



Promoting Research

The ORISSA JOURNAL OF COMMERCE

U.G.C CARE Listed, Group-I, A Peer Reviewed and Referred Journal

Volume XXXXI

July-September 2020

Issue No – III

Title of the Research Papers

Contributors

- ❖ **Dynamic Relationship Among the Sensex, Gold Prices and Foreign Exchange Rate: A Study** *Ashoke Mondal*
- ❖ **Real Exchange Rates and India's Exports to United States: An Application of ARDL Approach** *Swami Prasad Saxena
Vasudha Gupta*
- ❖ **Identifying Decisive Drivers of Regional Rural Banks in India: A Multi Factor Sensitivity Analysis** *Chinmoy Roy
Abhirupa Roy*
- ❖ **Comparative Analysis of Bitcoin, Gold and NIFTY 50 During COVID-19 Crisis** *Mukesh Kumar Jain
Shoeba*
- ❖ **Impact Analysis of Indian Accounting Standard (Ind Ass) on Specific Components of Financial Position Statement** *Durga Singh Gour
Mukesh Kumar
Shurveer S. Bhanawat*
- ❖ **Anchor Investment and IPO Returns in India** *Sanjaya Kumar Subba
S.S. Mahapatra*
- ❖ **Analysis of Problems and Prospects of Handicraft Artisans in the State of Goa- Case Study** *Juao Costa
Priyanka Da Silva*
- ❖ **A Study on Music Listening Behaviour and Preference for Music Streaming app among Youths** *Nishita Sonniya
Supriyo Patra*
- ❖ **The Perceptions of the adult consumer behavior towards PUBG online video game during COVID 19 in Tiruchirappalli City** *Ms. A. Shaira Bi
S. Vasanthi*
- ❖ **The Impact of Product Design on Purchase Intention of Semi-Durable Products** *Nihara Marie Thomas
Ginson D Parambil*
- ❖ **Role of Demographics in Pro-Environmental Search Behaviour** *Nittala Rajyalakshmi*
- ❖ **Sukanya Samriddhi Scheme: A Case Discussion** *S. P. Agrawal*

A Publication of Orissa Commerce Association

Journal's Website: www.ojcoca.org, E-Mail id: malay@ojcoca.org

Analysis of Problems and Prospects of Handicraft Artisans in the State of Goa- Case Study

Dr. Juao Costa & Priyanka Da Silva

ABSTRACT

The study "Analysis of problems and prospects of handicraft artisans in the State of Goa" was undertaken to check the issues featured by handicraft artisans in Goa and to gauge the expansion of handicraft business over the past five years. Hypothesis set was, Ho: there's no important relationship between the expansion of handicraft business with sales turnover, financial gain generated, profits re-invested, assets purchased, wealth generated, new units established, exports accomplished. on doing multivariate analysis alternate hypothesis was chosen. So as to run correlational analysis eighteen factors were taken and were reduced right down to eight major elements. The sample elite for the aim of study was a hundred. From the study it was concluded that, as the academic qualification increases the attention concerning varied schemes conjointly increased. It was also found that the artisans face issues in availing the facilities from the government and also that government has not taken any major steps for commercialization of the handicraft product.

Keywords: Handicrafts, Artisans, Problems, Growth

Introduction

Handicraft industry provides job for giant number of artisans in whole country, both male and feminine are engaged in this sector. It is really a tool to eradicate the unemployment in rural economy and become the source for economic development both in rural as well as urban areas. Handicraft industry plays an important role in the growth and development in the rural areas, because after agriculture handicraft is the primary work of the rural population to earn their livelihood. The focus of Indian exports still continues to be on goods manufactured by urban industries like engineering goods, textiles, gems and jewelry etc. Though there is great emphasis for export from small and medium scale industries, the thrust given for viable and profitable areas like Handicrafts is much less, than what it should have been. Handicrafts in this country form an important part of our rich cultural heritage. Handicrafts have now got partially submerged under the rising forces of modern industrialization with its higher mechanization. The industry is considered to be important to Indian economy and is taken into account because the second largest employment generating sector after agriculture, i.e., around 6 million

* Professor, Department of Commerce, Rosary College of Commerce and Arts, Goa . Email: juao@rediffmail.com , Ph. 9421247421

** Assistant Professor in Commerce, Government College of Arts, Science, and Commerce, Goa, Email: priyankadasilva93@gmail.com , Ph. 7350330016

artisans are related to the industry who are basically from the weaker sections of the society and is one among major exchange earners for the country. Rising cost of raw materials and inflation are big threats to the Indian handicraft industry. Obsolete technology is one other major reason for India's low share within the world handicraft market.

