

**A STUDY OF SOCIO- ECONOMIC STATUS AND VILLAGE
ARTISANS BUSINESS: A ROAD MODEL FROM INDUSTRIAL
DEVELOPEMENT**

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Abstract:

The Indian economy changed dramatically after the 1990s. The Indian government decided to open its economy to the rest of the world by enacting new economic policies. As a result, various government laws and regulations, such as licenses and investment policy, have been relaxed. In terms of rural India, it is estimated that more than 60 per cent of the population now lives in villages, making them vulnerable to changes in economic conditions.

Key Words: Village Artisans, LPG, NEP.

1. INTRODUCTION:

Aside from farmers, rural artisans play an important role in rural India's social structure. These rural craftsmen, such as potters, carpenters, blacksmiths, cobblers, shepherds, weavers, gavandis, buruds, and tailors, work in traditional occupations that necessitate the use of culturally inherited skills. These artisans provide an important source of self-employment and contribute significantly to the villages' economy and self-sufficiency.

2. RURAL ARTISANS:

In rural areas, artisans are an important part of village life. They date back to ancient times, which contributes to the perception of Indian villages as self-sufficient. Among them are Potter, Carpenter, Blacksmith, Cobbler, Shepherd, Weavers, Gavandi, Burudand Tailor, and others. Because not all villages had stayed families of these artisans, a family of these occupational castes may sometimes service more than one village under the Jajmani system.

3. OBJECTIVES OF THE STUDY:

1. To study the socio-economic status of artisans in Indian economy.
2. To study the importance of artisans in rural economy.
3. To examine the impact of new economic policy on business volume.
4. To study the operational, financial and marketing problems of artisans.
5. To suggest the strategy to solve the problems of artisans.

4. HYPOTHESES OF THE STUDY:

1. There is an adverse impact of new economic policy on the business of rural artisans.

5. RESEARCH METHODOLOGY:

This is exploratory study. Purposive Quota sampling method was adopted for this present study. Data for the study have been collected from both Primary and Secondary sources.]

1.5.1 Primary Data:

The primary data related to micro level study were collected personally through intensive field work, questionnaire and personal discussion with the village artisans.

1.5.2 Secondary Data:

Secondary data includes Census Report, Plan documents of Central and State Government, Financial Institutions, District Industries Centre (DIC) and Statistical Abstracts, Published Reports, Periodicals, News Papers and web-sites etc.

1.5.3 Sample Design:

The present study covers all ten major artisans’ categories prevailing in Kolhapur district, which includes Potter, Carpenter, Black Smith, Cobbler, Goldsmith, Shepherd, Weavers, Gavandi, Burud and Tailors. Total 480 artisans is the sample size for the study confined to 10 categories in 12 talukas of Kolhapur district.

The formula for determining sample size in case of, infinite population is used to arrive at a representative number of respondents as given below: (Godden, 2004).

$$\text{Sample Size} = \frac{z^2 * P (1-P)}{M^2}$$

Where,

SS = Sample Size for infinite population (More than 50,000)

Z =Z Value (e.g.1.96 for 95 per cent level of confidence)

P= Population Proportion (expressed as decimal) assumed to be 50 per cent i.e. 0.5

M= Margin of Error at 5 per cent (0.05).

$$\begin{aligned} \text{Sample Size} &= \frac{1.96^2 * 0.5 (1-0.5)}{0.05^2} \\ \text{Sample Size} &= \frac{3.8416 * 0.5 * 0.5}{0.0025} \\ \text{Sample Size} &= \frac{0.9604}{0.0025} \\ \text{Sample Size} &= 384.16 \end{aligned}$$

Adequacy of sample size has been calculated by Godden, 2004 formula, which scored 384. Hence, more than adequate 480 artisans have been selected. The total sample size of 480 is comprised of 40 respondent artisans from each taluka, of which each category of artisan contributes to the sample size of 4 each.

1.6 ANALYSIS OF DATA:

1.6.1 Data Processing:

The collected data were processed with the help of statistical tools and techniques, such as classification, editing, coding, tabulation, use of software’s such as SPSS and MS-Excel.

1.7. ANALYSIS AND INTERPRETATION OF DATA:

1.7.1 Analysis of Socio- Economic Status of Artisans

Table 1 Distribution for Socio- Economic Status of Artisans

Sr. No	Parameter	Classification	Frequency	Percentage
1	Age	21 to 30	13	2.70
		31 to 40	66	13.80

