

Development in traditional industries

**Khaled Mohamed Mohamed Metwally
Faculty of applied Arts – Helwan University**

Abstract

Development is a process that takes place in society to improve the existing living conditions to change from an undesirable current situation to a desired future situation within a specific period of time using the available resources. The traditional industries express the depths of the Egyptian conscience as they are a factor of communication between generations. The traditional industries have cultural, social and economic aspects and therefore must be preserved. The importance of traditional industries is due to the fact that they are characterized by many values. This study will deal with basic aspects of these industries, and their marketing and production in a scientific and practical manner. It increases the efficiency of its production and marketing in quantity and quality.

Introduction

That the memory of the Egyptian people has always been embodied in its plastic arts and handicrafts, in a continuous line that does not break, despite the occurrence of periods of civil discontinuity between successive eras with the waves of colonialism, but the people were filling those civilization gaps by producing artistic patterns of their creativity that meet the needs of their lives, customs and beliefs. During them the features of his national identity and his steadfast spirit through time. Handicrafts are an integral part of the popular patrimony, which constitutes the most basic activities of the human community, and has a great connection to the history, civilization and culture of many peoples, as they are inherited skills that are passed on to generations.

Handicrafts are historical and expresses the depths of the Egyptian conscience, as they are a factor of creativity, awareness and communication between generations, and therefore it must be viewed in its material and spiritual aspects as a coherent unit with its cultural, social and economic aspects, and therefore it must be preserved. The term craft is often associated with the hand as the most prominent member of the human body that translates human impulses and desires into tangible artistic manifestations. The traditional handicrafts that have attached the Egyptian man continuously over thousands of years and are integrated with his daily life have become some of them threatened with extinction.

A historical overview of traditional crafts in Egypt:

The history of traditional crafts in Egypt is part of the social history of the Egyptian people, in which the useful function is mixed with the religious function with the inherited customs, traditions and values, and through it it is possible to infer the identity of this people, its creative sense and its aesthetic taste. In Egypt, the traditional crafts are a reflection of all the ages and civilizations that developed on both banks of the river, so we find the symbols and shapes that are the summary of every place where knowledge has settled. The handicraft industries are the oldest forms of industry, where the craftsmen and handicraftsmen (blacksmiths, carpenters, weavers, coppermen) worked in small stores assisted by a number of boys and workers, and production in most of these industries is characterized by the manual nature and uses very simple equipment and tools. The traditional crafts in Egypt have been subjected to many vibrations and have been affected by the various political and economic conditions of our society throughout its history. Sometimes it flourishes and other times it collapses.

**INTERNATIONAL JOURNAL OF
ADVANCED RESEARCH ON PLANNING
AND SUSTAINABLE DEVELOPMENT**

**Online ISSN:
2735-5403**

VOLUME 5, ISSUE 2, 2022, 1– 48.

**Print ISSN:
2735-539X**

The Egyptian papyri and texts found in all parts of Egypt confirm that the beginning of the craftsmanship was intertwined with the ancient Egyptian civilization, and the ancient Egyptian monuments indicate that the Egyptians were the first to discover the copper metal in the Sinai Peninsula, as well as reveal to us the creative abilities of the craftsman, represented in He produced many delicate products in the decorative arts, engraving and the use of veneers that were affixed to wood products, and during the period of Alexander the Great's domination, new craft activities such as wrought iron appeared in the manufacture of swords and armor.

And in the aftermath of the Roman rule and the Coptic era, the dominant handicraft was the textile industry with its various types of linen and wool., 1991, Adoption of Allam: Crafts and traditional industries between stability and change.- Cairo: The Anglo-Egyptian Library. The period is the brightest of the ages of traditional industries and crafts, where the number of craftsmen increased, and craftsmen and sheikhs of sects received great attention from the agencies

The concerned government, especially during the Fatimid era, when the textile industry reached its peak, and the reputation of tents, leather, and other metal and other crafts became famous. Under the Ayyubid state, handicraft products flourished and their quality increased, and the name of the market was associated with the name of the craftsmen who practice the craft in this market, and the city of Cairo still includes many ancient neighborhoods bearing the names of some craftsmen and craftsmen such as al-Nahasiyin and goldsmiths. Until the end of the Ottoman era, the traditional crafts were the heavy national industry in Egypt, as they were the second productive force after agriculture, and their production met the needs of the people of the country in terms of clothing, architecture, and the arts of stone, wood, ceramic, and glass decorations, and inlays with bones, copper and silver artifacts, and free textiles. And Sufism, embroidery, khayyam, and dozens of other crafts, in addition to the products that are exported to other countries of all the inherited trades, and that industrial base had entire neighborhoods in which the craftsmen lived under a precise system, which is the system of craft sects, with its rules, origins, lords and sheikhs, and the rulers counted.

