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## Likelihood of livelihood: A framework to study the sustainability of household tailors in Kolhapur district

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### ABSTRACT

*India's economy is rapidly growing. It is a socially vast country where numerous areas of activity relevant to the socio-economic, technological, and environmental areas are changing quickly. These regions have dynamic and ever-changing environmental conditions. As a result, there has been a noticeable change in how fellow citizens are conducting and carrying out economic activity. The sociocultural components of an individual's life, in particular, and the life of society in general, change due to social change, mirrored in their changing lifestyles. This is having an impact on how jobs, enterprises, and professions are carried out. Individuals or groups of individuals engage in various forms of economic activity.*

**KEYWORDS:** Jajmani, Livelihood, Sustainability, Occupation, Household Tailors

### 1. INTRODUCTION

Traditionally, the Indian economy depended upon the Social occupational system called "Jajmani or Balutedari." It is one of the oldest socio-economic systems, a self-reliant system in which the local resources meet individual and societal needs. In the exceedingly early stages of the Indian civilization, like the Indus Valley Civilization, Framing was the primary source of livelihood. Still, with time, the individuals and groups started sub-divided among themselves based on the principles of labour and specialization, a reciprocal social and economic mechanism to share and transfer economic benefits to each other. But Due to many reasons the livelihood conditions of the socio-economic groups pose challenges for livelihood with its Quality and Quality. This research is an attempt to address the problems and prospects of the Livelihood conditions of the occupational group.

### 2. REVIEW OF LITERATURE

Researchers have done an elaborate literature survey for conceptual development and identifying the research gap. About forty or more published articles have been surveyed comprising a wide variety of subjects and sectors that are very much relevant to the present study, including Sociology, History, Anthropology, economics and many more.

### 3. RESEARCH METHODOLOGY

The research methodology consists of both primary source and secondary data using Interviews, Questionnaires, discussions, and secondary data sources comprised of published data in the form of Books, Reports, Journals, magazines, and Newspapers, as well as e-resources.

### 4. OBJECTIVE

- To study the Concept of Livelihood.
- To study the factor measures livelihood.
- To study components of Sustainable Livelihood.
- To develop a tool to evaluate the livelihood Performance of the Household tailors.
- To provide suggestions for the improvement of livelihood required, if any.

### 5. ANALYSIS AND DISCUSSION

Why study livelihood? The concept of livelihood is new when examining how well people live individually, in groups, or as a community. It is also true that many scenarios are currently developing in many nations worldwide that provide a challenge or threat to a sustainable way of life for the local populace. This is also true about India as a global economic power. For most of the world's economies, measuring and addressing the most prevalent problem of economic development, such as poverty, has been replaced with the concept of promoting livelihood. The term "livelihood" is a new idea. The term livelihood etymologically is derived from "life-lode," which is derived from the "way of life"(Wedgwood & Hen Sleight, 1855). A person's livelihood refers to their "means of securing the necessities of life like food, water, shelter and clothing". Livelihood is defined as activities essential to everyday life that are conducted over one's life span. Such actions could include securing water, food, fodder, medicine, shelter, and clothing.

- UNDP-United Nations Development Program
- IDS-International Development scheme
- CARE- Cooperative for Assistance and Relief Everywhere
- SIDA- Swedish International Development Cooperation Agency
- DFID- Department for International Development UK

An individual's livelihood involves the capacity to acquire the necessities mentioned above to satisfy the basic needs of themselves and their household. The activities are usually carried out repeatedly and in a manner that is sustainable and provides dignity. (Oxford University Press 2010). (SL) sustainable livelihood idea was first introduced by Brundtland Commission on Environment and Development, and the 1992 United Nations Conference on Environment and Development expanded the concept, advocating for the achievement of sustainable livelihoods as a broad goal for poverty eradication. A Livelihood can be defined as the activities, the assets and the access that jointly determine the living gained by an individual or household (Ellis,1998). Therefore, all activities involved in finding food, searching for water, shelter, clothing, and all necessities required for human survival at individual and household level are referred to as a livelihood. Approximately 90 % of rural households are involved in farming activities. (Davis et.al.,2010). Among these, the definition given by Chambers and convey in 1992 is a pioneering one and stated as The Brundtland Commission on Environment and Development first proposed the idea of sustainable livelihoods, and the 1992 United Nations Conference on Environment and Development expanded it by supporting the development of sustainable livelihoods as a