		41 to 50	144	30.00
		51 to 60	224	46.60
		above 61	33	6.90
2	Gender	Total	480	100
		Female	29	6.00
		Male	451	94.00
		Total	480	100
3	Education	Illiterate	310	64.60
		Primary	41	8.50
		Secondary	75	15.60
		Higher Secondary	52	10.80
		Graduate	2	0.40
		Total	480	100
4	Religion	Hindu	455	94.80
		Muslim	22	4.60
		Bouddh	3	0.60
		Total	480	100
5	Category	General	44	9.20
		OBC	327	68.10
		SBC	2	0.40
		VJNT	46	9.60
		SC	55	11.50
		ST	6	1.30
		Total	480	100
6	Caste	Potter	52	10.80
		Carpenter	65	13.50
		Lohar	60	12.50
		Chambhar	58	12.10
		Sonar	48	10.00
		Dhangar	46	9.60
		Maratha	40	8.30
		Shimpi	43	9.00
		Mang	13	2.70
		Burud	39	8.10
		Muslim	8	1.70
		Total	480	100
7	Marital Status	Unmarried	6	1.30
		Married	471	98.10
		Widowed	3	0.60

		Total	480	100
8	Family Type	Joint	309	64.40
		Nuclear	171	35.60
		Total	480	100
9	Family Annual Income	Up to 50,000	255	53.10
		50,001 to 1,00,000	140	29.20
		1,00,001 to 1,50,000	60	12.50
		1,50,001 to 2,00,000	20	4.20
		More than 2,00,001	5	1.00
		Total	480	100

Source: Field Survey

1.7.2 CLASSIFICATION OF ARTISANS ACCORDING TO VIEWS ABOUT ECONOMIC POLICY

Table 2
OPINION ABOUT IMPACT OF NEW ECONOMIC POLICY

Sr. No	Responses	Yes (%)	No (%)	Total (%)
1	New economic policy affected	446 (92.9)	34 (7.1)	480 (100)
2	Infrastructural facility	432 (90.0)	48 (10.0)	480 (100)
3	Difficulty to get capital	431 (89.8)	49 (10.2)	480 (100)
4	Difficulty to market the product	415 (86.5)	65 (13.5)	480 (100)
5	Difficulty to get bread and butter	368 (76.7)	112 (23.3)	480 (100)
6	Created cut-through competition	347 (72.3)	133 (27.7)	480 (100)

Source: Field Survey

1.8. HYPOTHESIS 1

- (H₀) There is an adverse impact of new economic policy on the business of rural artisans.

$$H_0 \mu = 3$$

$$H_1 \mu \neq 3$$

Note: Here, the basic data from Table 2 have been used for testing this hypotheses

For, '1' is taken, if response is 'Yes'

'0' has been taken, if response is 'No'

6 factors are considered for measuring impact of new economic policy on the business of rural artisans, which are (1) New Economic Policy affected, (2) Infrastructure facility, (3)

Difficulty to get capital, (4) Difficulty to get market,(5) Difficult to get bread and butter, (6) Created cut-through competition etc.

Expected value for full impact is 6 hence, 50 per cent of it. i.e. 3 has been taken as test value.

It means, if value is 3 equal to 3 or above 3, there is impact of new economic policy.

Table 4

Analysis of one Sample T-Test For adverse Impact of NEP

Hypothesis	Paired Differences			t	Test Value	df	Sig.(2-tailed)	Result
	Mean	S. D.	Std. Error Mean					
Hypothesis 1	5.08	1.461	.067	31.219	3	479	0.000	H ₀ - Accepted

S. D = Standard Deviation, df = Degree of Freedom.

It is seen whether the mean value of sample difference 5.08 is significant from a population mean. The one sample t-statistic is 31.219, where the significant value is 0.000, which is less than the table value (the level of significance 0.05 with the degree of freedom 479). The null hypothesis is accepted and alternative hypotheses is rejected i.e. There is an adverse impact of new economic policy on the business of rural artisans.

1.9SUGGESTIONS:

1. The government should assist craftspeople by providing low-interest loans to help them expand their operations.
2. To encourage artisans, awards, prizes, and certificates should be given to those who produce the most and of the highest quality products, as well as those who publish a variety of posters, booklets, write-ups in leading newspapers, and columns about artisans' products in local and national newspapers.
3. It is required to develop, nurture, and register a specific brand of artisanal product, such as 'Kolhapuri Chappal,' by establishing a geographical indication (GI), and to promote it for local and international market access.
4. To stimulate rural artisans, training at the local level should be provided. Workshops and training programmes are employed to accomplish this. To prevent fraud and corruption in the provision of subsidies by the federal and state governments, the government should provide quick financial support to village craftsmen through a straightforward loan approval process.
5. In order to help artisans grow, linked websites should be updated on a regular basis with new material and a consistent statistics database.

CONCLUSION:

Artists' businesses are primarily traditional due to illiteracy, a lack of knowledge of modern techniques, and a preference for living in villages. Because the artisan business requires hard

work, the nature of the work is unsophisticated, the income is low, the social status is low, and other enticing possibilities, it is usually run by older artisans, and new entrants are few and far between. The majority of artisans do not benefit from government schemes due to a lack of awareness about them, illiteracy, restrictions on the reach of government schemes in rural areas, corruption, delays in loan sanction, a lengthy loan sanction process, and the complexity of the documents. The implementation of the LPG strategy in 1991 caused a complete shift in public opinion across the country.

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