital. The five capitals included in this framework include natural capital, financial capital, physical capital, social capital and human capital (Carney, 1998; Davies, 1996; Soussan et al., 2000). When one talks about the sustainability of livelihoods than it is necessary to focus on enhancement of these five capitals. For enhancement of these capitals various indicators are required on which these capitals are dependent. For financial capital the main determinants of income, employment and savings are used. The determinants for physical capital includes household assets, roads, and everything necessary for flourishing human skills and knowledge.

Natural capital includes all natural resources i.e. land, water etc. Social capital will consider those institutions which helps in proper processing in any naturally occurring setting. Human capital similarly is about the skills, knowledge etc. a person can have.

The arrows shown in the framework represents how different elements are interlinked with each other and also influence one another. The main concept of this framework is as follow:

It is people centered because its main focus is to:

- Make those development policies and practices that may understand the livelihood strategies of Kashigars of Multan.
- Enable Kashigars to directly take part in development priorities that may influence the institutions and processes in turn which has some impacts on their lives.

The DFID framework is holistic in nature as it not only analyze different actors or influences but also it recognizes a number of livelihood strategies and outcomes.

- DFID framework is dynamic as it tries to understand changes occurred over the time and the complex relationships among factors.
- It first analyze strengths rather than needs and problems
- It makes links among micro and macro levels
- Its main focus is on sustainability rather it is social, economic, institutional or ecological

In present study for measuring financial capital changes in the incomes and savings of Kashigars were observed. For measuring the physical assets possessions by Kashigars in the form of houses, market area, personal space for installing plants etc. were observed. Natural

capital involves all those resources using which Kashigars were able to make ceramics products. Social capital in the present study includes all those processes as well as systems which may have direct or indirect impact on the livelihood of Kashigars. While Human Capital includes all those skills and knowledge that people belonging to ceramics industry have.

### 2.8.2.1 What is Vulnerability Context?

By Vulnerability Context we mean the external environment in which Kashigars exist. Trends, Shocks and Seasonality not only affect Kashigar’s livelihoods but these also affect the availability of resources as one has limited or even no control on these. Some of the shocks, trends and seasonality that can affect Kashigars or their assets are as follow:

<b>Trends</b>	<b>Shocks</b>	<b>Seasonality</b>
<ul style="list-style-type: none"> <li>• Trends in technology</li> <li>• Trends in resource i.e. more or less availability of resources.</li> <li>• Trends in demand.</li> </ul>	<ul style="list-style-type: none"> <li>• Health shocks i.e. People belonging to this industry have many health issues.</li> <li>• Natural shocks which may include earth quacks, flooding, harsh winter etc.</li> <li>• Economic shocks which leads to rise or fall in prices.</li> </ul>	<p>It may occur in the following forms:</p> <ul style="list-style-type: none"> <li>• Prices</li> <li>• Production</li> <li>• Seasonality of Health</li> <li>• Employment opportunities</li> </ul>

Table 2.1 Trends, Shocks and Seasonality

### 2.8.2.2 Livelihood Assets:

It includes all those assets that are required by the Kashigars the most prominent of these are natural capital (i.e. land where people make their set up and soil from rivers by which people make their utensils or tiles whereas some people obtain white clay from mountains). The second most important asset includes human capital (i.e. more skilled and healthier labor available more chances of progress). The third asset is financial capital. In the present case those people having enough financial resources especially the private firm's owners have more possibilities to make their place in the market economy and were doing well. The fourth asset is social capital where people having their connections with other actors of the society. In present study people involved more in social activities were more able to make their place in the market economy. The physical capital is more important asset for this industry as people in most cases have shortage of space and technology due to which they were unable to make their place in the market economy.

### 2.8.2.3 The Asset Pentagon:

The asset pentagon shown in figure provides information about Kashigar's assets and also it shows inter-relationships between various assets.

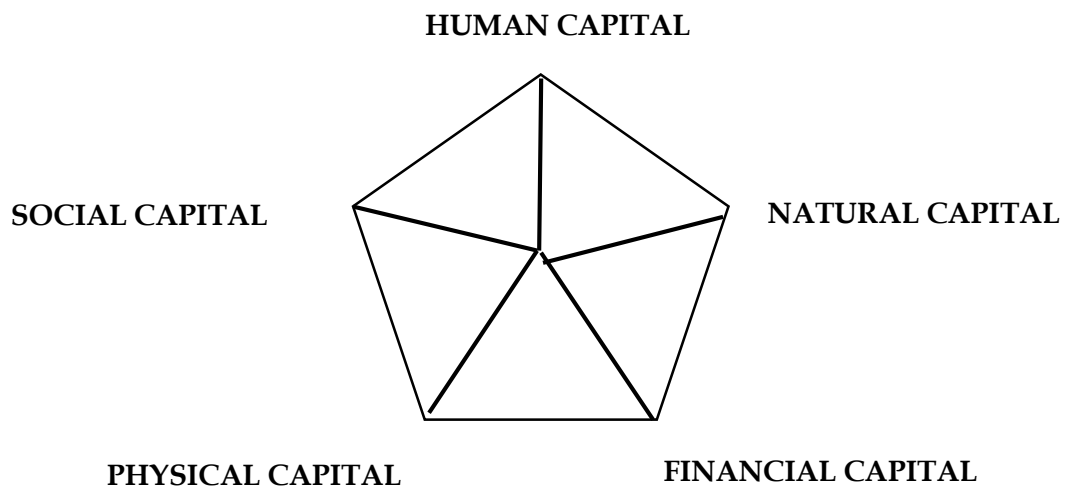


Figure 2.2 Asset Pentagon

The shape of pentagon represents differences among the Kashigars adoption of and access to assets. There may exist changes in the shapes of pentagon depending on how much access Kashigars have to resources.

#### **2.8.2.4 Relationship within the framework:**

##### **2.8.2.4.1 Relationship between assets:**

As we know that assets combine together and generate positive livelihood outcomes. Two types of relationship are necessary for assets;

- **Sequencing:**

It helps us to find out how the Kashigars managed their livelihood when the industry faces serious downfall and also what they do with the assets they left with?

Is access to only one type of asset will be sufficient for Kashigars to live a better life?

All these questions helps to analyze where the livelihood support should focus.

- **Substitution:** It helps to find out whether or not a single capital type be substituted for other.

##### **2.8.2.4.2 Relationships with other framework components:**

Within the framework there exists complex relationships among the components. To understand these relationships is the major challenge of livelihood analysis. These relationships are discussed as follows:

- **Assets and the Vulnerability Context:**

Vulnerability Context includes shocks, trends and seasonality and it has tendency to both make and destroy the assets.

- **Assets and Transforming Structures and Processes:**

The institutes and strategies have larger effect on the Kashigar's access to assets. They:

- ✓ Generate assets
- ✓ Control access
- ✓ Effect the rates of assets accumulation

It is not only one type of relationship. Sometimes individuals and groups themselves directly have influence on transforming structures and processes.

- **Assets and Livelihood Strategies:**

Kashigars having large number of assets found more chances to switch between multiple set of strategies available to them in order to secure their livelihoods.

- **Assets and Livelihood Outcomes:**

When Kashigars have more access to assets it will increase their ability to escape from poverty.

## **2.9 Human Capital:**

### **2.9.1 What is Human Capital?**

Human capital includes those skills, knowledge, and ability to labor and good health by which people would be able to adopt different livelihood strategies for achieving their livelihood objectives. Human capital thus allows people to engage with the world in a productive manner (Sen, 1997). In the present study Human Capital includes all those skills, ability to work and knowledge which are necessary for ceramics manufacturing moreover health is the most important component of human capital. In present study the health of people was not as good as no safety measures were adopted especially by those who work with stone

crushing and grinding. They were vulnerable to many diseases like heart issues, blood pressure problems, asthma problems, T.B etc.

## **2.9.2 Why it is important?**

Human capital is a fundamental component which is required for the proper use of other four types of assets. Thus human capital is essential for achieving positive livelihood outcomes. However alone it is not sufficient.

## **2.10 Social Capital:**

### **2.10.1 What is social capital?**

By social capital we mean those social resources which are essential upon for pursuing livelihood objectives. In present study social capital of people especially working under the private firm's owner was very small, as people just have opportunity to work in their own working environment they cannot work at any other place due to restrictions from owners and also because of less remaining working hours. Social capital can be developed through:

- **Networks and Connectedness:**

These enhance people's trust on one another and also increase their ability to work together for the purpose of expanding their access to wider institutions, such as political or civic bodies.

- **Membership of more formalized groups:**

These mostly includes those rules, norms and sanction that are commonly accepted.

- **Relationships of belief, Reciprocity and Exchange:**

These relationships facilitates co-operation by which transaction costs could be reduced and also it provides safety nets among the poor.

### **2.10.2 Why it is important?**

When there exist more trust and reciprocity among the members of society it will reduce the costs of working with one another. Social capital also affect other capitals which are discussed as follow:

- It makes economic relations more effective.
- It reduces the “free rider” problems.
- Social networks gives rise to development and sharing of knowledge which facilitate innovation.

## **2.11 Natural Capital:**

### **2.11.1 What is Natural Capital?**

It includes those natural resources stock from which those services can be derived which are necessary for livelihood. These are closely associated with Vulnerability Context. In present study Natural Capital includes the soil (terracotta) from the river Chenab and the white clay (Sind/ China clay) obtained from the mountains of Swat, Rajanpur, etc. moreover natural capital includes the availability of space which in the present case was not applicable. Most of people due to no or lesser space for work cannot manage to work on larger scale. The other natural capitals include the colors used in the Multani Ceramics which were mostly ferozi and dark blue obtained from copper and cobalt oxide respectively.

### **2.11.2 Why it is important?**

It facilitates all those individuals who are directly dependent upon natural resources for pursuing their livelihoods. However its importance is more than this as it helps all individuals



on earth with their survival as it not only provide them with environmental services but also produce food for them.

## **2.12 Physical Capital:**

### **2.12.1 What is Physical Capital?**

It comprises those infrastructures and goods that are necessary for supporting livelihoods.

- Infrastructure generally includes those physical environments wherein people fulfill their needs and become more productive.
- By Producer goods we means those tools and techniques used by people by which they can function more productively.

It includes machinery and the buildings and other related infrastructure helpful for the industry and also make the possibility of easy access for other especially buyers.

### **2.12.2 Why it is important?**

It is important for generating positive livelihood outcome because lack of particular type of infrastructure is one of the primary reason of poverty. Besides this when producer goods will be inappropriate it will further reduce people's productive capacity. In present case people lack machinery and kilns used in the manufacturing process therefore the industry is not flourishing enough.

## **2.13 Financial Capital:**

### **2.13.1 What is financial Capital?**

It comprises those financial resources used by people for achieving their livelihood objectives. Financial capital has two main sources:

- Available Stocks
- Regular inflows of money.

