

# Sustainable Social Entrepreneurship through Innovation diffusing Traditional Knowledge with Innovation: Case Study of Pottery Art in India

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### **Abstract:**

*India a massive country in terms of employment conditions and majority of human resources are involved in unorganized sectors but are more vulnerable in compare to other types of formal employment. Upliftment of these sector will results in increased economic conditions of population as well as it will fetch for foreign currency. This paper emphasizes on technological as well as marketing intervention in one of the art form i.e. Pottery which is at verge of extinction. Slight modifications in these will pave a long better way for development.*

**Keywords:** Pottery, Technological intervention, marketing intervention.

### **Pottery in India: An Introduction**

India is well-known for its vivid physical relief features as well as cultural, economic, social and demographical rich heritage. India has developed quite a lot after its independence in almost all the fields. Recently it had got the honor of launching the satellite for mars and was a great success. But it is the fact that when one side is going through such immense growth the other side of the country is still not able to cope with their basic needs. India is rich in its human resource but it is the high time now to realize this human resource as an asset rather than liability. The Indian occupational distribution reveals that 62 percent of populations are indulge in agriculture as compared to service sector and industrial sector which is 27 and 11 percent respectively. This service sector includes only 16 percent salaried employment rests are self-employed accounting 53 percent and 31 percent are employed in casual wage occupation. In one of the report of Economic survey of India in 2007-08 it was estimated that 93 percent of population is

engaged in unorganized sector. According to The Ministry of Labour, Government of India the unorganized labor force has been divided into various categories according to their occupations which are as follows:

- 1) In terms of occupation: Small and marginal farmers, agricultural labors, share croppers, fishermen, people involved in animal husbandry, leather workers, artisans beedi rolling, weavers, masons, workers in stone quarries oil mills etc. come under this category.
- 2) In terms of Nature of employment: Attached agricultural labor, bonded labourers, migrant workers, contract and casual workers are included in this category.
- 3) In terms of special distressed categories: Toddy tappers, carriers overhead, drivers of animal carts, loaders and un-loaders are included in this category.
- 4) In terms of service categories: Midwives, domestic workers, fishermen and women, barbers, vegan vendors, newspaper vendors