



## THE ROLE OF RURAL CO-OPERATIVE SOCIETY'S IN INCREASING INCOME IN HANDICRAFT DOMAIN - A STUDY ON UTTARA KANNADA DISTRICT (KARNATAKA)

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### ABSTRACT

India plays a major role in handicraft products to the art world. In fact the Indian handicraft market hub for handicraft products. Handicrafts have a great potential to provide employment opportunities to millions of artisans spread over length and breadth of the country, as most of the artisans have inherent art to be converted in to occupation. Men and Women of Uttara Kannada are very prosperous in the art of 'Needle and Thread'. Generally they are used to do such work for their domestic use. But now a days, such products are demanded everywhere. They require professional touch as per the requirement of demand of the market. Government tries to uplift the art and artisans through various programmes and policies. Despite of various government and non government efforts, the reality is not satisfactory. The handicraft artisans suffer a lot due to being unorganized, lack of education, low capital, poor exposure to new technologies, absence of market intelligence and a poor institutional framework. This paper highlights the details of Indian handicrafts business and its extensive artworks.

**KEYWORDS:** Handicraft, India, Products, Uttara Kannada, Government, Income, Education.

### • INTRODUCTION

Income is the consumption and saving opportunity gained by an entity within a specified timeframe, which is generally expressed in monetary terms. People especially in poor households engage in diverse and multiple activities to improve their livelihoods by maximizing risk and achieving other household's objectives. The effectiveness and profitability of the livelihood systems will vary depending on the general development environment. Livelihoods are an outcome of how and why people organize to transform the environment to meet their needs through technology, labour, power, knowledge, and social relations.

Further, most commercialized craft aims for quick, standardized and low cost replication. This imitates the factory model. The strength of hand craft, artistic vision involved and hand made quality are forgotten. The net result is that even when artisans can earn a living by producing contemporary versions, most do not wish their children to be artisans. (Kala Raksha,) Surely, some approach must be altered to enable the artisan to be economically and socially powerful so that they can sustain and propagate the Indian cultural heritage from generation to generations till the centuries.

But the scenario does not seem to be very attractive. Still the handicraft artisans are not able to overcome their weaknesses and hence struggle hard for their existence. Some art have slowly lost relevance with the advent of industrialization and the sector carries the stigma of inferiority and backwardness. Hence, here an attempt has been done to study the weaknesses and challenges faced by such artisans engaged in the most popular craft of Uttara Kannada, i.e. Hand embroidery & bead work.

Uttara Kannada is a land of art and craft and a great range of ethnic communities live here. Most of them have still continued maintaining their culture in the form of handicraft including embroidery, bead-work, textile printing, Bandhani (tie-dye), leather work, pottery, woodwork, stonework, etc. The Handicrafts Sector plays a significant role in the economy of India. It provides employment to a vast segment of artisans and generates substantial foreign exchange for the country, while preserving its cultural heritage.

#### • REVIEW OF LITERATURE

**Ahmed, (1980)** in his book entitled "Problem and Management of Small Scale and Cottage Industries" expresses that the satisfactory performance in marketing of handicrafts could be possible due to the special interest taken by central as well as state governments to boost up the export of handicraft articles. **Papolain, (1984)** "Rural Industrialization" had made an extensive study of 14 rural industries. Most rural industries especially traditional in nature have a limited capacity to generate even the subsistence income to the members engaged in it. But some other industries even run on traditional lines have a promising future such as handlooms. But other industries, which run in modern lines, seem to break the caste industry nexus and reduce the rigidities of social stratification in rural areas. These industries yield higher income to the entrepreneurs'. **Nayak (1997)** in his book titled "Role of Handicraft Cooperatives in Rural Development, Problems and Policy Options", it was found that the problems of handicraft cooperatives were due to lack of leadership, general awareness among craftsmen, political interference, lack of financial resources, raw materials technology up gradation and mismanagement of funds. **Panda, (1984)** in "Textiles" of Arts and Crafts of Ganjam Districts, Orissa says that the appliqué craft is of 500 years old. The history of appliqué is commensurable with operas, festivals and processions. Handicrafts being a specific category of the broad group of rural industries, very few in-depth research works have been done on this. However, some references to handicrafts have been made in the context of rural industrialization. **Rao (1990)** in his book "Marketing of Handicrafts" observed that "Handicrafts offer solution to India, which is characterized by unemployment and foreign exchange crunch".

#### • METHODOLOGY

For this research study, the following criteria were kept in mind while selecting sample.

