

## ‘JHARCRAFT’: An Interventional Development for Tribes in Jharkhand

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### ABSTRACT

The foundation of tribal culture is art; thus, the way it is represented, whether via bright weavings or handcrafted decorations and accessories, reflects the economic, social, cultural, and psychological existence of the tribal people. Craft is utilised by the diverse tribes of India to express their psychic creativity in order to have a better and more stable way of life, as well as to address social, economic, and cultural issues. JHARCRAFT is an organisation working under the aegis of government of Jharkhand since 2006 to support the tribal life and create the sustainable and competitive environment socio-culturally. It is an intervention from the Government of Jharkhand and also gets supports under the corporate social responsibility (CSR) of various developmental organisations of Jharkhand. This article discusses about the interventional development approach of JHARCRAFT for Tribal Development in Jharkhand, India.

**Keywords:** Tribal, Art, JHARCRAFT, Interventional Development

### ABOUT JHARCRAFT

JHARCRAFT is seen as the supporting unit of the state, giving the most to its social, economic, and cultural elevation, development, and expansion. JHARCRAFT, i.e., an initiative of government of Jharkhand named “*Jharkhand Silk Textile and Handicraft Development Corporation Ltd.*” was established in 2006 in order to develop sericulture, handloom, handicraft, and other related enterprises into viable livelihood prospects in rural regions. The theme of the organisation is “Creating Opportunities and Changing Lives”. The major goal is to improve life throughout the state by fostering new possibilities in rural regions. The organisation has organised production units of several sorts during its very first year of operation. In order to provide a sustainable source of income, it now offers both forward and backward linkages to the handloom and handicrafts industries. It was established in order to aggressively advertise the products created by rural artisans. JHARCRAFT offers help for the whole manufacturing and marketing value chain, including raw materials, instruction, designs, and marketing. The underprivileged community of Jharkhand, mostly the tribals, craftsmen have improved their

abilities in producing a variety of high-quality goods, including organic textiles, silk sarees, designer clothing, home furnishings, terracotta etc. The admiration and purchase of these exquisite natural fabrics will give the artists new life and contribute to the advancement of their beautiful culture (Jharcraft, 2022).

### INTERVENTIONAL DEVELOPMENT APPROACH

Any organisational interventions from outside the community for developing them socially, culturally, economically can be considered as Interventional development. The major purpose of this approach is to develop them in holistic manner so that they can survive and exists with high motivational level of competence in sustainable manner. The interventional development can be having greater impact in following aspects:

- I. Capacity Building of the community
- II. Empowering women
- III. Generating employment
- IV. Financial uplifting
- V. Social uplifting
- VI. Improving Competence level
- VII. Preserving culture and natural wealth
- VIII. Promoting rural industries

### Capacity building of the community

Community capacity building mainly aims to give all community members—including the poorest, vulnerable, and most disadvantaged—the opportunity to acquire the knowledge and abilities they need to have more control over their own lives. It also supports inclusive local development. Communities can become more cohesive, more resilient, and better equipped to deal with social and economic problems. National and local governments, as well as the ability that communities have previously created, may encourage and support meaningful and effective community capacity building so that power becomes more deeply ingrained in them (Clarence, 2009). As per Rogers and his companions, it is described as “the cultivation and application of transferrable knowledge, skills, processes, and resources that effect community” (Karen Hacker, 2012).

### Empowering Women

As per Yin-Zu Chen & Hiromi Tanaka (2014) “Women empowerment” refers to the process of enhancing women's access to control over the strategic life decisions

that affect them as well as access to the opportunities that allow them to fully realise their potential. It is based on the assumptions that women and men differ from one another in their social positions and that these differences consist of asymmetric, unequal power relations between the sexes. In order to enhance the quality of life for women, the process of women's empowerment as an economic, political, and social process challenges the system of sexual stratification that has led to women's subjugation and marginalisation (Tanaka, 2014). It is sometimes also known as "Female Empowerment" and defined as the process through which women acquire power and equal opportunities to engage in all facets of society on an equal footing with men (FINCA, 2021).