Literature Review

Few retailers face constraints associate degreed challenges whereas commercialism their product respondents additionally report that there had been an inflated use of handicraft product. Therefore, it's going to be aforesaid that retailers square measure happy from their profession and like to be during this profession in spite of varied challenges (Khurana 2011). The export of handicrafts in Thanka is in rising trend. it's additionally illustrious that the entire Export of Handicraft and Thanka export have moderate degree of direct correlation (Pandey 2011). Despite efforts being taken, problems like lack of implementation of policies and concentration on the macro perspective have ceased the effectiveness of the efforts, giving very little or no results. Post the review of the present state of the Indian artisans, there arises a requirement for honing the abilities of this hands (Jadhav 2014). it absolutely was noticed that majority of the social group girl artisans square measure having the autonomy to sell their product. Whereas among non-tribal girl artisan's majority fifty-one % of the respondents don't have the autonomy to sell their product at their own decisions (Laxmi 2014). The study was undertaken to search out challenges and threats featured by craftsman of geographic area alongside their strengths and future opportunities. West Bengal is extremely reach in handicrafts attributable to its long heritage and culture. Since decades, an oversized range migration befell in geographic area that created the state a culturally diversified. Artisans from numerous components of the state square measure engaged in making their own quality product. From the study it absolutely was found that a lot of travelers visit West Bengal attributable to the provision of type of handicrafts within the state (Mukherjee et al 2016). four-hundredth of the respondent's aforesaid financial gain from the handicraft's profession is low. 15% aforesaid that there's no encouragement from the government. Another 15% aforesaid stuff shortage is additional. 15% aforesaid that lack of encouragement from public is another excuse. different reasons such lack of necessary market info machine created product square measure obtainable within the market, handicrafts square measure purchased solely by made folks etc. (Raju 2016). The challenges of lack of experienced staff and fleeing of experienced staff and Challenges like lack of innovation and method improvement, the issues mentioned within the study were like worth fluctuations, worth fixation and worth standardization within the trade (Neha et al 2017). the "Free-Mentality" of individuals is that the main hurdle for development that boosts the inactivity, demotivates exhausting staff and makes them incapacitated. it's been ascertained throughout the analysis work that there's associate degree surroundings of distrust, misconceptions and delusions among rural artisans relating to the behavior of government/ banking establishments and execution of programs. Hence, they appear petrified of being cheated, exploited or become victim of felony. This mentality pulls them resolute take edges of presidency schemes and help programs (Shah Amisha 2016). The ever-increasing growth in terms useful of export indicates the high potential of property of this trade in coming back future. This trade includes a capability to use the millions of rural laid-off artisans and becomes the simplest instrument of removing the regional inequality from the country (Bano 2016). Lack of agreement in shaping and classifying handicrafts, non-availability of comfortable information, industrialization, production, unwilling young generation,

lack of basic infrastructure, lack of innovation and technology and educational/training facilities and restricted money resources. These problems square measure deteriorating the importance of the craft heritage (Shafi et al 2018).

Research Gap

The review conducted for the purpose revealed that the handicraft sector in Goa is in its infancy stage. The state of Goa was ruled by the Portuguese who left behind its legacy-Political, Economic, Financial and cultural. Though lots could have been done for the promotion of handicrafts in Goa being a tourist state, little attention is given by the various stake holders . Not much studies have been conducted on this topic. The present study made an attempt to identify the problems faced by artisans and its prospect in Goa.

Objectives

The major objectives of the study are to find out the problems faced by handicraft artisans in the State of Goa and to evaluate the growth in handicraft business of selected artisans in Goa over the past 5 years.

