

Challenges for Artisans in Marketing Handicrafts of Odisha: Special Reference to Sabaicrafts

Kalpana Panigrahi¹ and Madhusmita Bhuyan²

¹Assistant Professor, Dept. of Business Administration, North Orissa University, Mayurbhanj, Odisha, India

²Research Scholar, North Orissa University, Mayurbhanj, Odisha, India

Received: 15 March 2019; Revised: 25 May 2019; Accepted: 15 July 2019; Publication: 15 October 2019

Abstract: Rural development in India is directly related to the nurturing of handicraft sector as its growth trend reflects the rural economy. The present research has been conducted in the tribal dominated Mayurbhanj district of Odisha, India as good many artisans in Mayurbhanj are engaged in making Sabai crafts which are having tremendous export potential. At present Sabai craft artisans are struggling to market their product due to many reasons. Artisans are mostly depending on the middlemen for selling of finished products because of their illiteracy and ignorance as a result those middlemen earns huge profit. Thus present research is an attempt to study the challenges that the artisans are facing in marketing Sabai crafts of Mayurbhanj in both within and outside the country.

Keywords: Sabai crafts, artisans, marketing challenges

1. INTRODUCTION

In rural India handicraft sector is the second largest employer after agriculture and its not only provides employment opportunities for the people but also acts as a sensible artistic approach for artisan's self-expression and development. Similarly in Mayurbhanj district of Odisha, a state of India handicrafts was in a manner acknowledged as an important part of rich cultural heritage of the region. Handicrafts, especially Sabai crafts are a vital part of tribal-dominated Mayurbhanj district. Government of Odisha has identified more than one lakh artisans are employed in handicrafts sector. A large number of artisans in Mayurbhanj are engaged in making utility and decorative items from Sabai grass such as-dining table mats, lampcovers, window screens, flower vases and glass covers which sell like hot cakes in both within and outside the state. In Mayurbhanj Sabai grass (local name: Bobei Ghasa) is found growing naturally and abundantly. With the support of Odisha Rural Development & Marketing Society (ORMAS), artisans are trained from National Institute of Design (NID) in 2016. With initiative of ORMAS poor rural craftsmen/artisans/SHGs engaged in making Sabai crafts are increasing the product range due to the tremendous export potential of these crafts. The artisan self help groups (SHGs) are linked to different banks under the Odisha livelihood

mission (OLM). It helps the SHGs to avail loans from banks on the basis of the money deposited in their saving accounts thereby freeing the artisans from the clutches of blood sucking money lenders. Deposit the rosy picture; the Sabai craft artisans are still facing lots of problem for marketing of their products both in local market and outside. Many of the artisans are financially very backward. Thus the purpose of this research is to study the marketing strategies of Sabai craft artisans of Mayurbhanj and to identify the challenges faced by them in marketing those Sabai crafts.

2. SABAI CRAFTS OF MAYURBHANJ

In 2017, Govt of India felicitated ORMAS being No-1 in the country during FY 2016-17 for all round implementation of India's flagship skill development program (DDU-GKY) Deen Dayal Upadhyaya Grameen Kaushalya Yojana (ORMAS report-2017). About 10 years ago ORMAS started promoting Sabai crafts and the sales and profit have been increasing gradually after the interference of ORMAS.

The District Supply and Marketing Society (DSMS), Mayurbhanj was registered under Societies and is a district unit ORMAS. The self help groups/producer groups/craftsmen/artisans, who are engaged in production or value addition service in products/product developments in Sabai grass takes benefits from DSMS. DSMS acts as a facilitator for the tie ups with the local market, institutional sale, sales out let of DSM for direct sales. To give the maximum output for the Sabai grass products DSMS make them participate in PALLI SHREE MELA and apart from it the DSMS works as a contact point for them to participate in different MELAS promoted by the different state govt. in different parts of India as well as similar marketing channel opportunities provided by the Central govt. ministries namely SARAS which is arranged by the Ministry of Rural Development.

