



Female Involvement in Cottage Industry and Rural Livelihood in Mianwali

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Abstract

Background: Women play a significant role in the development of any country throughout the world by contributing in different socio-economic activities. In Pakistan, the cottage and household industries hold an important position in the rural areas. The study was conducted in two villages i.e. "Mari city and Kalabagh" of district Mianwali (Punjab). The study investigated that how are the women involved in different household economic activities and its socio-economic impacts on the rural settings. The research methodology was descriptive. Primary data was collected from 36 respondents through the use of qualitative research methods. The tools, instruments and methods that are utilized during the research include questionnaires, observation of the participants, surveys, face to face interviews, case studies and exploring life history. Females can play a significant role in enhancing the socio-economic level of the household and enhance the overall economy of the country.

Key Words: Cottage Industry, Microeconomics, Female role in Economics, Socio-Economic Impacts

Introduction

Household cottage industry is basically a limited business that runs from someone's home as it is defined "A business or manufacturing activity carried on at people's home" ([Distionary, 2018](#)). It can be observed that this industry does not require a ton of financing, import and exceedingly complex innovation. So, the issues like shortfall out in the open back and adjust of installments isn't connected with the development and improvement of these enterprises. Small scale cottage industry gives the general population financial openings and low maintenance creation exercises.

There are about forty different definitions of cottage industry in the literature. As Fiscal Commission defined [1949-50] "cottage industry is an industry which is run either as whole time or part time occupation with the full or partial help of the members of the family". These kind of small scale or cottage industries are mostly run by the artisans and skilled workmen or women in their own homes. Use of machines and power may be very limited in these industries. Cottage industries produced their products to satisfy the local demands. The capital investment in this sector is small and number of hired-labor is also very limited. They are mostly located in villages and rural areas.

The Economic Commission of Asia and the Far East (ECAFE) defined 'cottage industries are those industries which are fully or particularly run with the help of family members. So almost family involves in the production of different traditional and regional goods by this household activity. As in the expressions of *Dhar* and *Lydall* 'cottage industry are fundamentally conventional businesses which create customary products with the customary systems. Cases of house enterprises are khadi industry, stick and bamboo base businesses, crafted works, handlooms, earthenware, dark smithy, weaving and so forth' ([Dhar & Lydall, 2003](#)).

Importance of Cottage Industry

The Small Scale or homebased cottage Industries have a crucial part to play in an over populated and creating nation, similar to our own. Hence, it involves an unmistakable and imperative part to ascend the country economy of the locale. The Government, at the Center has made an unmistakable declaration on the significance joined to this division of Industries in its projects and plan-expenses, every now and then for usage of the enormous labor in both the rustic and the urban regions.

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Development of a state depends upon its industrialization. It is fact that the economy of Pakistan became more dependent on the aid of foreign and investment. There has been a great emphasis on industrialization to reach high rate of economic growth. Although Pakistan's average growth rate of GNP has been around the six percent, monetary approaches reliably made unequal conditions for the extensive scale and little scale enterprises when all is said is done in country and urban territories specifically. This has prompted exchange of assets from little scale to expansive scale industry and from provincial to urban territories.

It is fact that the small-scale businesses, cottage or household industries take place an important position especially in rural setup. In these territories' ladies are not urged to work outside their homes. Thusly, Pakistan is occupied with handiwork, weaving and fitting exercises. For instance, 'up to thirty to forty percent ladies in NWFP have a great deal of investment in cottage and workmanship enterprises'. Family and Small-scale ventures like cover weaving, painstaking work, flame making and fitting can be set up in houses with ladies pick up completely utilized in that. This expands the dynamic work constrain as well as manages the ladies.

As it is defined, "The term cottage industry has since been used to designate, simply, part time production for trade at the domestic or home level" (Hodder, 1962), the small scale and cottage industry has specific contributions to make . economic development. It can also provide opportunities for employment beyond the narrow boundaries of the urban areas. As history shows, it has performed a significant role in promoting the expansion, providing a controlling ground for administration, labor and spreading industrial data over wide region ([Writers, 2018](#)).