Research Methodology

The required data for the proposed study is collected from primary and secondary sources. The primary data was collected by preparing and administering an open and closed-ended questionnaire to various artisans, in the State of Goa. The present study also relies on secondary data sources like, various books and journals, magazines, newspapers were referred and also information from the internet was obtained. The period of the survey is considered as the period of study that is the year 2019-2020.

For the purpose of analysis 18 factors were identified which measures the problems faced by handicraft artisans in the State of Goa. Regression analysis was used in order to measure the variables having significant relationship with growth of business over the past 5 years. Frequency Distribution of respondents is shown based on gender and age and Cross Tabulation was used to check the education with level of awareness and gender with level of awareness about the schemes.

Analysis of the Study

The information collected was analyzed as under using, Frequency distribution, cross tabulation, factor analysis and regression analysis.

Demographic Profile of the Respondents:

This study is done with the help responses provided by 100 respondents, out of which 71 are male and 29 are female. Further classification is done based on the age of the respondents of which below 20 are 2, 20 to 30 are 32, 30 to 40 are 37 and 40 to 60 are 18 and above 60 are 9.

Table No: 1. Cross Tabulation Between Educational Qualification and awareness about the Scheme

		Awareness about the Scheme		Total
		No	Yes	
Educational Qualification	SSC	9	27	36
	HSSC	7	19	26
	Graduate	6	21	27
	Others	5	6	11
Total		27	73	100

Source: Compiled from Primary data

Table No: 2. Crosstabulation Between Gender *Awareness About the Scheme

		Awareness about the Scheme		Total
		No	Yes	
Gender	Male	23	48	71
	Female	4	25	29
Total		27	73	100

Source: Compiled from Primary data

Table No: 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.588
Bartlett's Test of Sphericity	Approx. Chi-Square	336.044
	Df	190
	Sig.	.000

Source: Compiled from Primary data

KMO and Bartlett's Test is one of the prime tests required for any analysis. This test shows that the data is significant and it is proved when the value obtained as .000.

From the above table it is observed that the value of sample adequacy test is 0.588 which is quite good to be acceptable for the factor analysis to be done. This is further proved by the significance level at 5 percent which shows a value of 0.000.

For the purpose of factor analysis, a rotated component matrix has been constructed where varimax method of rotation with Kaiser Normalization have been chosen and principle component analysis has been considered as an extraction method. Relations have been converged in 25 iterations. The output of factor analysis provides 8 most prominent factors from 18 items provided as the base. The following table shows the factor analysis done on 18 items.

Table No: 4. Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Unable to produce items on time due to financial difficulty	0.73							
Attitude of locale is not encouraging	0.656							
Facilities provided by government are not sufficient	0.633							
Face difficulty in availing the subsidy on time.	0.586							
Location of demonstration centre's and fairs are not conducted properly.		0.78						
Contact program of artisans is not available		0.633						
Promptness in services to supply in time is not possible to lack of raw material		0.549						
There is no physical infrastructure			0.741					
Material is costly, so couldn't afford without subsidy			0.632					
There is insufficiency of incentives for export				0.686				
Proper steps are not taken by the government in promoting handicrafts				0.593				
No artisan friendly schemes by NGOs/Cooperatives					0.79			
Government does not have artisan friendly schemes					0.695			
Ability of workers for work is decreasing due to lower wages						0.77		

Trainings facility for up gradation of skills are not conducted						0.623		
No help is rendered by agencies in exporting handicrafts							0.826	
Insufficiency of outlets to sell the items							0.575	
Proper and good quality supply of raw materials is not available								0.882

