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Maintenance of Traditional Occupation: A Case from the Telugu Speaking Artisan Community in the Islands

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ABSTRACT The so-called traditional crafts/handicrafts are one of the sources of livelihood for the millions of rural and tribal people even in the era of globalization. Though agriculture contributes major share in Indian economy, these crafts supports human subsistence on secondary basis. Due to the advent of industrial revolution, these handicrafts struggle to exist with the foray of so many polymer and metal made consumer products. It is observed that the occupational diversity, shift from traditional to modern varieties of basketry, is contributing immensely for the sustenance of this craft. The present study envisages the process of adaptation of the *Medar* community in an Island situation, which is entirely new from their rural set up.