



Journal of Arts & Humanities

Volume 07, Issue 09, 2018: 53-69

Article Received: 24-08-2018

Accepted: 19-09-2018

Available Online: 28-09-2018

ISSN: 2167-9045 (Print), 2167-9053 (Online)

DOI: <http://dx.doi.org/10.18533/journal.v7i9.1480>

Creativity and Richness Craft: Admirable Traditional Carve Wooden Art as Recognition of Pakistani Heritage

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ABSTRACT

Pakistan has historically been the center of traditional hand carving expertise. Pakistani wooden furniture and decorative wooden items are the major traditional elements that are recognized with their elegant carvings, unique inlays work and decorative floral and geometrical patterns. The aim of this study was to highlight the issues and give some solutions to overcome the obstacles and problems; to increase the productivity and also will help to flourish the craftsmen performance at small scale industries and cottages spread over in Pakistan. The market survey and interviews were conducted to assess the aesthetics capabilities of artisans and craftsmanship the field of wooden furniture. It has been investigated that better-quality furniture would be produced if quality of labor will be equipped with better life and much knowledge. Local craftsmen should be acknowledged and facilitated them through which they can not only quicken their work to earn a better living but also can carry on their profession for promoting their heritage and culture.

Keywords: Craftsmen, Decorative Handicraft, Heritage, Shortcomings, Wooden Art.

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1. Introduction

Pakistan has brilliant skillful artisans and craftsmanship with strong design and aesthetics capability in the field of wooden carving furniture and other decorative carve accessories that also have great potential to share in the international market. Abundant of small-scale industries and cottages spread over in Pakistan. Regardless of the fact that deficiency of enough resources to sustain the quality standard which are affecting on traditional handy craft sector. Pakistani carved wooden furniture and other decorative wooden handicraft consider state of art because of a superior quality and innovative design and distinctive craftsmanship. It has potential buyers in the US, Spain, Italy, Germany and UAE, but furniture market is in crisis because of many factors (Sher Alam Shinwari, Dawn News, 2014) Globalization has been calculated for growing the difference between the rich and the poor people; however in Pakistan majority people consider that globalization only offers advantage

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the retailers or dealers, but the craftsmen and labour do not have any approach to direct market access that's why craftsmen are still poor. In addition, modern lifestyle changes, production diversity, dissemination of diversity and sales diversity have led to a decline in the desire for traditional handicrafts.²

The furniture craftsmen always consider as a most important part of the Pakistan's traditional society due to the tradition. So it is worth mentioning to say that; "As long as there is wood and there is human being, there will be remain forever woodcarvings art. (Fiza Iftikhar *Artisans* October 24, 2013) The importance of wooden carved handicraft production has been understood long before; this part has undergone numerous challenges for instance industrialization growth and globalization progression.³

Pakistan has a rich history and culture of art and craft that reflect Pakistan's traditions and culture (Hina zahir January 17, 2012).

Pakistan has a land of rich culture, traditions and art and craft that has developed its own unique place and cultural diversity creating a combination of the most charming hues. The wood carving art techniques achieved over centuries remain to attract the Pakistani generation of today. Pakistan has a rich historical background of marvelous handicrafts that has progressed over the periods. Pakistan wooden carved handicrafts are the true examples of the skill of an expert artisans and craftsman.

Pakistan is rich in civilization and culture with a wide variety of forests. For this reason, many people, especially rural people, are still more willing to make use of their carving techniques to make a living. (Fiza Iftikhar october 24, 2013)

As Chan says, "historically, a style is recognized by features (forms) that appear in certain objects created by one or a group of persons, in some geographical regions, or over and done with a period of time" (Chan, 2000). The identity of a Pakistan's cultural home style depends on people of Pakistan attachment to their traditional art and craft and culture. Hence, the disappearance of the Pakistan's traditional art crafts causes to loss of the country's rich heritage.

Pakistani Furniture and decorative wooden craft from solid wood is one of the major traditional elements of Pakistan's interiors décor. Wood is carved into floral and geometrical pattern taking inspiration from Islamic architecture and history. Heavily carved wooden chests, center tables, short stools, *jharokas* (balcony), *jhoola*(swings) devan, carved decorative boxes, plated and wall hanging are generally can be seen in homes to create versatile level of decoration. The lacking of use of latest technology, negligence in manufacturing methods in this era of technological progress, manufacturers are using old methods in the small furniture industry which occurring problem in craftsmanship. The wooden furniture industry in Pakistan can be categorized into small scale and cottage industry. These small units unfortunately use outdated machinery, inadequate tools and manual labor for manufacturing wooden furniture. This means high costs and low output. (Muhammad Arifeen, 2010)

Well said by Nazeih taleb, we need to develop a plan to first investigate the craft industry through research, publications and conferences. (Nazeih Taleb interviewed by Valerie Behiery, 2013). Based on the present state of Pakistan's Carve Wooden furniture and wooden handicraft sector, the objectives of this study are: to state the problems in making traditional carved furniture and carved wooden objects, to highlight the small cottage industries, should employ modern methods to traditional patterns to increase the craftsmen performance. Need encouragement and motivation to develop further and learn the means to ensure their ability to compete and advance their work.

The research papers presented in the field led to the establishment on the present state of the crafts sector and its future prospects with the aim of developing its social and educational aspects, addressed issues of craftsmen and artisans, skills development, quality of workmanship, policy issues, programs and the standards to be implemented to control the dangers facing crafts. Globalization has led to the extent of Western culture influence and has undermined local culture in developing countries such as Pakistan. Most people in developing countries now supervise what people in developed

² Sachan, N.; Munagala, V.; Chakravarty, S. Innovation Cluster in the Brassware Industry at Moradabad, Uttar Pradesh, a Case Study, Based on the Innovation Cluster Initiative of the National Innovation Council; Indian School of Business: Telangana, India, 2013.

