

Handicraft Gives Women A New Identity

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Abstract: Applique work of Pipilli has got a worldwide recognition during the last two to three decades. This handicraft has generating a good income and side by side contributing significantly to the national economy. This background encourages many, especially many women entrepreneurs to develop this handicraft and marketing it in national and global level. This study on the topic 'Handicrafts gives women a new identity' is made to find out the socio-economic status of the women entrepreneurs, their business dimension and constraints faced by them. The research work was made on 16 women entrepreneurs of three coastal districts of Odisha. Data were collected through field observation and personal interview. Various statistical methods like percentage, average, mean, standard deviation and r value are used to analyze the data and interpret the result in a meaningful way. The results reveal some interesting things which show that their business is expanding as well as their income. Still, their business is not free from constraints in spite of various governmental and non-governmental supports. Study also throws some light on the measures to be taken to eliminate the obstacles.

Keywords: Generating income, identity, women entrepreneurs.

I. INTRODUCTION

Odisha a backward state of India, resides in the south eastern part of the country. It is regarded as a center of attraction of the tourists for its natural beauty, long and unique beaches and its attractive handicrafts. Odisha is having a long coastline of 485 kilometres (301mi) along the Bay of Bengal which attracts lakhs of visitors every year. Majority of people of Odisha belong to below poverty line and live in villages depending on agriculture. Their literacy rate is very low in comparison to other states. Due to illiteracy and ignorance, women of Odisha confine themselves within the four walls of their home and their labour remained unrecognized. The women constitute half of the labour force of the country and their labour must be constructively utilized for the growth of the national economy. But it is a matter joy that the present era witnessed a tremendous change in women participation in each and every sphere due to emphasis given on women education, modernization, industrialization, government support and motivation. Women are coming forward and voluntarily participating in the economic growth of the country. They are joining more and more as entrepreneur in order to prove their talent, skill and efficiency. They are

actively participating in productive activities of the country and contributing significantly to the national economy by exporting their product outside the nation. Last few years witnessed a rise of many successful women entrepreneurs earning name and fame within the country and outside.

Odisha earned a name as a land of rich cultural heritage, beautiful handicrafts and for its delicious cuisine. Tour of India is incomplete without visiting Odisha and enjoying its uniqueness. Pipilli a small village of Odisha, is now globally known as a destination of appliqué where many workers continue to practice the technique creating both traditional and contemporary items. Pipilli has an entry in Limca book of world record for the world's largest thematic appliqué work. Now there is a revolutionary change brought mainly by the entrepreneurs who are popularizing it by marketing it in almost all the tourist places of Odisha and exporting outside. It was a craft which originated as a temple art used at the time of cart festival of lord Jagannath now finds its application in a wide range household decoratives, and ceremonial products. Applique products are also in global demand in hotels and wedding halls, which use the extravagant creations in awesome decoration. The entrepreneurs are also earning high

profits out of foreign exports. There is approximately 1508 registered Appliqué shop in Odisha.

II. OBJECTIVE

- ✓ The socio-economic status of the Appliqué entrepreneurs.
- ✓ To determine the business dimensions of the Appliqué units under study.
- ✓ To find out the constraints and problems associated Appliqué enterprise.
- ✓ Suggestions for promotion of this handicraft under study.

III. METHODOLOGY

The study was conducted taking 16 samples of women entrepreneurs of Puri districts who are engaged in Applique business. The study was designed to investigate the socioeconomic status of the sample, their business dimension and the problem they are facing in spite of all government support. The selection of the sample was based on the following criteria.

- ✓ Existence of the unit more than 3 years.
- ✓ Turnover more than 3 lakh providing employment to more than 5 persons.

IV. RESULTS & DISCUSSIONS

The present study attempted to examine as much as 10 socio-economic variables namely age, education, caste, family type, family size, occupation, annual income, size of earning members per family, training and experience of the sample entrepreneurs to know their status.

