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ANALYSIS OF COMPONENTS INFLUENCING MAKING OF HANDICRAFT PRODUCTS IN EASTERN UTTAR PRADESH

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ABSTRACT

As we know that, the handicraft has been a most diversified and wide available crafts in different states of India. It is the second highest employment-generating sector after agriculture and it is mostly cottage-based production. The artisans of the crafts have played crucial responsibility to produce quality products for the market, but the production part of the craft sector has been facing numerous problems, which adversely affect the entire sector. In this study, we attempt to investigate the prominent issues related to the production section of the crafts, which influence the handicraft sector. The major influencing factors of the production section are fundamental support, manufacturing prospects, Information diffusion, procurement procedure and Additional obstructions. These factors help to build up an elementary framework for the production of the crafts products and provide competitiveness to the products in the markets.

This paper is divided into five sections. The first section discusses about the production section of the handicraft. The second section includes review of literature regarding different parameters of the production involved in manufacture. The third section deals about the objectives, research method, and the next part deals with data analysis and interpretation. The last section incorporates the findings and conclusions.

KEYWORDS

Production, Artisans, Factors, Influence, Handicraft, Training etc.

INTRODUCTION

Indian handicraft sector is among the oldest sectors of the country, spread throughout the country with different customs and traditions.It has a legacy as acrown of a king in the world market for the quality and diversitiesof craft products. Indian handicraft had the world's largest diversified products, which attracted the customers throughout the world and fulfilled their demands according to their choices. India was the world largest handicraft products exporter and foreign exchange earner in the world market. The producers of handicrafts are generally scattered in various parts of the country, mostly in the rural area. Handicrafts sector has a great potential to provide jobs to the existing millions of artisans and to the fresh entrants in the sector. The most common problems, which influence the overall development, are lack of education, absence of market intelligence, low capital, poor exposure to new technologies and poor institutional framework (Annual Report, Ministry of Textile, 2018). The ministry of textile started many developmental programs like social interventions, technological interventions, marketing interventions and financial intervention to promote handicraft by developing artisans' clusters into professionally managed and self-reliant community enterprise (Annual Report, Ministry of Textile, 2017).

Zhu Yihao and Zhu Yuning (2010) in their studied found that pessimistic factors like large design flexibility, pathetic and complex production process, lack of involvement of contemporary manufacturing system adversely influence the production of craft items. M. L Meena (2011) found that ergonomic factors have harmfully exaggerated the working condition of artisans in handicraft sector. Ergonomic factors talk about scientific studied of association between artisans and their functioning environment. The researcher tried to focus on the different factors, which pessimistically affects the efficiency of the workers. Sanjay Mahapatra (2011) said that there is anobligationto improve the producing

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condition of artisans in their houses. In organized producing centers, artisans earned better wages; quality of products is good but in unorganized placesartisans were incapable to maintain the quality of products.

Handicraft is small scale and cottage based work, which helps to solve the social and economical problems of the artisans, and nearly 70 lakhs of workers are involved in the production of the craft. Most of the workers belong to the weaker section of society including women artisans. The production phase of the crafts has been playing a significant role in the overall growth and development of handicraft sector. There is a need to examine each sub-segment of the craft production, to identify its value creation contribution in the products. As we know that most of crafts products are exported in the world market from India, crafts should be producedas per the international standard. Domestic market of India is also a potential market and artisans should provide the products according to the tastes and preferences of the local customers.

More than 7 million of the crafts persons are working as a backbone of the craft sector and government should provide training to these people, so that they can use new tools and techniques in the production activities of the handicraft products. The production activity has been playing an important role to provide quality products to the customers.

REVIEW OF LITERATURE

The prime purpose of the literature review is to provide a fundamental knowledge topic and to find the research gaps, which provide the basic framework for the researchers for further work. According to the Neha Nagori (2012), rural artisans play a very important role in the production of handicraft products but workers are using the traditional methods, which adversely affect the overall productivity. They have no knowledge about the contemporary marketing techniques like, quality delivery, packaging and services after sales etc. Kumar and Rajeev (2013) discussed about the internet task regarding manufacturing process, production techniques, increased visibility of crafts items and facilitate the customer through different information of the crafts products. Blerin Kola (2012), conducted his studied in Uyghur's, with Turkin people and found that the web marketing played a significant role in selling of crafts items.He also said that increasing competition in crafts sector pressurized the artisans to produce quality and identical products for the market.

According toMukherjee, et al. (2016) modern technology has been increasing the focus on the handicraft sector, which helps to renovate the total working style of the sector. The prime focus areas of crafts were product design, quality assurance, manufacturing methods and artisans training. In the same way David Makofsky (2013), examined the role of culture and experience of artisans in the crafts items but themarket scenario has been changing continuously which adversely influenced the market demands. He concluded that the artisans should change the production techniques, so that they create and fulfill the demand of the markets. Ajay k. Garg, (2005) highlighted the consequence of quality management to all organization including handicraft sector and he suggested five dimensions like products or services quality, quality of total system of operation, attitude & its quality process, workers and management consciousness towards quality, which help to maintain and improve the quality of products.

