

ENLIGHTENING THE LIVELIHOODS OF HANDICRAFT PRODUCERS IN JAFFNA DISTRICT: THE WAYS FORWARD

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ABSTRACT

The critical challenges in eradicating poverty to meet sustainable incomes, as the number of peoples' livelihoods are at lifeless stage. Therefore, government and other related authorities need to set out critical measures to ensure that low income or marginalized groups such as handicraft producers, petty business people and disabled people meet their basic need via sustainable income through their livelihoods. Due to 30 years of prolonged war, many traditional livelihood activities had been transformed as handicraft works. Post-war technology applications and the intention toward peace and back to normal life, many widows affected by war, selected handicraft as their choice to generate income for their day to day life, but still they face many difficulties, to withstand these livelihoods. Even though these handicraft producers have many potentials in future, few researches tried to explore these livelihoods, and failed to consult them through application-oriented researches. This study used case study as qualitative methodology, to explore their problems. Purposive sampling method was used to collect Primary data from 19 handicraft producers in Jaffna, through in-depth interviews. This study identified problems of handicraft producers as inadequate infrastructure facilities, higher raw material price, lack of marketing facilities, lack of formal loan facilities, inadequate training, high cost of production, lack of knowledge about latest designs, existing market demand and facing difficulties to reach large audiences. The study suggests to the handicraft related organizations in Jaffna districts to train the producers for their capacity development, and supports should be given to adopt case specific strategies for enlightening their livelihoods as handicraft making.

Keywords: Sustainable, Livelihood, Handicraft Producers, Jaffna