Source : Primary Data

Interpretation of Factor Analysis Results: Factor Analysis has reduced the dimension of the 18 factors into 8 major components. These 8 components are renamed and explained as Hurdles in availing benefits: Factors coming under this are, unable to produce items on time due to financial difficulty, attitude of locale is not encouraging, facilities provided by government are not sufficient and face difficulty in availing the subsidy on time. Problems in supply: the sub factors are location of demonstration centers and fairs are not conducted properly, contact program of artisans to contact amongst each other for any help is not available and promptness in services to supply in time is not possible to lack of raw material. Infrastructural and financial difficulties: The two factors are, there is no physical infrastructure and material is costly, so couldn't afford without subsidy. No correct incentives: The 2 factors square measure, there's insufficiency of incentives for export and correct steps aren't taken by the government in promoting handicrafts. Problems in availing the schemes: Factors clubbed underneath this square measure, no friendly schemes by NGOs/Cooperatives and government doesn't have friendly schemes. Lack of coaching and wages: Ability of employees for work is decreasing because of lower wages and trainings facility for up gradation of skills aren't conducted. Constraints in selling: No assistance is rendered by agencies in commercialism handicrafts and Insufficiency of retailers to sell the things. Raw material problems: Proper and good quality supply of raw materials is not available.

Statement of Hypothesis for the purpose of Regression Analysis

A hypothesis is an unproved statement or proposition a few issue or development that's of interest to the investigator. The variable in regression is taken into account to be growth of handicraft business whereas seven different freelance variables were set. the subsequent hypotheses were generated to be verified with applied math analysis.

H₀: There is no significant relationship between the expansion of handicraft business with sales turnover, income generated, profits re-invested, assets purchased, wealth generated, new units established, exports accomplished.

H₁: There is a significant relationship between the expansion of handicraft business with Sales turnover, income generated, profits re-invested, assets purchased, wealth generated, new units established, exports accomplished.

Table No. 5 Reliability Statistics

Cronbach's Alpha	N of Items
.790	7

Source: Compiled from Primary data

Table No. 6 ANOVA^a

Table No. 6 ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.364	7	12.338	5.615	.000 ^b
	Residual	202.146	92	2.197		
	Total	288.510	99			

Source: Compiled from Primary data

Table No. 7 Coefficients^a

Test: H ₁					
Dependent Variable: Growth of handicraft business in Goa					
R Square: 0.299					
Decision: Accept the alternate hypothesis					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.392	.907		2.637	.010
Sales turnover	-.029	.167	-.026	-.172	.864
Income Generated	.355	.153	.332	2.314	.023
Profits reinvested	.140	.138	.134	1.019	.311
Assets purchased	-.041	.126	-.039	-.326	.745
Wealth generated	.202	.103	.218	1.955	.044
New units established	.311	.250	.112	1.242	.217
Export started and accomplished	.008	.299	.002	.027	.979

Source: Compiled from Primary data

The table shows the results of multivariate analysis, that shows the relationship between dependent and freelance variables. In the table, the freelance variables square measure sales turnover, financial gain generated, profits re-invested, assets purchased, wealth generated, new units established and exports accomplished square measure measured against variable i.e. growth of business. The R square is 0.299 which means that the model is explained to the extent of 29%. Apart from these factors there may be a number of other factors which have relationship with the growth of handicraft business. The model has been found significant at five-hitter level of significance. Income generated and wealth generated contributes towards dependent variable by 0.023 and 0.044 significance level respectively, which is below 0.05. However, the sales turnover, profits re-invested, assets purchased, new units established and exports started are found to be insignificant as they have significance of 0.864, 0.311, 0.217 and 0.979 respectively.

Equation of the above table will be as follows:

$$Y = \hat{a} + \hat{a}_1 X_1 + \hat{a}_2 X_2 + \hat{a}_3 + \hat{a}_4 X_4 + i$$

$$\text{Growth of handicraft business} = 0.010 + (0.023) \text{ income generated} + (0.044) \text{ wealth generated} + i$$

Conclusion

From the current study, it is found that there's tons potential for top quality and unambiguously designed handicraft product in province the study revealed that most of the male artisan's square measure aware of the schemes then the feminine artisans that square measure provided by government. It was seen that, because the academic qualification will increase the attention concerning varied schemes conjointly increase. From the study it is ended that the artisans face issues in availing the facilities from the govt. From the study it may be understood that government has not taken any steps for commercialization of the handicraft product. It was conjointly found that artisans every now and then face monetary constraints in shopping for the material needed for creating the handicrafts.