The respondents must be practicing the handicraft as a source of income; The respondents must be Artisan; They must be of Scheduled Caste; The sample size should be 500 The study is descriptive and empirical in nature. The study uses primary data collected through a questionnaire used as a schedule with the tribal communities. This study is conducted to highlight the socio-economical condition of the tribal communities. 18 such tribal communities have been identified in the district of Uttar Kannada by government department and Non Governmental Organizations and references from books, journals and websites. For collection of primary data, interview schedule, focus group discussion and observation methods were used. The gathered primary data were scrutinized, verified and arranged properly. After coding, computer data entry was done carefully. The data were analyzed with the help of computer programme SPSS (Statistical Package for Social Sciences) and Excel. Statistical tools such as Frequency Distribution, Measures of Central Tendency, Chi-square test, t-test, Analysis of Variance, etc. were applied to analyze the data.

#### • Objectives

The present paper focuses on the following objectives.

1. To study the demographic profile in particular age and literacy level of the handicraft artisans in Uttar Kannada District.
2. To study the different forms of handicrafts operating under the study area.
3. To study the significance of rural cooperative society's in accelerating the income of handicraft artisans.

- **Sampling**

There are 18 communities in district of Uttar Kannada who are involved in producing traditional handicraft products. For equal representation from each tribal community 30 artisans have been selected to collect the data. Hence the total sample size is 500. The snowball sampling technique is used to collect the data as these artisans are scattered geographically and it is difficult to trace them. In sociology and statistics research, snowball sampling (or chain sampling, chain-referral sampling, referral sampling) is a non-probability sampling technique where existing study subjects recruit future subjects from among their acquaintances and known artisans.

- **Hypotheses**

In this paper, the following hypothesis is made to test with the help of Chi-Square test.

**Null Hypothesis  $H_0$ :**

There is a significant difference observed between the average income of handicraft artisans having education level and awareness of the artisans about fair and exhibitions.

**Hypothesis Alternative  $H_1$ :**

There is no association between the education level and awareness of the artisans about fair and exhibitions.

- **Data analysis and findings**

**Form of Handicraft Activity:** Handicraft artisans under the research area seems involved in various handicraft activities like hand embroidery, bead work, wool work and coir work. All the respondents have been categorized in to four categories:

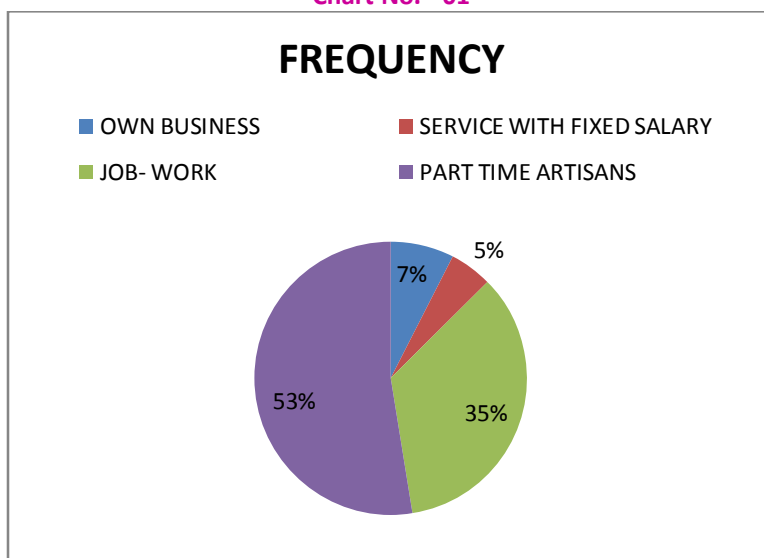
- 1) Running own business
- 2) Doing service in some handicraft unit with fixed salary
- 3) Doing job work of handicrafts regularly and
- 4) Potential artisans doing handicraft in their leisure time only.

**Table 1- Forms of Handicraft Activity**

FORMS OF HANDICRAFT ACTIVITY	FREQUENCY	PERCENTAGE
OWN BUSINESS	03	07.5 %
SERVICE WITH FIXED SALARY	02	05.0 %
JOB- WORK	14	35.0 %
PART TIME ARTISANS	21	52.5 %
TOTAL	40	100 %