Cottage Industries as an Economic Development

The significance of handicrafts and small-scale industries within the ever-hanging pattern of economic and social life may be a subject of considerable role particularly in the countries that are still within the early phases of commercial development. It is a well-known fact that cottage industries can play a significant role in the growth of the economy of any country. 'Cottage industries' enterprises give financial chances to the center salary area of individuals through work and wage age conspires everywhere throughout the world, and particularly in low pay and mechanically immature nations, for example, Pakistan' ([Singh & Shekhar, 2015](#)).

Cottage industry is a type of microeconomics. Whereas microeconomics is considered an indispensable part in economic development. Therefore, the establishment of cottage and small-scale industry has a great significance because of its effects on economy of any state through microeconomics. Economy of a country depends on its both large- and small-scale industries. That's why the small-scale or local cottage industries have an important role in the economic growth of a country.

The development of cottage industries is also an important step towards regular or full-time craft specialization, significantly wherever native populations become too crowded to enable all people inside the society equal access to required resources. As "*Boeke*" observed 'that among the Indonesian societies professional trade occurred in the larger towns because they worked as markets for a much wider area and a larger clientele' ([Tasneem, 2014](#)).

Cottage or family unit enterprises hold a vital position in the country setup. Cabin enterprises have likewise gotten an extraordinary significance in the urban areas and towns, On the grounds that there is popularity for hand-made and customary old items. As Khalid portrays that 'the offer of the little scales enterprises represents 40% of GDP, including assembling segment. It employs nearly eighty percent of industrial labor force. Furthermore, all small scale and cottage industries are owned by private contractors and millions of families of Pakistan are depending upon them for their living. It earns about twenty-five percent of Pakistan's total exports' ([Khalid & Jaweria, 2010](#)).

It is also stated in a research that the small scale industries are labor-intensive. There is labor-investment ratio in is quite high. 'As the given account of capital invested in small-scale industrial endeavors is probably going to give greater business, at any rate in short run, thrown a similar measure of capital put resources into huge scale endeavors, undertakings are likely to provide more employment, at least in the short run, than the same amount of capital invested in large scale invested undertakings' ([Seth, 2001](#)).

This is an essential issue for our nation where a large number of individuals are either jobless or under-utilized. Further, the consolation of little scale industry would serve to neutralize the occasional joblessness in agribusiness and in this way to use work which may somehow or another go to squander.

Economic Background of Pakistan

The rural area of Pakistan is almost agrarian in structure. A vast majority of the rural population live near or below the poverty line. Those who have no land holdings and work as agricultural or skilled labor are the poorest people. Rural women do remunerated work for the sake of poverty and other economic social pressures like dowry for marriage. Majority of the share of the laborers are youthful and unmarried. They are untalented when they begin work in bungalow and little scale ventures and their levels of salary are low impression of the exploitative states of work. In cottage industry, the workers are young and unmarried.

Variety exists in the exercises of the country ladies is diverse locales to areas all through Pakistan. 'In the Punjab, the contribution of the ladies in financial beneficial exercises decreases with ascends in monetary status, as assessed by the extent of possessions. This example can't be checked in different areas. Family women workers are more likely to be full-time workers in the province of NWFP eighty-nine percent and Sindh fifteen percent. Punjab shows an almost equal division fifty-six percent, while in Baluchistan a few seventeen percent are full time workers' ([Khan, Khan, & Tariq, 2016](#)).

Female Involvement in Small Scale Businesses

Female involvement in cottage industry includes the participation of women in all kinds of household and small-scale businesses. The term "Cottage industry" is used for a small business and it is often informally organized. Therefore, it is operated in homes. System of production in these small scale and household business takes part in individuals' homes instead in a manufacturing plant, with different tools, instruments and means of production on individual basis. The products are often in cottage industry, handmade and to be unique. The production of cottage industry products is hence known with region or even with family.

Women's Economic Activities in Pakistan Rural Areas

As compared to the world, the frequency of female involvement in monetary exercises is low in Pakistan. That's why to less opportunities or to some cultural restriction women cannot play their vital role in their economics. 'Female interest rate was just 14 percent of the aggregate work drive as indicated by the Labor Force Survey, 1999- 2000. Average yearly development rate of female work compel investment has expanded marginally in Pakistan from 4 percent in 1980-90 to 5.1 percent amid 1995-98. However, this rate is still low as contrasted with other South Asian nations. As it is reported that in *Bangladesh*, this rate is 42 percent, 41 percent is in Nepal, in India and Bhutan 32 percent and 37 percent in Sri Lanka' (World Bank, 2002).

