

Growth of Home-Based Economic Activities: A Case Study of Pottery Market, New Delhi

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Abstract—Home-based Economic activities are pretty much what the name describes. The location of the economic activity is what make them unique. The entrepreneur works from the home, garage, workshop or barn. Home based business can, within certain limitations, be any business, either service, production or sale. Home occupations can provide numerous benefits for both home workers and the community. When governed by well crafted zoning regulations, they can do so with no downside for the surrounding neighborhood. Working at home can save commuting and child care costs, and can give those who might be unable to work outside of the home, including single parents, the elderly and the disabled, an opportunity to earn a living. Home occupation also encourage business growth by eliminating the need for some small businesses to rent commercial space, a factor which could make all the difference to someone who is just starting out. The approach of this paper is to understand and examine the concept, nature and requirements of home-based economic activities followed by case study of pottery market in which apart from the detail study, the focus is on the change of residential characteristics in an individual house as well as in whole market stretch with due time and demand of era.

1. INTRODUCTION

Home-based work is a “difficult empirical concept”. Some studies have used the terms home based workers and home workers interchangeably, while others have used varied criteria to define home based work.

For example, studies in Latin America, Asia and Africa, where home-based work is prevalent, the place of work, the home, is a common determining variable in identifying and defining home based or home-workers. However the nature of work undertaken, the degree of autonomy, remuneration, varies amongst home based workers in different parts of the globe.

In India home-based workers are generally characterized as self employed or independent workers, piece-rate workers, contract wage labourers and small family firms who work for a “middle man” or a chain store.

They are also present in non-traditional sectors such as metalwork and information technology (IT). Due to the revolution in technology a new group of workers has been identified, known as “new home workers”. They are contracted to assemble electronic parts and processing

technological data. In most cases these are individuals who are skilled professionals and specialists in their field.

Some individuals, due to poor economic circumstances, work in paid employment in the mornings and thereafter engage in self employed work later in the day.

2. NATURE OF HOME-BASED ECONOMIC ACTIVITIES

In India there is no statistical data to determine the size and nature of home-based work. Our understanding and knowledge of this type of informal work is largely informed via ethnographic data which shows that home-based work is conducted by both men and women, but predominantly women.

The qualitative studies reveal that individuals in home based enterprises engage in economic activity that can be divided into three categorized, first is **Retail sector** which involves economic activities such as shops, informal fast foods and street vendors, second is **Service sector** which involves public phones, hair salons, shoe repairs, selling of car and truck spares, telecommuting and third is **Production** which involves tailoring, dress making and carpentry etc.

2.1 Women in relation to Home-based Economic Activities

Studies show that home-based work is more common among women than men. Women were more likely to be found in the traditional sectors, for example in the clothing and textile industries as well as leather and footwear industries.

In fact, many women identify themselves as “not employed” or as “housewives” despite the fact that they are spending 14-16 hours a day earning income to support their families. Home-based work is not the main source of livelihood for many women, but a secondary occupation to supplement their main income. Women constitute a major component of the informal workforce. Lack of employment, minimal education, chronic poverty and cultural and religious constraints have forced many women to engage in this type of work.

In Asia, particularly India, home-based work is both an urban and rural phenomenon. Women are predominantly visible in this form of work. They can be found working from home as weavers, bidi (cigarette) rollers, potters, papad (bread) makers, garment producers and craftwork. Many work on a piece rate basis for selected companies. The company provides the raw materials such as bamboo-sticks. Women are often assisted by their children in the production of agar batti rolling. However the overall income levels of these women are generally low. Subsequently, given the poor remuneration, many women supplement their income by engaging in domestic labor, petty trading and hawking of fruit and vegetables.

3. HOME-BASED ECONOMIC ACTIVITIES—RESIDENCY REQUIREMENTS

Requiring the home-worker to reside in the dwelling helps to insure that the primary use of the property remains residential, and prohibits the proprietor from moving out and allowing the business to take over the entire dwelling.

This requirement also helps to prevent disturbances and eyesores, since someone who lives in the neighborhood is more likely to be concerned about the effects of their home occupation on the neighborhood than someone who only works there. The owner-occupancy requirement makes it even more unlikely that the home occupation would become a nuisance to the neighborhood.

Almost all zoning laws in county require that a home occupation be conducted by a resident of the dwelling unit only. Some laws go even further by limiting home occupants (tenants) to owner occupants (owner).

