

## Assessment of Entrepreneurship Characteristics of Patola Weavers in Saurashtra Region.



### Home Science

**KEYWORDS:** Entrepreneurship, Patola, weavers, competitiveness, marketing strategy.

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### ABSTRACT

Entrepreneurship is a big matter among person. A Study was carried out among Patola weavers in Saurashtra region to assess the characteristics of entrepreneurship. A questionnaire was designed to collect information along with personal interview of 80 woven workers. Various parameters ranging from level of confidence, dedication to work, mental attitude, creativity, technical skill, problem-solving and decision making skills including characteristics of entrepreneurship have been studied. Positive attitude for their work with dedication is observed. Moderate level of business skills and financial stability are observed. Financial help for enterprise is highly needed. Lack of communication skills is found. Lack of better ideas for market is seen. Furthermore remedies to boost entrepreneurship also noted. Future trends for entrepreneurship are also noted.

### I. INTRODUCTION

A piece of cloth or an outfit is looked beyond its essential value. Value addition on basic creation is the key that open up new vistas. Clothing and textile too have witnessed major change from the viewpoints of manufacturers and customers. From individual customer to textile mill, the manufacturing process has become complex. There used to be a single economical and communal class called weavers, who used to inherit the skill of weaving. They were the master weavers and this skill has remained their monopoly. Machine could not substitute them. Patola is one of the items or crafts, which is still woven by weavers.

Entrepreneurship is a process. It is a creating and/or building something of value. It can be identifying an opportunity. It is also to pulling together the needed resources to pursue the opportunity. It may be developing and implementing a business plan. No doubt it involves uncertainty and the acceptance of risk factors. The entrepreneurs don't have to worry about numbers legend. Every person may have entrepreneurship characteristics. Tenacity, passion, tolerance of ambiguity, highly adaptable, vision, self-belief and flexibility is traits of successful entrepreneurs.

David B. Audretsch, an economist found that entrepreneurship is a vital contributor to economic growth and prosperity. They create new jobs. The stimulation of related businesses or sectors that support the new venture adds to additional economic development. Entrepreneurial endeavor literally generate new prosperity. Existing industry may remain confined to the scope of existing markets and may hit the glass ceiling in terms of income. New and improved offerings, products or technologies from entrepreneurs enable new bazaar to be developed and new prosperity created. Entrepreneurs add the national income.

### II. AREA OF STUDY

It is in this dynamic environment that we need to understand for any business. The Patola art of our country is prehistoric. An entrepreneurship characteristic among Patola weavers is prime measurement. Weavers belong to Saurashtra region of Gujarat State is also make Patola. How much entrepreneurship characteristic is there among weavers is main area of study.

### III. OBJECTIVES OF THE STUDY

1. To check awareness about entrepreneurship among Patola weavers.
2. To know entrepreneurship potential among Patola weavers.
3. To find out entrepreneur behavior among Patola weavers.
4. To study the effect of entrepreneur skills.

### IV. METHODOLOGY

The questionnaire was used for target group for different issues regarding Patola weavers. Woven entrepreneurs are target group. Various types of questions were asked to assess the issues. Survey results were arranged for systematic analysis of content and

requirements. Researchers survey various parameters like competitiveness, awareness of training, need of financial help for their future enterprise etc by a set of questionnaire and personal interviews.

Following Table (1) depicts the various questions and their response from respondents.

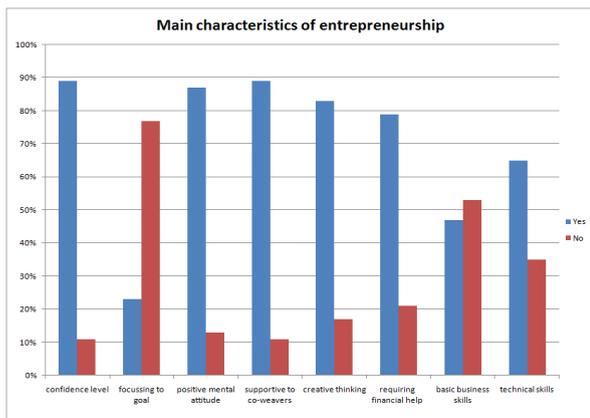
**Table (1) Assessment of characteristics of entrepreneurship.**