Participation of Women in Small Scale Industries in Pakistan

Statistical details say that 'the proportion of female contribution in cottage and small-scale industry is at very low level with a GPI of 0.0265 and 0.0439 respectively. The total number of male proprietors of small-scale industries is 58,403 (95.8 percent) whereas only 2569 (4.2percent) are women. The highest number of owners among men has been reported in *Gujranwala* that are about twenty-six percent followed by *Layyah*. In short, only seventeen percent of women are working in small scale industries throughout the Punjab. The majority of employees in small scale industries are again male' (PGPR, 2016).

Pakistan is among those few creating countries where work constrain support (LFP) of ladies is one of the most reduced on the planet and not as much as world normal of fifty-one percent. 'Despite what might be expected in a few nations like China and a few areas like East Asia has LFP of ladies as high as 67.7 percent and 63.1 percent individually. By LFP of ladies it implies the level of ladies as of now filling in as proportion of aggregate ladies equipped for work in the populace' (Asma, William, & Asma, 2014).

Female Involvement in Cottage in Pakistan

Along these lines, a critical number of ladies in Pakistan are occupied with crafted works and fitting exercises. For instance, up to thirty to forty percent ladies in Khyber Pakhtunkhwa and Baluchistan are associated with the bungalow and workmanship ventures. The customary painstaking work of Pakistan is popular all through the world and has made interested the world by its imagination, feel and dazzling craftsmanship. Already, about sixty-five percent of the ladies earned their vocation through handiwork work, however the increasing expense of sources of info, troublesome access to credit and poor showcasing system, have conveyed the business to its present inauspicious state.

This research also describes the basic reasons of female contribution in the cottage industries. According to Anita, 'In some cases these activities and the income earning is associated with them to represent a significant departure from the women's "Araditional" (precapitalist) roles. In others, they speak to a strengthening of winning parts with another attention on money gaining' (Uzma & Amin, 2012).

Regional

Punjab is the largest province of West Pakistan each in terms of population and its contribution towards the national economy. 'It has an estimated area of 205,344 square kilometers. The region is divided into thirty-six districts. Punjab is a hub to more than forty-eight thousand industrial units. There is a large variety of handicrafts available in Pakistan especially in Punjab. The most important handicrafts are carpets, textiles, embroidery, jewelry, ceramics, cutlery, woodwork and sports goods. *Karachi, Hyderabad, Multan, Quetta, Bahawalpur, Rawalpindi, Lahore, Peshawar, Dera Ghazi Khan, Gujrat, Chiniot and Mianwali* are some famous regions for handicrafts production' (SMEDA, 2011).

Punjab is one of the most popular provinces of Asian countries. It consists on many major cities such as *Lahore, Faisalabad, Rawalpindi, Multan and Gujranwala*. It's the beauty land of five rivers and once called the depot of east and is that the lifeline of Asian country. All the key rivers of the country namely *Indus, Jhelum, Chenab, Ravi and Sutlej* flow through this province. They originate from the *Himalayas* and pass from northwest to southwest.

The provinces are enjoying a number one role in agricultural production, though business makes a considerable contribution. Geographical area has conjointly quite 48 thousands of industrial units. The cottage industries are in copious. According to a statistic "there are about thirty-nine thousand and thirty-three small and big cottage industrial units in the Punjab" (PSIC, 2013).

Punjab contributes in national GDP by its large- and small-scale industries. 'With a contribution of almost sixty percent towards the national GDP, the average growth rate of the province's GDP from 1999-2014 is almost 3.6 percent that is higher than national average' (PBIT, 2016). The region is abundant in terms of its small scaled cottage industries with almost seventy-nine thousand cottages and ninety-three thousand small scaled identified units maintaining and even construction of the home.

In general, there are two sorts of specialties in Punjab. 'To start with, the artworks are delivered in the provincial zones and the illustrious specialties, which prospered in the urban units especially in Lahore. The previous incorporate cotton materials, weaving, *basketry* and so on. While the second are nearly delivered in the urban zones, for example, woodwork abilities, ivory, silver and gold work, *Naqqashi* and engineering create' (Hanif, 2013).