### **2.13.2 Why it is important?**

It is important for following reasons:

- It can be converted.
- It can be used for achieving livelihood objective directly
- It can be changed due to political influence.

### **2.14 Transforming Structures and Processes:**

Transforming structures and processes are generally those organizations, policies of rules that shape people's livelihood. These have very important role which cannot be neglected because these structures operate on all levels. They effectively determine:

- ✓ Access
- ✓ Terms of exchange
- ✓ Returns

In present study the role of these structures and processes was very low which results in the downfall of the industry.

### **2.15 Livelihood Strategies:**

Livelihood strategies include all those techniques or strategies that make sure an effective use of resources so that nobody from the population can be neglected. But in the present study the effective use of resources was not applicable due to less or no access to financial assets.

## **2.16 Livelihood Outcomes:**

By this we mean the achievement of output of the livelihood strategies. Which means that what people will achieve after having equal access to all the asset described above.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY AND METHODS**

#### **3.1 Introduction**

This chapter has been divided into four parts. Firstly it will describe and justify research methodology in detail. Secondly, it will address research tools for data collection, units of data collection and the procedures of data collection. In third part sampling framework and sampling methods will be discussed and justified and at last this chapter will address qualitative analysis and the stages of framework analysis.

#### **3.2 Research Methodology**

Research methodology is a systematic way of solving a problem. It helps to identify how research will be carried out. Simply it is the procedure wherein the researcher describes, explains and predict a certain phenomenon. It can also be defined as the study of those methods which are essential for gaining knowledge. According to Kothari (2004), when one talks about research methodology he not only considers the research methods but also analyze the logic behind those methods. Further in research methodology researcher explains why he is using some selective methods. The research methods and design concerned with this research are discussed as follow:

#### **3.3 Research Strategy**

Qualitative research is a type of research where non-numeric data is collected and thus the meanings from that data are interpreted which help to understand the targeted population of places. Over the past few decades qualitative research has become the major source for enquiring wide range phenomenon of social sciences. Qualitative studies are realistic as these

study a phenomenon through person's perspective and also it considers the context from where the phenomenon actually emerges (Denzin & Lincoln, 2005). Parkinson and Drislane (2011) define qualitative research as a research which includes the participant observations or case studies which narrate or describe a particular phenomenon or setting. Definitions offered by Nkwi, Nyamongo and Ryan (2001) illustrate qualitative research as any research where data used does not indicate the original values.

The choice of research approach depends upon the nature of study conducted. According to Merriam (2009) the main interest of qualitative researcher lies in meanings people have constructed i.e. how people think about their world and those experience people have in the world. On the basis of above definitions the approach more appropriate for this research is qualitative research because the research tries to find out the factors that are affecting the ceramics industry of Pakistan. This statement (factors affecting the ceramics industry) deals with those factors which ultimately affect the livelihood of people. Such factors are not possible to find out by quantitative research. By studying all the factors that are affecting the ceramics industry of country the qualitative approach was found suitable for the study as it examines how people will make their livelihoods when some factors affect their working environments. Further the research will focus on analyzing the factors by which the improvements in the industry will be brought.

### **3.4 Research Design**

Research design is generally a procedural process adopted by researchers to answer the questions accurately, precisely, objectively and economically. According to Kerlinger (1986) the research design is a plan, structure or strategy by which a researcher explores the problem in order to answer research questions. It is the complete scheme of any research which indicates the investigators analysis of data. According to Robson (2002) the three possible forms of

research design includes exploratory research design, descriptive research design and explanatory research design. According to Earl Babbie (2013) in social research three types of approaches are adopted more commonly. The social research that is conducted to explore a topic for the familiarization of researcher with that topic is called exploratory research design. This kind of approach is adopted when researcher's interest is to investigate something new. In social sciences the studies that aims at describing a situation or an event are called descriptive studies. In this approach researcher first observes the phenomenon and then describes it. The study design which aims at why type questions i.e. which gives explanations of certain phenomenon is called explanatory study design.

In the present study the research design that I used is descriptive research design because in some cases the objects cannot be observed in any other way for example a case study is a descriptive research design Martyn (2008). According to Glass & Hopkins (1984) descriptive research is one where data gathered describes the status of the phenomenon under study. The three main purposes of the descriptive research include, description, explanation and validation of findings. Present study is about the describing and explaining those factors which are affecting the ceramics industry therefore descriptive approach is used.

### **3.5 Data Collection Methods:**

According to Sapsford and Jupp (2006) the process of gathering the required information with no or less possible distortion in order to make analysis that may provide logical and credible answers is data collection. Data collection methods includes all those methods that helps researcher to analyze the phenomenon under consideration in a logical way.

### 3.6 UDCs

Units of data collecting involves all those individuals, households, or organizations from which the required information can be gathered. Units of data collection for this study are as follow:

- **Owners of running industries**

The owners of running industries includes all those owners who have owned their businesses privately and are making their place in the market economy. There were total of 6 owners owning their own businesses

- **Owners of damaged industries**

It includes those people who were active in the ceramic industry previously but due to various factors they cannot make their place in the market economy and their industries collapsed. Only two owners from damaged industries could approached.

- **Workers of running industries**

It includes the workers who are currently working in the ceramics industries or either they have to leave the running industries due to some reasons including seasonality or health issues.

- **Workers of damaged industries**

It includes all those workers who have to leave the industry due to industry's collapse and thus are working somewhere else in order to make their living.

- **Institute of Blue Pottery Development Multan**

It is a government institute which works for the uplift of ceramics industry.

- **People from other related fields**

Here those *naqash* and *calligraphers* were selected who are associated to the ceramics industry in some way. In this regard 3 respondents were approached

- **All-Pakistan Ceramic Tiles Manufacturers Association (APCTMA)**

It is an association dealing with the ceramics work progress throughout the country. It was situated in Karachi due to which secondary data obtained from newspapers and reports was used.

### **3.7 Procedure of Data Collection**

Initially I identify my respondents with the help of MNA of Multan my father's friend. I started conducting my interviews on June 9, 2019 from a Kashigar owning his own small setup at Jan Muhammad Chowk Multan. I was known to him through the reference of MNA of Multan thus I conduct unstructured from him he was the owner. Similarly by his reference I identify other owners and conducted unstructured and semi-structured interviews from the workers. The duration of each interview with owner was 3 hours and those with workers was 2 hours. Then I coordinated with the workers and management of Blue Pottery Development institute Multan via Accounts officer of the institute. The duration of those interviews was 2 or more hours. The Interviews conducted from the owners of damaged industries were unstructured with duration of almost one hour and those conducted from worker were semi-structured and were of one hour. Because of MNA's support I easily approached all the respondents. Before starting interviews I take the consent of respondent by telling them the details of topic. I found a great difference among the information obtained from owners and workers. The worker were hesitant to give accurate information in the presence of their owners due to which I had to extend my visits and duration of my interviews. In the absence of their owners especially in the Blue Pottery Development Institute I got the clear picture of the Ceramics Industry. Moreover some of the owners having private business does not allow me to spend more time with their respondents and don't give me the accurate information due to which I had to limit main motives of my research i.e. to find out the factors affecting the



ceramics industry as the owner were reluctant to tell the issues in the industry rather they were saying that the industry is at its peak. The workers of those industries when approached they say the same things as their owners said but in the absence of owner their replies get changed. For collecting Data from the owners and workers of damaged industries the access was difficult as many of the people were unknown. With the help of some the workers who worked in those industries and were currently working in the running industries I managed to gather data from them. It was very easy to approach people from other related fields i.e. Kashigars and Calligraphers from whom data was collected by semi-structured interviews.

### **3.8 Data Collection**

Data collection is in raw form without processing or organization therefore it has little meaning, and lesser benefits to those who manages or make decisions. Data collection includes un-interpreted materials which is dependent on the things which have some meanings or are truly existent. They are bits of some content either in the form text or numeric. (Mohajan, 2016). Generally there are two types of data. The data collected directly is called primary data. This data is collected on purpose when researcher has no previous data. It can be collected by using ways like surveys, interviews, focus groups etc. it is considered highly reliable. The data or records which exist already and are collected and compiled is called secondary data. It include data which is investigated previously.

#### **3.8.1 Rapport Building:**

Building Rapport is the most important element of any research process. Once rapport is built, the trust among the researcher and the respondent will increase which increases mutual respect and hence communication will become more effective (Youell & Youell, 2011). For a successful study research should increase his trust among the respondent which will not only increases the mutual understanding but it also will make the study more effective. My rapport

with the respondent was built during my regular visits at field. Once I built a rapport with one person in industry or either with owner it become easy for me to communicate with others. Moreover, at some places the rapport was built due to same person with whom I talked previously during my field visits.

### **3.8.2 Participant Observation**

By using this method researcher can learn about the activities of people under consideration. By observing as well as participating in those activities researcher can learn them and also get content required for sampling and interview guides. (DeWALT & DeWALT, 2002). According to FINE (2003) the process wherein researcher becomes the part of a certain community and observes the behaviors and activities of people is called participant observation. In this method researcher directly observes the phenomenon under study without asking anything from the respondents. In my research I observe the working atmosphere and the environment where the workers were working. Further I deeply observed the techniques they used during the manufacturing process of ceramics. According to Marshall and Rossman (1989) observation is the systematic description of those events, behaviors or artifacts which a researcher observes in the social setting under study. Studies carried out by Barnard (1994) found that in participant observation a small amount of deception as well as the management of impression is required.

In this study, the main purpose of observation was to gather information about the environment in which Kashigars were operating their businesses. The researcher wanted to observe whether the physical environment was conducive for the income generation of industry's owners as well as workers or not. This implied observing the number of customers, frequency of sales and even type of sales (i.e. selling on credit or cash).

As the aim of the research was to assess the impact of different factors on the livelihood of low income households in Multan, the researcher had hoped to carry out observations within the study participant's working environment. Observing a participant's working environment would help in gathering first-hand information about a household's assets, accessibility to vital services and living conditions. Being able to observe household assets would provide a better picture about how much a household really earns. For instance, if asked about earnings some respondents might indicate a lesser amount than they actually earn whilst by observing them or the way they dress might provide a different picture. The researcher was aware of the danger in making inferences just based on appearances (Bryman, 2012). Further the researcher has conducted interviews from those Naqashs and Calligraphers who were also indirectly related to this industry. Researcher has visited the study area on daily basis to get the actual picture of what people said and what actually was existing there.

### **3.8.3 Key Informant**

Key informant are the people who have full knowledge about their community. Key informant have the firsthand knowledge about their community. These may be the community experts, professionals or residents of the study population. They can provide the deep insights of the nature of problem and also give some solution for the solution of those problems. In my research the key informants were mostly from UDC 3 i.e. the workers of the running industries and also UDC 6 i.e. People from other related fields. They provide me with the knowledge I required in my research work.