After identifying people involved in the Sabai activities clusters were formed then the producer groups by ORMAS with financial support under OLM. It is evident from the table 1 that currently 12 producer groups (PGs) are involved In Sabai crafts, 21 PGs in making Sabai rope, 4 PGs in cultivating Sabai grass.

Table 1
Total No. of Sabai Product in Mayurbhanj District

<i>Sl. No.</i>	<i>Type of Product</i>	<i>Total No. of Producer Group involved</i>
1	Sabai Crafts	12
2	Sabai Rope	21
3	Sabai Grass	4

Source: Monthly progress report (MPR) of ORMAS

Table 2
Sales of Sabai Products

Sl. No.	Name of the Product	Year	Sales (Rs.)	Income (Rs.)
1	Sabai Crafts	2015-16	2434154	1463830
		2016-17	4868309	2927660
		2017-18	8851470	5323018
2	Sabai Rope	2015-16	8859486	5632154
		2016-17	11074358	7040193
		2017-18	14765810	9386924
3	Sabai Grass	2015-16	321308	228924
		2016-17	401635	286156
		2017-18	617900	440240

Source: MPR of ORMAS

It is evident from the table 2 that, after promotional initiatives taken by ORMAS, sales of Sabai crafts have increased over the years. Similarly sales of both Sabai rope and grass have also increased as they have entered into various markets within and outside the state. Hence the income of PG members involved in Sabai activity has increased. Now in Mayurbhanj District 37 PGs are involved in Sabai handicraft activities.

3. LITERATURE REVIEW

P.N. Sankaran (2012) conducted a research with an objective to identify the potential market for Indian handicraft products in abroad. He found in his research that exports to countries like –Britain, china, Italy, switzerland, brazil, japan and hong kong are negligible. Thus India should explore and target these new sizable markets. The study concluded that formerly middleman exploited the artisans leaving them underpaid. The government should take initiative to give the artisans their due and to stimulate certain during arts and crafts.

Sharma and sezhiyan (2014) have undertaken a research with the objective to understand the problems faced by the producers for marketing their handicrafts in Sikkim. They found in their research that the handicrafts sector has suffered due to poor infrastructure, transport facilities, low capital, and poor exposure to new technologies. The study concluded that there is a need to introduce new technologies and design, advertisement of products and logistics management.

Jamir and Natarajan (2014) made a research with an objective to study the different marketing strategies of bamboo handicrafts and to identify and understand the critical factors are faced while marketing bamboo handicrafts products in Dimapur district of Nagaland. They found in their research that problem faced by entrepreneur while dealing with the bamboo was due to its vast variety of species and different size. Their application

need to be carefully analyzed before using for handicrafts as innovative design required different variety and size of bamboo. Further lack of market information, inadequate finance and price fluctuation are the main problem faced by the handicrafts traders. The study concluded that bamboo handicrafts should be advertised frequently. Further training and financial support should be given by the government to the entrepreneurs for upgrading machinery.

Mohanty and sahu (2016) conducted a research with an objective to study the role of ORMAS in marketing and promotion of rural products through exhibitions in Odisha. They found in their research that it has almost become a trend in Odisha that during important local festivals, ORMAS exhibition is regularly held to attract both SHGs/producers and buyers to meet and strengthen their relationship for a good product.

There are many literatures and research findings available on marketing handicrafts of belonging to different states of India and identifying the problems faced by artisans while marketing those handicrafts.

In Mayurbhanj district of Odisha Sabai craft artisans are facing lots of problem for marketing of their products both in local market and outside. Thus more researches in this area should come up with solution to improve the living standards of artisans and identifying major problems in marketing of Sabai crafts but few studies have been done regarding this issue of Sabai crafts artisans. Thus the purpose of this research is to study challenges for artisans in marketing Sabai crafts of Mayurbhanj.