3.1 Permissible or Not Permissible

Some laws require a special permit to conduct a home occupation, while others do not. Requiring a special permit offers some advantages. It gives the planning or zoning boards the opportunity to review the home occupation to ensure compliance with local regulations. At the same time, it makes the applicant aware of what the regulations are. It also gives an indication of how many home occupations are being conducted in the community. The downside is that the review process requires more time, which could be a problem for municipalities that are already understaffed.

Another option is to divide home occupations into two classes: Class I- those that do not require a permit and Class II those that do

Class I home occupations should be those least likely to detract from the residential quality of the neighborhood, such as telecommuting or tutoring, and should be clearly defined.

All other home occupations would be considered Class II, and would be subject to review during the permit process. A public hearing may or may not be required before the granting of a permit. If it is not required, the procedure can be very quick,

saving additional staff time. The procedure for obtaining a permit should be included in the law and clearly explained on the application forms.

4. CASE STUDY- POTTERY MARKET

An eye-catching pottery market, an oasis of traditional art set against the glass-and-concrete glitz of tony malls just down a busy south Delhi road, is testimony to both the artisans handcrafting skill and their struggle for survival.

This market is the part of Hauz Rani village, located on the Press Enclave Marg in Saket, the growing market of some 22 roadside shops cum residence has seen numerous ups and downs during its 50-year existence.

Creating a vessel from clay is an ancient art. Since the beginning potters have prospected raw earth and used it to create priceless vessels that have withstood the test of time. Each step in the overall pottery process is an art in it's self. The glazing process and firing techniques affect the finished piece as much as the throwing process.



Fig. 1: View of Beautiful Handcraft Skills

The glazes and their reactions to the clay body, other glazes, heat reductions and chemical reactions taking place inside the kiln, are what you see on a finished piece of pottery. Some of the important steps in making pottery are Wedging, Throwing, Pinch Pots, Altering, Painting with clay slip, Bisquing, Glazing and Firing

4.1 Origin in the considered area

Earlier in around 1965, they used to sell flower pots, matkas and surahis i.e. very basic items only.

But today the market offers an array of items made with terracotta clay and ceramic, including ethnic pots, wax filled diyas, figures of Ganeshas, crockery, idols, wind chimes, wall hangings and mural like vases in vibrant colors.

Introducing more variety of items was more a necessity than luxury. Pottery is a traditional craft for these people. descending from Pakistan, Rajasthan and Uttar Pradesh, these families have collectively established one of the biggest pottery markets in Delhi.

4.2 Forward and Backward Linkages

Their kilns were shut down about eight years ago by police due to the pollution they created. It is only for 15-20 days during Diwali time that they were permitted to use them. Since their kilns were shut, the potters were left to adapt to new circumstances. Some completely transformed their business. Instead of selling the traditional earthenware products, they started dealing in wooden and ceramic products.

While some despite being potters they don't make earthenware but started import raw goods from Kolkata, Rajasthan or Uttar Pradesh and sell them after painting and finishing. Some of the advantages they observed in import raw good are that designer products made from Delhi's clay don't have the high level of finishing compared to Kolkata products and concentrated on other items as per the demands and feedback of the customers like diyas, small matkas etc.

Buyers comes from all over Delhi as the range is pretty good attractive and modern style. The range includes tortoise shell plant holders, tortoise shaped piggy banks, multiple pots, matka, bird baths, diyas filled with wax, figurines of Gods & Goddess, with good stock quantities. It is ideal to pick up pots for the garden and bird baths.– mural like vases, bells and hanging ones.

4.3 Cluster Characteristics

The stretch of 22 Residence cum shops formed a cluster and a unique identity as Pottery Market. Percentage of Ground floor used to display finish Products varies from household to household depending on HH size, No. of Built-up Floors etc.

In last 5 years Built up is increasing, with the increase in their family size as well as their need to expand their business.

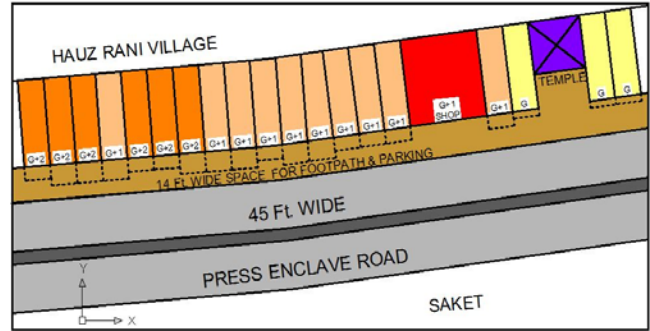
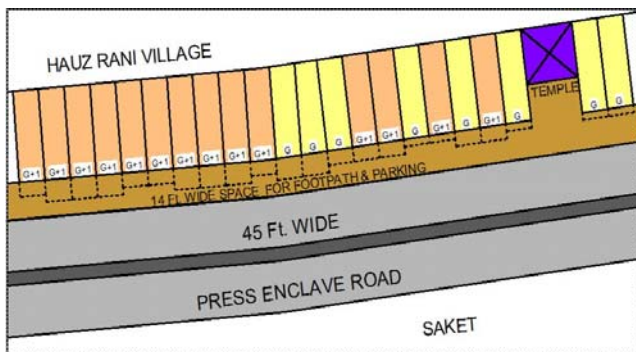