### **3.8.4 Interviews**

Interviews are one of the source of collecting primary data. Interviews are generally the tool or research strategy that helps researcher to gather data about participant's experiences, views and beliefs about area under consideration (Lambert & Loiselle, 2007). Interview is

basically a learning activity which helps researcher to discover or uncover the rules by which he can make strategies suitable for provoking responses (Holland and Ramazanoglu, 1994). Interviews are the best tools for experimental of phenomenological research study (Aliyu, Bello, Kasim & Martin, 2014). According to Swell (n.d) in qualitative research interviews helps to understand the phenomenon from the point of view of respondents in order to unfold the meanings of experiences of people and to uncover their lives before the scientific explanations. An interview is the central tool of data collection in qualitative research (Gill et al., 2008).

According to Bryman (1998) interviews may be structured semi-structured and unstructured. Structured interviews are those where researcher have full control and the interviewee has less room for flexibility (Stuckey, 2013). Semi-structured are those where researcher already prepares or outlines the questions related to study under consideration. However these are not as rigid as structured interviews are (Stuckey, 2013). In Unstructured interviews the researcher bends the conversation according to his own interests. Unstructured interviews are further divided in sub-types i.e. non-directive interview, in this interview researcher doesn't have any pre-planned questions. Other form is focused interview where researcher manipulates the respondent according to his interests. Informal interviews are the main form of unstructured interviews. (Jamshed, 2014).

In this research work both unstructured and structured interviews were used with open-ended questions. All interviews were done on the field by face-to-face conversations. All Interviews were written on the field due to ethical considerations.

A semi-structured interview guide was used to gain insights into how different factors like globalization, imports from other countries, seasonality, etc have impacted the Kashi industry of Multan which ultimately affect the livelihoods of low income households in Multan. Even though there was an interview guide in the form of a semi-structured questionnaire,

flexibility was allowed so that interviewees could respond to questions in the order most suited to the interviewee. Flexibility also allowed the researcher to be responsive to relevant issues raised by the interviewee (Legard et al, 2003).

A total of 6 semi-structured interviews were conducted with the owners of the Kashi industry in Multan which all were the heads of households. The interviews were conducted with the owners of Kashi industry in order to obtain information and understanding of issues pertaining to industry and the people associated to it relevant to the study interests. The interviews were conducted in the Kashi industry owner's locality (place of business).

### **3.9 Sampling**

To study the entire population is not possible for researcher therefore he takes census because it is impossible for researcher to study the whole population due to undesirable constraints i.e. time. (Frey et al., 2000). Therefore researcher chooses a sample from population. Sample consists only the units of interest from the whole population. A sample is the smaller proportion taken from the large population to study the whole. It is the representative of whole population which ensures to generalize the findings to the whole population (Jopnes, 1955; Salant & Dillman, 1994). Thus sampling is the process where researcher choose the smaller proportion from the population to study the whole population. Two sampling techniques have been used in this research.

#### **3.9.1 Purposive Sampling**

According to Morse (1991) purposive sampling is one where the researcher chooses the respondents from the larger population according to need. Purposive sample sizes are determined on the theoretical saturation basis i.e. it is the point in the data collection method where the new data gives no new insights to the research questions. It is therefore most

successful technique of sampling which is done when data review and analysis are done during the data collection method. It is the sampling design based on observer's own judgment to choose those samples from the population who provide most appropriate and best information about the phenomenon under study. In this method researcher needs to focus on those people from the sample who have same opinion and who have the enough information about issue under consideration and also they are willing to share that information.

I used purposive sampling for UDC 1, UDC 2, UDC 3, UDC 4, UDC 5 and UDC 6. Because these are the main respondents of my study area and also they have vast knowledge about the art and history of the city.

### **3.9.2 Snowball Sampling**

Snowball sampling is the form of non-random sampling where researcher uses few cases to encourage other cases to take part in study under consideration in order to increase the sample size. (Breweton and Millward, 2001). This approach is more applicable in cases where the population size is small or is difficult to access due to their closed nature e.g. secret societies and inaccessible profession. This techniques is adopted by using networks. It is helpful in the cases when researcher has little or no knowledge about the sample under consideration. This techniques is useful from the aspect of communication for decision making and also for the infusion of knowledge in people. This sampling technique was adopted in case of UDC 6 i.e. people from other related fields which includes Naqash and Calligraphers which are indirectly associated with this industry.

Having looked at the various sampling methods, the researcher chooses purposive sampling to select a study sample. As the study aimed to assess the factors affecting the ceramics industry as well as the livelihood of people associated with it, the study population's relevance to the research topic was important (Neuman, 2000). The researcher used purposive

and snowballing sampling methods to draw a study sample from a population of Kashigars in Multan. The study had a sample of 47 participants- 43 males and 4 females. An initial study sample of 15 units was purposefully drawn from the Ustad Wajid' shop who has setup in his own house. The sample included people who were trained in different skills such as base making, glazing, Kashi, finishing etc. The remaining sample was drawn using snowball sampling. The snowball sampling method yielded a study sample of 32 units by using referrals made by people who knew other people who were associated to this art and who were willing to take part in the study. Snowball sampling was also used because the researcher felt it was more appropriate in order to obtain a sample with characteristics of the research interest. This is because most organizations especially those of the governmental level that work with the art of Kashigari in Multan were not at liberty to disclose actual information due to confidentiality issues. The limitation with the snowball sampling method was that the researcher had no way of verifying the eligibility of the sample yielded from referrals (Biernacki & Waldorf, 1981). The researcher thus ended up with a sample with units who were operating the same type of industry which was in one way or other were related to this art like calligraphy, Naqashi etc.

### **3.10 Data Analysis**

According to LeCompte and Schensul (1999) analysis is the process of reducing data into a story and then it helps researcher to interpret that story. Data analysis is simply the reduction of larger amount of data and interpret it to make a sense. Patton (1987) maintained that during analysis there occur three thing: firstly data organization than data interpretation, categorization and summarization and lastly the themes and patterns in data are identified as well as linked. Data analysis should be started when the researcher is in field or it should be started as soon as possible after the researcher's visit in the field completed. In-filed analysis

include inscription, description and transcription. Data analysis can be done in two ways i.e. top down fashion or bottom-up fashion. (LeCompte & Schensul, 1999).

### **3.10.1 Thematic Analysis**

The approach I applied in this research for analyzing data is thematic analysis. The main aim of thematic analysis is the identification of themes i.e. themes are the patterns in data that are interesting or important. The researcher uses those themes to address an issue. It is not summarization of data but definitely something more than summarization. In thematic analysis researcher uses interview questions for generating themes. (Clarke & Braun, 2013). According to Braun and Clarke (2006), thematic analysis should be the basis of any of the qualitative research analysis, as it also helps in the conducting other forms of qualitative analysis too. Thematic analysis is the translator for researchers doing qualitative analysis. It enables researcher to use different research methods to communicate with their respondents (Boyatzid, 1998). Data can be analyze thematically in two ways: one is the inductive way where the codes are given to the data by researcher without fitting in to a pre-established frame. Hence the analysis provides the researcher with broad description of data which suited well to his research questions and try to be able to advance research questions through the process of coding. While other is the deductive way which rather than providing broader description of whole data just describes some specific aspects of data broadly (Braun and Clarke, 2006). Generally thematic analysis helps to summarize the larger data set as it helps researcher to adopt the well-structured approach for data handling, also helps researcher to produce a clear report (King, 2004). In this research I have adopted both approaches for generating codes. These approaches helps in identifying the themes for study under consideration.



### **3.10.2 Framework Analysis**

For generating themes I have used the framework analysis techniques which is helpful for generating themes for a study. Following are the steps required for the constructing thematic framework.

#### **3.10.2.1 Transcription:**

The process of writing down the spoken words is called Transcription. In qualitative research transcription is usually written verbatim i.e. exactly word-for-word (David, 2009). Studies carried out by Green et al. (1997) maintained that transcription is the process that will help to analyze the representation of the transcript i.e. verbal or non-verbal actions etc. Further it helps to understand who is representing what and for which purposes. Further it helps researcher to reach the final outcome and create content. In this research transcription aims to describe the views the respondents have in textual form.

#### **3.10.2.2 Familiarization**

Researcher can obtain qualitative data in various forms like interviews, tape or video recordings, documents etc. It is necessary for the researcher to become aware of each and every aspect of data collected and to become familiarize with it. Familiarization is the process wherein the researcher get to know about the data transcripts i.e. interviews, focus group transcripts, observations etc. and it provides researcher with an overview of collected data (Ritchie & Spencer, 1994). In this process the researcher becomes aware of data by listening to recording or field studies. This process enables the researcher to become aware of key ideas in order to generate themes. For familiarization I had read all the written interviews thrice and listen to the audio recording of those two owners done at the field. For understanding data and

getting the better meanings I have read the data again and again. For generating themes I go through the literature comprehensively. This helps me to generate potential themes for my data.

### **3.10.2.3 Indexing and Coding**

Once the researcher familiarizes with data i.e. gain an idea about the data and also know what is interesting in that data the next step of coding begins (Braun & Clarke, 2006). Coding helps researcher to simplify the specific characteristic in the data. By coding researcher goes on from unstructured data to the developed data which helps him to know what is going on in the collected data (Morse & Richards, 2002). The process wherein the researcher tag the codes with initial data is called indexing. According to Savage (2000) Qualitative coding is the process by which researcher interact the data and think about it. It is simply the reflection of data. Coding helps researcher to identify the important sections of the text and also it helps to attach labels with those text in order to relate them to a theme or issue in data (King, 2004). Studies carried out by Boyatzis (1998) a good code has ability to capture the qualitatively rich phenomenon.

Coding can be done either by using software or manually. In present study the coding has been done manually.

### **3.10.2.4 Memo Writing**

Memo is generally written to inform the reader about the specific information. Memo writing is the pre-writing or free writing started from the early stages of the research. In qualitative research researcher are asked to write down their thoughts when they are coding and characterizing the themes. I had started to write down the memos from the initial stages of my research which continued till the last.

### **3.10.2.5 Identifying and Characterizing Themes**

After coding and collating the whole data, researchers identify different codes which are then extracted into themes (Braun & Clarke, 2006). According to DeSantis and Ugarriza (2000), *“A theme is an abstract entity that brings meaning and identity to a recurrent experience and its variant manifestations. As such, a theme captures and unifies the nature or basis of the experience into a meaningful whole”*.

In this study themes were identified and characterized at the early stage where I started collecting data and continued till the last step. During reading the transcripts for first time the themes generated initially were noted and the process continued until the final report. For generating themes I initially read the interviews that I noted on field and listen to the two recordings of owners. Then I generate some codes from each and every word of the respondents which I noted down. After generating codes I thus make theme for each code. Further after getting the required themes I moved on to data reduction technique by which the data was condensed to keywords. These keywords actually provide me with the understanding of data and thus I generate thematic categories. Which thus helps to organize codes in better way to get the best thematic categories.