Manufacturing has been a key element in handicraft sector; likewiseShaw (2011) described the whole procedure of manufacturing of "Bankura Horse" which comes under Terracotta crafts. It is one of oldest craft works in West Bengal which isconcerned with specific caste/community people called "Kumbhkar" and they well known about all activities of works from homework of raw materials, mixing of clay appropriately, wheel work, drying, Handwork, Motifs work, final design, coloring, firing and testing and sorting. Artisan who worked in this field has faced different problemslike old technique and design, lack of space, lack of quality and lack of raw materials etc. Abdusalam (2009)carried his work on design of web based marketing appliance for handicrafts operators in Kedah, in which information technology (IT) is a pioneering idea to be used in handicraft because its role is increasing day by day in manufacturing, banking, finance, Academic works etc., which help to make these sectors much more competitive and innovative. It also helps to make innovative changes in the handicraft field.

Similarly, Goyal et al (2005) emphasize on the role of quality management in handicrafts and the increase in quality conscious customers; increasing the importance of quality products in the present days. The data were collected from different manufacturing units of craft products. They divided the data based on five dimensions - quality of product or

service, quality of total system of operation, quality process, attitude & consciousness of management regarding quality and workers attitude towards quality, which help to maintain or improve quality of products.

STATEMENT OF THE PROBLEM

Manufacturing segment of craft products is the backbone of handicraft sector, which has been playing a significant function in the overall growth, and development of the sector. However, the Indian handicraft sector still uses thetraditional methods for the production of crafts items, which adversely influence the effectiveness, and efficiency of the craft products. In the light of this problem, the present study attempts to investigate the key determinants, which influence the manufacturing phase of the handicraft sector.

OBJECTIVE OF STUDY

To determine the factors influences the making of handicraft products in Eastern Uttar Pradesh.

RESEARCH METHODS

The research paper is descriptive as well as exploratory. The population of the study included all the producers of handicraft products in Uttar Pradesh. The sample size was 384 handicraft produces in selected districts of the Uttar Pradesh. The districts were chosen through convenient sampling techniques. The primary data were collected through snowball sampling technique from the producers of the handicraft in selected districts. The secondary data were collected through research papers, monographs, annual reports, articles etc. The Cronbach's-alpha was used to check the reliability of the questionnaire, exploratory factors analysis method was used to identify the factors, which influence the production of the craft products.

ANALYSIS AND INTERPRETATION

The descriptive statistics depicted that, 91.80% respondents were male and 8.20% respondents were female. The average age of the artisans involved in the production of the handicraft was40-50 years, which constituted 42.60%, followed by the age group of 55-60 years with 31.50% respondents and 23.40% producer's age group were 30-40 years. 53.60% respondents' family size was 5-8 members, 36% artisans family size was 9-12 members and 18.70% producers family size was 13-16 members in the family. 50% artisans had a monthly earning less than Rs.5000 per month and 24% producers were earning Rs. 10000 per month in the selected crafts in the handicraft sector.

Reliability Test

Table-1 Scale: All Variables

Case Processing Summary			
		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0
a. Listwise deletion based on all variables in the procedure.			

Sources: Authors Compilation

Table-2: Reliability Statistics

Cronbach's Alpha	N of Items
.898	22

Sources: Authors Compilation

A total of 384 complete responses were obtained out of 445 respondents approached. Reliability test was employed on the response received from manufactures of the handicrafts. The reliability of the data was checked by calculating Cronbach-alpha (α) which was found to be .898 (> .7), well within acceptable range and good for further statistical tools. The individual reliability of production factors such as fundamental support factor with 0.849(> .7), manufacturers prospects with 0.842 (> .7), information diffusion with 0.794 (> .7), procurement procedure with 0.795 (> .7) and additional obstruction with 0.762 (> .7) support the further analysis.

Exploratory Factor Analysis

Table-3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.917
Bartlett's Test of Sphericity	Approx. Chi-Square	3356.042
	Df	231
	Sig.	.000

Sources: Authors Compilation

Factor analysis through principal component analysis with varimax rotation method was applied on the manufactures production activities of handicraft products questionnaire and items with factor loading above 0.50 were considered to determine items clubbed into a single factor. Further, measure of sampling adequacy through KMO comes out to be .917 and Bartlett's test of Sphericity indicate the Chi-square of 3356.042 with df= 231, p= .000<0.05]. These values indicate the appropriateness to proceed with factor analysis.

Table-4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.140	32.456	32.456	7.140	32.456	32.456	3.198	14.538	14.538
2	2.769	12.589	45.045	2.769	12.589	45.045	3.122	14.190	28.729
3	1.514	6.883	51.928	1.514	6.883	51.928	2.494	11.336	40.065
4	1.209	5.493	57.421	1.209	5.493	57.421	2.425	11.024	51.088
5	1.016	4.618	62.039	1.016	4.618	62.039	2.409	10.951	62.039
Extraction Method: Principal Component Analysis.									