Women have the ability to create life, and JHARCRAFT believes that they also have the inherent potential to transform lives. She contributes significantly to families, making up the better half of society. The nation's rich past demonstrates that without the participation of women, the destiny of the country cannot be steered toward "Glory." The organisation places a high priority on women's work in order to develop their independence. Each woman who works with JHARCRAFT makes between Rs. 4000 and Rs. 5000 a month, allowing them to take care of their families, educate their kids, and make contributions to the family and community (Jharcraft, 2022).

### **Generating Employment**

The generating employment is one of another concern in India today as India is having a greater number of people who are searching for job. The creation of jobs is a natural part of societal progress. The variety of wants that humans bring into the world provide job possibilities for others to full fill their needs. There are multiple purposes behind employment generations like political, economic, and social. Employment possibilities, from a political standpoint, provide the populace a stake in the peace process by giving young people an alternative to violence. One of the important goals of JHARCRAFT is to realise collective ambitions by developing sustainable livelihood models based on handicrafts, handlooms, and sericulture. They seek to add to employment and revenue development by making the best use possible of the natural resources and labour force present in the state's rural areas. The cottage and domestic industries have the potential to become the state's economic engine and can create the most jobs for the least amount of money, guaranteeing a promising future. They also offer assistance to enhance the manufacture of Tasar silk, handloom products, and handicrafts. They have opened up new frontiers for Woodcrafts, Bamboo crafts, Dhokra art, Pottery and Terracotta Goods, Lac Bangles, Cotton Handloom, Applique Work, Zardozi

Work, Tasar Silk Items, and many other types of tribal art and craft (Jharcraft, 2022). In terms of the economy, employment helps poor families by giving them an income, reviving domestic demand for products and services, and promoting overall growth. Employment has the potential to enhance social welfare over the long term, facilitate the return of displaced people, and aid in social healing (Peace, 2022).

### **Financial Uplifting**

A phase of the state's financial transformation is being ushered in thanks to JHARCRAFT. JHARCRAFT has investigated the state's potential, established objectives, and constructed a route to growth. The road to the financial revolution has also started. JHARCRAFT emphasises mostly on the improvement of rural communities, self-help groups and organisations, cottage industries, and home businesses to bring about an obvious change in the financial situation of the rural sector of the state, which contributes to the state's overall economy. Each lady affiliated with the organisation makes between Rs. 4000 and 5000 per month, which undoubtedly demonstrates the advances being made in these isolated places. Additionally, the decline in migration means that the revolution will soon be widely publicised and that its chances of success will be rather strong.

### **Social Upliftment**

In addition to fostering the tribal and other associated communities' economic development, JHARCRAFT have another goal which calls for improving their social standing. Our goal is to effectively alter the way of thinking and living conditions of those connected to the organisation. JHARCRAFT encourages teamwork and the development of interpersonal trust. JHARCRAFT places a great importance on the education of children, the status of women in society and the family, health values, a good standard of living, and a positive work environment for all employees (Jharcraft, 2022).

### **Improving Competence Level**

It is run by a group of competent and devoted specialists. These dedicated specialists' efforts are combined at JHARCRAFT and directed toward certain aims and goals. The organization's goal is to be known famously for the better working place which offers a healthy work environment for employees. Their employees are exposed to ongoing learning opportunities along with their own individual or self-growth. Our goal is to create a workplace where employees enjoy going to work. The board of directors and managing director of JHARCRAFT provide competent management for the

company. JHARCRAFT has a competent professional team that supports the operation of the organisation, including accountants, financial and legal advisers, marketing managers, production and design specialists. Professional designers from a variety of educational institutions work with JHARCRAFT's design team to help craftspeople match the current market demands and trends, compete with other market participants, and appeal to the younger demographic of society. To develop the numerous clusters in the villages across the state, postgraduate diploma and other degree holders in handloom and sericulture have been hired as CDEs (Cluster Development Executives) and project managers.