### **3.11 Data Verification**

Data verification ensures that the data researcher has gathered is as accurate as possible with the minimum human or instrumental errors. Data verification is an ongoing process which started from the data collection stage and continues till data analysis and entries. Data can be verified by cross-checking the data obtained through different instruments. If the data obtained from all instruments or respondents is same than this means that the data collected is accurate. In this research data has been collected through interviews, participant observation and informal discussion. The data obtained from different respondents especially the workers of

the ceramics industries show the factors that were affecting the industry. The accuracy of factors was determined by participant observation and by the interviews which were total 50 and the similar results obtained were up-to 45. Thus the main factors that were affecting the industry were analyzed. These factors were discussed in next Chapters.

## CHAPTER 4

### LOCALE

#### 4.1 Introduction:

This chapter has been divided into three parts. In first part of chapter location and history of Multan city has been introduced. Second part of chapter shed a light on the occupational history of residents of district Multan. Third part of chapter shed light on the decorative buildings art of the city which is the core concern of the study.

#### 4.2 District Multan:

##### 4.2.1 History and Geography of City:

The city of Multan has gained much importance during the past few years. According to Sir Alexander, he heard that the city of Multan is styled by some natives who were called Mallithan, which he translated as Malli (Gardener in English) During the Empire of Aurangzeb Multan remains his favorite resting place. At the end of 8<sup>th</sup> century this place was taken by Muhammad Bin Qasim and remains under Muslim rulers till 1849. In January 1849, it was taken by the forces of Anglo-India. The city of Multan lies on the main-east highway which is running from Gomal and Kurram passes. The city served important trade route via Southern Punjab to Gardez and Qandahar in Southern Afghanistan. Cunningham identifies the main city as Malli or Malloi. The correct name of ancient city was Maluvasthan which with the passage of time named as Multan. (A.H. Dani, 1969). According to Alberuni, a native Kashmiri the original name of city was Kasyapapura, after this the city named Hansapura, after it the city was named Bagapura and then Srmbapura, all these names were given during the Hindu reign

on the names of their gods and their sons. During the Muslims Empire the city was named as Mulasthan where Mula means roots or origin and Thana means place.

#### 4.2.2 Map of Multan:



Figure 4.1 Map of Multan

Source: <https://www.worldatlas.com/as/pk/pb/where-is-multan.html>

The map of the city shows that this city is in the western section of Punjab. The district Multan is about 190 miles from Lahore. From Bahawalpur it is about 45 mile, and 40 miles away from Sutlej.

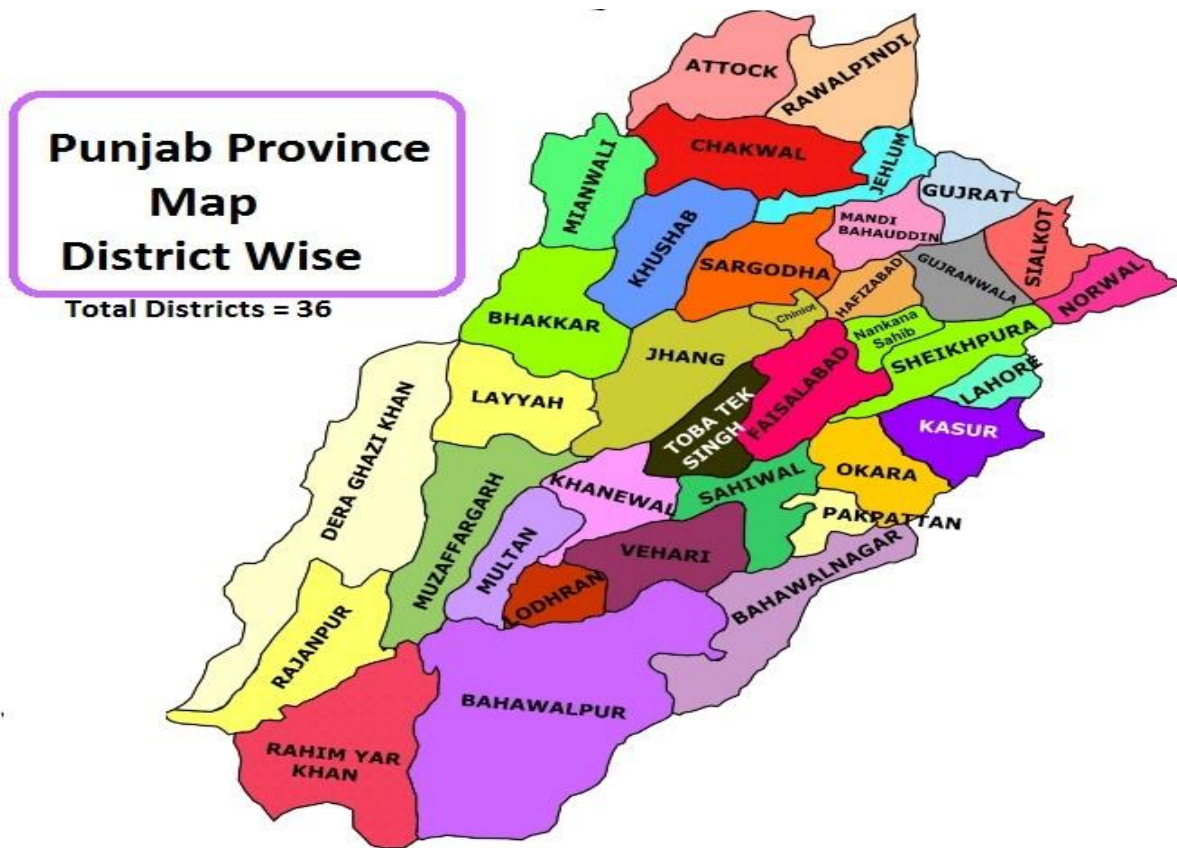


Figure 4.2 Punjab Province Map District wise

Source: <https://www.politicpk.com/punjab-province-list-tehsils-districts-divisions->

[%D8%B5%D9%88%D8%A8%DB%81-%D9%BE%D9%86%D8%AC%D8%A7%D8%A8/](https://www.politicpk.com/punjab-province-list-tehsils-districts-divisions-%D8%B5%D9%88%D8%A8%DB%81-%D9%BE%D9%86%D8%AC%D8%A7%D8%A8/)

Multan city is built on high mounds which is formed of ruins of other cities. After Multan and Amritsar, the city was considered the largest town in Sikh Territory. The town is surrounded by seven gates the description of which is given as follow:

“Facing the east and next to citadel is the Dowlut Gate, towards the south east is the Delhi gate. In the south wall are Pak and Hurm gates, the Bohr gate faces the west. The Lahore gate is in the North and last is the Khidr gate which afford access to citadel”.

The geographical position of Multan is 30° 9’ north latitude, and 71° 7’ east longitude.

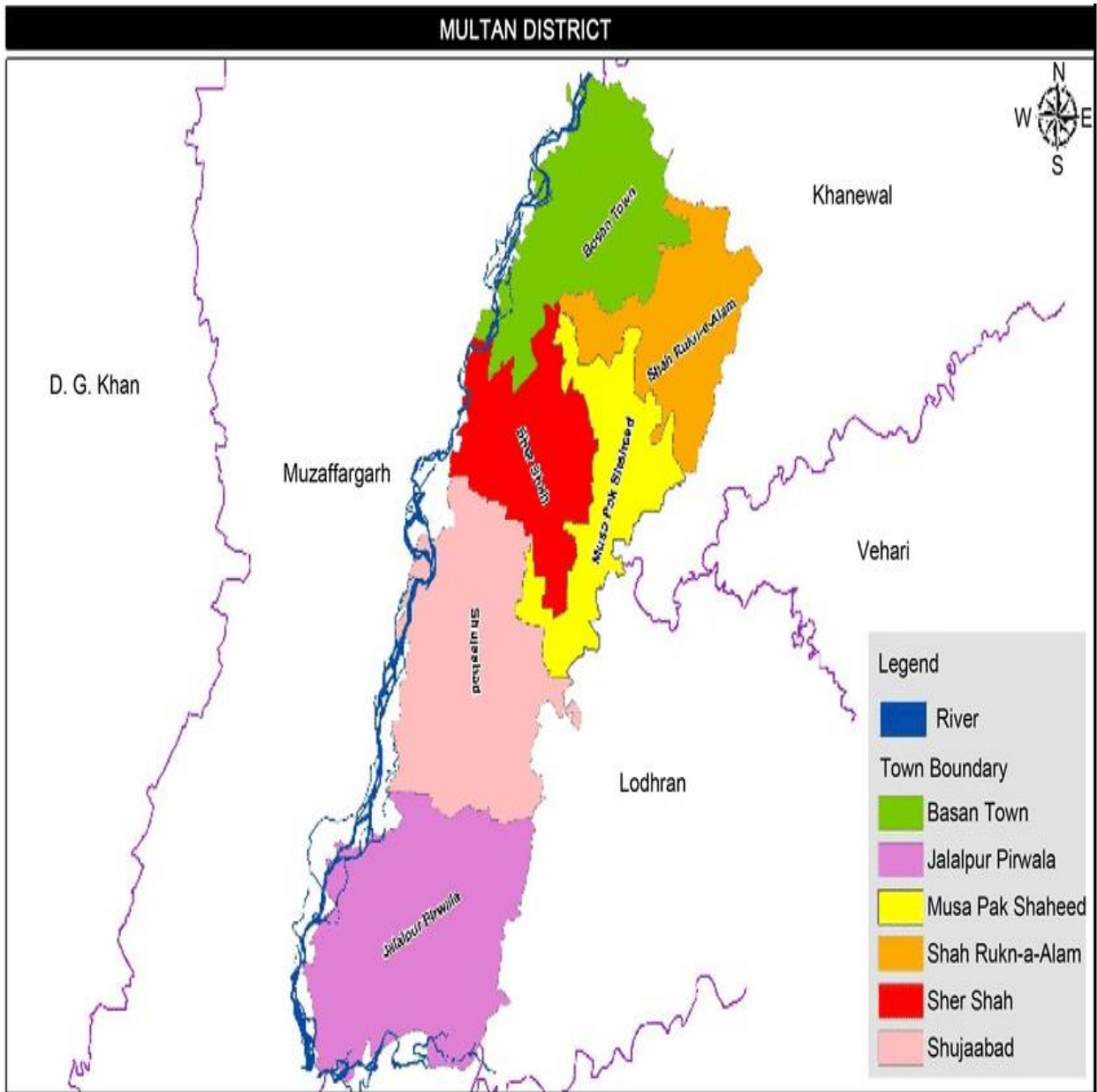


Figure 4.3 Multan District Map

Source: [https://www.researchgate.net/figure/Study-area-Multan-boundaries-at-district\\_fig1\\_327933640](https://www.researchgate.net/figure/Study-area-Multan-boundaries-at-district_fig1_327933640)

#### 4.2.3 Population of Multan City:

According to 2017 census the population of city is distributed as follow:

Total Population	2,258,570
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Urban Population	1,826,546
Rural Population	432,024

*Table 4.1 Population of City Multan*

Retrieved From: <https://www.citypopulation.de/php/pakistan-distr-admin.php?adm2id=72102>

### **4.3 History of Industry in Multan:**

Multan is the center of commerce. The bazars of city are very large and are fully supplied with commodities. The main manufacturers the city experts at includes silk, cotton, shawls, loonge, etc. Moreover the city has makes its name in the Ceramics industry i.e. Kashi Industry. The main items which are manufactured in Ceramics includes tiles, decoration pieces, vases, and other items of house hold use. Ceramics industry has become one of the chief identity of city. Whenever one talk about ceramic art of Pakistan, Multan is one of the worth mentioning area which is cultural, historic as well as artistic. The history of ceramic art in Multan is as old as the history of city is. In 1853, Alexander Cunningham (a famous British archeologist) found glazed tiles during an excavation on Qillah Kohna Qasim Bagh. He found that those tiles were made in 900 A. It was a remarkable discovery by Alexander; since it gives evidence that the tile were used in the mosque built in the era when Muhammad Bin Qasim arrived in Multan.