4. OBJECTIVE OF THE STUDY

- ❖ To study the marketing strategies of Sabai craft artisans;
- ❖ To identify the challenges faced by artisans for marketing Sabai crafts;
- ❖ To provide suggestions for sustainable development of Sabai craft sector.

5. SCOPE AND METHODOLOGY

In Mayurbhanj district of Odisha the research is conducted with a purpose to study the artisans' strategies and challenges for marketing Sabai crafts. Sabai grass of the Mayurbhanj is of good quality and has been accepted widely in the Indian market. The agro climatic conditions obtaining in Mayurbhanj are suitable for Sabai grass production. About 10% of the total population of this district is employed in Sabai industry. Primary as well as secondary data were collected for the study. The theoretical foundation of the study is based on various secondary sources such as monthly progress report of ORMAS, several publication of government of Odisha and several research articles on handicrafts marketing. Primary data are collected through questionnaire. For the research objective one questionnaire for Sabai

craft artisans has been framed comprising close-ended questions. 5 point Likert scale from strongly disagree to strongly agree(1=Strongly disagree,2=Disagree,3=Neutral,4=Agree,5=Strongly agree)has been used as a scaling technique in the questionnaire. The sample size for the study was planned to be 100 but with lot of persuasion and follow up response of 80 artisans were considered for final analysis and interpretations. Respondents were from 8 PGs of four blocks. Descriptive statistical methods and t-test were used for the analysis of collected data.

6. DATA ANALYSIS AND INTERPRETATION

Table 3
Marketing Strategies of Sabai Craft Artisans

<i>4Ps</i>	<i>Statements</i>	<i>Mean</i>	<i>SD</i>	<i>t-test</i>	<i>p-value</i>
Product	1. Designing products according to interest of the customers	1.641	0.810	8.491	1.608
	2. Designing products according to cultural features	1.000	0.504	9.279	1.324
	3. Creating innovation and variety in the product	4.667	0.475	8.048	2.095
	4. Combining classical and modern designs	4.116	0.323	8.048	2.095
	5. Adding or subtracting products in Product line depending on firm's cost structure	4.083	0.278	7.395**	0.000
Price	6. Cost based pricing	2.583	0.671	7.015**	0.000
	7. Based on the price offered by master craftsmen, dealers and co-operative societies.	1.933	0.311	6.993**	0.000
	8. Based on market acceptance	2.783	0.415	6.545**	0.000
	9. Special discount in sales	4.083	0.278	5.789**	0.000
Place	10. Selling directly to customers	4.500	0.504	2.926	0.061
	11. Selling through online Shopping site	4.500	0.504	3.535*	0.017
	12. Forming handicraft marketing cooperatives	5.000	0.375	2.886*	0.045
	13. Depend mostly upon dealers and co-operative societies for disposal of finished products	2.000	0.504	3.420*	0.014
	14. Selling through handicraft shops in the shopping malls	1.000	0.504	3.535*	0.017
Promo- tion	15. Participation in domestic and international Exhibition	4.500	0.504	5.036**	0.002
	16. Creating handicraft villages in the appropriate regions	4.500	0.504	4.285**	0.005
	17. Hoardings in important places and centers to tourist interest	4.500	0.504	3.535*	0.017
	18. Advertising through official website	1.000	0.905	3.890*	0.018

Source: Field Survey Note: ** 1% level of significance, * 5% level of significance, SD-Standard Deviation