### Preservation of Natural Wealth

Preservation of natural wealth for future generation will promote the richer cultural history of Jharkhand along with its sturdiest base of natural resources. Being a state where tribes predominate, nature has been given top priority in all aspects of life and culture. One of another important mission of JHARCRAFT is to preserve vanishing cultures and restore the state's exceptional works of art, crafts, and painting. Tasar silk, the organization's main product, is wholly dependent on outdoor rearing. The organisation encourages plantation and forestry for Tasar Silk production by empowering the tribal communities associated with it. This increases the community engagement and boosts the natural reserves as well as its aesthetic appeal and level of vegetation. Despite several challenges to the protection and habitat restoration, Jharkhand stands out as a treasure trove of naturally occurring Tasar silk insects. Tasar culture has been viewed as a source of employment among rural poor population as it has higher potential impact over the agro-based industries (Reddy, 2010) in Jharkhand.

### HANDICRAFT

The tribal states like Jharkhand have been known as land of handicrafts i.e., handmade crafts and craftsmen. Handicraft sector, with the help of JHARCRAFT, Tribes In, Mati Kala Board etc. organisation in the Jharkhand state is providing job opportunities for more than 50,000 artisans of the state (Jharcraft, 2022). Following are the handicraft products in which tribes and non tribes both are working together: -

### Pottery and Terracotta

Pottery and terracotta in India are associated mostly with the Kumhar in India. They are generally found in large settlements of Jharkhand. The pottery products are made for many purposes from the daily life use to decorative items for the House, restaurants and offices. Deogarh region of Jharkhand is famous for its beautiful dark polished pottery. Roof tiles, ceremonial water jars, earthen cups,

long necked vases, and pots are the other useful items made by the Kumhar or potters in India. During the season of festivals, the craftspeople make brightly coloured terracotta animals, figurines and clay shrines. In many regions of Jharkhand like Nunihat, women make designs, terracotta jewellery and other related jewellery items. The tradition of clay and terracotta in Jharkhand and Bihar dates back to the Mauryan period. The word terracotta has been derived from Latin implicating Baked Clay. This is amongst the oldest and most widespread form of handicrafts. Historical records of prehistoric era have been found in the remains of pottery. It is believed to have existed since 7000 BC in the Neolithic period (Sarma, 2021). The clay for making terracotta handicrafts is obtained from the river beds of Swarnarekha the main river traversing Jharkhand, and its tributaries like Kharkai and Kanchi. The clay from these rivers have been used to make earthen cookware, pottery, and utensils for centuries. Terracotta handicrafts are painted by lac paints which give the crafts a unique shining look and stand apart from other terracotta handicrafts from other states in India. It brings in a varied range of colourful terracotta wall hangings like masks, mantle pieces figurines and flower pots, table top articles like pen stands and utensils, to add to the grandeur of your home and office. The products are polished using lac dyes and derivatives, which gives it an attractive shine and makes it weather-proof. This type of articles showcases a wide range of appealing wooden handicrafts for both office and home decoration. Also, the making of toys, various puja items like *Diya*, *Surahi*, *Chuka*, *Dhupdani* and images has close relation with seasonal festivals and other religious ceremonies. Clay elephants are very famous and are kept on the roof tops as it signifies marriage. Some of the clay toys are particularly made for children and the artists make them without giving any sharp curves or waves. Elephants, reptiles, horses are amongst the favourite items. A large size pot is very famous which comes in use for making mahua liquor (it is a locally made liquor) as well the local beer made out of rice called *Hadiya*.