³ Scrase, T.J. Precarious Production: Globalization and Artisan Labor in the Third World. *Third World Q.* 2003,24, 449–461

countries do. So just as they ignore their own culture and practice Western culture (Goyal K.A., 2006). Therefore, traditional wooden Handicrafts have slowly vanished and lost its value as well as social status. (Barrère, 2016)

In a time of globalization and rapid economic uprising, these legacy necessities to be recognized and secure, or it may die out forever. Hence, few cultural heritage specialists have laid emphasis on the need to guard this valuable cultural heritage. (UNESCO, 2017)

Not only to maintain the identity of the community, but also to give economic benefits and other values. (Hania et al., 2012)

As Grobar Indicate a key flaw in use the protection of traditional handicrafts is that adequate and sufficient data does not exist. (Grobar, 2017) The study on the protection of wooden handicrafts is rare or limited and most investigation is focused Protect tangible architectural heritage, such as monuments and shrines etc. (Perry, 1984).

The purpose of this study is to classify and define the challenges of tradition wooden ornamental handicraft heritage. Thus, in this study Propose applicable and importance strategies and applies to overcome identify challenges to support, recover and safeguard the sector. This research is limited to cultural background heritage embodied in wooden handicrafts market with the case study of Pakistani handicraft sector Pakistani wooden craft industry needs to react quickly; if not the craft heritage industry may be seriously affected by the great imports flowing into Pakistani craft market, which will be challenging to recuperate.

The findings supporting the study were conducted by reviewing the literature in many published articles, reports and policy documents in the related fields.

1.1 Research methodology

Research was undertaken using quantitative research method; with the help of market survey, illustration through pictures to understand the situation and questionnaire distributed to Craftsmen. Study is based on observation and communication methods like: Questionnaires with focus groups assess attitude, thoughts, feelings, perceptions and state of mind as well as identification of issues, features and characteristics.

As such, primary data for this study is obtained from a questionnaire. In order to add depth to the quantitative findings, individual questionnaire filled by 150 respondents a conducted from different craftsmen and artisans belonging carving handicraft in different regions, that method is most useful method of primary data collection. The results were as successful as to explain some quantitative data. Data Analysis done through SPSS. This is a view from the market, based on surveys

2. Admirable traditional decorative wooden art in Pakistan

Pakistan is a nation of shared history with different period of time like, with diversity in languages, culture, art and climate. The traditional furniture varies widely, country based on the availability of raw materials, and skilled craftsmen. Wood carving is a traditional craft in Pakistan. Carving done very carefully by craftsmen with using a different carved tools resulting create different forms and decorative motifs that have driven over the centuries. Commonly, motifs represent the varied culture and tradition of the Pakistan region.

In addition, industry norms that measure handicraft imports, exports, and employment generally do not separate crafts as a separate entity. Without sufficient data, it is difficult to take appropriate measures when a country struggles in import and/or export competition. There should be some statistical evidence to take Safety precautions. Handicrafts production sector are a significant and export income resource that are the second largest source of income after the agricultural sector.in various developing countries. Expert craftsman is aware of the way to attain the required impact through calculable strokes for carving, breakage so misestimating of the surface However, ordinary wood carvings are performed on various kinds of wood.

However, soft wood is the most popular wood type due to its high color and easy-to-engrave patterns.



Fig 1: Engraved, lattice and undercut carving style.

Deep carving, carving of ivory, brass and animal bones are very common in the work of inlaid redwood (Sheesham) and timber. Pakistan's traditional wood carving generally has five types, such as simple plain carving, lattice work, inscribe carvings, undercuts, flat carvings and deep carvings (fig 1).

Craftsmen like to engrave lovely delicate leaves and floral patterns:

Table 1: Types of carving style

Types	Feaures
Lattice Carving	This style performs on screens and also make marvelous see through delicate cutwork
Undercut	This style consists of raised work
Deep Carving	Generally carving to make wonderful wooden sculpture
Engrave Carving	central motif carved is called engraved along the rim of the panel surface
Plain Carving	This style contains simplest way of carving

Pakistani people prefer to decorate living rooms, dining rooms and Drawing rooms with wooden toys, jewelry boxes, wooden lamps, screens, window frames, vases, bowls and other wooden carved furniture and accessories (fig 2).



Fig 2: Dcorative carved wooden objects, trays, carved dry fruit plates, vases stand, wall hanging.

Several artisans and craftsmen those are associate in wood carving since several generations. These artisans are capable of delivering royal and delightful wanting wood furnishings and carve accessories which famous all over the world. Pakistan also exports furniture in different countries too Excellence export quality furniture and other decorative accessories is being produced at Gujrat, Chiniot, Peshawar, Lahore, Rawalpindi and Karachi. The demand for Pakistani carved furniture rising constantly. Hence it has bright forecasts to export more than \$1 billion worth in the international furniture market. (Muhammad Arifeen express tribune 2010)

Chiniot city (located at Punjab province) is known for its embellished wooden carving of furniture Many tourists visit places that are famous for craftsmanship they appreciate heartily the beauty of the handicraft and efforts of artesian work. Chiniot competes with the world-renowned modern Italian furniture industry. Italy and Chiniot have the same engraving style, but the furniture here is more durable, not only exhibited in Pakistan, but also exhibited international level to promote

wood carving from Pakistan and talented artisans and craftsmen who master in this art. (Fiza Iftikhar, 2013)

Moreover, noticed that in Chiniot which is famous for carved furniture most of the individuals living in town do their own business having shops and associate with carving furniture and a few of them do jobs in numerous small cottage industries. There're extremely skillful craftsmen that is creating stunning carve patterns on piece of craft objects. Manufacturing of Wooden furniture in Pakistan spread in a large number of small and big cottage level industries in rural areas, small villages and in major cities. Unfortunately, Pakistani government has not attached importance to the local craftsmen in the Chiniot and Swat areas. Few institutional and vocational training centers provide woodworking training, but these centers meet the needs of selective communities. (Fiza Itikhar october 24, 2013)