general objective for the eradication of poverty. According to Ellis (1998), a livelihood is defined as the pursuits, possessions, and access that collectively determine the standard of living attained by an individual or household. As a result, all

A livelihood refers to the actions involved in obtaining food, water, shelter, clothes, and all other requirements needed for individual and household life. Many rural households—90%—are engaged in farming. (2010) Davis et al. The definition provided by Chambers and Conway in 1992 is the first of its kind and is stated as "A livelihood comprises the capabilities, assets (stores, resources, claims, and access) and activities required for a means of living: a livelihood is sustainable which can cope with and recover from stress and shocks, maintain or enhance its capabilities and assets, and provide sustainable livelihood opportunities for the next generation; and which contributes net benefits to other livelihoods at the local and global levels and in the short and long term".( Chamber and convey 1991).

### **Approaches of Livelihood Studies:**

The concept of livelihood and Sustainable Livelihood has two Elements.

- Enabling Livelihood
- Improving Livelihood

For several reasons, studying the livelihood conditions of household tailors in India holds significant importance. Here are some key points highlighting the significance of such a study:

### **Economic Empowerment:**

Understanding the livelihood conditions of household tailors can shed light on their economic status, income levels, and employment opportunities. It helps identify the challenges they face in earning a sustainable income and achieving economic empowerment. This knowledge is crucial for formulating policies and interventions to improve their livelihood prospects.

### **Informal Sector Analysis:**

Household tailors in India often operate within the informal sector, which constitutes a massive portion of the economy. Studying their livelihood conditions provides insights into the dynamics of the informal sector, including its contributions to employment, income generation, and overall economic growth. This information aids policymakers in designing strategies to support and regulate the informal economy.

### **Skill Development and Training:**

Examining the livelihood conditions of household tailors helps identify the skill gaps and training needs within this sector. It allows policymakers and organizations to design targeted training programs to enhance the skills and productivity of tailors. By addressing these gaps, it becomes possible to improve their earning potential and competitiveness in the market.

### **Women Empowerment:**

In India, many household tailors are women, and studying their livelihood conditions provides insights into the challenges they face. It can uncover gender disparities, social barriers, and constraints that limit their economic opportunities. By understanding these factors, policymakers can develop strategies to empower women tailors, promote gender equality, and create an enabling environment for their economic participation.

### **Social Security and Welfare:**

Examining the livelihood conditions of household tailors helps identify the social security needs and vulnerabilities they face. It highlights issues related to access to healthcare, social protection schemes, and financial inclusion. This information is vital for

formulating policies and programs that provide adequate social welfare support to this marginalized group.

**Sustainable Development:**

The study of household tailors' livelihood conditions in India contributes to understanding sustainability challenges within the textile and garment industry. It allows for an assessment of the environmental impact of their work, such as resource consumption, waste generation, and pollution. This knowledge can inform the development of sustainable practices and initiatives, promoting a more eco-friendly and socially responsible sector.

**Policy Formulation and Advocacy:**

Research on the livelihood conditions of household tailors provides evidence-based insights that can inform policy formulation and advocacy efforts. It helps articulate the needs and demands of this marginalized group, influence policymakers, and foster a conducive policy environment that supports their livelihoods. By studying the livelihood conditions of household tailors in India, we can gain a comprehensive understanding of their challenges, opportunities, and the broader socio-economic context in which they operate. This knowledge forms the basis for designing effective interventions, policies, and support mechanisms to improve their livelihood prospects, enhance their well-being, and contribute to inclusive and sustainable development.