The ceramic tiles of Multan gained popularity over the time and were frequently used in shrines, mosques and other buildings for the purpose of giving a fantastic look and tribute to the origin of this art. The significant examples of Multani Ceramic Art can be seen in various forms like:

Talpur tombs, Shrine of Uchh Sharif in Cholistan, Mosque Nawaban and many other. Some artistic works are displayed in London Museum to represent the rich ceramic art of

Pakistan. The centuries old art and craft tradition also known as Multani Kashi is very famous and a center of attraction for interior designers and is used for the interior of important buildings like, President House, Prime Minister Secretariat, Culture Mission of Pakistan and Pakistan embassy. The extensive use of blue color and texture of trees and branches shows a touch of Persian culture. Some archeologists and researchers found that the Kashi work was originally originated from Kashgar, China.

#### **4.4 Decorative Building Art of Multan:**

The historical records of Multan city show that the city was highly advanced before the advent of Islam. This city was ruled by different peoples from different religions during different centuries. Due to which the excavations shows the cultural richness of the city. Excavations further shows that Building decoration remains the traditional architecture of South Punjab. From 11<sup>th</sup> and 12<sup>th</sup> centuries most of building are initially made of bricks and then are decorated by Naqaashi, Sheesha Kari or Kashikari. The art of decorative buildings was first introduced in Multan and then art spread to other parts of South Punjab. As the city undergoes subsequent destructions therefore there exists no exact evidence or earlier decorative structures. The art of Kashikari attributes the Persian and Kashan influences and is the most ancient art which becomes the identity of city. But the composition of this art gets change with the passage of time. Following are some of the Decorative ancient buildings of city where the art can be clearly viewed.

##### **4.4.1 Shrine of Shah Yusuf Gardezi (1058-1157 CE):**

It is the earliest decorative structure in Multan located in a compound inside Bohr Gate, constructed in 1152 CE. This exterior of this building with blue Multani tiles which some are of view that belong to later period. The change in the color and design of tile used in building depicts that the building undergoes from a variety of interventions for over a period of 900 years of this building's existence. However maintenance of shrine and its structures are carried

out when the annual events at the shrines occur i.e. the death anniversary of saint and during the annual memorial event of martyrdom of Imam Hussain. The interventions viewed at the shrines depict that there requires a whole lot of time to do an in-depth study in order to find out the exact records of interventions.

#### **4.4.2 Shrines of Baha-ul-Din-Zakariya (1171-1262) and Rukhn-e-Alam (1251-1335):**

The two other important shrine of Sultanate period are the Shrine of Baha-ul-Din Zakariya and the shrine of his grandson Rukhn-e-Alam. These two shrines located at the citadel of Multan city are the domed structures and are become the model for domed structures that built all over the southern Punjab region. Both of these shrines are decorated with Kashikari tiles on the exterior and the interior of these shrines is decorated with naqaashi or wooden work

#### **4.4.3 Sawi Masjid:**

Besides the decorative art on mausoleums the mosques of city also depicts the decorative pattern same as the shrines. The Sawi Masjid is situated at the Kotlay Toly khan. This mosque was built during the Mughal period and is decorated with tiles. Presently the mosque has been ruined but still it shows delicacy of design and Mughal influences

#### **4.4.4 Mohammad Khan Wali Mosque**

It is the second oldest mosques of Multan city situated at the Chowk Bazar. This mosque was built by Nawab Ali Mohammad Khakwaniin in 1757. This mosques in finely decorated with Naqaashi art and Sheesha Kari.

## CHAPTER 5

### DATA ANALYSIS AND DISCUSSION

#### 5.1 Introduction:

This chapter will analyze and discuss the findings. The following pages will define and discuss the factors that are affecting the ceramics industry and are also affecting the livelihoods of people associated to this industry. It also shed light on the activities carried out by those associated with this industry. In present study the objective was to find out the factors which were affecting the ceramics industry of the country. A case study on Multan was done for this purpose. Under the findings of this study the demographic profiles, household sizes of the study population and different factors that were analyzed which were responsible for the downfall of this industry which not only were affecting the industry itself but also affecting the livelihoods of people associated with the industry were analyzed. In this regard globalization was observed as a main factor responsible for causing damages to the industry as it results not only eliminating the gaps between people but also bring a drastic change in the preferences and tastes of people. All factors are discussed in detail as follow:

#### 5.2 Demographic Profile of Study Sample:

The study consisted of four (4) female and forty-three (43) male of which 6 males were the owners while remaining were the workers. The average age for the study participants was 35 years with a range of 15 to 64 years. All respondents were local residents. The female respondents lies in the 18-25 years age bracket. Six respondents who were owners were in the 50-64 years age bracket, and all were male. 20 of the respondents fell in the 30-45 years age bracket. 5 respondents were in the 50 years and above age bracket. The study sample shows there were more young males aged 35 years and below involved the Kashi industry.

### **5.3 Educational Attainment of Study Respondents:**

There were 38 respondents in the study who went through a formal education system and

9 respondent were those who had no education at all. The highest education attainment of the respondents was up to middle level and all were male. The education attainment of the female respondents was up to matric level. The child labor of the industry has educational attainment up to primary level.

### **5.4 Household Composition:**

The average household size of the study population was 8 persons composing 2 or three adults and remaining children. The most common relationship between household members was that of parent and child followed by a husband and wife relationship. The results show that 28 respondents had households composed of two or more adults of which 12 had more than one adult employed.

Employment included running a self-owned small enterprise at home by the female adult of the household while in the remaining household the workers associated with this industry were the sole bread winners of the family.

### **5.5 Households Livelihoods Sources and Asset Ownership:**

All respondents relied on the Kashi industry as a source of income. However, 7 of the households had more than two adults earning an income for the household. Other incomes for households included government grants in the form of Benazir Income Support Program, Sehat Cards etc. A total of 17 respondents were receiving grants. Many of the households used to send their children to the government schools because they were unable to bear their school

costs like books, stationary etc. Some of the respondent belonging to Government institute also have edge of pensions at the end of their service but the majority of the respondents of the same sector were unable to get this benefit while those belonging to the private industries have no other source of income at the end of their jobs. This was the major reason due to which people want to leave the industry.

## **5.6 Ownership of Assets:**

Asset ownership is a crucial component in sustainable livelihoods because assets provide a living and store wealth for a household. Assets ownership by people belonging to SMEs is the significant as it helps to improve person's livelihoods by securing his present and future and also these assets can be used as security in times of crisis (Field Funder Guide, 2007). In present study almost all households owned a house however due to larger size of their families this asset was not enough for them to make their livelihoods better. Despite of the 6 owners of the study all other respondents were without the land which was crucial for running their own personal set up. Saving is also considered as an asset which was missing in the present case. Only owners have the capacity to save while all other worker respondents were unable to save and hence they were living from hand to mouth. The study sample had more married persons than single persons. Out of 37 worker respondents only 13 have their personal vehicle. Other assets owned by the respondents were the vocational skills which they used to learn in the industries they were working with. Another asset owned by the respondents was the physical capital to which only the owners have access all workers lack this access due to which their sales and income generation capacities get affected. The workers of the industry lack any kind of asset which they can used in case of shock or stress.

## **5.7 Social Capital and Livelihoods:**

Social capital may be important in determining the success of micro entrepreneurs (Honig, 1998). For this study, the focus was on business associations as well as the NGOs as a form of social capital and how it would impact on the success of micro enterprises. The study found that a lesser number of male were associated to these associations as they were of the view that these associations are unable to help them. People lack interest to develop social associations as there was disorganization in the running of these associations in Multan. Some respondents stated that the associations were too politicized. People who were not politically active may not have the same opportunities as those who were politically active. As such, some respondents felt they were better off not joining any business association or NGO. In addition to political influences, some respondents felt it was not easy for them to join an association that is run by some prominent figures for other prominent figures and they have no concern with the poor segments of the industry. Only owners of the industry or those belonging to the government institute were having the capacity to make social connections or networks. While others were unable as after spending long hours at work they left with lesser time to spend with the family.

## **5.8 Factors Affecting the Kashi Industry and the Livelihood of Kashigars:**

### **5.8.1 Intergeneration Transfer of Skills:**

Intergeneration transfer of knowledge means that people transfer their knowledge from one generation to the other i.e. father shares his knowledge with his sons only even ancient people were reluctant to share their knowledge and skill with either their workers. One of my Respondent marked:

*My father and his forefathers taught the skill of grinding, mixing, base making and glazing to their children and asked them to do so. People of those time were illiterate and they were of the view that if they taught their skills to others it will lowers down their place in the market economy.*

This intergeneration transfer of skills was the major reason due to which the main skills of ceramics industry of that time remains in few hands. Another respondent marked that:

*Our uncles were too reluctant to teach us this skill. Everybody was of the view that only his family should master the skills. According to them it is only the way by which they can make their space in the market economy.*

Due to this intergeneration transfer of skills the ceramics industry flourish less. The number of skilled labor in the industry is more than the number of skilled labor which leads to the downfall of this industry.