Table 3 reveals the response of artisans to the questions regarding marketing strategies under the heads of product, price, place, promotion which were measured on a 5 point Likert scale. Discussions with the artisans of different PGs revealed that, they are creating innovations and variety in the product, combining classical and modern designs, and adding or subtracting products in product line depending on firm's cost structure as these statements are having mean value of 4.667, 4.116, 4.083 and Standard Deviation (SD) of 0.475, 0.323 & 0.278 respectively. Further artisans are not designing products according to cultural features as this statement has a mean value of 1 and SD of 0.504. To promote sales of Sabai crafts, artisans are giving discounts as this statement has a mean of 4.083 and SD of 0.278. Sometimes artisans setting Sabai crafts price considering market acceptance and cost but not based on price offered by master craftsmen, dealers and co-operative societies as these statements are having mean value of 2.783, 2.583, 1.933 and SD of 0.415, 0.617 & 0.311 respectively. Discussion with artisans revealed that they are forming handicraft marketing co-operatives for disposal of the finished Sabai crafts as the statement has mean value of 5 and SD of 0.375. Artisans are also selling Sabai crafts directly to customers and through online shopping sites as these statements have mean value of 4.5 and SD of 0.504. For promotion of Sabai crafts artisans are participating in domestic and international exhibition, creating handicraft villages in the appropriate regions and putting hoardings in important places to attract customers as these statements are having mean value of 4.5 and SD of 0.504. The t-test result shows that responses of artisans regarding fourteen out of eighteen statements are statistically significant at 1% level and 5% level as mentioned in the table 3.

Table 4
Problems faced by Sabai crafts Artisans in rural Mayurbhanj

<i>Sl.No. Statements</i>	<i>Mean</i>	<i>SD</i>	<i>t test</i>	<i>p value</i>	<i>Rank</i>
1 Lack of modern managerial skills	4.383	0.490	6.142**	0.000	2
2 Problems due to less education	2.967	1.008	4.807**	0.003	4
3 Scarcity of working capital/financial problems	2.200	0.605	4.225**	0.008	5
4 Less information about Market and Marketing	1.767	0.500	3.916*	0.017	7
5 Lack of information about government aid/credit facilities	1.833	0.376	3.617*	0.036	8
6 Lack of knowledge about latest designs/current market demands	1.850	0.659	3.481	0.074	6
7 Do not know how to use advanced machines and equipment	1.700	0.720	3.617*	0.036	9
8 Lack of organized identity	4.150	0.360	2.494	0.130	3
9 No information about exports	4.833	0.376	2.922	0.100	1

Source: Field Survey Note: ** 1% level of significance, * 5% level of significance, SD- Standard Deviation

Table 4 reveals the problems faced Sabai craft artisans in rural Mayurbhanj from artisans' perspective. In this table artisans' perceptions regarding nine basic problems for sustaining their livelihood have been measured on a 5 point Likert scale and ranked. Discussion with artisans revealed that they perceived "No information about exports", "Lack of modern managerial skills", "Lack of organized identity" and "Lack of education" are the major problems in sustaining their livelihood as occupy first, second, third, fourth rank with mean value of 4.833, 4.383, 4.150, 2.967 and SD of 0.376, 0.490, 0.130, 1.008 respectively. The t-test result shows that except "No information about exports" and "Lack of organized identity" artisans perception regarding above two statements are statistically significant at 1% level. In artisans point of view "Less information about market", "Lack of information about government aid/credit facilities" and "Lack of knowledge about advanced technology" are not major problem in development of Sabai craft industry in rural Mayurbhanj as occupy seventh, eighth, ninth rank with mean value of 1.767, 1.833, 1.700 and SD of 0.500, 0.376, 0.720 respectively. The t-test result shows that artisans perception regarding all the above three statements are statistically significant at 5% level.

Table 5 reveals the marketing challenges for Sabai craft artisans in tribal dominated Mayurbhanj district of Odisha in these table artisans' perceptions regarding thirteen basic challenges in marketing Sabai crafts have been measured on a 5 point Likert scale and ranked. Discussion with the artisans revealed that they perceived "Middleman earn huge profit", "Handicrafts is losing its original form due to changes in lifestyle and culture", "Irregularity in employment" and "Competition with latest machine made products of large industries" are the major challenges in marketing of Sabai crafts as occupy first, second, third, fourth rank with mean value of 4.550, 4.150, 3.150, 4.117 and SD of 0.928, 0.360, 0.360, 0.324 respectively. The t-test result shows that expect "Irregularity in employment" artisan's perceptions regarding above three statements are statistically significant at 1% level. In the view point of Sabai crafts artisans "Gain is less as compared to hard work", "Improper implementation of government schemes" and "New generation is not interested in handicrafts" are not big challenges in marketing Sabai crafts of rural Mayurbhanj as occupy eleventh, twelve, thirteen rank with mean value 1.867, 1.800, 1.183 and SD of 0.343, 0.403, 0.390 respectively. The t-test result shows that artisans perception regarding all the above three statements are statistically significant.