All matters that destroy into dust is conceived as an offspring in type of another creation by Mother Earth." JHARCRAFT has given another structure to the soil in type of this art. JHARCRAFT is not just making stylistic layout things and mementoes of earthenware but has added another part in the Jewellery market also. Terracotta supper sets and tea sets are another expansion to this enhanced specialty. The speciality of these utensils is that these are lead-free and are liberated from the

risky variety colours which might be unsafe for the well-being. These are eco-accommodating items, which are being created in the Bundu bunch and are being regulated by the "Adhaar Mahila Samiti." Furthermore, the dark earthen wares, having blackish shade, of Jasidih region in Deogarh are additionally being developed in new ways (Jharcraft, 2022).

### **Dhokra Art**

Dhokra is an older, more than 4,000-year-old technique for casting metal in India. This sculpture represents an outmoded wax-casting technique for making metal crafts. The discovery of metal objects at Harrappa and Mohenjodaro that are quite similar to Dhokra items has led to the belief that this art is ancient. Due to its simple primitive design, alluring folk themes, and powerful shape, Dhokra artists' products are highly sought after in both local and international markets. The tribe from modern-day Jharkhand has been using a particularly distinctive method of casting and modelling metal in India, embellishing their works of art using wax wires.

JHARCRAFT offers the people the ancient Dhokra handcraft, a tradition passed down through the years. The inventiveness of life in all of its incarnations is reflected in dhokra metal art. The Rana and certain villages in Jharkhand have been creating metal visions out of bronze and copper since prehistoric times. The metal artisans were brought together and a new age of Dhokra was begun by the Directorate of Hand-loom, Sericulture and Handicraft, Department of Industry, Government of Jharkhand. The group has received complete marketing support from JHARCRAFT. The same techniques used in the past are being used to create Dhokra metal pictures and decorations. Even if the method and aesthetic have remained firmly rooted in history, Kala mandir has given their abilities a polish. Dhokra artists use traditional design and patterning to translate their thoughts into works of clay. They create wax threads and tapes for ornamenting clay sculptures using dhuna, which is made from tree bark and heated with cold tar. Zinc and bronze are melted for filler before the molten metal is put in. As the wax burns away, the liquid metal becomes the model's form. The dry clay is knocked off to create the Dhokra metal craft. Recognized across the world, the creative metal shapes are a visual treat for both the purist and the ordinary folk art collector. Dhokra art is the metallic expression of caste's inherent simplicity in its most basic forms, as preserved through JHARCRAFT. Additionally, adjacent states of Jharkhand with comparable cultures and political borders also practise it. It is essentially brass-work (metal craft) produced by the state's Malhore castes. Copper and zinc are combined to create brass. The ancient "Lost Wax Technique"

is used by Jharkhand's craftspeople to create their imaginative works. They create the firing oven in a pit they dug in the earth using wax, resin, and fuel from the trees as well as clay from the riverbed. The various facets of existence are presented by the artists via their skill. Most of the time, nature is the source of the themes of the Dhokra art. Dhokra crafts frequently include elephants, turtles, and other animals. The state's craftsmen also create the pictures of many deities. Within the state, Dhokra has grown into five clusters located in the districts of Hazaribagh, Khunti, Singhbhum East, Ramgarh, and Dumka. The craft is also produced by several artists in the Bundu region. In Urban Haat, Hazaribagh, JHARCRAFT has developed a module for the forward and backward connectivity for the craft under one roof. The skilled JHARCRAFT staff completely oversee the whole value chain. JHARCRAFT offers every kind of aid for group formations, training, raw materials, design support, and marketing of the artisans' products. More than 500 new designs in this skill have been produced with the assistance of professional craftsmen and designers. Craftage Consultant is in charge of this Art. Many people in the state now make their living via this craft. Other tribal and minor populations, including women, are being educated to do the handicraft in order to fulfil the growing market demand for the items, in addition to the Malhore caste. For those living in rural settings, a regular income is produced through the regular interaction of supply and demand (Jharcraft, 2022).