### **5.8.2 Infrastructure:**

Infrastructure includes all the organizational structures and facilities (e.g. buildings, roads, power supplies etc.) needed for the operation of any of the industry. In this study infrastructure includes the land available for setting plants, Kilns for baking tiles, supply of gas for burning kilns as well as the proper channels for access to raw materials. The ceramics industry of country lacks proper infrastructure due to which due to larger demand of ceramics products most of the products are still imported from other countries. These infrastructure instabilities causing downfall of the industry are discussed as follow:



### 5.8.1.1 Availability of Land:

Land is the most important natural asset for proper running of any of the industry. The Multani ceramics were named Kashi or Blue Pottery and the people associated with this art known as Kashigars or Potters and the art is known as Kashigari. I have met many of the people associated with this art since their childhood and spent up to 50 years with this art. Still the art is getting declined. My very first respondent belong to 7<sup>th</sup> generation of Kashigars who came to Multan when Muhammad Bin Qasim conquer Multan. His age was 56 years and according to him he learnt this art from his father at the age of 7 years and properly adopted it as an occupation at the age 15. He marked:

*Once the industry was at its peak during the period before 1990's. The number of Kashigars was larger and in Multan there was a Muhallah named "Muhallah Kashigaran" near Qillah Qasim Bagh. The Qillah Qasim Bagh was the market place for all Kashigars due to which this art has attraction for people. But with the passage of time due to government and authorities' negligence this art has lost its place in the market economy. According to him and other 40 Kashigars the main factor due to which the art has lost its significance is the no availability of land. In ancient time when larger orders were given to people they go to place for which they had to prepare an order and set their plants and kiln at near the empty grounds of that place. At that time there available large grounds for plant setting they set their kilns their too and prepare the orders.*

But now as the population increases, free lands are now used for residential purposes due to which people who used to set their plants at open places lack this opportunity. Now they have to work with those who have their own private firms with all resource or either they had to work in the government institute named Blue Pottery Development Institute. My first respondent was the owner of his own small scale industry which his was set by his father in

their house. The place of set up was very narrow due to which he avoid large orders. Normally he took orders of 50 or 60 tile or decoration pieces or vases. He has two daughters and two sons. He is teaching this art to his sons. He has love for this Kashi because it was his family business.

Most of people who were running their own businesses quit the occupation and started working somewhere else as they do not want to work under any owner. According to my second respondent who was running his own set up his two sons were also attached to ceramics but as the industry falls down his sons quit the occupation and move abroad. Total 50 interviews were conducted and all were of the view that the main reason behind the decline is less/no availability of land for setting their own personal set up.

#### **5.8.1.2 Kilns:**

Kiln is another major element required for proper running of the ceramics industry as ceramic products are fired in kiln before final preparation. One of my respondents who was worker at the Private firm said that they are unable to set the kilns by themselves due to no land and either due to therefore they cannot start their own set up. Moreover the owners of two firms maintained that they were using the kilns where wood was used for firing purposes due to which 50% of their products were wasted because of smoke or wood the products cracked down.

#### **5.8.1.3 Supply of Gas:**

When the wooden kilns were replaced by the gas kilns the working capacity of ceramics increases and also the loss of product during baking process controlled to the larger extent. But when the load shedding of gas started it largely affect the ceramics industry. Gas was the most important component. In summer the supply of gas was complete and labor who was working

on daily or monthly wage basis get employment for the summer season. In winters when gas supply shortens people have to shut down their industries due to which they have to fire their labor for the winter period. According to one respondent who was employed at one such industry which get shut down due to gas shortages, when the gas supply stopped in winter they have to work at other places on daily wages due to which they had to live from hand to mouth during winters. The gas shortage was another major factor affecting the ceramics industry of country.

### **5.8.2 Financial Assets:**

Another factor due to which this industry is falling down is availability of financial assets. During my visit at locale I found that most of the workers have large families and lower financial resources. People have no savings. All they earn spent on fulfilling the needs of their children. Their income groups in this industry were distributed as follows:

**Income of workers of grinding section:** They have monthly income of Rs. 20,000

**Income of workers of Wheel Section:** They were working on contract basis. They were paid according to pieces they made i.e. for a small plate they paid Rs. 8/ per plate and for cup they get Rs. 5/piece. While they never get paid for cracked pieces.

**Income of workers of Causting:** They have monthly income of Rs. 20,000

**Income of Kashigars:** They have monthly income of Rs. 20,000 while some get paid on piece basis i.e. Rs. 50 for a vase or decoration piece and less for other items.

**Income of workers at silk tank:** They were paid on daily basis having income Rs. 700/day.

**Income of workers of glazing section:** They were also paid on daily basis having income Rs. 700/day

**Income of workers of firing section:** They were having income of Rs. 20,000/ month

These are the income details of people working at the government institute while those who were working at private industries have more income than those at government institute. Under such situations it was not possible for the workers to start their own set up. Even they want to start their own set ups but their financial situations not allowed them to do so. These One of my respondent marked that:

*For setting a gas kiln they required 9 lac rupees and 9 to 10 kanals of land. He further maintained that how a person with an income of 20,000 rupees monthly can arrange this large amount of money for his setup?*

The Kashi industry is an ancient industry of our country further the art of Kashi is the part of our culture yet this industry is facing negligence from government and authorities. People belong to this industry have very lower incomes due to which most of people want to leave the industry. Two of my respondents were husband and wife and they were working from 5 years in this industry they maintained that:

*If we find a better opportunity than this we will quit this job as this industry has no future.*

Five of my respondents were living near the government institute (Mumtazabad) but they travel daily 30 minutes and worked at the private industry located in Shujabad. When I asked them the reason one of them marked:

*The government institute is not paying us properly. Moreover when we asked them to raise incomes they raised but at the same time they levy 315 tax on our incomes and when we questioned them they make a point that they are not paying the taxes as it is from the additional penny they got on the name of income increase.*

While some of the workers who have their own industries previously when were not able to set the gas kiln at the set up due to shorter financial resource they shut down their industries. Due to these situations 10 workers of this industry left and they set their Dhabas along the road sides. When I asked them about their financial conditions now and before all of them have view that they are now earning enough that the institute or private industries were paying. Now they are not living much prosperous life but yet their lives are better.

#### **5.8.2.1 Raw Material:**

Raw material is another factor of downfall of the industry. Two types of raw material was used for base making. One is Terracotta i.e. it is the clay collected from rivers when rivers dried up and the other is White clay or China clay also known as Sind clay obtained from the mountains of Rajanpur, Hyderabad, Dera Ghazi Khan and Swat. Other important raw material required are colors. In ancient times two main colors were used in Kashi one was Blue and other was Ferozi. Blue color was obtained from cobalt oxide and ferozi color was obtained from copper oxide. At the very beginning of the industry both colors were prepared by Kashigars themselves. Blue color was obtained from Daigs which people used for cooking purposes at Urs of saint or their marriage ceremonies. The layer of black substance at the bottom of Daig collected due to firing was used for making blue color which was economical for Kashigars but later on the trend of Daigs ended and people have to buy Blue color which is very expensive. In ancient time people used to make these colors by themselves but now these colors are available in the market and people bought it from market which are expensive. One of my respondent said that:

*It requires a whole lot of money to buy the raw materials and colors for Kashigari. Terracotta and white clay both are available but sometimes we have lesser or no access to them due to which we cannot start our own set ups. Moreover terracotta is the clay collected from rivers.*

*Whenever rivers don't dried up for so long than the access to terracotta become impossible and if we stock it for later use than we need a large space for storing purposes which is unavailable to us. Regarding white clay he maintained that we can use white clay too but access to white clay is not possible for us as we cannot bear the expenses required for bringing white clay from those so far places. He further added that the colors used in ceramics are so expensive especially the blue color. Due to these reasons he cannot start his own setup.*

Thus beside the availability of raw material access to raw materials is difficult for many people due to which they cannot start their own set ups.

### **5.8.3 Inflation:**

Inflation is generally a monetary phenomenon which result from the rise in the quantity of money relative to the output (Milton Friedman, 1966). Inflation is the movement in the prices of goods and services. Whenever inflation occurs nobody escapes from its trap. Inflation hurts almost every sector of the economy especially those sectors bear serious consequences of inflation to which government provides no subsidy. The ceramics industry is one of those sectors which if handled properly can bring employment for over 10,000 persons maintained by the spokesperson of All Pakistan Ceramics Manufacturing Association. Due to inflation the price of everything rises including the fares, price of color etc. At the same time inflation demands an increase in the income as a slight inflation has consequences everyone in the economy has to face. People belonging to ceramics industry maintained that due to rise in prices of other necessities of daily use their incomes fall lower to fulfill their needs and hence most of people already quit the industry and remaining working there were searching for the better opportunities.

#### **5.8.4 Government Negligence:**

For the proper running of any of the industry proper check and balance is required. The government institutes are working for the development of this industry in Multan, Gujranwala and Lahore despite of which the industry is falling down. Most of people left the industry and other wants to leave in case if they find better option. Due to no proper check and balance the workers of the industry were facing following problems which were the main reason of industry's downfall. Following are the factor occur due to government's negligence and are reason behind industry's downfall:

##### **5.8.4.1. Corruption:**

Corruption aims at driving the advantage for oneself or related individuals while suppressing others. (Vito Tanzi, 1995). Like inflation corruption is another element which is affecting almost every economic sector. Like other sectors the ceramics industry of the country is also in the trap of corruption. While visiting the government institute a clear picture of corruption was observed. The division of labor in the industry was not proper. Some of the labors who have very important role in the industry were employed as general labor while those having no proper role were designated as government employees. Kashi and Wheel were the two most important segments of this industry. One of the workers from industry who was Kashigar said that:

*Who will buy the white tiles, or white products if we do not paint them beautifully?*

People were working here with the false hopes from administration that they will soon be employed as government servants. Most of the workers leave this institute due to monopoly of some influential administrations. Moreover the people who actually have passion and love

for the art have no scope in the industry. They are living a life of misery while those having no knowledge about the industry are employed in the administration.

#### **5.8.4.2. Taxation:**

Tax is usually a compulsory levee imposed by governments on individuals or entities. The main motive of tax is to raise the revenue for government as well as it serve other purposes too. Taxes are levied by governments on individuals by some ratio. While in the industry people were workers were paying taxes. This tax was cut down from their income. One of my respondent marked that:

*In last July, my income was Rs. 68,000 of which Rs. 20,000 was cut down as tax payment.*

When people asked for increase in income incomes were increased but at the same time the tax ratio increased and the workers never got the extra penny on the name of income increase. According to one respondent:

*Taxes were levied after 2000 at the start no taxes were levied but when the chairman of industry changes the new one levied taxes after him another chairman came who levied no tax but now they are again paying taxes. The ratio of tax levied is 31% whereas the actual ratio set is 17%. And the employees are paying double tax.*

When visited the private industries I found that the workers there were more satisfied with their owner as compared to those working at government institute. The main reason behind this was those working at the private industries were having more salaries and also they do not have to pay taxes. They were getting double the income as compared to those working at the government institute. One of the respondent who was previously working at the government institute maintained that:



*I worked at the government institute hoping that I will be employed as government servant but for over 10 years nothing happens. Thus I left the institute and working here for previous 5 years this industry is far better than that government institute. The best part is the owner never cut down the incomes on the name of taxes. He further added that the income here is double than that I was earning in the institute.*

I visited three private industries and the workers of these industries were more satisfied than those working in the government institute.