The Following is the Model proposed by

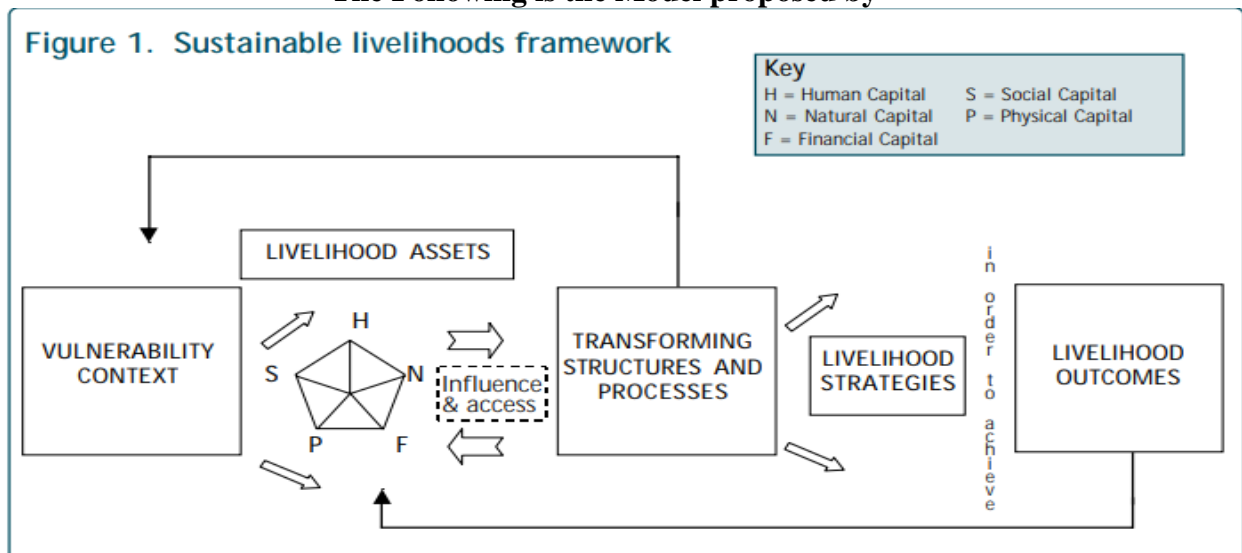


Figure 1.3.2.3 SLA-Sustainable Livelihood Framework Source: DFIF.gov.uk 1999)

Sustainability being a progress in reducing poverty which is depending upon major factor known as Capital/ Assets which are as follows. Many models are proposed to study livelihood, as per the DFID (Department for International Development and other livelihoods Comprised of certain Assets. The sustainable livelihood theoretical framework comprises five main components: the vulnerability context, livelihood assets, structures and processes affecting livelihood strategies, and associated livelihood outcomes (E. J. Mensah, 2011; Pandey et al., 2017). Another way of understanding the assets or capital that people draw upon to make a living is to categorize them into the following five groups: human, social, natural, physical, financial, and political capital.

**Livelihood Assets:**

Among the various models suggested by multiple agencies are comprised of Governmental and Non-Governmental agencies. The following are significant components of livelihood analysis.

**Context of study of livelihood:**

These environments alter over time, bringing new opportunities or challenges for a living. The following contexts are investigated about livelihood:

- Social relations: How the livelihoods of various groups within a society are impacted by gender, ethnicity, culture, history, religion, and kinship.
- Political and social structure: decision-making mechanisms, civic organizations, social codes and norms, democracy, leadership, power, and rent-seeking behaviour.
- Governance: The structure and attributes of a government system, such as its authority, efficacy, and efficiency, as well as its rights and representation
- Service provision: The efficiency and responsiveness of state and private sector organizations providing services like water, sanitation, health care, and education.

The social norms, practices, and conduct (or "rules of the game") determine people's access to resources. It also suggests studying livelihood as strategy, vulnerability, and interdependence.