Sources: Authors Compilation

Five factors emerged prominently covering 62.039 percent variance. The identified factors were analyzed for a common thread and accordingly the naming of the factors was performed.

Table-5: Factors Identified

S. No.	Factor	Variables
1.	**Fundamental Support**	Government training helps in developing innovative ideas
		Sector require technology up-gradation
		Quality control during manufacturing
		New dimension for handicraft due to direct involvement of government schemes
		Ergonomic intervention required to reduce health problems
2.	**Manufacturer Prospects**	Produce products according to the wholesalers
		Products produced are unique or rare in markets
		Handicraft with utilitarian value are high in demand

		Wholesalers indifferent towards traditional and machine products
		Convince wholesalers to purchase products manufactured
3.	**Information Diffusion**	Modern marketing techniques help promote sales
		Catalogues are provided to wholesalers for placing order
		Products repository on website help wholesalers and customers
		Manufactures details at tourist information centre promote sales
4.	**Procurement Procedure**	Availability of seasonal raw materials
		Availability of transportation facilities
		Requirement of storage facilities of raw materials
		Raw material sufficient to fulfill demands
5.	**Additional Obstructions**	Young never pursue due to lack of opportunities
		Accept single customized products- out of the way
		Experience shortages of money
		Involve family members in manufacturing process

Sources: Authors Compilation

Table-6: Rotated Component Matrix[a]

	Component				
	1	2	3	4	5
Government training helps in developing innovative ideas	.754				
Sector require technology up-gradation	.746				
Quality control during manufacturing	.729				
Ergonomic intervention required to reduce health problems	.700				
New dimension for handicraft due to direct involvement of government schemes	.696				
Produce products according to the wholesalers		.790			
Handicraft with utilitarian value are high in demand		.781			
Handicraft with utilitarian value are high in demand		.747			
Wholesalers indifferent towards traditional and machine products		.731			
Convince wholesalers to purchase products manufactured		.715			
Modern marketing techniques help promote sales			.755		
Catalogues are provided to wholesalers for placing order			.725		
Products repository on website help wholesalers and customers			.709		
Manufactures details at tourist information centre promote sales			.675		
Availability of seasonal raw materials				.714	
Availability of transportation facilities				.699	
Requirement of storage facilities of raw materials				.691	
Raw material sufficient to fulfill demands				.620	
Young never pursue due to lack of opportunities					.735
Accept single customized products- out of the way					.732
Experience shortages of money					.729
Involve family members in manufacturing process					.707
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

Sources: Authors Compilation

According to the above table indicating the rotated component matrix, the first factor comprises of five items: Government training helps in developing innovative ideas, Sector require technology up-gradation, Quality control during manufacturing, Ergonomic intervention required to reduce health problems and New dimension for handicraft due to direct involvement of government schemes with a loading 32.456 % was named as 'Fundamental Support'.

The second factor consists of five items which includes: produce products according to the wholesalers,products produced are unique or rare in markets, handicraft with utilitarian value are high in demand, wholesalers indifferent towards traditional and machine products and convince wholesalers to purchase products manufactured with a loading 12.589% and factor was named as 'Manufacturer Prospects'.

The third factor consists of four items which involves: modern marketing techniques help promote sales, catalogues are provided to wholesalers for placing order, products repository on website help wholesalers and customers and manufactures details at tourist information centre promote saleswith loading of 6.883% and factor was named as 'Information Diffusion'.

The fourth factor comprises of four items, which involves availability of seasonal raw materials, availability of transportation facilities, and requirement of storage facilities of raw materials andraw material sufficient to fulfill demandsexplaining 5.483% of variance and factor was named as 'Procurement Procedure'.

The fifth factor comprises of four items: young never pursue due to lack of opportunities, accept single customized products- out of the way, experience shortages of money and involve family members in manufacturing process explaining 4.618% of variance and factor was named as 'Additional Obstruction'.

CONCLUSIONS

The production phase/part of the handicraft plays a crucial role in the overall growth and progress of the handicraft sector. In this section, artisans or artisans have direct involvement from products designing to finished products. Indian handicraft sector should focus on training and training should be based on market demand, update technology, quality control system should be executed during productions and training should be based according to the crafts. The artisans should organize weekly meeting, in this meeting, they share their knowledge, problems, government schemes, exhibitions and market information about products.

The sector should also focus on modern marketing medium like television, magazine, news papers, internet and social media such as Facebook, Instragran, Wechat, Twitter etc. which can help increase awareness and motivate customers them to buy handicraft products. The producers should keep catalogues, website for retailers, customers for better decision making and information dissemination about the available products and upcoming items. Quality, transportation, storage, availability have an important role to continue the production of crafts products. The younger generation never pursues this work due to lack of career opportunities.

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