OBJECTIVE 1: SOCIO-ECONOMIC STATUS OF THE SAMPLE UNDER STUDY

Sl. No.	Socio - economic Variables	Frequency	Percent age	Business performance score	Rank	r value
1.	Age					
a.	Up to 30 years	02	12.50	2.50	II	0.70*
b.	31-50 years	09	56.25	2.00	III	
c.	51yrs and above	05	31.25	2.60	I	
	Total	16	100.00			
2.	Education					
a.	Middle school	07	43.75	2.00	I	0.45*
b.	High school	05	31.25	1.80	II	
c.	College	04	25.00	2.00	I	
	Total	16	100.00			
3.	Caste					
	OBC	02	12.50	1.50	I	0.60*
	General	14	87.50	2.21	II	
	Total	16	100.00			
4.	Family size					
	Up to 3	04	25.00	2.25	I	0.29*
	4 and above	12	75.00	2.08	II	
	Total	16	100.00			
5.	Family type					
	Single	12	75.00	2.08	II	0.34*
	Extended	04	25.00	2.25	I	
	Total	16	100.00			

6.	Occupation					
	Business	13	81.25	2.15	I	0.56*
	Business+ Service	03	18.75	2.00	II	
	Total	16	100.00			
7.	Size of earning Members					
	One	01	6.25	3.00	I	0.33*
	Two	10	62.50	1.90	III	
	Three and more	05	31.25	2.40	II	
	Total	16	100.00			
8.	Training					
	Received	12	75.00	2.58	I	0.52*
	Not Received	04	25.00	1.50	II	
	Total	16	100.00			
9.	Annual Income					
	Up to 5 lakhs	13	81.25	2.23	I	0.53*
	6 lakhs and more	03	18.75	1.66	II	
	Total	16	100.00			
10.	Experience in business					
	Up to 5 years	04	25.00	2.50	I	0.69*
	6 – 10 years	02	12.50	2.50	I	
	11 years and above	10	62.50	1.90	II	
	Total	16	100.00			

Table 4.1: Socio - economic variables and business performance (N=16)

Appliqué enterprises were studied with sample size of 16. The r value reveals age, education, caste, family size, family type, occupation, size of earning members, training, annual income and experience in business significantly exerted influence on entrepreneurs.

The entrepreneurs belonging to the age group of 51 years and above, educated at college level, belongs to general caste, living in a family size of 3, in extended type of family depending on business as occupation having one earning member per family, trained, earning with in 3 lakhs per year and with experience of 11 years and more are found to be better performers.

OBJECTIVE 2: BUSINESS DIMENSION OF APPLIQUE UNITS

- ✓ **INVESTMENT:** Investment covers cost of raw material, management, labour charges etc. On the basis of investment, Appliqué units were classified into high, medium and low and the distribution of respondents is as follows.

Sl. No.	Level of annual investment	Range	Frequency	Percentage
1.	High	Above 10 lakhs	01	6.25
2.	Medium	5 to 10 lakhs	05	31.25
3.	Low	Up to 5 lakhs	10	62.50
	Total		16	100.00

Table 2.1: Classification of Appliqué enterprises on investment

Analysis reveals that 6.25 % of the units had incurred high investment (i.e, above 10 lakhs), 31.25 % medium (5 to 10 lakhs), and 62.50 % (up to 5 lakhs) in low investment

category.

- ✓ **ANNUAL PROFIT:** Annual profit of Appliqué units was examined by taking total profit of the units for the last three years. On the basis of it the units were categorised as high, medium and low.

Sl. No.	Level of annual profit	Range	Frequency	Percentage
1.	High	Above 10 lakhs	05	31.25
2.	Medium	5 to 10 lakhs	09	56.25
3.	Low	Up to 5 lakhs	02	12.5
Total			16	100.00

Table 2.2: Classification of Appliqué enterprisers on profit

OBJECTIVE 3: PROBLEMS AND CONSTRAINTS

No enterprise is free from problems. The problems encountered by Appliqué units have been studied under management, finance, raw material, production system and distribution system.

- ✓ **MANAGEMENT:** The management problems of Appliqué units relate to appointment and turnout of employees, term of employment, provision of training and managerial ability.

Sl. No.	Problems	Yes	Percentage
1.	Appointment & turnout of employee's	06	37.50
2.	Term of employment	04	25.00
3.	Provision of training	-	-
4.	Managerial ability	02	12.50

Table 3.1.1: Management problems associated with Applique units

Above 37.50 % of the units face the problem of appointment of staffs, 25 % in deciding term of employment and 12.50 % on managerial ability of staffs.

- ✓ **FINANCE:** To sustain the enterprise, finance has been the major problem for entrepreneurs. The bank loan, credit, rate of interest and period of repayment was examined as has been reflected in table below.