**Factors determine the level of livelihood of household Tailors.**

1. Age
2. Access and level of education
3. Size of family
4. Others include Dependency Ratio, Availability of land, assets, access and availability of irrigation facilities, access to credit and ability to borrow, distance from Town, Training and skills development, and membership of social group. But Tailoring is one of the important sources of livelihood for many of India. In many parts of the country, it is one of the occupations conducted and carried out in Rural, urban and semi-urban areas. Also, it comprised both male and female genders irrespective of their caste, creed, and religion.

The following Table 1.1 exhibits the component of studying SLA (sustainable Livelihood conditions of Household Tailors)

| <b>Natural capital</b>   | <b>Physical capital</b>   | <b>Financial capital</b>  | <b>Human Capital</b>  | <b>Social capital</b>   |
|--|---|---|---|---|
| About using the proper access, availability, transformation<br>Land, Water supply, Forest Resources, Fishing, and wild Plant Resources | About us: suitable access<br>Availability, conversion<br>Tools and equipment,<br>Transport Links, Water supply Taps | About using the correct access<br>availability, transformation.<br>Savings, Income Access to Credit | About using the correct access<br>availability, transformation.<br>Education, Training Skills | About using the proper access<br>availability, transformation.<br>Communities Groups, Kin that Resides Elsewhere, Religious Groups, Political Groups, Social networks |

**Table 0-1 Factor Determining Livelihood Conditions**

The factors above are considered bases for studying the livelihood conditions of the Household Tailors in the Kolhapur District and some occupational-specific factors. The concept of livelihood is a fundamental aspect of human existence, encompassing the means through which individuals secure their basic needs and sustain their lives. It refers to the resources, activities, and strategies individuals or communities employ to earn a living, support their families, and achieve economic well-being. Livelihood is not limited to monetary income; it also encompasses social, cultural, and environmental dimensions that shape the overall quality of life.

At its core, livelihood revolves around pursuing economic activities to meet essential needs such as food, shelter, clothing, and healthcare. These activities can take various forms, ranging from agriculture, fishing, manufacturing, trade, services, and entrepreneurship.



Geographical location, available resources, skills, and market opportunities influence the choice of livelihood. In rural areas, for instance, agriculture often serves as the primary source of livelihood, whereas in urban settings, diverse employment options are available.

Livelihood strategies are not static but dynamic as individuals and communities adapt and respond to changing circumstances and challenges. Globalization, technological advancements, and environmental changes have significantly impacted livelihood systems worldwide. While these factors have opened up new avenues and improved access to markets and information, they have also introduced new complexities and vulnerabilities. Rapid technological innovation has led to job displacement, requiring individuals to acquire new skills or explore alternative livelihood options. Environmental degradation, climate change, and natural disasters have threatened traditional livelihoods dependent on agriculture, forestry, or fishing.

The concept of sustainable livelihoods has gained prominence in recent years, emphasizing the need to balance economic development with social equity and environmental conservation. Sustainable livelihoods seek to address poverty, inequality, and environmental degradation by promoting inclusive economic growth, social protection, and environmental sustainability. It recognizes the interdependencies between economic activities, social well-being, and environmental resilience.

Livelihoods are not isolated endeavors but embedded within complex social networks and institutions. Social capital, which refers to community relationships, trust, and norms, plays a crucial role in shaping livelihood outcomes. Access to social networks, support systems, and collective action can enhance livelihood opportunities, enable resource sharing, and promote resilience in the face of shocks and stresses.

Livelihoods also intersect with cultural practices, traditions, and identity. Indigenous communities, for example, have unique livelihood systems deeply rooted in their cultural heritage and natural resource management. Preserving cultural diversity and empowering marginalized groups is essential for fostering inclusive and sustainable livelihoods. Policies and interventions promoting livelihoods must be multifaceted and holistic, addressing economic, social, and environmental dimensions. This includes investments in education and skills development, infrastructure development, credit and financial services access, market linkages, and social protection measures. It also entails promoting sustainable agricultural practices, renewable energy solutions, and conservation efforts to protect natural resources.