Furthermore, the wooden furniture industry and wooden handicraft sector can be flourishing if environment and conditions being favorable for workers, a large number of workers stuck in old out dated workmanship. The wood carvers' skills are predominantly visible in furniture making, apart from carve wooden furniture other interior decorative ceilings, wooden panels, doors and windows also the same fame. Different areas of Pakistan has their own taste and style and command in craftsmanship where craftsmen design and make massive furniture and others decorative carving inlay items like beds, desks, chairs, stands, lamps, chest, devans, carved doors, jharokas (balcony) screen, doors and windows (fig 3). Wood carving famous in different parts in KPK province however the Swat and Peshawar is wide likable by costumers (fig 4).



Fig 3: Carved traditional jhoola (swing) and low carved table with devan



Fig 4: Swati wood work (hand carving low chairs and almira made of dyar and kail wood (Source: Pinterest)

Swat is known for its deep black, sturdy and coloured walnut trees, and products made of this wood have beautiful and charming carvings, including, furniture, jewelry box, swings, doors, windowpanes and balconies (Fiza Itikhar october 24, 2013). There are around 400 hundred workshops in and around Peshawar wherever artisans stay busy in wooden caring, making windows, doors and ton of different things manufactured from wood.

According to experts, about 14,000 people are associated with 400 furniture manufacturing units in Nauthia and Tehkal Bala districts in Peshawar. Most carpentry workers settled in Kabul or Gulf countries for better job prospects. Over the past few years, the number of technical craftsmen in Peshawar has been reduced from 800 to 300. (Sher Alam Shinwari Updated November 09, 2014)

During survey also noticed that Carving isn't a simple job because it concerned exertions, individual own interest and a keen eye, "Craftsmen and Carpenters are always at risk of emerging

breathing problems because of are always remain around saw dust, drilling, whether are in cutting process, grinding, sanding or hammering wood and many craftsmen or workmen injure their hands during work when they use saws, (Aamir Yasin Published in Dawn, April 3rd, 2016).

However, workshops acquiring a four to six artisans in wood carving Woodcarving is taken into account associate degree oldest art during survey revealed that carving may well be learnt in three to five years that concerned many stages.

Swati wooden furniture has distinguished style basically make broad sets, heavy legs (chairs) and geometric floral designs, carved in different style (fig 5).



Fig 5: Heavy legs (chairs) and geometric floral designs, carved in traditional style

This style has been promoted in the Peshawar Valley. The most outstanding wooden handicrafts are in the mosques in the northern region and wooden pillars carved with floral motifs in houses in this region. The most striking work in the northern region is the exquisite carving of a spoon from a piece of wood. In the process of furniture manufacturing development, the conceptual design of new modern furniture has received more and more attention.

Ceiling and screen carving are also considering the most adorable wooden art work in Pakistan, in some regions such as sawat, hunza valley and Kashmir Use to embellish their homes with carved pillars and beams which can be seen in traditional houses.

Kashmiri craftsmen surpass in delicate skill on walnut wood. Kashmiri craft for creating a various range of things of daily use as well jewelry boxes of various sizes, toys, carved vases, plates besides decoration accessories like wall hanging items.

Jacquard work style is a famous which considers traditional craft of Sindh province. The articles which produce are very popular, such as table lamps, chairs, and sofa sets, lacquer sectors located in Hala in Hyderabad district and also Kashmore in the Jacobabad district. Villagers used lacquer work only- bed legs, low chairs, in the modern homes in cities (fig 6).

Another feature of the traditional way of decorating furniture is the work of Jundi Ka Kaam or Lacquer, which essentially forms and part of the Pakistani folk craftsmanship, involving the painting of various colors on wood in a variety of delicate patterns that enhance on objects.

The pattern area is engraved on the surface, and each color pattern is consistent with the essentials of the traditional pattern. Lacquer Paint works mainly found in region of warmer climates. Decoration is mainly geometric or traditional flowers, usually supports geometric grid.

Rawalpindi may be because it is adjacent to the ancient Gandhara Civilization wood carvings still very popular in Rawalpindi, regardless of craftsmen like hand-carved wood tools. But there are several machines that are being used in the market (Aamir Yasin April 03, 2016)

There are many furniture stores and carpenter shops in different parts of Rawalpindi, including Muree Road Bazaar, Pirwadhai Road, Saddar and Rawat Lahore. This city loves its hand-carved wooden doors, balconies and windows. Engraved windows and doors greet the guests of Rawalpindi Village. Although several trends have returned, they are now treated as hand-carved doors and windows in modern society. (Aamir Yasin April 03, 2016)



Fig 6: Sindhhi jhoola (swing) with colorful lacquering work.

Source: Pinterest

Table 2: Decorative carved accessories and furniture manufacturing regions

Location (Cities and province)	Specialized base
Gujrat, (Punjab province)	Solid wood Rosewood (sheesham) and carved furniture and export quality manufacturing based Usually seen Chiniot is acknowledge for brass and animal bone inlay work in wood.
Chiniot, (Punjab province)	Traditional Carved floral and geometrical decorative pattern brass and bone inlay lattice work, manufacturing based
Sawat, (KPK province)	Swati wooden furniture, carved heavy legs (chairs) and geometric and floral designs, layering lacquer with different colours on wood in different style production based
D I Khan, D G Khan	Small decoration pieces. carving hand-held object and carved decorative accessories toys, jewelry boxes, vases, lamps, bowls, fruit baskets and inlay wooden trays etc production based
Peshawer, (KPK province)	Lattice work, carved indoor and outdoor wood products wooden screens, door balcony(jharokas) decorative panels, production based
Lahore, Gujranwala Punjab province	Both traditional and Western style classical furniture base Mughal style, Victorian style furniture
Rawalpindi, (punjab province)	Huge Carved wooden doors, windows, lattice work, wooden panel and modern and traditional home furniture based
Kashmore, hydarabad, Hala Jacobabad districts, (Sindh province)	Home decorative accessories table lamps, box, folding tables with brass and bon inlay work. chairs, and sofa sets, lacquer with different colours work only- bed legs, (charpei) and low chairs traditional name (peera and moorah)