Sl. No.	Problems	Yes	Percentage
1.	Availing of bank loan	07	87.50
2.	Procedure of availing bank loan	07	87.50
3.	Term of credit	05	62.50
4.	Rate of interest	04	25.00
5.	Repayment period	03	37.50

Table 3.2.1: Financial problems of Appliqué units

A glance at the table reveals that, bank loan and its procedure to obtain bank credit is the major problem of the sample. Term of credit, rate of interest and period of repayment have also been mentioned by 62.50 %, 25 % and 37.50 % of sample respectively. The overall findings reveal that, bank loan, its procedures, rate of interest and period of repayment have become the major problems which need attention of the authority.

- ✓ **RAW MATERIALS:** Appliqué work comes under handicraft group. Manual labourers as well as machinery are required to perform the Appliqué activities.

Sl. No.	Problems	Yes	Percentage
1.	Procurement of raw materials	02	12.50
2.	Transportation	04	25.00
3.	Storage of raw material	04	25.00

Table 3.3.1: Raw material problems associated with Applique units

Transport, storage of raw materials and procurement of raw materials are observed to be the problems in order.

- ✓ **PRODUCTION SYSTEM:** In case of production system, the problems are experienced in case of maintenance of equipment, quantity of production per unit time and value addition.

Sl. No.	Problems	Yes	Percentage
1.	Maintenance of equipment's & machineries	12	75.00
2.	Quantity of production per unit time	02	12.50
3.	Value addition	01	6.25

Table 3.4.1: Production system problems associated with Applique units

The problems are found to be in maintenance of equipments, quality and value addition in order.

- ✓ **DISTRIBUTION SYSTEM:** Distribution system under study essentially refers to marketing. The production and distribution of Applique work needs good marketing for profit and sustenance. In finding out the status of distribution system, the following information's were obtained.

Sl. No.	Problems	Yes	Percentage
1.	Channel of distribution	12	75.00
2.	Selection of sale points	11	68.75
3.	Place of marketing	13	81.25
4.	Off season sale	14	87.50

Table 3.5.1: Distribution system problems associated with Applique units

The study indicates that, off season sale, place of marketing, channel of distribution and selection of sale points have been the major constraints' of the sample under study. It may be inferred that, regarding problems in marketing and distribution system, there is a need of intervention of concerned departments.

OBJECTIVE 4: PROMOTION OF APPLIQUÉ PRODUCTS

- ✓ **PROMOTIONAL PLAN:** To increase the sale of the product and diffuse information about product in locality and outside, the enterprises have their promotional plan.

Sl. No.	Promotional plan	Frequency	Percentage
1.	Advertisement	5	31.25
2.	Personal contacts	13	81.25
3.	Demonstration	10	62.50

4.	Any other (exhibition, giving visiting cards in soochna bhawan)	4	25.00
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Table 4.1: Promotional plan of Appliqué units (N = 16)

As revealed personal contact and demonstration are the major methods in promoting Appliqué products followed by advertisement. The exhibition is also considered to be good opportunity for the sale of products by distributing visiting cards and information about products.

In finding out budget for promotion of product, it is found that 87.5 % proposed to spend Rs. 5000/- per year and 12.5 % more than Rs. 5000/- in a year.

V. CONCLUSION

Applique occupies a unique place among the most famous handicraft products of Odisha. It provides livelihood to many families specifically in the coastal belt of Odisha. Puri and Pipili are the major production centres of Applique in the state. The Applique workers are motivated to take up job by caste and specific location in the district. The business volume of the Applique workers is in increasing trend and profit-making is quite satisfactory. The socio-economic variables and business performance are found to be significantly associated. In other words, the business has given them better socio-economic status in the society. The overall gap in entrepreneurial traits is only 34.33 % implying about 65 % have the requisite traits to run the business. The investment and turnover ratio is quite satisfactory in Applique business. The entrepreneurs are self-motivated for the business and they mostly depend on self-resources to manage the business. Many of the units are operating in hired buildings with minimum machineries and optimum staffs. Marketing channels now is quite wider for Applique products and price fixing is dependent on choice of the customers along with cost

of production. The employees of the units are trained in business and have the capacity to run the unit. Exhibition is the major medium to boost up the marketing of the Applique product. The Applique units are not free from problems although about variety of products are produced by them to attract the customers of far and near. The problem in management, finance, supply of raw-material, and production and distribution system has been experienced by the sample. In order to make the art flourish more and more in global field there is a need of enhancement of government support in skill development training, finance and marketing.

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