7. FINDINGS

Discussion with the artisans revealed that the major challenges they are facing in marketing of Sabai crafts are as follows:

Table 5
Marketing challenges for Sabai crafts Artisans

<i>Sl. No.</i>	<i>Statements</i>	<i>Mean</i>	<i>SD</i>	<i>t test</i>	<i>p value</i>	<i>Rank</i>
1	Decreasing demand due to rapid changes in consumer preferences and tastes	4.133	0.343	8.2484**	0.000	5
2	Handicraft is losing its original form due to changes in lifestyle and culture	4.150	0.360	7.0439**	0.000	2
3	Competition with latest machine made products of large industries	4.117	0.324	6.4791**	0.000	4
4	Problems of quality and durability due to handmade	2.000	1.096	6.1003**	0.000	9
5	Gain is less as compared to hard work	1.867	0.343	5.8362**	0.001	11
6	Middleman earn huge profit	4.550	0.928	5.4381**	0.002	1
7	New generation is not interested in handicrafts	1.183	0.390	6.0618**	0.002	13
8	Lack of infrastructural facilities	2.850	1.246	4.9559**	0.008	7
9	Improper implementation of government Schemes/programmes	1.800	0.403	4.9050*	0.016	12
10	Irregularity in employment	4.150	0.360	3.7384	0.065	3
11	Irregular orders	2.383	0.958	5.2660**	0.006	8
12	Irregular supply of raw materials	1.883	0.324	5.2658*	0.013	10
13	Irregular payments	4.133	0.343	3.9480	0.059	6

Source: Field Survey Note: ** 1% level of significance, * 5% level of significance, SD-Standard Deviation

- Most of the artisans are still interested in traditional designs,
- Lack of knowledge about domestic and international market trends,
- Lack of knowledge about modern technology,
- Rapid changes in consumer preference and testes due to changes in their lifestyle and culture,
- Middlemen earn huge profit,
- Lack of education, and
- Lack of managerial skills.

8. SUGGESTIONS

On the basis of findings from the research conducted, the following points can be suggested for the better marketing of Sabai crafts which will lead to sustainable development of Sabai crafts sector.

- Both government and artisans should gives importance on Research and Development(R & D) to cater the diverse need of modern customers from within and outside the country, not only on quantitative but also on qualitative basis.

- Government should reduce complex export formalities and should take initiatives to educate the less educated artisans about export procedure for better marketing of Sabai crafts and taking more market share in world handicrafts market.
- Artisans should make latest design Sabai crafts to cope up with the changing taste and preferences of the customers.
- Government should give more amount of tax reduction in Sabai crafts.
- Government should lunch pension and PF schemes etc. for the artisans which will not only motivate the present artisans but also attract the next generation to continue this traditional family business in handicrafts.
- For online marketing app lunched by ORMAS i.e- Mayurshilpa App is there but frequent training should be given to make this app popular among the all the artisans. So that by using that app artisans can make more sells over online and can attract more customers from within and outside the country.

9. CONCLUSION

While concluding it can be said that in Odisha both central and state government are lurching schemes to give the artisans their due to stimulate certain dying craft for the sustainable growth of Odisha handicrafts industry. Sabai product is not only one of the major sources of earning for the tribal people of Mayurbhanj but also Sabai crafts is one of the most popular item among Mayurbhanj handicrafts. The purpose of the study was to find problems of artisans and the challenges they are facing in marketing Sabai crafts of Mayurbhanj. It was found that the problems associated with marketing of Sabai crafts are the obstacles which need timely addressed for the sustainable development of Sabai craft industry in this particular region.