### **Bamboo Art**

Jharkhand is a natural bamboo tree reserve. Bamboo has been used to manufacture everyday items like baskets, vases, tokri, and other handicrafts from the beginning of time. JHARCRAFT has committed for organising the production of goods made from bamboo. JHARCRAFT has also developed a Bamboo Treatment Plant at Mansumaria, East Singhbhum, to safeguard the bamboo from insects. JHARCRAFT now manufactures bamboo-based couch sets, beds, lifestyle items, jewelry, and homes for residence in most of the rural villages made up of bamboo. Incense sticks are another bamboo-based craft that JHARCRAFT makes. The JHARCRAFT emporiums offer "Jeevika Agarbatti" in 4 various scents. Also being created are groups of fine cane furniture. Furniture made of cane in a variety of patterns is produced in Hazaribagh by the "Urban Haat." Products from Indonesia, the Philippines, and the Andaman Islands that are made of high-quality solid cane type bambpp (without hollow) are more durable than those from the local market. JHARCRAFT makes

bamboo showpieces and modest utilitarian furniture out of cane. A short while ago, it began producing bamboo furniture, mostly bamboo furniture that has been moulded. The bamboo furniture is easily disassembled and portable across great distances. These crafts are both beautiful and functional as a result of the craftsman's evolution in design in response to market demands. The beauty of workplace and home décor is enhanced by a profusion of lovely wooden handicrafts, including wall hangings, key hangers, fruit baskets, cutlery, candle stands, flower vases, pen stands, toys, etc. The intricate carvings and hand-drawn artwork on the items reflect Jharkhand's rich tribal tradition (Jharcraft, 2022).

#### HANDLOOM

Jharkhand state is a largest producer of Tasar Silk in India, with 43% share of total national production. This is primarily to the vast forest cover in the state, and one of the prime cash crops for the tribal population of Jharkhand. As a result, handloom weaving is an occupation for many males and females of the state. The handloom weavers of Jharkhand are adept not only in weaving silk, but also other fabrics like, khadi, cotton, linen and jute. Incorporating the traditional weaving art of fabric, dyeing and colouring, countless striking products are being produced by handloom craftsman of Jharkhand. The garment segment comprises of garments for both men and women, accessories like handkerchiefs, towels, shawls, blankets and bags. The décor section includes attractive carpets, wall hangings and curtains.

#### PAINTING ART

The Eastern State of Jharkhand which was earlier part of Southern Bihar is well-known for its temple sites, rock and cave paintings, carvings, inscriptions, engravings, pottery, paintings and sculptures which have been located at Khandhar, Isko, Banda, Barakatta, Karharbari, Badam, Ramgarh, Itkhori and Satpahar sites. One can see cross cultural influences of a number of tribal and non-tribal communities with an amalgamation of Hinduism, Buddhism, Jainism and Islamic influences. There are around 32 tribal groups like Santhals, Gonds, Bihors, Banjaras, Mundas, Asurs and many more who have influenced the traditions of Jharkhand and contributed to the richness and diversity that exists there. Most of the art forms are named after the tribes with which they are associated. Each tribe has its own unique form of expression and art. Some of the art forms are as follows

#### Folk Paintings

Such painting is also known as scroll painting. It is one of the oldest forms of painting they are also called scroll paintings. Artisans from the Paitkar community use natural colour and vermilion to paint on soiled or used papers.

The hair of a goat or the help of a needle is taken to apply the colour. The essence of these paintings is found in the Garuda Purana. The themes of the paintings almost always remain the essential existentialist question that confronts most people, what happens to a person after death. The scroll paintings are used during storytelling performances too. Stories from the epics, the a and Mahabharata, about Devi Ma, Manasa-the snake goddess, local deities all form part of the themes used by the artists. The elongated eyes, angular faces are some of the common characteristics of the paintings (Jharcraft, 2022).

#### Jado-Patial Paintings

The Santhals typically engage in this, where artists create scrolls called Jado or Jadopatia that are painted with organic pigments and inks. They are supposedly miraculous and healing, and they are employed as visual cues in narrative. They show images of the afterlife and the Santhal believe in the tiger God, among other things (Kumari, 2022).

