

Marketing Problems Artisans in Gulbarga Districts



Commerce

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ABSTRACT

In democracy it is joint responsibility of the state and community and large to improve the lot of artisans the state will have to accept some responsibilities to facilitate to the artisans in rural area. There is need to identify key communicator among rural artisans they can play crucial role in moderating them to accept new ideas. The role of mass media in building awareness cannot be ignore there should be a concert efforts to all mass media to evolve a greater role for artisans in the rural area.

Introduction:

Artisan is the second largest employment in India after agriculture, yet lots of crisis in developing artisans work and misunderstanding of industry. There is neglect and ignorance in using of Indian traditional products. The idea has been changed in living style of Western countries. The handicraft and handloom sector primarily belongs to economically and socially weaker sections of the society in the rural part of the country. Artisans who belong to one community, are not identified by the caste or creed they belong to, rather their identity stands by their unique traits and authentic features. The village communities of artisans have always been the centre of the traditional crafts of India. For the improvement of a less developed area like Gulbarga District of Karnataka, it is necessary to educate people and to train them in various skills and crafts so that they can improve their living conditions by flourishing in the sector. This sector has a vast potential to generate self employment, which is not widely known and quantified. The poor women, who remain at home and are unemployed, can be trained in this field, so that their economic standard is strengthened. The artisan work can be encouraged among unemployed men and women of urban area so that government and public institution take initiative to explore marketing in the state as well outside.

Objective of the study

To Know the socio economic conditions of the artisans in Gulbarga District .

Methodology of study:

Sample size of artisans were 100 who selected on random basis and Primary data collected through interview schedule. The respondent belongs from Gulbarga District who all is women artisans. Secondary has been selected through books, journals, website etc.

Scope of the study

The study is restricted to Gulbarga District only.

Findings:

Family expenditure of respondents

Due to inflation, the prices of commodities are soaring up. Consequently, their expenditure is not only increasing but in few cases is exceeding the income. 20 artisans have expenditure between Rs 8000-11000. And none of them have expenditure below Rs 2000. While 25 of them spend between Rs 2000-5000 and 20 of them spend between Rs 5000-8000. And 20 artisans have expenditure more than Rs 11000.

Another reason behind this is that most of them have large families; each family having at least 15 members, therefore expenditure of the family is high. Respondents depending upon the artisan work which is providing less income and that is very low to lead the family. They struggle to start self reliable business of handicraft products, where they do not have enough capital to sustain.

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Family saving of respondents

Savings are important in order to sustain and expand business. If one does not save there is no scope to prosper. Most of the artisans do not save much because of lack of financial planning. A maximum of 30 artisans save below Rs1000 while only 10 of them save more than Rs 5000. 15 of them save between Rs 1000-2000 and 15artisans' range between Rs 3000-4000. 20 artisans have Rs 2000-3000 as their savings and 10 of them have between Rs 4000-5000. This is mainly because they don't plan properly when, where and how much to spend. Also because of their huge expenses, very little amount is left for saving.

Reasons for not taking loan from banks

Loan helps artisans to expand their business, take risk with new services or products, start up own business. Though Artisan provides a benefit of taking loans from government but none of the artisans could make use of it. 57% of respondents say that due lack of awareness they have not taken loan from bank, which have been holding the card for more than a year. Only 13% of respondents say that due long procedure of bank they are not interested and 13% of respondents do not require loan from bank. To become self reliable, artisan should have some capital but due to ignorance they have not taken loan form bank. It seems that artisans have not been educated on the schemes under which they suppose to get the benefit.

Sources of Finance other than banks

Government has option to provide loan for artisans on low rate of interest but due to ignorance respondents do not take loan from bank rather they take loan from their relatives, friends, money lenders etc. The below figure shows that 57% artisans borrow money when required from friends and relatives and 30% lend from money lenders for their business and home purpose

Participation in Artisan exhibitions

Artisan Card gives an opportunity to participate and open stalls in any exhibition all over India without charging any fee. The below figure shows the participation of artisan in fair Out of 100, 70 artisans participated in various exhibition using their Arti-

san Card even outside District. None of them were charged any fee for opening their stalls. This number is likely to increase in future. The rest 30 artisans, who could not participate, though they were willing but couldn't get permission from their husbands and family members, this was their challenge for them and few of them could not go because they were unable to take out time as they were busy in their household chores.

Benefit from participation in Artisan exhibitions

All the 70 artisans who participated in fairs were benefitted in some way or the other. Most of them saw an increase in their income and profits. During the participation in artisan exhibition their skills, methods and knowledge were enhanced and also got exposure that how an artisan should do in a creative manner. They improved their marketing skills. They shared ideas and experiences when they had interactions with the other artisans. After getting exposure in artisan exhibition, there was increment in work as their work was recognized as well as advertised which helped them to get bulk orders for their items. They also got an idea about the demands of the customers which helped them in making the required modifications in their work

Suggestions

Awareness creation could be arranged by organizing workshop and seminars on different artisan schemes, bank linkage and loaning, developing market and providing capacity building on productivity and marketing.

It is very important that advocacy and networking with banks and other financial institutions to be strengthened so that scheme is properly implemented. It is also seen that artisans do not flourish their trade due to difficulties with and challenges with government and banks.

About 70% of respondents got opportunity to participate and expose in artisan exhibition, which has provided them self confident and lots of learning. These leanings have boosted them to increase their income and saving as well. So it would be better that artisans are encouraged to participate in artisans exhibition and can be organized at local level promote more number of artisans with the cooperation of government and other private enterprises.

For the recognition of artisan government should take initiative to set up training institute and promote usage of artisan products in and around the state. Time to time government should reward artisans in order to motivate them developing their skills.

To have successful implementation of the scheme government

should create a team with the combination of non government organization and private enterprises taking into the consideration of difficulties and challenges of artisans.

Conclusion:

India is rich in having traditional handicrafts which is ever glorious but during colonial period it slowly started washing down the rich culture of India. Now Indian government has set up modern textiles and industries of modern product which has threaten the environment by using plastic and chemical materials. The national planning has failed to promote the visibility of local artisan craft rather promoting for huge product of western items. There is a chance to nurture the significance of local artisan product and to safe guard Indian culture. This sector requires the advocacy of the government for flourishing and enhancing its product in the market. The artisan work should receive proper recognition in the society. There are lots of institutions for promoting modern design and it has been the career and profession for modern age of people. It is the time for the government to recognize and raise similar type of technical training to encourage for self employment of artisan who has been involved in their life to survive and beatify the world through natural products.

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