3. Domestic wooden furniture style and local demand

Urbanization and modernization in different countryside region of around big cities in Pakistan, increasing the domestic demand and enlarges the traditional furniture market in Pakistan. Pakistan infrastructure and investors motivate Pakistani people to settle themselves in developing areas Compared to old developed areas in Pakistan the new developing housing societies have considerable more potential in furniture market as people make to buy new furniture for their own new house, investment on a second own house are not that common. respondents respond shown on pie chart (fig 7).

Changes or conversion of old urban areas and renovation of old houses need to redecoration that indeed, increase the sales of furniture items. large-scale urbanization and investment on purchasing house building to continue pushing the people redactor their own houses they are more confident to décor their personal houses (fig 8).

They are more willing to use the space aesthetically and functionally prefer to use space every corner of the house. Indeed, it's well said that over the decades woodcarving has went through many transformations but has never died. It is traditionally noticed that wood carving (jharokas) balconies, Wooden panes and doors mostly like rural areas and Lahore, where Mughal used to live and make so many buildings, after the Mughal era, people adopted this trend and continuing for decades, this seems to look the most traditional and culturally



Fig 8: Wooden doors and carved wooden screen on accent wall

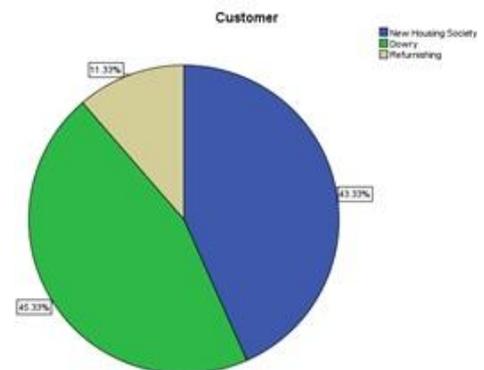


Fig: 9 Pie chart shows that 43% to 45% of the wooden cared carved furniture is used in new housing society and dowry rest 11% is used as refurnishing homes.

and more durable. Many consumers belong to middle and high-end consumers of different social groups; they prefer to choose furniture articles suitable for new homes. For example, a few years ago in the modern city of Pakistan from the 1970s to the 1990s. There is a tendency to install steel glass doors and windows in their houses.

Wooden carved windows and doors are considered obsolete, but now in the past few years, many people use traditional carved doors and windows. (Sher Alam shinwari November 4, 2016) these delicate carving door which reflect Victorian and Mughal classical style become the status symbol (fig 9 above).

Table 3: Customers frequency

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	New Housing Society		65	43.3	43.3	43.3
	Dowry		68	45.3	45.3	88.7
	Refurnishing		17	11.3	11.3	100.0
	Total		150	100.0	100.0	

The frequency table shows that according to 65 respondent's craftsmen the customers mostly demand comes from new housing society they furnish their new own house and 68 customers come for furniture purchasing that is given as dowry to their daughter (Dowry is customs parents present furniture to their daughter on wedding day for her own house). 17 craftsmen said that the wood carved furniture is in demand for refurnishing or renovating the house.

The development and expansion of new housing schemes rapidly increasing, mostly local demand comes from new Housing residence thus the increased demand of wooden furniture market seems to be unaware of social consent and environmental concern problems worldwide.

Furniture consumers can be divided into three groups, namely, keen interest in art or eagerness consumers, luxury and branded conscious consumers and average income consumers.

3.1 Eagerness consumers

Very rich and keen to decorate their homes with unique classic items, this group pays little attention to prices, and they mostly go to expensive Western-style, classical and artistic style furniture (fig 10).



Fig 10: Classic artistic style furniture

- **Luxury and brand conscious consumers:** These buyers consider trends their taste and style while buying furniture. They also prefer to enjoy cultural and aesthetics decorative elements with also concern of price (fig 11).



Fig 11: Heavy carved furnituer

▪ **Average income consumers:** this group represent majority of consumers, these consumers concern about both price and quality as dominating factors, they prefer to shop around while buying furniture (fig 12).



Fig 12: Average income home furnishing

4. Carve wooden furniture demand

There is a number of factors the Pakistani households furniture market has boost in the country in last few years. The main factor leading to the growth of demand for domestic furniture is that the development of the emerging housing society and the real estate market in developing housing societies has also increased the demand for furniture products in modern society. Increase production as needed. As a result, Pakistan’s demand for carved furniture in Pakistan has been increasing that is biggest challenge to increase the production according to meets the demands (fig 13).

The evolving interior design industry encourages people to adopt different style capacities, which in turn lead to the sale of branded furniture in the market. The furniture market in Pakistan needs to find a successful element to jointly develop and promote the traditional furniture industry. It should also look at other successful models.

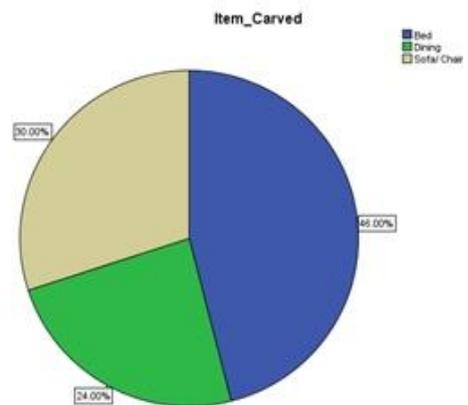


Fig 13: The pie chart shows that 46% of the item carved were used in bedroom furniture s, 24% woden carved furniture is used in dining rooms and 30% wood art is carved on furniture placed in drawing rooms.