And the princes account for it in every era, so they do not incriminate the rights of the owners of the crafts, but include them under their patronage and encouragement, because they benefit in the end from the material income that comes from the popularity of production in addition to the pomp that the craftsmen achieve for them in their palaces, installations and aspects of their lives. Most of these crafts deteriorated under the Ottoman rule, due to the policies of looting and plundering and the Turkish transfer of skilled craftsmen to Turkey to establish in Istanbul crafts facilities and industries similar to what is found in Egypt. During the coming of the French campaign on Egypt, the crafts in the Jamalia neighborhood were affected by the turmoil that prevailed in the country and weakened these crafts present at that time. The French campaign also dealt successive blows to the craftsmen, whether with fines or exorbitant taxes, which caused harm to them, but did not reach the point of decay. The exit of the French from Egypt The craft sects were subjected to other grievances

The Ottomans and the Mamluks, and this was exemplified by imposing a tax on them, asking them for advances, and looting two shops

Merchants, which led to the annoyance of the craftsmen and the closure of their shops and some of them fled Cairo,

Many of them also disappeared from the face of tyranny and injustice, and despite the waves that traditional crafts have been subjected to in Egypt, which oscillate between decline and prosperity, the production units did not differ much, and still retained many features and features. The interest in traditional crafts emerged with the revolution of 1919 in light of the efforts of Banque Misr to revive small industries. As for the traditional crafts at the present time, some of these crafts have turned into tourism products that are acquired by tourists and those who have the economic ability to purchase them as decorative pieces for home decoration.

Social factors: political and administrative factors

Factors affecting the endemicity of traditional crafts:

The factors can be divided into:

1. The location of the market: the location of the market affects the endemicity of the crafts because they cannot afford the transportation costs.
2. The location of raw materials: This element is considered one of the most important elements in the production costs, and it decreases the importance of this element if there are many types of raw materials used in the same craft. Capital: Capital is one of the most important factors affecting the settlement of the craft, and it is divided into capital Fixed money represented in buildings and machinery used, and mobile capital represented in production costs And raw material costs as well as workers' wages.
3. Urban factors There are many and varied urban factors affecting the settlement of crafts, starting from the influence of land prices in the region and the impact of infrastructure networks, transportation and transportation, to the urban fabric of the site and the urban character of it.
4. Social factors the state is working to shift the focus of handicraft industries from urban areas to rural areas, in order to achieve balance and eliminate the differences between rural and urban areas.
5. Political and administrative factors the political factors are represented in the intervention of governments in establishing and developing crafts, in the hope of communicating with several goals, the most important of which are:

Its support to compete with foreign industries.

Developing it and providing it with strategic importance. Their spread to achieve equity and distribute the dividend. Elimination of unemployment and control of the geographical distribution of the population. Direct intervention of the government: that is by determining its locations and controlling the means of production, wages and prices. Indirect government intervention: It is through setting taxes and providing services and information necessary to facilitate and facilitate their work. As for the administrative factors: They are represented in the legislations and laws that control these industries and laws

Control over licensing and tax determination

6. Development of the traditional industries the inherited traditional industries represent the sum of the experiences that the craftsmen inherited from their parents. The crafts depend on familiarity with hand techniques and distinct formations imposed by the material and the surrounding environment, and these formations made from environmental materials and hand-treated are subject to their societies with the cultures that bear signs and symbols are the residues of times when those signs were a main focus in the norms, beliefs and practices of these society Its readable significance and function that the craftsman was able to formulate, attract the emotions of viewers to it, and find a beauty function for it as well, so that the emotional beauty here becomes linked to the product's basic function as a product that has a beneficial function and the development of traditional industries is a process that occurs in society to improve living conditions that are not desirable to the existing situation. Using the available facilities. The traditional industries express the depths of the Egyptian conscience, as they are a factor of communication between generations. They have cultural, social and economic aspects, and therefore they must be preserved. The importance of traditional industries is due to the fact that they are characterized by many values.