*Source : Primary survey*

Chart No. - 01



Source: Table no. 01

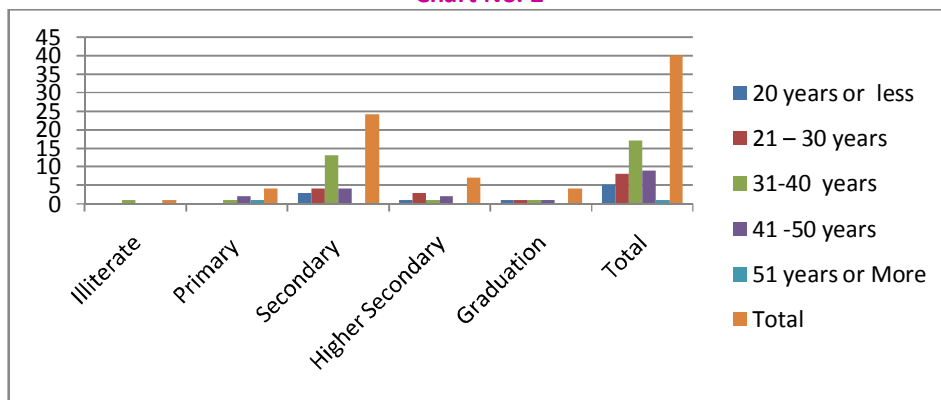
It is noticeable that nearly half of the artisans (52.5%) are part-time artisans who are not currently employed regularly in the field of handicrafts. They are skilled people but not getting regular work of handicrafts. So, such artisans work in their leisure time to earn supplementary income. Some are employed in some other occupations. Thus, only 19 (47.5%) artisans have adopted their art as main occupation or means of earning. Only 3 artisans, i.e. 7.5% are in own handicraft business either established by herself or family. 2 artisans are engaged in service with fixed salary in some other handicraft business. 14 (35%) artisans are doing job-work in this sector and paid wages as per their hand work. It is found during the study that these job workers work according to the needs and instructions of their employers/businessmen/middlemen. Generally, they do not have chance to show their designing talents, as they become just workers/laborers not artists.

Table 2 - Age and Level of Education

Age and level of education	Illiterate	Primary	Secondary	Higher Secondary	Graduation	Total
20 years or less	0 (0%)	0 (0%)	3 (7.5%)	1 (2.5%)	1 (2.5%)	5 (12.5%)
21 – 30 years	0 (0%)	0 (0%)	4 (10.0%)	3 (7.5%)	1 (2.5%)	8 (20.0%)
31-40 years	1 (2.5%)	1 (2.5%)	13 (32.5%)	1 (2.5%)	1 (2.5%)	17 (42.5%)
41 -50 years	0 (0%)	2 (5.0%)	4 (10.0%)	2 (5.0%)	1 (2.5%)	9 (22.5%)
51 years or More	0 (0%)	1 (2.5%)	0 (0%)	0 (0%)	0 (0%)	1 (2.5%)
Total	1 (2.5%)	4 (10.0%)	24 (60.0%)	7 (17.5%)	4 (10%)	40 (100%)

Source : Primary Survey

Chart No. 2



Source :Table no 2

It is clear from the above table that majority of the artisans fall under the age group of 31 to 40 years, i.e. 17 (42.5%), among which 13 have studied till secondary standards. Number of artisans falling in age group 21-30 and 41-50 years are 8 (20%) and 9(22.5%) respectively. Only 6 artisans are in extreme age categories, i.e. 5 (12.5%) are below the age of 21 years, whereas only one artisan is found in elderly group, i.e. more than 50 years. It seems that 85% of total respondents come under the category of 21 to 50 years. The average age is nearly 35 (Mean-34.5) years. It also seems that 60% respondents have got education up to secondary standard, only 17.5% have studied up to higher secondary standard while only 10% are graduates. One artisan has been found illiterate in this study. Thus, the level of education is not at the satisfactory level. But 13 (32.5%) respondents are under the age of 30 and some of them are students too. So, It provides a hopeful picture of the situation. Thus, in spite of various governmental efforts to boost the female education, the fact is not very pleasant, as various economical, social, cultural and personal hindrances are responsible for this scenario.

H0: There is no significant difference between the average income of handicraft artisans having membership with any organization/group and artisans not having such membership.

For testing the above null hypothesis, t test was applied with the following result in SPSS.

Table 3 - Group Statistics

Monthly Income from handicrafts activities	Membership in any Group /SHG/NGO,etc	N	Mean	Std. Deviation	Std. Error Mean
	NO	20	1610.00	1476.268	330.104
	YES	20	950.00	796.869	178.18

Source : Primary survey

Table 4 - Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. (2-tailed)	Mean difference	Std. error difference
Income	Equal variances assumed	5.016	0.013	1.759	38	0.087	660.0	375.125
	Equal variances not assumed			1.759	29.206	0.089	660.0	375.125

H<sub>0</sub>: There is no association between the education level and awareness of the artisans about fair and exhibitions.

## • CONCLUSION

The term 'Handicraft' encompasses a wide range of artifacts. The informal sector, which includes handicrafts has been described by the international Labour Organization (ILO) as a part of economic activity characterized by certain features like reliance on local available resources and skills, family ownership, small scale operations, labour intensity, traditional technology, skills generally acquired outside the formal school system, unregulated and competitive markets and contribution of cooperative society's for accelerating the handicraft artisans. Thus, in this paper an attempt has been made to study the role of cooperative organization in increasing the handicraft artisans in Uttara Kannada District(Karnataka).

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