It is suggested to facilitate the infrastructure of handicraft business, correct help within the promotion and correct monetary help to province exports for the quantitative and qualitative improvement of Goa handicraft business is needed. It is also recommended that the promotional activities like trade shows, exhibitions and Handicraft product exposition ought to be organized at district similarly as at city level to draw in foreign and domestic customers towards Goan handicraft product. The welfare organizations ought to take additional initiative to create the artisans aware of the varied welfare schemes and to produce facilitate in taking the advantage of those schemes for his or her individual growth and development. The artisans ought to be trained to create use of latest tools and equipment's within the producing of all handicraft things fabricated from wood, brass and shells so as to extend the productivity. The government ought to give capital to modernize the craft and also organise awareness programmes to produce all the data associated with selling, cost accounting and different supply like raw materials and monetary assistances and coaching as well. More social group girls ought to be inspired to enter into handicraft sector which is able to modify them self-employment programs of presidency.

Scope for further study

A Study can be undertaken to evaluate the socio-economic upliftment of artisans due to handicraft business and also study can be undertaken in consumer point of view, about their experience or perception with regards to handicraft products.

Reference

- ChanchalKhurana(2011)"A Study on Consumer Preference and Satisfaction towards Selected Handicraft Items (With Special Reference to Jaipur City)"The IIS University, Jaipur.
- Bhairab PD. Pandey. (2011). "Study on "Role of Handicraft association on Export promotion of Thanka" Tribhuvan University. Public Youth Campus.
- Sahoo, Bijaya Laxmi. (2014). "Empowerment of women through handicrafts: a comparative study of tribal non tribal woman artisans of Orissa" Guide: Singh. C P. Department of Social Work. Kurukshetra University.
- Shreya Jadhav.(2014). "Indian Handicrafts: Growing or Depleting?" IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668PP 07-13.
- Sudipta Mukherjee, Madhumita Mukherjee, Swapnadip Bhattacharya. (2016). "Exploring the Potentials of Handicraft as a Promotional Tool for West Bengal Tourism". Indian Journal of Research. Volume : 5 | Issue : 1 | January 2016 ISSN - 2250-1991.
- Parise Dasara Dhamaha Raju.(2016). "A Study of the Handicrafts business in Andhra Pradesh" Guide: Mahajan V V. School of Commerce and Management Sciences. Swami Ramanand Teerth Marathwada University.
- Wason, Neha .(2017). "Marketing Challenges for Small And Medium Handicraft Textile Units A Study Of Selected Chikan And Banarasi Apparel Manufactures In Uttar Pradesh". Guide: Srivastava, Jaya. Department of Management. Banasthali Vidyapith.
- Shah Amisha(2016)"A Study on the Sustainability of Rural Artisans in Handicraft Sector" .Guide: Patel Rajiv. Department of Rural Management. Gujarat Vidyapith.
- Sudipta Mukherjee, Madhumita Mukherjee, Swapnadip Bhattacharya. (2016). "Exploring the Potentials of Handicraft as a Promotional Tool for West Bengal Tourism". Indian Journal of Research. Volume : 5 | Issue : 1 | January 2016 ISSN - 2250-1991.
- Razia Bano. (2016)."Role of Handicrafts in Economic Development: A Case Study of Carpet Industry of India" IRA-International Journal of Management & Social Sciences ISSN 2455 2267; Vol.04, Issue 03 (2016) Pg. no. 512-525 Institute of Research Advances <http://researchadvances.org/index.php/RAJMSS>
- Yongzhong Yang, Mohsin Shafi.(2018)."Preservation of Cultural Heritage Embodied in Traditional Crafts in the Developing Countries: A Case Study of Pakistani Handicraft Industry". Business School. Sichuan University, Chengdu. Sustainability Journal 2018, 10, 1336.
- <https://www.ibef.org>(accessed on 10th January 2020 at 9.30 am)
- <http://www.goadpse.gov.in/publications.html>(accessed on 10th January 2020 at 10.00 am)
- <https://www.newsgram.com/the-history-and-development-of-indian-handicrafts/>(accessed on 11th January 2020 at 8.00 am)
- <https://goa-tourism.com/> (accessed on 11th January 2020 at 8.15 am)
- <https://yourstory.com/2013/06/crafting-a-livelihood-a-snapshot-of-the-indian-artifacts-sector-2>(accessed on 11th January 2020 at 9.30 am)