The study locale is district *Mianwali* that is located within the north-west of Punjab province, Pakistan. 'As per the statistics of 1998 the number of inhabitants in district *Mianwali* is 285,000 tenants. In November 1901, North West Frontier Province was cut out of Punjab and a blessing day for the urban areas of *Mianwali, Isa Khel, Kalabagh, and Kundian* were isolated from *Bannu* district (NWFP) and in this way another region named as *Mianwali* District was made with the home office in *Mianwali* city and put in Punjab. There are fifteen hundred and sixty-four public schools in District *Mianwali*. Out of which, 1289 are Primary schools, 161 middle Schools, 84 are High schools and 30 are higher' (NEC, 2005)

Locale

The *Mianwali* District (ضلع میانوالی), is a locale in the northwest of *Punjab* territory, Pakistan. It is outskirts locale between *Punjab* and *Khyber Pakhtunkhwa*. The *Mianwali* is arranged in the west of the *Punjab* territory however it is found nearly at the focal point of the nation, around 200 kms in the south-west of *Islamabad*. *Mianwali* locale covers a territory of 5,840 square kilometers (2,250 sq. mi). The zone in the north is a continuation of the *Pothohar* Plateau and *Kohistan-e-Namak*. Southern side of the area is a piece of *Thal/Desert*. Indus River streams all throughout the locale.

According to recent census of 2017-18 *Mianwali* district has the population of 1,546,094 and *Mianwali* tehsil has 767,130 populations. It has a good land for agriculture in its rural areas. The district is divided into three tehsils seven Municipal Committees and fifty one union councils (PCR, 2018).

The research explained the significance of small scale or the cottage industry in developing countries as our Pakistan. It has a lot of socio-economic impacts on society. Small scale local industries develop manufacturing abilities of the people and also help them in the betterment of their socio-economic statuses.

Economy of the country depends upon industrialization and manufacturing activities throughout the country. Poverty can be reduced by activation of small-scale industries, household businesses and different types of indigenous cottage industries, as it was observed by researcher in his field *Old Mari, Mianwali*.

In this research, the part of little scale businesses crafted works and in changing example of financial and social life was a subject of broad noteworthiness particularly to those nations or countries that are still in the early periods of mechanical advancement. It is verifiable truth that the bungalow businesses assumed an indispensable part in the improvement of Pakistan economy. Handicrafts and cottage industries offered employment opportunities to the rural setup. 'Cottage industries provided economic chances to the poor and middleclass income section of people. These handicrafts and cottage industries generated employment opportunities and income generation schemes all in low income and technologically underdeveloped countries such as Pakistan' ([Tasneem & Rouf, 2014](#)).

The research investigated a significant role of female in economics. Women have an important role in every field of life. According to the historical background woman played a vital role in different societies. As it is stated in early 1900s, modernism had a great influence on female role in a society. In this time ladies were given more openings, employments, and provide good examples for women today, in the public eye. After that in 1920s-1940s, ladies were urged to do work outside of the home however then again, ladies were likewise refreshing to be remain at home as moms. Be that as it may, female ought not to feel segregated from whatever remains of the world with errands and kids throughout the day.

The study discussed about women's contribution in the household businesses. In different cultures and societies, women's contribution in socio-economic activities is according to the cultural norms and values. Therefore, female status in its cross-cultural aspect allots different roles of women in a society. In this result, female involvement in small scale and cottage industry differs region to region. As it is accounted for, there are some vital varieties in the Asian ladies' flexibility to take part in exercises outside the home. Ladies in South East Asia, except for Malaysia, recognize relative opportunity to partake in practices outside of home. In South Asia, then again, female non-familial activities are kept by social restrictions on female versatility and of female partition.

The research focused on the female empowerment through women's contribution in small scale business and the cottage industry. In this era, the female empowerment has been considered as a central issue to determine the status of women. Empowerment of women covers different aspects such as women's control over material and intellectual resources. Women empowerment is a procedure in which women get more prominent control over human and intellectual knowledge, ideas, information and financial resources. In the country report of Indian government, empowerment is defined as "moving from the position of enforced powerless to one of power" (OED, 2018).