In conclusion, livelihood encompasses the strategies and activities individuals and communities employ to secure their basic needs and achieve economic well-being. It extends beyond monetary income to include social, cultural, and environmental dimensions that shape the overall quality of life. Sustainable livelihoods require balancing economic development, social equity, and environmental conservation. Recognizing the complex interplay of economic, social, and environmental factors can promote inclusive and resilient livelihood systems that enhance the well-being of individuals and communities.

### **Significance of study of livelihood conditions of Household Tailors:**

For several reasons, studying the livelihood conditions of household tailors in India holds significant importance. Here are some key points highlighting the significance of such a study.

### **Economic Empowerment:**

Understanding the livelihood conditions of household tailors can shed light on their economic status, income levels, and employment opportunities. It helps identify the challenges they face in earning a sustainable income and achieving economic empowerment. This knowledge is crucial for formulating policies and interventions to improve their livelihood prospects.

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**Policy Formulation and Advocacy:**

Research on the livelihood conditions of household tailors provides evidence-based insights that can inform policy formulation and advocacy efforts. It helps articulate the needs and demands of this marginalized group, influence policymakers, and foster a conducive policy environment that supports their livelihoods.

Green marketing is still in its nascent stage of evolution in India. Though many companies have started implementing the concept, they are mainly medium and small and have not been successful enough to make a difference in the environment. This can be attributed to several factors, including lack of awareness among consumers about any such initiative taken by a company, the growing competition amongst players, reluctance/inability of players to build sustainable supply chains and lack of incentives/rewards for adopting green practices by government agencies like Bureau of Indian Standards (BIS) etc. Although some cons are associated with sustainability initiatives being adopted by companies in India, it is still a relatively unexploited avenue that can help firms achieve their corporate goals successfully. A well-planned and executed green marketing campaign can help a company achieve its goal of sustainable development and this will help the company reap long-term benefits as well.

Consumers have a significant role in adopting or avoiding sustainable products or services. Although consumers are likely to perceive a green marketing campaign positively, the same cannot be said about sustainable practices taken by companies. If consumers

perceive that companies are indulging in greenwashing, they tend to avoid buying products/services from such companies. The Indian government also has an equally vital role to play. The welfare of a nation depends on the growth of its gross domestic product (GDP), which is directly related to a country's natural resources and environment, etc. Hence, the success of any country largely depends on its ability to allocate resources effectively to meet the needs of its population.

To meet sustainable development goals set out by the Indian government, there are significant incentives for companies to adopt green products and services. The primary motivation is that a company adopting sustainable practices can reap colossal customer loyalty and employee satisfaction benefits since these practices are likely to benefit its brand image. Sustainable development has emerged in India, and many companies have started adopting green products and services. However, their efforts have so far shown only limited success. This can be attributed to several factors, including low consumer awareness levels, poor implementation of sustainable concepts by top management, etc. That said, sustainable development is inevitable since society will face environmental and social problems if it fails to address these issues now. Hence, companies that promote sustainable development will enjoy significant benefits in the long run.

## 6. CONCLUSION

From the above discussion, it can be concluded that undertaking any research study on sustainability livelihood is essential and relevant in the present-day context. It is a valuable tool for those keen to explore new knowledge, including researchers, academics, economists, socialists, policymakers, and others. For any research on socio-economic conditions, especially to study sustainable livelihood as such for any individual or Group of Individuals, the SLA is a guide sheet, a road map, the use of which is helpful to assist in measuring the Livelihood conditions of the Household Tailors and other Occupational groups in general. By studying the livelihood conditions of household tailors in India, we can understand their challenges, opportunities, and the broader socio-economic context in which they operate. This knowledge forms the basis for designing effective interventions, policies, and support mechanisms to improve their livelihood prospects, enhance their well-being, and contribute to inclusive and sustainable development.

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