Table 4: A wide range of domestic furniture products are available in Pakistan’s furniture market

Domestic furniture	Furniture used in the homes of bedroom and living room Furniture, including Bed ,Sofas, TV Cabinets, Dining and Coffee Tables and Chairs, Devan , Swing ,Dressing Table
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Table 5: Frequency of carve furniture articles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bed	69	46.0	46.0	46.0
	Dining	36	24.0	24.0	70.0
	Sofa/ Chair	45	30.0	30.0	100.0
	Total	150	100.0	100.0	

According to frequency table majority of 69 craftsmen make wood carving on bed, 36 craftsmen makes carve patterns on dining room furniture and 45 craftsmen work on the furniture made for drawing room.

5. Traditionally Pakistani carved furniture making process

5.1 Drying wood methods using in Pakistan

The method of cutting wood blocks is usually to cut into different sizes in the blocks and slabs. If the wood is not seasoned, these pieces/pieces are seasoned by process, condensation process, boiler

system process, vacuum system process and conventional environment temperature process, such as traditional seasoning, by keeping it at normal ambient temperature for the desired duration.

Open-air dry wood is commonly used in dry and warm areas of Pakistan, and the same method is used in other countries. Well-seasoned wood with a relatively long drying time can easily take 6-24 months in Pakistan, depending on the atmospheric or climatic conditions of a place and the type of wood. The disadvantage is that production planning becomes very difficult if the drying time is too long or unpredictable thus makes it inconvenient and unfavorable respond quickly under new market opportunities

5.2 Traditional materials and methods

Selecting the desired design before starting to make or engrave product, consider the important part of ensuring an amazingly attractive finished product. According to the requirements of the design and pattern, the cut wood block is cut into the desired shape and size, and then the wood chip is shaped according to the designed shape. After this process, the sculpting and molded pieces and then parts are fixed together so that the product has a final shape. In order to make the surface smooth, grind method is used, and the surface of the prepared product is intended for the application of coating and polishing of decorative object. If using fabric upholstery is based on the requirements of the design of furniture product

5.3 Wood

Pakistani carved wood craft and furniture market relies on wood, sheesham (rosewood), considered to be the best wood used. Another wood use are (Dalbergia sissoo) called "Tali", Birch, and Deodar are also valuable. Sheesham It grows in almost plain areas of Pakistan. According to the local situation, the size varies greatly. It reaches a height of 25 meters under good conditions and has a clean, cylindrical trunk with a diameter of about 6 meters in diameter of up to 1.5 meters. Shechem needs an average of 50 years of growth, and Sheesham has reduced nearly 50%. According to forest experts, the once booming furniture business in Khyber Pakhtunkhwa has suffered from the excessive depletion of Sheesham timber in the past few years. Serious setbacks (Sher Alam Shinwari, Dawn Updated November 09, 2014)

There are some more areas in Pakistan where Swati and Peshawar furniture are made from oak, deodar and partial wood, craftsmen or wood-carvers of Azad Kashmir and some parts of the Frontier province mostly use walnut wood also good in carving. Walnut, oak, mulberry and deodar wood is also used in home furniture, but they are not durable. In more parts of Pakistan, carve furniture and carve decorative craft of Swati and Peshawar is made of oak, deodar, craftsmen or wood carving masters of Azad Kashmir, and some parts of border provinces are mostly carved out of walnut wood. Oak, mulberry, Teak, Pine and deodar wood are also used for wooden craft and home furniture. Furniture markets are getting wood from timber markets, forest department and private farms.

Processes of selecting a wood would be a technical and acquire an expert's recommendation as a result of it depends of what style of pattern goes to be graven over it, either it ought to be laborious or soft, that metal goes to be used on that, its color and sturdiness etc. thus wood log too recent to induce wet quickly whereas some wood log too dry to induce a cut quickly so wood piece ought to be chosen per pattern Such as for little carving small decoration objects, these two kind of brass wood and butternut is that the best as a result of soft, simple to carve and are easily stable without change shape once dry.

The process of selecting wood will be technical and expert advice, as it depends on what kind of pattern to imitate, either laborious or soft, or metal goes to be used on that, its color and sturdiness, etc. Therefore, the log of wood could not be moisture, and some wood logs are too dry to quickly carve and cuts, so wood pieces such as small craft objects for small carvings is selected according to each mode. Both of the brass wood and walnut are the best because of the softness, Easy to sculpt, and easy to stabilize, it won't be deformed once dried.

Although Wood seasoning facility centers are available in Pakistan which are not enough. Pakistan's wooden furniture industry has been considered with a great export potential, but somehow and somewhere problem in quality because manufacturing and others local problems. The market in nationally is very vast and varied.

5.4 Carpenter/craftsmen/artisans

Pakistan has been gifted with valuable skillful craftsmanship has ingenious skills and talent. The traditional carving of wooden furniture and other wooden carve objects is a specialty of craftsmen in a variety of styles, and they are very clear about the production standards and product quality requirements of national and international markets. The labor or worker's requirements are easy to obtain daily wages, unit basis and permanent employment. Most of the work is done through manual labor (Fig: 14).



Fig 14: Carpenters, artisans working in small workshops

5.5 Design creativity/trends

Obviously, the value of furniture depends on the design stage. Woodcarving modify the drawn design into functionality and aesthetically. In some small cities and rural areas, furniture designers with creative design concepts rarely or even simply do not exist. Studies show that the innovative design capabilities of craft workshop and studio in smaller cities are becoming more and more vulnerable, mostly based on fragile designs, without creative transitions, or copies of consumer photos taken from different websites or magazines.