Sr.	Assessment of characteristics	Respondents' answer	
		Yes	No
1	Are you hard worker?	87%	13%
2	Are you competitive at everything?	67%	33%
3	Are you an activist for your brand during whole time?	88%	12%
4	Would you like to take training regarding your work?	55%	45%
5	Would you like to learn regarding your work?	57%	43%
6	Are you overflowing with confidence?	89%	11%
7	Are you perfect to your work?	86%	14%
8	Are your road-map is clear to your goal?	23%	77%
9	If you fail in your work, then you will continue your work?	78%	22%
10	If obstacles are many, then you will give up your work?	79%	21%
11	Have you Positive mental attitude?	87%	13%
12	Are you supportive to co-weavers?	89%	11%
13	Are you entering new territory?	12%	88%
14	Whether you will apply new things in your work?	75%	25%
15	Whether you will apply new ideas in your work?	76%	24%
16	Are you loved to imagine new things?	85%	15%
17	Are you a creative thinker?	83%	17%
18	Will you take responsibility for any failure?	80%	20%
19	Will you take responsibility for any mistakes?	81%	19%
20	Do you have financial stability?	33%	67%
21	Are you requiring financial help for your future enterprise?	79%	21%

22	Do you require help for initial establishment of premises?	85%	15%
23	If you fail in this enterprise, then you try again?	77%	23%
24	Do you know basic business skills?	47%	53%
25	Do you have human relations skills?	86%	14%
26	Do you have technical skills?	65%	35%
27	Do you have basic problem-solving and decision-making skills?	64%	36%
28	Do you have basic communication skills?	48%	52%
29	Whether you work alone?	49%	51%
30	Have you any idea for better market?	52%	48%

**V. RESULT AND DISCUSSION**

The table (1) shows remarkable results. Many weavers are eager to make innovation in their products. Hard work willingness found. Competitiveness is observed. Most of them have lot of creativity. Willingness to take training is found with learning approach observed. Lot of confidence level and perfection in work are seen. Road-map in future is not clear. Positive attitude for their work with dedication is observed. No fear for failure. Moderate level of business skills and financial stability are observed. Financial help for enterprise is highly needed. Lack of communication skills is found. Lack of better ideas for market is seen. Following Fig. (1) shows main characteristics.



**Fig.(1) Main characteristics**

**VI. REMEDIES TO BOOST ENTREPRENEURSHIP**

Education is must for creativity. It is natural that crafts men or weaver have lower education hence they may suffer many ways. Training has similar influence. More training centers required for new and innovative products. Financial help is utmost need. Without money big enterprise can not possible. Weavers may have very limited financial facility. Due to less education standard, marketing strategy, high-tech electronic media etc can not be very useful to Patola weavers. Different education facilities for them should be provided. Sufficient marketing facilities should be provided to them so they will enjoy and focus their creativity. Different modes of advertisement should be introduced. More innovative ideas can boost the ancient art.

**VII. FUTURE TRENDS**

In the modern era, only new things will stay in the market. Every product looks modern now. So Patola should look modern touch with cheap and reasonable price. The production cost should be reduced. Different varieties should be available to customers. The entrepreneurs should keep in mind that prices should not be the sole attractive feature of their products or services – there should be other factors such as commendable design features, individualized services and top category standards. It is also important to opt for a market division that has a reasonable performance record for a

considerable period of time and will grow properly in the future as well. Innovative ideas in each component are crucial to a business being able to improve its processes, bring new and improved products and services to market and improve its profitability. More entrepreneurs should come with great zeal. One formula for entrepreneurship is must that is we hear ideas all day long, each working day but we want business.

**VIII. CONCLUSION**

Competitiveness and eagerness to adopt new ideas regarding Patola leads bright future but to become entrepreneur is different matter. The financial stability, marketing strategy, competitiveness are prime characteristics of entrepreneurship. Road-map of business is not clear. It requires help for initial establishment of premises. More financial help is highly needed.

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