Socio-Economic Impacts of Female Involvement in the Cottage Industry

Female involvement in the cottage industry has great socio-economic impacts with in a society. There are a lot of needs in social life that are connected with economics. An economically strong society is also socially stronger than others. Researcher observed in *Old Mari, Mianwali* the social economic life of living people is highly benefited by this handmade small-scale cottage industry.

Socioeconomics impacts are also known as social and economic impacts. It is meant those social impacts that are influenced by economics. As stated, it is a social science that reviews how economic activity influences and is shaped by social models. In general, it investigates how social orders, stagnate, or relapse on the account of their neighborhood or local economy, or the worldwide economy. Social orders are partitioned into 3 gatherings: social, social and financial ([Barry & Youtie, 2017](#)).

Life History of a Respondent

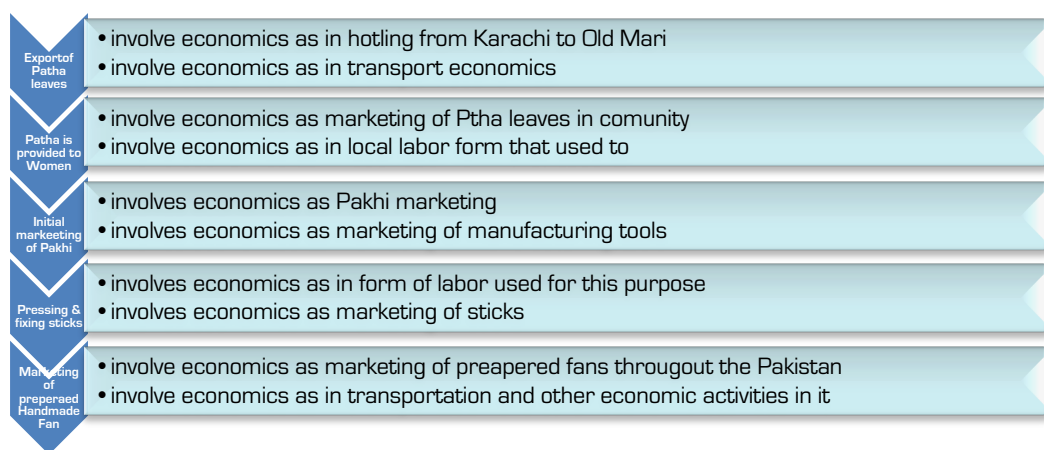
To investigate socio-economic impacts of the female involvement, the researcher used life history method. For this purpose, .an important respondent is selected who gave the complete details of her involvement in cottage industry. Researchers meet a woman named as Gul Fatima who had been involved in this industry since her childhood. She was belonging to a poor family and had been involved in this cottage industry since her childhood when she was only of 10 years old. Her father was a worker at a dairy milk shop and his income was not enough for the family's all expenditures. So, her mother and .all sisters helped our father to make the livelihood . by working in handmade fans' cottage industry.

At the age of 20 she was married with her cousin. In that society, dowry named as *Daaj*, was considered very important in marriage institute that had to be given by the girl's family. She told that she herself made dowry by the income of handmade fans. After marriage, she lived happily with her husband and walked away working in cottage industry. After 15 years of married life her husband went to die due to health issue and left his wife, 4 sons and two daughters.

It was very miserable time for the family but the brave lady again started to work in handmade fan's cottage industry. She spent that miserable time by earning money by making handmade fans. For this purpose, she does work daily and earns some income by using her skill of making handmade fans. After death of her husband, she raised up her children. She sends her children to school for education and fulfills their all expenditures of uniform, fee, books, copies, pocket money etc. That family struggled for about 20 years and now they have a contended .life. After matriculation along with academics, his elder brother started to do private job. Now her all children are well settled and getting good education.

Economic Impacts of Female Involvement in the Cottage Industry

Researcher observed an economic cycle in this small-scale industry. All the stages of that industry had highly influenced on local economy. There were a lot of communities which are involved in this cottage industry and benefited economically. From the initial to last stage, the cottage industry is connected with economy. Thousands of the people profited from it and their homes' systems were running properly.



Case Study

One of the most important respondents from *Paracha* community of *Kala Bagh* told me about all his business. His name was Ghulam Akbar and he was 63 years old. He told me that he had been involved in this business since his childhood. It was his about 65 year's old family business and he started after matriculation with the help of his father when he was .seventeen years old. At the initial stage he entered in this business as a helper of his father but after the death of his father he himself established his own business when he was. 20 years old.