#### Sohrai Art

Sohrai is a rural art form that is mostly done by the women of farming villages (Jharcraft, 2022). This art is generally transferred to the next generation having matriarchal lineage i.e., from mothers to daughters. They are wall murals that show the harvest celebration in the fall and are said to bring luck. They are painted with red, black, white, and yellow soil, and enormous paintings of bulls, horses, wild creatures, and horned deities are made on the walls using thin sticks and twigs. Jharkhand has got the Geographical Indication (GI) tag in this art (Kumari, 2022).

#### Kohvar Art

The women of the rural community also engage in this to symbolise the wedding season. Typically, they take place within the walls of the bridal chamber and the wedding home (Jharcraft, 2022). Black patterns on white are shown when designs are sliced with fingers or with pieces of comb. Wet Dudhi mitti or cream-colored earth is painted over a basecoat of black earth. This kind of comb cutting is comparable to the Greek "Sgraffito" technique and the Iranian and Indus Valley incised pottery techniques. These artworks are said to be lucky charms. Khovar art of Jharkhand has also got the GI tag (Kumari, 2022).

#### Ganju Art

This artwork is produced in the form of enormous murals that feature representations of flora, birds, and animals, occasionally including endangered species.

#### Rana, Teli and Prajapati Art

The three subcastes that practise this art use vibrant

floral themes and filigree work to create plant and animal fertility figures, with Pashupathi (Lord Shiva) serving as a representation of the God of Animals. They use both finer painting and comb cutting techniques to adorn their dwellings with representations of plant and animal fecundity. Filigree work is used in the "Prajapati" style, with a focus on zoomorphic plant images.

#### **Kurmi Art**

On the floors and walls of the Kurmi tribe, glyptic art is utilised to portray flora and depicts Lord Shiva, also known as Pashupathi, riding a bull. The segmented lotus is etched on the wall using designs made with nails and a wooden compass.

#### **Mundas Art**

Munda Tribe used to make this art with their fingers, they paint plant-like representations of gods and distinctive designs, such as the rainbow snake, on the moist, soft dirt. The mud which is used to make this art is gathered from the locations of the rock art was lavender grey and ochre mud.

#### **Turi Art**

Natural earthy colours of floral and jungle-based motifs are painted on the walls of the homes.

#### **Birhor and Bhuiya Art**

Birhor and Bhuiya are communities listed under Scheduled Tribes and Schedule Castes in India respectively. This art is named on the basis of work of both the communities. These show mandalas or genuine graphic and art formations with hand-drawn stars, crescents, rectangles, concentric circles, etc.

#### **Ghatwal art**

This art is one of another symbolic paintings practiced in Jharkhand. The tribal community associated with it depicts glyptic paintings of animals along with their dwellings in the forest.

#### **BEE KEEPING AND HONEY PRODUCTION**

JHARCRAFT is also involved in the marketing of Honey, produced by the community of Jharkhand. The state government have also developed honey processing factories in nine districts to increase honey production as part of its goal to make Jharkhand self-sufficient in the indigenous forest products sector. The state government is committed bring change and will take all possible initiatives to promote honey and other forest goods at a reasonable price. The state government is committed to bring change and will take all possible initiatives to promote honey and other forest goods at a reasonable price. None of the farmers who produce honey have to worry about how their honey or any other forest products will be marketed. As per records, 62 percent lac is produced here in Jharkhand. "With the establishment of a lac processing unit,

the farmers will be able to get sufficient revenue and the State Government will be able to generated employment to the youth.