Fig. 2: Change in Cluster Land Use 2010- 2015

As they are situated on ideal location the demand is high so, with due time they cover more stories, to increase their selling area and storage space ground floor to G+1 and G+1 to G+2, even 3 collectively sold their plot to a person to use it as pure commercial –showroom of decorative items, maintaining the decorum of the market.

Table 1: Growth of Business

	In 2010	In 2015
No. of Residence cum shop(G fl.)	8 (36 %)	3 (14 %)
No. of Residence cum shop (G+1)	14 (64 %)	10(45 %)
No. of Residence cum shop (G+2)	0	6 (27 %)
No. of Pure Commercial (G+1)	0	3 (14 % by amalgamation)
Total	22 (100 %)	22 (100 %)

4.4 Dwelling Characteristics

Percentage of residential space used in Economic Activity varies from one one home to another.They even encroached footpath 3 ft. to 9 ft. in front of their Plot area to display of their Finish products. On Ground as well as First floor, last room is in complete dark as they don't have any ventilation scope.They also use terrace as storing space for raw products. As they are abutting main south Delhi road, they have access to all basic services like Water, Electricity and Sanitation.

Table 2: Dwelling Unit 1

Plot Size	11' X 38' (418 sqft)
Type of Structure	Pucca
Ownership	Owned
Floors	G+1
HH Size	8 persons
Source of Income	Painting/Selling/ Making diyas and small matkas
Avg Income	Rs 200 to 300 per day
% of G.Fl. are ued in Economic Activity	100%

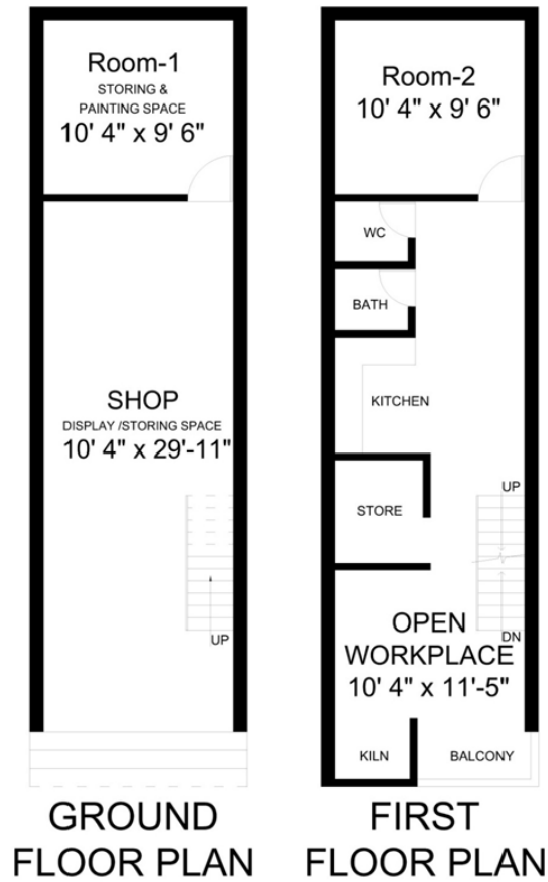


Fig. 3: Floor Plans Dwelling Unit 1



Fig. 4: View of Dwelling Unit-1

Table 3: Dwelling Unit -2

Plot Size	11' X 38' (418 sqft)
Type of Structure	Pucca
Ownership	Owned
Floors	G+1
HH Size	7 persons
Source of Income	Painting and Selling finish products of Earthenware
Avg Income	Rs 200 to 300 per day
% of G.Fl. are used in Economic Activity	75%



Fig. 5: Floor Plans of Dwelling Unit - 2

Table 4: Dwelling Unit-3

Plot Size	11' X 38' (418 sqft)
Type of Structure	Pucca
Ownership	Owned
Floors	G+1
HH Size	7 persons
Source of Income	Painting and Selling finish products of Earthenware
Avg Income	Rs 100 to 200 per day
% of G.Fl. are used in Economic Activity	80%

In all three dwelling Units the front portion of ground floor is used to for display and selling products the percentage of area varies from one unit to other and back rooms with no ventilation are used for painting and storing the raw products. So, in total if we see 90 -100% of ground floor area is used in home-based economic activities only.