In Karachi, Lahore, Islamabad, Rawalpindi and other big cities, there situation is very different. There is many furniture and decorative accessories showrooms or shops with big names with creative designers in the furniture market. In terms of current trends, simple and less complex simple designs are currently used in wooden furniture fashion. In the past few years, the style of the rustic or traditional heavy engraving design. Somehow, the traditional theme is appreciated and accepted, which may be a positive notion in Pakistani furniture industry. Mughal, Oriental, Italian and antique styles are famous these days. Carving different designs and patterns wood is a specialty of artisans (Sher Alam Shinwari Updated November 09, 2014)

5.6 Polish and paint finishing and lacquering trend

Polishing and painting are also as important as actual carving process no doubt that the value of the product depends on the end result, final finishes a bad finish can be cause to reduce the value of the product, and the engraver's technical investment become downgraded, while the other investigation of small crafts and carving furniture workshops Use colors, pigments and solvents, which leads out of color scheme un uniform and inappropriate quality of work.

However, the current situation is somewhat mixed, and the matte finish is in fashion, especially home furnishings. In addition, in recent years, the naturally visible wood grain surface has been widely accepted. Dark polishing with gloss or satin finish is still a common practice in Pakistan, but it is actually out of place in market trends. In Pakistan's modern cities, some trends are like polished red, and shiny lacquer ware is largely considered old-fashioned.

6. Solutions to overcome shortcomings and obstacles in a company and country level

The constant creativity of artisans has prompted us to take care of our handicrafts and recognize its constructive role in development. We must study its characteristics, understand, identify the weaknesses that hinder its progress, and establish a foundation for the care of craftsmen and their importance. (Nazeih Taleb interviewed by Valerie Behiery, 2013)

Domestically, great challenges ahead in wooden craft industry include demand from developing new housing sectors, rising raw material costs, insufficient furniture designers, Artisans and Craftsmen leaving their profession. Craftsmen respond why leaving their profession reason showed in pie chart (Fig: 15).

The carved wooden furniture industry and carved wooden handcraft in Pakistan must be converting from cottage or small industry to advance industry through training, establishing a wood lab testing laboratory for international standards (Muhammad Arifeen 2010).

In the absence of appropriate professional training programs in this area, workers and technicians lack the ability to be equipped with the latest machinery and tools, so they cannot demonstrate high quality efficiency and accuracy in their work. The following are some of the current shortcomings in some industries. They have noticed the issues that need to be overcome. What policy makers should formulate to promote traditional furniture that can benefit the wooden craft and furniture industry?

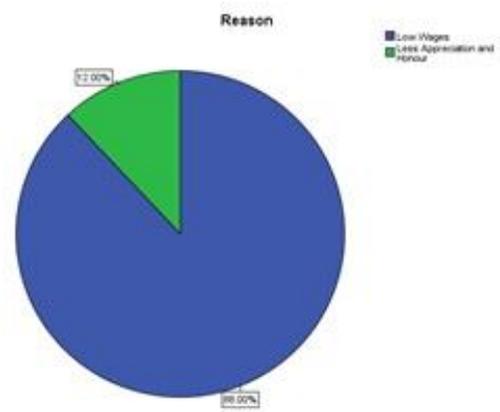


Fig 15: The pie graph show that majority of 89% of craftsmen leaving handcraft field is due to less wages and 12% of the reason is less appreciations honor from the customers and government.

Table 6: Frequency of reason craftsmen leaving carve wooden handcraft profession

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Wages	132	88.0	88.0	88.0
	Less Appreciation and Honour	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

The frequency table shows the reason of leaving the profession or craftsmanship, according to 132 respondent craftsmen that craftsmen leaving handcraft field due to low wages a remains 18 craftsmen think that there is less appreciation and honor in sector of handcraft people and government and also other authorities are living them less attention.

6.1 Focus on training program

There are few institutes and vocational training centers that provide wood training courses to meet the needs of selective communities. They should be widely expanded to promote and improve skills on a large scale (Fiza Iftikhar 2013). The unfortunate furniture company and industry never focused on this aspect. Training on human resources (human resources) can improve the quality of work performance. This has a very positive impact on employees. Not only will workers receive rewards based on their potential and capabilities, but they will also improve product quality. Despising a rich labor force, lack of technical capabilities may hinder or interrupt workers' performance. It is recommended that factory workers suggested vocational training in order to be proficiency.

6.2 Reforestation

The forest sector should take steps to replant as soon as possible. . On the other hand, wood production has declined significantly due to unchecked and undeveloped forests. Another complicating issue is that the situation of illegal logging and illegal export of timber is increasing substantially, so the forest sector should be investigated and supervised. This will minimize production costs

6.3 Designer's exhibitions

It is highly recommended to organize exhibitions, seminars, and invite foreign designers to exchange their knowledge. Unfortunately, the exhibitions held do not produce any results, as small craft industrial and furniture stores cannot participate in these exhibitions due to high participation costs, or to promote the traditional furniture charges in Pakistan, should not involve placing booths for small craft sector

For motivation and encouragement, incentives should be given to participants. Some of the lack of adequate distribution communications and other advertising materials have lost a lot of

opportunities to participate, so the right marketing must be done before the show. The Pakistan Chamber of Commerce and Industry should give special consideration to reminding it. Training issues involve a small number of well-educated, certified and professionally trained workforces.

Pakistani interior designers and decorators should come up with innovative ideas and designs. Only a few creative people or designers work in the craft and furniture industry. The display houses should be decorated by designers, and traditional Pakistani decorative wooden craft and furniture should be displayed. In this way, every consumer from any social class can get an opportunity to experience it for themselves, observe and learn how to decorate at home.