Now he has 45 years of experience in this business. He had a shop in *Kala Bagh* main market *Paracha Bazar*. He stated that the business of this cottage industry is very beneficial business. According to him, . there are 15 members of *Paracha* community *Kala Bagh* and about 20 *Parachas* in both Old Mari and Mari Indus. He discussed the economic cycle that based on this small-scale handmade fans' cottage industry.

As he disused .a great relationship had been observed between each step to the next of cottage industry and the economy. When the raw material of that cottage industry is exported from *Karachi, Sindh* the economy of transportation is directly connected with it. After this, each step of this handmade cottage industry provides economic resources and opportunities to all those people connected this belt. For example, it can be observed in this cottage industry that all the activities of manufacturing, dealing, initial *Pakhi* marketing, pressing or *Kutai, Salai*, again marketing of processed *Pakhi* to next dealers, procedure of sticks fixing, marketing of prepared and complete processed handmade fans and marketing for the next designing on it are also economical activities.

Ghulam Akbar was entered in this business by doing work of stick fixing. For this purpose, firstly he used to buy a big amount of *Pkahi* after processing of *Kutai* and *Salai* from the local *Parachas* of Old Mari and also purchased bundles of sticks from stick makers' community of *Dera Ismael Khan*. According to him these sticks are imported from the area of *Dera Ismael Khan*. He had some qualities of these sticks with different rates as per 100. He said that the wood for these sticks are acquired from local trees named as *Keekar* that are found onshore of River in all belt of *Dera Ismael Khan to RajanPur*. It was very stranger for me that these sticks were also made by hand instead of any machinery. After this, he provided these sticks and processed *Pakhi* to locale labor of women in *Kala Bagh* for stick fixing process. These sticks were also sold in different rates as per quality.

Women of *Kala Bagh* and nearer villages do this stick fixing work. Now this *Pakhi* is considered ready in a complete handmade fan for the market. After the procedure of fixing sticks, these prepared handmade fans are collected from women's home and gave them their wage in return. He informed me that he sent his handmade fans for marketing throughout Pakistan especially Punjab. He mentioned a very interesting point of female significance in the whole cottage industry of handmade fans.

This industry is mainly based on women's productive skill of handmade fans. As this industry is firstly, related to women and benefited them in addition, it also generates economic activities and opportunities for all of the people of this belt. Thousands of the people from *Krachci, Sindh to Old Mari, Mianwali* are involved in this cottage industry through different economics activities and get a lot of economics benefits.

Social Impacts of Female Involvement of Female Involvement in Cottage Industry

Cottage industry is a framework which can be built up in private home rather than outside a factory and does

not require extra labor or any machinery which are not affordable. It provides economic resources and job opportunities to all living people as it is observed in handmade fans' cottage industry. In Old Mari, Mari, it was observed female involvement in cottage industry also influenced social life of a society. Different social institutes did fulfill their economic needs by income of the cottage industry.

The reasons change from unsupportive social standards, low proficiency rates, early relational unions and numerous youngsters alongside misconception of Islamic lessons. It is ordinarily trusted that Islam considers guys prevalent from ladies in order to deal ladies humbly .and have a lower access to instruction. Then again distortion of Islamic belief system of purdah additionally prevents ladies from working. The circumstances are more awful in provincial zones where individuals have a tendency to be considerably more stereotypical.

Cottage industry is a solution to all socio-economic problem as well provides financial help to the women while staying at their home where they would have the capacity to outfit their abilities bitterly without disregarding their kids and family. Cottage industry gives work to ladies without trespass of the social limits of Pakistan. It would likewise be an additional advantage to the nation's pitiful economy which is exasperated due to decreasing mechanical development, control breakdowns and almost no innovative advancement ([Parveen & Iram, 2013](#)).

Observed Social Impacts of Female Involvement in Cottage Industry

Researcher interviewed different women and asked about the social impacts of their involvement in handmade fans' cottage industry. As they got economic benefits from it, they were also profited in their social life by cottage industry. In the light of 32 conducted in-depth interviews from respondents, the researcher listed the positive contribution of the cottage industry in social issues as mentioned below:

- Usage income of cottage industry in Education institute of society as the expenditures of schooling
- Usage income of cottage industry in Medical institute of society as the expenditures of healthcare
- Usage income of cottage industry in Marriage institute of society as in dowry, *Waleema* etc.