The upper floor is use as residential space with one or two rooms of approx 100 sqft and some has coverd kitchen and some has semi open kitchen with chullas in open, out of which even balconies and terraces are also occupied as work place or storage space for raw materials and scrap left overs.

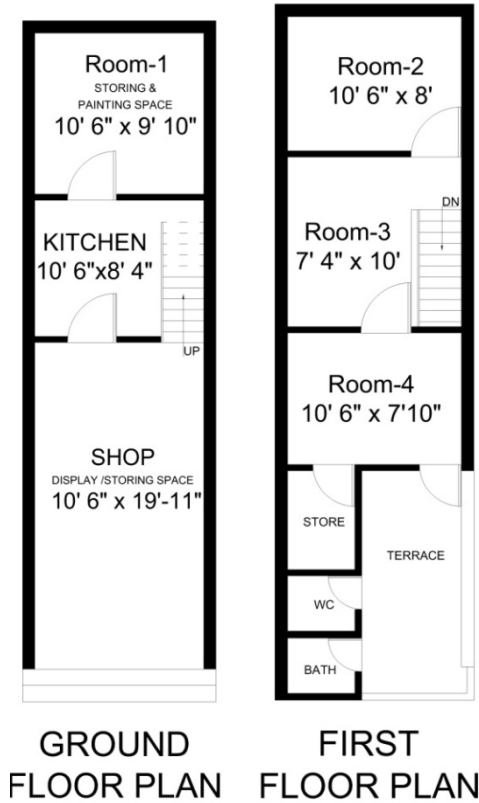


Fig. 6: Floor Plans Dwelling Unit – 3



Fig. 9: Terrace used as Work / Storage Place

4.5 Income of Households

Primary Income of Household. The Pottery market business is slow in winters. Sometimes they make Rs.100, sometimes Rs.400, a day. Sales are good only during Diwali, in which they are able to make Rs. 50,000 to Rs.1 lakh per month as per sale. Generally women in the area, take care of the sales counter while her husband works as a clay-modelling teacher at a nearby school.

Secondary Income of Household. Looking for a complementary income, many potters have taken up the job of teaching clay-modelling at schools. With a fixed earning of Rs.3,000 – Rs.4,000 a month, these potters can at least arrange two square meals a day for their families. Some from the present generation also tried to change their profession. They worked as car mechanics, A/C repairers, but did not find them much rewarding, at last they joined their father.

4.6 Cost and Expenditure

As they import raw products from Kolkata, Rajasthan or Uttar Pradesh and sell them after painting and finishing only. They sell finished products at 4 times (4x) of the cost of the raw product (x), which includes/compensates their two main expenditures which are transportation and painting:

Transportation cost- Even though they brought them in bulk loaded on trucks, it cost them 1.5 times the cost of the raw product (1.5 x). They generally import a truck full of raw products at the interval of 3 to 4 months. But, for Diwali season, they stock lots of raw products like different styles of diyas, decorative items of Ganeshas and Laxmi in advance.

Painting cost- They paint themselves so they don't have to pay any labour cost to others. They use fabric colors with the help of brush and sponge, which cost them half of the cost of the product (0.5 x).

Hence at per piece, Net Profit = Selling Price (4 x) – Transportation (1.5 x) – Painting Cost (0.5 x) = 2x i.e. 2 times of the cost of the raw product (x)



Fig. 7: Exterior and Interior Display areas



Fig. 8: Semi open Kitchen on First Floor

5. CONCLUSION

In the past, a home based business was viewed s a business operated primarily as a hobby or as a source of secondary income. But from case study we demonstrate how the home has a capability to become a hub of business activity, entrepreneurship, and business creation.

There continue to be problems faced by small, home based businesses. These problems include access to credit for those owners wishing to expand, difficulties on how to establish it as brand or presence on the internet and their wage does not supply for the hidden costs in the work like the use of the house, electricity, water etc. All this leads to extremely low net wages.

A variety of home occupations should be encouraged to promote economic vaibility and diversity especilly in low income communities. This can be done by drafting zoning laws which focus on controlloing any negative impacts of these occupations on resisdential unit area and neighborhood and proper designing of single unit to cluster design considering all the requirements of the economic activity in which they are involved.

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