#### **5.8.4.3 Lack of Health Facilities:**

Every government sector of the country is providing their employees with proper health and other services like annual bonuses, income increase, some holidays etc. While such facilities were not available to those working in the government institute. People have to manage their lives and their resources on their own. They worked from 8:00 am to 3:00 pm daily but they have no general facilities available. The issue of availability of facilities was same in both government and private sector. In other government industries people have proper uniform and some safety measures but in ceramics industry no such measure were observed. Machinery was set without any boundary while those work in the crushing sector also lack the facility of face covering. During my visit I observed a whole lot of dust in the crushing sector. Due to dust the workers fall prey to diseases like T.B, high blood pressure, and asthma. Most of the workers were unaware of the harm of dust they inhaled on daily basis. According to one respondent:

*The white clay is the composition of quartz and other dangerous materials which if not handled properly lead to health damages, while our people in industry are not aware of these harms further the administration of the industry is also not taking safety steps for their workers.*

When I asked my respondents that if they have any idea about the health damages caused by crushing and grinding of the white clay all of them were totally unaware.

#### **5.8.4.3 Lack of Transportation Facilities:**

People working at both private and government industries lack the transportation facilities. Most of the workers have their own bikes which costs minimum of Rs. 200 daily on a round trip i.e. from home to work and work to home. Many of the people want to work at the private industries but due to large distance and transportation expenses they cannot manage to get there and thus they work at the government institute. Some workers come from far of the places and the workers working on daily basis suffered a lot from the transportation costs.

#### **5.8.4.4 Pensions:**

Those working in the private industries have no concept of pensions while for those working at the government institute the division of pension was also inappropriate. Pensions were given to only those employed as government servants while those Kashigars and workers on contract basis or daily wage workers lack the facility of pension. Therefore people were of the view that this industry has no future and has brought nothing good for them thus it's better to leave it.

#### **5.8.5 Time Constraint:**

Time is another hurdle in the uplift of ceramics industry. The ceramics products in Blue pottery especially the tile requires a whole lot of time in manufacturing and are expensive due to which people when are unable to get their orders on time they shift their interests to china tiles. Which are lower in cost as well as requires less time in manufacturing. One of the respondents said that:

*A tile of blue pottery require 10 days for final preparation while the china tile takes 3-4 days in manufacturing.*

Due to this time constraint people shift their interests from blue pottery ceramic tile to china tile as it is less costly and further it is available every time on demand in the market.

#### **5.8.6 Access:**

Access is the main component for the proper running of any industry. There is a large number who even has no idea about the blue pottery. People are totally unaware that this industry is actually the part of our culture. Moreover there exist no proper channel of marketing. People who have some knowledge or who visit Multan when know about the Multani ceramics bought them. A proper marketing channel for the access from every corner of was absent. Which was another hurdle in the uplift of ceramics industry in the country.

### **5.9 Discussion:**

#### **5.9.1 Exploitation of Workers:**

The exploitation of workers was viewed in both private and government sectors. The owners or people in authorities were taking all the benefits. The exploitation of workers is given in detail as follow:

##### **5.9.1.1 Uneven Income Distribution:**

The income distribution in the industry was very uneven. All the benefits of ceramics industry remains in few hands while the actual people who work hard for the industry remains with very little benefits. One of the respondent marked that:

*A vase costs Rs. 25000, will bring Rs. 8 for those in the grinding section. While for those work at wheel it bring share of Rs.7. for Kashigar this vase's share will be Rs. 350 and for people of other related segments they will be paid according to number of piece they work on.*

This uneven income distribution bring all the benefits for the owners and authorities while those whose actual hard work was involved lack benefits. Similarly owners decide the income distribution and designation of workers due to which exploitation occurs.

#### **5.9.1.2 No Future:**

Almost every worker in the industry has view that this industry has no future for them. The owners of both private and government sector provide their workers and their families with nothing. There was no health facility available to the workers. Moreover the working environment was also very hard at both places. It was the month of June and July when I was on the field the weather was very hard and workers were compelled to do work. While for owners and authorities air conditioned rooms were available. Like other sectors in the country who provide their workers with incentive this industry has nothing for entertaining their workers or for creating some kind of urge in them to continue this occupation. People belong to this industry have no savings or they were not assure for the brighter future of their children. According to one respondent:

*One of our worker fall ill and died. He serve the industry for 30 years. He has 4 children and a wife. After his death industry has nothing to do with his family. His family was living from hand to mouth.*

Such situations compelled people to leave the industry. During my visit I observed that only those people are working here who has some feelings for this art other people were of view that they are in wait for some better place than this.

### **5.9.1.3 Inappropriate Behavior of owners:**

During my visit at the field I observed in appropriate behavior of owners with their workers. Owners just consider their worker as their slaves and this worsen the conditions of industry to the larger extent. People who work on daily wages if fall ill or due to some other reason they were on leaves their wage of that day will be zero. Owners and authorities main concern was to take services from their labor.

### **5.9.2 Child labor:**

The other thing that was observed in the industry was children under 15 years of age. One of the child left school and start working in the institute. The wages of them were very lower but still they chose to work rather than going to school. The income of children was Rs. 2000/ month. Most of the child labor was in Kashi section and their exploitation was more than others. Some of the child labors were hired by the Kashigars themselves who ask them for filling and paid them according to per piece either or a monthly income of Rs. 2000.

### **5.9.3 Safety Measure:**

During my visit at the locale I found that both of the private and government institute lacks the proper safety measures. People were unaware of the hazard their health has by working in such dusty atmospheres. On determining the health conditions of people many of the people were having diseases like High blood pressure, T.B, Asthma etc. Workers in the crushing section were without face covers or proper uniform. They were dealing with the machinery having no boundary which was not safe. Majority of people in this field were illiterate or having very low education due to which people themselves have no knowledge of health hazard they have moreover the owners never have concern with the safety of workers. Therefor the industry is running in the way the owner or authorities want to.

#### **5.9.4 Globalization:**

Globalization is an activity which reduces the distance and bring people closer. Globalization is a positive activity but sometimes it has the significance which some sector of the economy has to face. Due to globalization everything is just available at our door steps. But sometime the globalization has worse consequences. Same happens in case of our ceramics industry. Due to globalization following factors were viewed in the ceramics industry which causes the downfall of this industry.

##### **5.9.4.1 Change in Tastes:**

Due to globalization people get access to anywhere in the world. This access introduce people with other countries and other people patterns of livelihoods and thing they were adopting. Initially just two colors i.e. blue and ferozi were used in the tiles and people were introduced to white color blue or ferozi color tiles. But as the globalization increases and people observes the living styles of other people they start adopting their styles this brings the change in peoples taste and people demanded for other colors beside white, blue or ferozi which they were viewing from centuries.

##### **5.9.4.2 Change in Fashion:**

Globalization has brought the sense of fashion in people too due to which people when see or like other people fashions trends they get inspired and start adopting those. Both of these trend affect our ceramics industry largely.

##### **5.4.4.3 Increase in Imports:**

When people taste change and they got the sense of fashion from other they start buying those thing due to which the imports of the country increases. This increase in imports results

in the downfall of the ceramic industry of the country. As stated by the spokesperson of APCTMA:

*The import of ceramic tiles from China and Iran and also the smuggling of Tiles from Iran is a great havoc for the local ceramics industry.*

Imports not only results in the downfall of industry but also due to imports the larger share of country's revenue is shifted to other countries which affects the country's economic situations too.

#### **5.9.5 Inappropriate Management of Government Institute:**

For saving the art of Kashikari and ceramics industry the government of Pakistan took a step and introduce an institute where student learning the art of Kashi were given monthly stipend of Rs. 1500. But besides this measure of government the number of workers in the industry is falling down with each passing day. According to workers who attended classes in the same institute the government is giving the stipend for the students for whole years. Duration of each course was 6 month and in every session 25 students (females) can get admission. Besides so much admissions the number of female workers was very low in the industry. While in private industries no females were working. Only in the government institute females were hired and there number hardly reached 3 or 4 during my visit. Moreover on my first day at the field I was told that due to Ramadan the session is closed but according to workers the session is running. On the next day when I visited the classroom I hardly found 6 or 7 students there and there was no teacher present. One of the respondent from institute marked:

*These girls come here to spend their free time. Out of 25 girls hardly one or two girls start making their living in the institute while remaining of the girls left as it is only a fun activity for them.*

He further added that:

*In the institute the number of students is always the same as was during my visit. Whenever high official come to visit the institute they called their students just to fill their classrooms otherwise classrooms remains empty on other days.*

Government has the institutes running for the uplift of our ancient art of Kashigari but due to no proper check and balance the art is losing its sights and the industry is falling down.

#### **5.10 Seasonality:**

By seasonality I mean the working season for employees at the private industries. The workers at the government institute have only a benefit of having employment for the whole year. While according to the respondent of government institute;

*The private industries are giving more benefits than the government institute but the only reason due to which we are working here is the load shedding of gas. The private firm remain close during the winter season when the gas supply fall short whereas the government institute works for the whole year. People remain employed even in the absence of gas.*

This load shedding of the gas results into shut down of many of the ceramics industries. While the industries currently working manage to make employment for their employees for whole year. According to respondent at the private industry;

*We were having the issue of seasonality in the start but now the owners have resolve the issue and we have earn for the whole year.*



The industries working within the city manage to fulfill their needs in the absence of gas while those industries situated outside the boundaries of city have the major issue of gas and therefore many of the plants shut down.

### **5.11 Financial Resources:**

The main hurdle was the finance for many of the people having their own personal setups. People still work with wooden kilns as they were unable to install the gas kiln. Moreover the people having personal setup were working on smaller level and they mostly use terracotta instead of white clay. They were of the view that their forefathers were using terracotta and also they are using it as they want to keep their family art alive. There were only two families which work on terracotta all others replace terracotta with white clay. People still have love for this art but due to lower or no financial resources people are unable to start their own business.

### **5.12 Impacts on the Ceramics Industry:**

Among the above stated factors the most prominent are poverty and illiteracy due to which people associated with ceramics industry in Pakistan lacked scientific and technical knowledge which leads to the collapse of ceramics industry. The data collected from a secondary source tells us that the ceramics industry of country failed to meet the timely needs of customer due to outdated technology. Similarly as the preferences of people changes over time it was necessary for the Kashigars to produce the items according to the people's preferences but they failed to do so which further shrinks the ceramics industry. Change in preference includes the use of different color patterns in the tiles and other decorative items but our Kashi industry is using only two colors i.e. blue and white which failed to meet the people's preferences and therefore people shifted their interest from this traditional art. Moreover people belonging to this industry were competitive but they were reluctant to share their art with others. They have the fear that if they share the art others they will become their competitors

due to which art remains in only few hands and thus a specific type of art passed on from one specific family to the other and remains associated with that family only due to which the industry failed to produce the skilled labor in today's age and hence the industry has lost its way to flourish and way to access the international market economy.