Comprehensive development:

It is the planning process directed at creating transformations in the social, economic, urban and environmental structures in a way that leads to the formation of a strong base and foundations for achieving the desired goals at the different planning levels, in order to achieve the benefit of the human base. Sustainable development is development, justice in society, that respects nature and supports economic aspects, that is, it is based on integration between needs and sustainable development. It does not express a fixed situation, but rather a process of change as this change must be managed in a good way to meet our future needs as it faces our current needs.

Local sustainable development is the development that takes place at the local level, not at the national level, and in order for development to be sustainable, it is necessary for it to take place at the local level based on the peculiarities of each gathering and the active participation of individuals who have to determine their destiny and their development future with minimal interference from political and economic institutions.

Problems facing traditional crafts:

First: Economic problems

The problem of financing:

- High interest rates on the loan coupled with shorter loan repayment period.
 - Some banks refused to grant loans to small industries.
 - Failure of tax authorities to hold the owners of these industries accountable annually.
 - Not to grant concessions and tax exemptions to small industries.

Second: Marketing problems:

- Small industries lack marketing skills.
- Some craftsmen resort to intermediary traders in marketing, which makes it useless.

- The products of modern industries compete with products of small industries in a way that affects their continuation.
- Discrimination in tax exemptions
- Difficulty participating in foreign exhibitions.
- Lack of interest in developing products to suit the tastes of foreign consumers.
- The owners of these industries do not study foreign markets.
- The inability to conduct advertising operations for products.
- The complexity and multiplicity of government export procedures.
- The presence of some unorganized traditional crafts sectors, which leads to a weak production base.

Material Problems:

- Difficulty obtaining raw materials.
- The high prices of raw materials.
- The absence of specialized agencies to undertake import operations for the benefit of handicraft workshops

Labor migration:

- Craftsmen are forced to work in automated factories and abandon their traditional crafts.
- Most of the industrialists do not have social insurance.

Administrative and political problems:

- Severe deficiency in management expertise and organizational capabilities.
- Small industries do not depend on scientific methods of management, as they are dominated by family or individual management.
- The inability of small industries to bear the burden of hiring management consultants and experts
- The institutional framework for traditional crafts
- The regulatory framework

- There are many bodies that the workshop owners deal with, starting with obtaining the various licenses and approvals necessary to establish the project from the relevant ministries according to the type of activity, then obtaining licenses to operate the project from the local administration units, passing through the necessary financing, and this framework is complex and expensive to complete. .

Training:

- Training institutions lack the necessary tools to train and qualify the owner of the workshop and the workers in it, which ultimately leads to the disappearance of many trades due to the lack of labor. There is no coordination between the educational and training policy and the authorities responsible for the craft projects.

Factors affecting the development of traditional crafts:

1. Introducing modern and innovative product development designs.
2. Government intervention to determine the appropriate market quality to market the products.
3. Using modern marketing means to advertise the product.
4. The government is involved in subsidizing and supplying the required raw materials.
5. The use of modern technologies to develop and improve the product.
6. Providing an infrastructure network suitable for the craft.
7. Stimulating the role of women in working with traditional crafts.
8. Achieving self-sufficiency in the workshop to contain all production stages.
9. Recycle the waste resulting from traditional crafts, if possible.
10. Use appropriate means to display the products.

Ways to benefit from the experience:

1. Small firms are not considered an independent entity, but rather as part of an interconnected group.
2. Dividing the production process into a number of specific stages.
3. Issuing legislation governing the various relationships in the traditional industries sector.
4. Establishing insurance and financing plans for traditional industries.
5. The government's cooperation with NGOs and the private sector in the field of marketing, financing and training.
6. The government embraces this sector and dedicates efforts to develop and support it with all aspects of care and attention.
7. Paying attention to the bazaars to display handicrafts as a main element in the formation of Iranian cities.
8. Linking the traditional industries sector with the tourism sector.
9. Focusing on local and international exhibitions.
10. Employment of restrictive industries for tourism.
11. Attention to buyers' tastes while preserving handicraft assets.
12. Paying attention to the infrastructure by establishing specialized complexes and villages for traditional industries.
13. An integrated system for vocational rehabilitation.
14. Limit the crafts at risk of extinction at the national level and adopt modern technologies to protect them.
15. Existence of a governmental entity responsible for the traditional industries system.
16. Interest in infrastructure projects to rehabilitate or build traditional industries villages.
17. Continuous tracking of global market trends.