6.4 Financial facilities

During the investigation, there is no proper guidance on applying for loans and how to use the financing facilities and incentives provided by the government for small industries. Personal loan facilities should be given to build their own businesses, reduce loan interest, so that everyone can benefit from it, and have more quality wooden craft and furniture products. Respondents responded showed in Fig: 16.

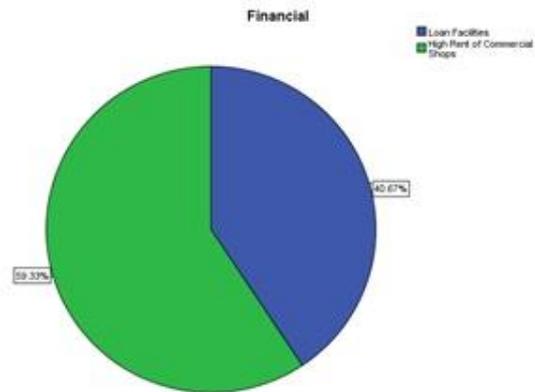


Fig 16: The pie chart graph shows that 59% of the financial issues were in high rent of shop and 49% is less loan facilities.

Table 7: Frequency of financial issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Loan Facilities	61	40.7	40.7	40.7
	High Rent of Commercial Shops	89	59.3	59.3	100.0
	Total	150	100.0	100.0	

The frequency that table mentions the financial issues, 61 craftsmen say that they can not avail the loan facility and 89 craftsmen that make the majority of respondents complain that they have to pay high rent for commercial shops.

6.5 Latest machinery

During survey notice less equipped craftsmen and artisans and craftsmen responded the questions asked in questioner showed in Fig 17.

Latest machinery should import for boost Pakistani furniture industries. Customs Duties should be minimizing by a government. For raising quality in production, it would greatly help to small wooden craft sector in Pakistan.

Closely examine and observation is the technical deficiency of some key equipment are noticed no proper finishing quality can be achieved if not using of accurate tools Usage of paint Brush this consumes more lacquer and should be avoided small industries and the individual workers working by themselves need to be equipped with using compressors spraying the lacquer. Human health must be concern in wood lacquers, and it should be taken seriously to be noticed by experts. Craftsmen mostly now leaving their profession, they have difficulty obtaining raw materials due to their low income. They feel that society's interest in them is constantly decreasing and efforts to find marketing opportunities. (Nazeih Taleb interviewed by Valerie Behiery Feb 26, 2013).

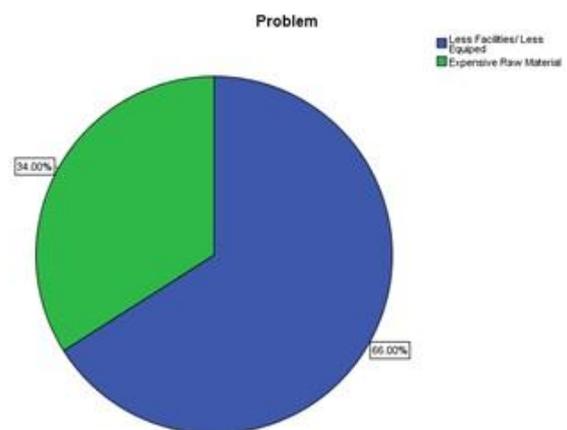


Fig 17: The pie chart show that 66% financial issue is in less financial and less equipment and 34% non-availability of raw material.

Skilled artisans use traditional ways of wood carving facing some issues, in workshops mostly workers are working in old method. The tools usually used are outdated and not in standard which are locally made.

Artisans still use pencils to draw patterns and hand tools to sculpt more time-consuming to carve wood, and now have computerized designs and fast-working wood machines in big industrial cities. These facilities should be used to facilitate the local people in small cottage industries in Pakistan. Through these facilities, they can not only speed up their work and seek a better livelihood; they can continue to promote the heritage that is now confined to the National Museum. (Fiza Iftikhar October 24 2013)

Table 8: Frequency of problem

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Facilities/ Less Equipped	99	66.0	66.0	66.0
	Expensive Raw Material	51	34.0	34.0	100.0
	Total	150	100.0	100.0	

The frequency table show the problems faces by the craftsmen and artesian in this field, 99 craftsmen say that they face the issue of less availability and facilities equipment in small workshops, the rest of 51 craftsmen say that the raw material is expensive to purchase.

6.6 Tool maintenance effect on furniture quality

Maintenance of craft tools is a very important part in woodworking engraving and cutting processes because workers or craftsmen are able to demonstrate high quality efficiency and accuracy in their work. According to survey some degree of negligence in the process of carving, in this regard is that the characteristics and quality of raw materials are also affected by the use of tools craftsmen responds showed in Fig: 18.

The tool maintenance responsibility of a single worker often seems to be his job rather than a company. Tool design are sometime not accurate to all kind of wood craft that matter need to be monitored. (Fig: 19)

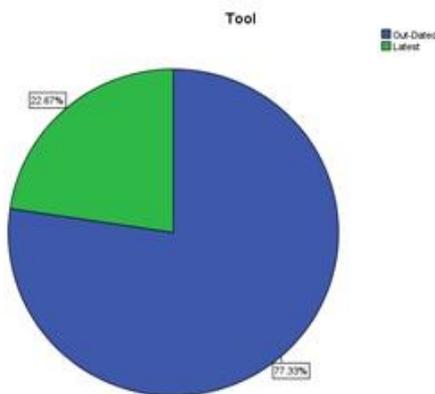


Fig 18: The pie chart how that 78% of the tools used by craftsmen are outdated and 23% latest tool are used



Fig 19: Artisan busy in carving with traditional old methods in workshop

Table 9: Frequency of tool

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Out-dated	116	77.3	77.3	77.3
	Latest	34	22.7	22.7	100.0
	Total	150	100.0	100.0	

The frequency table show that majority of 116 wooden handicraft workshop have out dated tools. And 34 shops used latest tools of wood carving.