#### **CORPORATE SOCIAL RESPONSIBILITY (CSR) INTERVENTIONS**

CSR centers around the capital age for the ideal advantage of all partners - including investors, workers, clients, climate and society. The partners are those because of whom straightforwardly or by implication execution and exercises of business associations depend. implies that multitude of on whom an association's exhibition and exercises have some effect either straightforwardly or by implication. Thusly, according to Joined Countries and the European Commission, CSR prompts benefits, alongside natural security and civil rights. The significant assumptions from the CSR are to make reasonable salaries and ways for the people who are underestimated in the general public and assist them with moving with the standard and for this Common society, lobbyist gatherings, Government and corporate areas would need to cooperate. Basically, CSR is a proceeding with process that continually screens the climate and entomb cum intra firm connections (Amit Kumar Srivastava, 2012). The goals ought not be just dividing the benefits and values between the partners like regarding them as recipient however organizations ought to deal with them like accomplices. Individuals who are straightforwardly or by implication associated with the organizations ought to feel like resources instead of risk the other way around.

The Corporate Social Responsibility (CSR) implementation division of Jharkhand Silk Textiles & Handicraft Development Corporation Limited (JHARCRAFT) is located at the organization's head office on the DIC Campus on Ratu Road in Ranchi, Jharkhand. As part of its CSR initiatives, JHARCRAFT used to take on the CSR projects of various governmental and private organisations (ideally Navratnas, Maharatnas, and Mini-ratnas) and carry out their sustainable livelihood initiatives by providing training in handloom, handicraft, and sericulture. JHARCRAFT's CSR initiatives go beyond only providing training; they also help the organisations sell their final goods during the course of the project's sustainability.

JHARCRAFT used to give the group raw materials for the project and buy the final product back from the group, resulting in sustainable development and a strategy to generating revenue among the underprivileged and poorer members of society. Currently, 1,370 individuals from rural backgrounds in and around Jharkhand have received training in a variety of crafts as part of a CSR initiative to help them become self-sufficient. One of

our biggest accomplishments, and the numbers keep adding up.

1.	Bharat Coking Coal Limited, Dhanbad.
2.	ACC Limited.
3.	Steel Authority of India Limited, Bokaro.
4.	Steel Authority of India Limited, Gua Ore Mines.
5.	Steel Authority of India Limited, Durgapur.
6.	Steel Authority of India Limited, Kiriburu.
7.	Steel Authority of India Limited, Meghahatuburu.
8.	Tata Power Limited, Tiruldi Projects.
9.	Maithon Power Limited, Dhanbad.
10.	Central Coalfields Limited, Peparwar.
11.	Jindal Steel and Power Limited, Patratu.
12.	Child in Need Trust, CINI, Ranchi.
13.	National Thermal Power Corporation, Hazaribagh.
14.	Thiess Minecs, Hazaribagh.

Figure 1: Involvement of various organisations in CSR in Jharkhand

Seeing the success rate, Bharat Coking Coal Limited has further given work order for implementing 2(two) more Handloom Weaving Project, at Alakdiha and Gareria, Dhanbad. Further, 5(five) Jute Craft project from Bharat Coking Coal Limited is in pipeline and likely to be implemented very soon. We are in negotiation with Central Coalfields Limited for taking up the project if ITI Ithkhori, Chatra. We are in negotiation with Steel Authority of India Limited for taking up Jute Craft project for 30 ladies at Chasnala Dhanbad. We are negotiating with TCI Foundation for implementing their livelihood project in and around the area of Khunti, Jharkhand (Jharcraft, 2022).

#### CONCLUSION

JHARCRAFT, where, Tribal and Non-Tribal communities are engaged, is an organisation working under the aegis of Jharkhand Government that promotes traditional form of art and craft. It provides the platform for promoting handicrafts practice of tribal and non-tribal community and have special significance in culture of Jharkhand and India. Balancing ecosystem, art and culture along with materialistic needs through economic development is not an easy task, but JHARCRAFT is trying hard to do that. CSR projects following the interventional development approach can help the tribal and non-tribal community and environment both as well for more sustainable development in the field of handmade art and craft. The above-mentioned CSR opportunities may boost the Indian Traditional Knowledge of Handicrafts in Jharkhand. Jharkhand Government initiatives of such organisations will boost the society to have better livelihood by creating more employment opportunities.

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