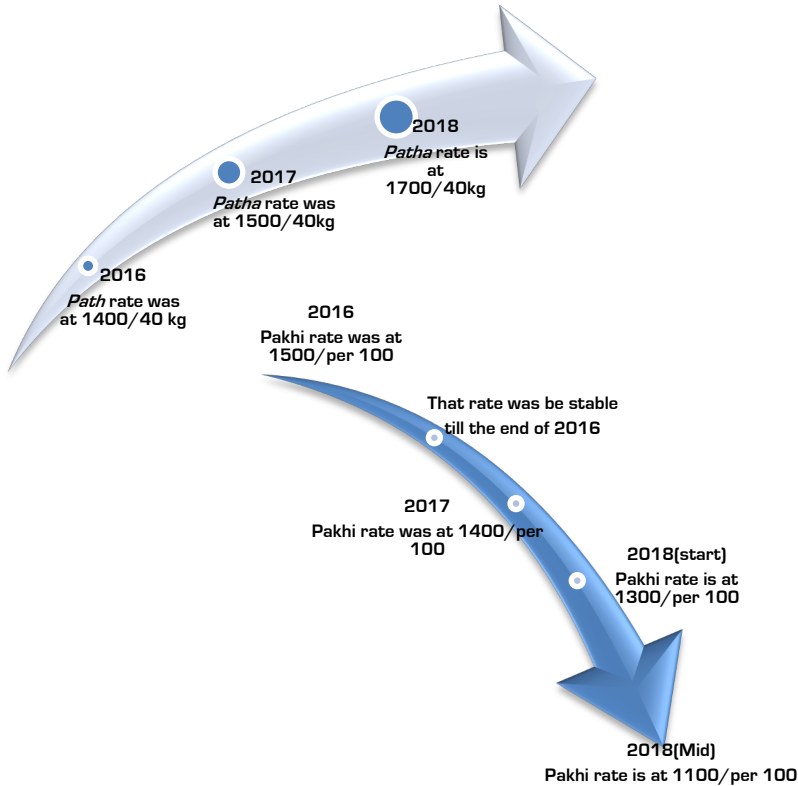
Issues and Challenges Faced by Women in Cottage Industry

The research emphasized on reduction of poverty in *Old Mari, Mianwali* through women's contribution in locale handmade fans' cottage industries. Women as wage earners were provided cash income to fulfill their needs such as food, clothes and other socio-economic needs of the families.

Interview

For this purpose, researcher interviewed an important respondent named as *Azeezan Bibi*. She had been involved in this economic activity for 15 years. Overall, she was satisfied in this business but also expressed some issues. Firstly, he described the problem of deficiency between raw material (*Patha*) and handmade fans (*Pakhi*). The rates of *Patha* are going high day by day but the rates of *Pakhi* are stable even going down. In this way, that business is going to be at loss with the passage of time.

In the light of interviews some problems were observed that resulted in restriction of the growth of cottage industry or handicrafts in *Old Mari, Mianwali*. It was resulted by researcher there was absence of advertising offices and government bolster in articulating the crafted works work being completed on various levels, lack of adjusting items with the evolving ways of life, lack of familiarity with offices accessible and lack of administered offices for aptitude improvement and preparing.



Conclusion

The above research brings out the result that women's contribution in cottage industry is very important for the development of domestic economy. Female involvement in a cottage industry is also resulted in women's economic empowerment. According to the inhabitants of the Old Mari, Mianwali this cottage industry of handmade fans in is dated back 80 years. This small-scale cottage industry of handmade fans greatly influences the socio-economic statuses of workers. Different social institutes like education, medical, birth and death ceremonies are highly cooperated by income of women's working in cottage industry. The research explained an economic cycle of this cottage industry in which thousands of men and women are greatly benefited. The research also subjects some issues and problems in this industry. Major problem was the absence of any governance that resulted the downfall of this industry. Technology of solar fans and UPS has also badly influenced this industry. However, now this industry is reverting, and it is highly need to pay attention towards it. The Government of Pakistan should pay undivided attention to this type of rural economic activities and to this prestigious work for its development.

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