References

Journals

- Bhattacharjee, S. (2012). E-Business connecting Handicraft of Tripura to Globalization- An entrepreneurial opportunity. *Zenith International Journal of Business Economics & Management Research*. 2 (1).
- Craig, S. & Douglas, P. (2011). Empowering rural consumers in emerging markets. *International Journal of Emerging Markets*. 6(4).
- Ghouse, S.M. (2012). Indian handicraft industry: Problems and strategies. *International Journal of Management Research and Review*, 2, 1183-1199.
- Hashmi, S. K. (2012). Market for Indian Handicrafts. *Excel Journal of Engineering technology & Management Science*.1 (1).

- Jahan, M. & Mohan, M. (2015). Handicrafts in India: Special reference to handmade carpets. *Advances in Economics and Business Management*, 2, 473-478.
- Jamir, I. & Natarajan P. (2014). Marketing of Bamboo Handicraft Products in Dimapur, Nagaland-Trader's Perception. *Journal of Management Research*. 2(1), 271-288.
- Kesari, D. & Srivastava, A. K. (2012). Retailing in Rural India: An Overview Of Markets And Opportunities. *South Asian Academic Research Journals*. 2(4), 215-232.
- Khan, W.A. & Zeeshan, A. (2013). Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications. *Research Journal of Management Sciences*. 2(2), 23-26.
- Kathuria, S. (1986). Handicrafts Exports: An Indian Case Study. *Economic and Political Weekly*. 21, 1743-1755.
- Liebl, M. & Roy, T. (2003). Handmade in India: Preliminary Analysis of Crafts Producers and Crafts Production. *Economic and Political Weekly*. 38, 5366-5376.
- Mohanty, J.P. & Sahu, S. (2016). Role of ORMAS in Marketing and Promotion of Rural Products through Exhibitions in Odisha: A brief Overview. *International Journal of Research in Economics & Social Sciences*. 6(7), 39-47.
- Mahapatra, S. (2011). Problem Associated with artisan in Marketing of Handicraft in Orissa, India. *Management Review; an International Journal*. 6(1).
- Menon, V. (2010). Art of Marketing Village crafts: Challenges in applying quantitative Marketing to resist Recession. *International Review of Business Research Paper*. 6, 196-205.
- Menon, V. (2010). Art of Marketing Village Crafts. *International Review Of Business Research Papers*, 196 – 205.
- Mishra, D. V. & Mishra, M. (2011). Rural Products & its market in India. *International Journal of Management & Business Studies*. 1, 151.
- Nagori, N. (2012). Marketing of rural Handicraft products through retail formate: A Synthesis Review" *Annuals of Management Research*. 2(1).
- Panigrahi, K. & Bhuyan, M. (2019). Role of ORMAS in handicrafts marketing -special reference to sabai crafts. *International journal of advance & innovative research*. 6(1), 79-82.
- Redzuan, M. (2010). Path analysis model of the development of handicraft industries in Kelantan, Malaysia. *Journal of American Science* 6(1).
- Sharma, S. & Sezhiyan, T. (2014). Marketing of Handicrafts in Sikkim. *International Journal of Economic and Business Review*, 2(10), 138-144.

Periodicals

- Monthly progress report of ORMAS(2015), *Odisha Rural Development & Marketing Society, Panchayati Raj Development, Government of Odisha.*
- Monthly progress report of ORMAS(2016), *Odisha Rural Development & Marketing Society, Panchayati Raj Development, Government of Odisha.*
- Monthly progress report of ORMAS(2017), *Odisha Rural Development & Marketing Society, Panchayati Raj Development, Government of Odisha.*
- Monthly progress report of ORMAS(2018), *Odisha Rural Development & Marketing Society, Panchayati Raj Development, Government of Odisha.*