Furthermore the industry lacks proper infrastructure which includes a proper working environment, latest technology as well as gas kilns which was missing in this case which results in the loss of originality of product and also wastage of products occurs due to this country has to rely on imports from other countries which thus shrinks the revenue generating capacity of the industry. At the same time due to population growth in the country less land remained available to Kashigars in order to start their setups in an open field owing to which the development of ceramics industry has been discouraged in the country and industry collapsed. Meanwhile energy crisis such as load shedding of gas is also like adding fuel to the fire because under such circumstances Kashigars have to face the seasonal unemployment and hence large number of Kashigars left the industry. In addition to this these Kashigars were unable to set their businesses on their own because of lesser or unavailability of the raw materials which largely affect the ancient art of the country which despite of generating profits is now on the verge of losses. Another factor which documented the downfall in ceramics industry is unavailability of financial assets and grants from the government like subsidies and exemption from taxes due to which industry fails to flourish. The basic reason due to which the ceramics industry is flourishing less in the developing countries like Pakistan is the increased demand of the substitutes that includes plastic items which are largely replacing the items made from clay.

Other factors contributing to the downfall of ceramics industry includes macroeconomic variables i.e. taxes, inflation, public debt and seasonal unemployment which

urge people to step out from this industry as it has no future. Political instability like ethnic tensions, religious tensions, poor law and order situations, regional economic disparities and political assassinations are largely affecting the social capital of the ceramics industry in response to which investors or Kashigars are hesitant to put their hard earned capital on this industry. Therefore this uncertain situation discourages the investment by ceramic industrialist due to which their share of investment fall in the economy. As a result demand for labor in ceramics industry shrinks which drives the unemployment to Kashigars. High health risks have another impact on the ceramics industry due to which Kashigars lost devotion to their respective art hence the art is dying. Corruption, lack of transportation facilities and government negligence also play a major role in the downfall of this industry in the country because these element together leads to the exploitation of workers owing to this they flew away from the industry. Therefore in its past governments have nothing but a disappointment for its Kashi investors as it failed to provide a stable and reliable setting to its Kashigars. These insecurities and in-capabilities damages ceramics industry drastically like closing and shut down of ceramics units occurs which urges its Kashigars to leave the industry and start their setups in other markets. Last but not the least due to lack of access to the globalized market economy the ceramics industry loses its insights.

### **5.13 General Observation about the Responses:**

During the field visits, several factors were analyzed which may have an impact on the livelihoods of the respondents as well as the industry they were belonging to. One observation was the negligence from the competitive authorities which highly discourages the Kashigar in response to which the industry get affected. Whilst visiting, the researcher observed that the Kashigars associated with the industry were only there as they have no other employment opportunity. Moreover the distance from their homes to the industry was very large because of

which they have to face daily transportation costs of rupees 200. The transportation costs were rather high due to which the savings of Kashigars were zero. Due to losing its pace in the largely globalized market economy the potential customers were unable to reach the industry either due to unawareness or due to failure of the industry to meet their timely needs. Therefore this industry has to develop aggressive marketing strategies in order to attract customers so that it can generate a desired share of income. However, marketing requires financial capital and many of the respondents did not have the financial capacity to carry out marketing campaigns.

Another issue relates to the availability of space from which to operate a business. There was less land available to the Kashigars due to which they have to setup their businesses in their own homes and hence they failed to produce the desired products as demanded by customer due to this the customer shifted their interest from the traditional ceramics to the local ceramics mostly imported from neighboring countries. Moreover the probability of producing similar products and using the same color patterns was very high due to which the industry failed to meet the people's preferences. Besides this the industry has a limited capacity and it was unable to get the contracts from other countries and if they get the contracts their direct access was not possible due to which the benefits remains with the third party. Additionally, the researcher observed that government is not providing any subsidy to this industry due to which industry is facing a serious downfall.

Being one the ancient art of the country ceramics industry is highly significant as it has capacity to generate the employment and investment opportunities. This revenue generating industry is facing tough challenges in realms of its Kashigars and industry, therefore there is a strong need of resurgence in the industry so that the prosperity of both Kashigars and industry can be promoted. There is a dire need to design a productive policy of the ceramics industry so that the industry once again can make its path in the largely globalized market economy.

## CHAPTER 6

### CONCLUSION AND RECOMMENDATIONS

#### 6.1 Introduction:

In the light of finding this chapter includes recommendations, conclusion and roadmap for future studies. Ceramics industry have a very prominent role in the economic uplift of the country because the ceramics industry is concerned with the construction sector. The construction sector of country is flourishing from the last few years due which there is dire need of proper functioning country's own ceramics industry. It will not only reduce the imports but also saves the revenue which is collected by other countries on the name of imports. Therefore it is very necessary to manage the ceramics industry of our country properly. Some of the recommendations in this regard are as follow:

#### 6.2 Proper Check and Balance:

Government should keep a proper check and balance on the institute running for the uplift of this industry. Government should made it compulsory for the student learn an art from the institute to start a job at institute for the next six months this will not only bring interest among them but also will be helpful for the industry's uplift. Moreover government officials make it sure that people working there have knowledge about the industry and people in authorities should have the concern to uplift the industry.

#### 6.3 Appropriate Facilities:

People working in this industry if are provided with the proper basic facilities like health facilities, transport facilities, yearly bonuses or incentive than it will urge people to work whole heartedly in the industry. If government provide sehat cards for the workers of blue

pottery industry and also the facility of transport is provided to them than people's interest in the industry will increase and also other people will start working in the industry. Workers of government industry are if designated as government servants it will also be a good sign for them and people who has spent over 30 years of their lives in this industry should be designated as government servants.

#### **6.4 People Inherent the Art from their Fathers should serve too:**

During my visit in the field I have observed that people inherited this art from their forefathers have more affiliation with this art than those who joined the industry later. Those associated with the art from generation to generation should be given the designation of USTAD in their honor and also they should be appointed as the professors in universities of fine arts. Some of these were teaching some courses in the fine arts department of BZU Multan but they always work on contract basis. During my visit I observe that these USTADS were good at the art while others in the fine arts department were have expertise in theory only. For practical work these USTADS were hired from the university on during the course they have practical only. If government employ them in the fine arts department of the universities and also make Kashigari as a compulsory subject for fine arts department than the number of people associated with this art increase and also the industry will flourish.

#### **6.5 Art Exhibitions should Held Yearly:**

The ceramics industry will make its path in the market economy if government take step and held art exhibitions yearly. If art exhibitions held at different parts of the world people from all over the country get closer and can easily know about the important pieces of culture and heritage and also those associated with this art will have chance to market their own pieces of art.

## **6.6 Other Countries Strategies should be adopted:**

Government should adopt the strategies same as adopted by the government of other countries. For example in India government has made it compulsory to use the articles made of clay at the railway stations due to which a large group of people associated with this field get more employment and also the pollution was controlled at the large level. Moreover in other countries government provides the Kashigars with subsidies and also help them to start their own setups. If these strategies are adopted in our countries than the country's ceramics industry once again be able to make its path through the market economy. Moreover other countries universities hire the Kashigars from our country in order to learn the art from them while the universities in our country are adopting the cultural and artistic practices of other countries ignoring the local cultural elements.

## **6.7 Proper Channels for Marketing:**

Government should take steps for the proper marketing of this industry. When everyone in the country have knowledge about this cultural piece and also have access people will take interest and buy these piece of art which will help in uplift of industry.

## **6.8 Industry should work according to people taste:**

The industry working in the country is using two colors i.e. blue and ferozi due to change in taste people's demand for the products changes. People demand for different colors therefore it is necessary to make the products by keeping in view the changing trends this will not reduce the imports but also helps to increase the exports which further will increase the revenue.

## **6.6 Conclusion:**

Ceramics industry has a significant role in the uplift of economy of country if it worked properly. But in our country this country is prey to decline with the passage of time. This fall in the industry results in the larger import from other countries due to which more of our revenue is collected by other countries. Moreover the people who were associated with this industry do not have any other skill due to which they had live from hand to mouth. This study shows that due to negligence of government and also due to lesser or no access to resources people are unable to start their own industries. Moreover the government institutes working for the uplift of this industry are not showing any positive progress which can be proved by the lesser number of people working with these institutes.

This industry requires proper knowledge, skill and balance for its better progress but in the present case mismanagement and corruption was viewed due to which large number of people want to left the industry. If the proper check and balance is maintained the industry will once again make its path through the global economy.

## **6.7 Area for future investigation:**

Over the past few years the handicraft industry of Pakistan has losing its path through the market economy. These handicrafts once have a prominent role in the economic uplift of the country but during the last decade when the use of technology increases the handicrafts of the country loses its sight. Therefore this study suggest a comparative study regarding the ancient handicraft industry of the country and the present so called modernized industry. The comparative study will give better understanding of challenge that handicrafts industry is facing and also it helps to take steps for the development of handicrafts industry.



## **GLOSSARY**

### **Sehat Card:**

It is card issued is recently issued by PTI government. The cardholders were able to get free treatment for up to 520,000 Rupees.

### **Dhaba:**

It is a roadside food stall.

### **Ustad:**

An expert or highly skilled person

### **Seasonality:**

Being dependent on seasons

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## Appendix I

### Images from field work

**Image I: Kashigar Working with Terracotta**



**Image II: Worker Making Base**



**Image III: Grinding Machine**



**Image IV: Wheel Finishing**



**Image V: Drying**





**Image VI: Causting & Molding**



**Image VII: Kashigari**



**Image VIII: Kashigari**



**Image IX: Kiln**



**Image X: Final Products**



**Image XI: Final Product**



**Image XII: Production Hall of Institute of Blue Pottery Development**



**Image XIII: Sales Showroom of Blue Pottery Institute**





## APPENDIX 2

### INTERVIEWS

#### People from other related fields

Name: \_\_\_\_\_

Age: \_\_\_\_\_

Occupation: \_\_\_\_\_

Family size: \_\_\_\_\_

Education: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

#### Guide question for semi-structured interviews:

1. Do you have any knowledge about the Kashi Industry
2. Will you please tell be about the history of Multani Ceramics?
3. What are the basic factors affecting the ceramics industry?
4. Do you think that this industry has some role in the economic uplift?
5. Will you please tell me about the livelihood situations of people of Kashi Industry?
6. What will you recommend for the uplift of ceramics Industry?