6.7 Importing cheap products in Pakistan

Chinese products are commonly used. Research reveal the local furniture industry and traditional Handicraft is seriously affected by Chinese products and other decorative objects quality and price are very cheap, which also affects the sales of local furniture. The local market has fallen by 30% due to the large volume of Chinese furniture imports. (Muhammad Arifeen 2010).

It seems that the government itself is in line with this trend. But need to overcome this situation. Craftsmen respond to question in questionnaire showed in Fig: 20.

The frequency table mention the reason of vanish of art of wood carving, 89 craftsmen say it is due to sale of imported items and 61 think that western style decorative accessories are more in demand than Traditional Handicraft wood carving.

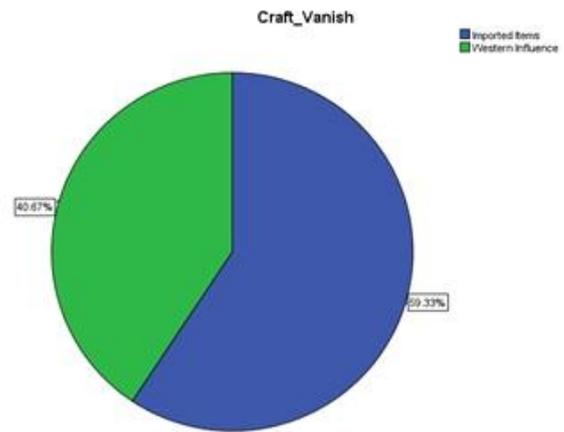


Fig 20: The pie chart show that 59% of the loss of wooden art is due to availability imported items and remaining 4% was western influenced adoption in society

Table 10: Frequency of factors involve in handicrafts vanishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Imported Items	89	59.3	59.3	59.3
	Western Influence	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

6.8 Physical issues

Study reveal that economically and physically craftsmen from the countryside are facing difficulties and challenges to sustain their families. Some of them are also looking for job opportunities abroad. Here should leave enough opportunities for eligible people to stay in Pakistan and provide them with opportunities instead of creating a bad situation for them to quit the craft sector and leave the country. As there is no control over the price increase, the purchasing power of raw material is seriously frustrated. The most important economic conditions have had a negative impact on the wooden carve handicraft sector, which usually affects the overall craftsmen's health and livelihood craftsmen respond showed in (Fig: 21).

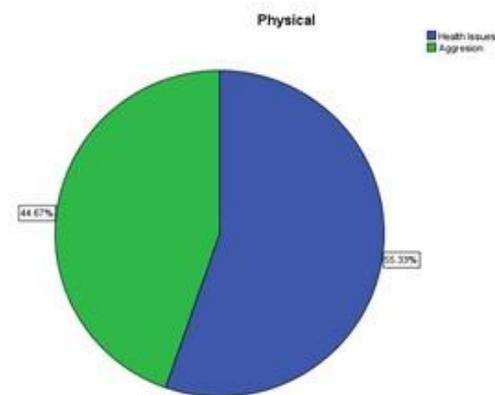


Fig 21: The pie graph shows that 55% was health issues and remains 44% is the physical aggressions during fatigue faced

Table 11: Frequency of physical issues

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Health Issues	83	55.3	55.3	55.3
	Aggression	67	44.7	44.7	100.0
	Total	150	100.0	100.0	

The frequency table shows the physical health issues are faced by the craftsmen, 83 craftsmen had developed health issues, and 67 craftsmen felt aggression during frustration and living conditions.

6.9 Raw material expectation or monitoring

Study investigates that the recovery rate of raw materials needs to be monitored and monitored. The main defects found during the investigation that defects caused by fungal diseases and wood drying defects. The use of wood stocks is used larger than the conventional size. The oversized log is difficult to check frequently, or the basic processing and product houses are in poor quality.

7. Conclusion

There is no issue if Pakistani people adopting international designs and global trends in furniture, but there must be balance between worldwide integration and cultural identity, by providing a market that hold the successful mix and match with the traditional carve furniture. Regardless of all the challenges observed and mentioned above the traditional furniture industry has strong potential. These strengths consist of incredible skill and command on traditional patterns. Talented skillful craftsmanship specializes in their field, distinctive decorative quality and aesthetics ability, skilled manpower which have their own charm and characteristics, availability of homegrown wood with the flexibility to modify and produce world class carve furniture despite of less resources.

However, providing opportunity to train the rural craftsmen to design in a such way of products blending with new style, well equipped with modern technologies in their profession can boost traditional furniture market to compete in the global markets. These traditional high-quality carve furniture and others carved decorative items making industries play an important role in society, Government should work on obstacles which creating hurdles in establishment of traditional art and craft industry. Examined Factors which cause a lot of wastage of manpower and material resources, time, financial resources need to equipped employees with the latest creative skills and techniques to prevent unnecessary loss. This would be helpful to create creativity and brings variation in design awareness in workers. Better quality furniture would be produced if quality of labor will be equipped with better life and much knowledge. Local craftsmen should be acknowledged and facilitated them through which they can not only quicken their work to earn a better living but also can carry on their profession for promoting their heritage and culture.

Handicrafts play an important role in the country's economy. It offers employment opportunities for the majority of people in rural and semi-urban areas. It creates a lot of foreign exchange for the country while Preserve its art and craft heritage. However, the government, local agencies, and non-governmental organizations need to address the setbacks rather than the motivation and inspiration for new items that need to be taken seriously. Finally, we can say that there is potential for development in this industry and people are willing to be part of art and craft industry. All they need is the help of the government. It can effectively promote the establishment of business and make the industry work with other organized departments. There is a great need for a quick response here; the large volume of imported products that flow into the Pakistani domestic market can seriously affect the industry, which will be a huge challenge to restore handicraft production sector.

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