

A Study of Strength and Challenges in front of Maharashtra Tribal Handicrafts Business

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Abstract

Maharashtra handicrafts are rich in variety and selection. Maharashtra handicraft industry produces many unique and interesting crafts of Maharashtra that are used in daily needs. Given the fact that the population of Maharashtra is the second highest in the nation, the diversity in the state and its affairs of cuisines, customs traditions and handicrafts is natural. The state of Maharashtra has a huge and rich culture of Handicrafts. Apart from that, the state beholds an array of visual and audio delight for the tourists to cherish. Certain cities like that of Pune, Nasik, Kolhapur, Aurangabad, Ajanta Ellora Mumbai and Nagpur are the ones that boast of utmost tourist value. Apart from these, the state also boasts of a very rich and varied culture of Handicraft which is evident from the rich value that they add to the nation's creative wealth. The availability of Handicrafts and its diversity in Maharashtra is huge. Their tradition is lent to them by the Mughals, the Marathas and even by the British. The true culture of Maharashtra can be identified with its exaggerated handicrafts. Some of the standout works in the state of Maharashtra includes the famous Sawantwadi work, leather works, Bidri works, weaving, Himru and Mashru, Jewelry, Paintings and much more. They not only highlight the creative spirit of the state but also show their sense of art and design. The handicrafts of the state are also a true representation of the lively spirit of the state. The most exciting gift of the state is the handicrafts of this place. They not only cater to the eyes but also render a heart a soothing touch that the tourists take back home lively. One of the standout craft in this state is the Sawantwadi state. The weaving culture of the state is very evident and is famed across the nation and even globally. These entire products merge together to make a front of creativity that the state beholds of.

Keywords: Handicraft Industry, Tradition, Craft.

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INTRODUCTION TO MAHARASHTRA HANDICRAFTS

Being India's second most populous state, Maharashtra encompasses a massive framework of varied things, destinations and experiences. With Mumbai as the capital, Maharashtra is one of the most important states of India. There are many beautiful sights and sounds to see and experience in the state. With cities like Nasik, Pune, Kolhapur, Nagpur, along with Aurangabad, Ajanta Ellora and of course Mumbai, the list of beautiful places in Maharashtra is endless.

Handicrafts of Maharashtra

Maharashtra has a wide variety of handicrafts available, some of which originated long back during the time of Marathas, Mughals and even Britishers.

These art and craft showcases the true spirit of Maharashtra culture. There are some very famous crafts of Maharashtra such as Sawantwadi crafts, Bidri works, leather works, weaving, Mashru and Himru, Paintings and so on. These crafts portray the rich cultural heritage of Maharashtra and showcase the unique blend of different traditions. The state also displays a lively spirit that never fades and can be seen in its crafts as well.

Different categories of Maharashtra handicrafts

- Sawantwadi Crafts
- Bidri Works
- Leather Works
- Mashru&Himru

- Painting of Maharashtra – Ajanta Painting, Warli Painting

Sawantwadi Craft

In the district of Sindhudurg in Maharashtra lies a taluka known as the Sawantwadi. The major reason for its popularity is its exceptional lacquer ware, which is popularly known as the Sawantwadi craft. Somewhere around 17th century, the people of Sawantwadi were introduced to this exuberating form of art. As the time passed, the acceptability and the popularity of this art form grew and later several schools were set up in late 18th and early 19th century focusing upon teaching the Sawantwadi Art.

With increase in demands for these products, locals were also called in and readily accepted artisans who had come to practice this art to Sawantwadi from Goa. Sawantwadi lacquer ware has managed to increase its horizon to several other things like board games, chess sets, candlesticks, small dolls etc. Having said that, a majority of the artist community still thrive by working and crafting the light fittings and lacquered furniture.

The major style of Sawantwadi can be classified into three major forms which are Chitrakatha, Ganjifa and Temple. Originating in the 18th and the 19th century, the playing cards of the Sawantwadi are now reduced to showpieces of extreme commercial as well as artistic value. They are often found in the private collection of museums. However they are used, the craft of Sawantwadi is known across the world.

Sawantwadi is a small town in Sindhudurg district of Maharashtra, which is famous for its Sawantwadi crafts. These popular crafts mostly include lacquer ware, which is prevalent here from the 17th century. These crafts are available extensively these days and the artisans who create these crafts are mostly from Goa and Konkan. These crafts mostly include traditional lacquered furniture painted with hands and light fittings

Bidri Ware

Bidri ware is a metal handicraft from Bidar. It was developed in the 14th century C.E. during the rule of the Bahamani Sultans. The term 'Bidriware' originates from the township of Bidar, which is still the chief center for the manufacture of the unique metalware. Due to its striking inlay artwork, Bidriware is an important export handicraft of India and is prized as a symbol of wealth. The metal used is a blackened alloy of zinc and copper inlaid with thin sheets of pure silver

The Bidri ware is an old craft that originated in Aurangabad and makes use of zinc and copper as raw materials. This art involves intricate work of silver in

different ways such as brocaded, overlaid or inlaid on metal surfaces. At present this art is used to make decorative pieces that are sold as souvenirs.

Kolhapuri Chappals

Hand-made leather chappals and sandals of Kolhapur district of Maharashtra are world famous. These are popularly known as the Kolhapuri chappals, and known for its simple styles, quality of leather and design. Different artisans all over the district make these chappals.

Bhausinji Road of Kolhapur is known for its good variety of Kolhapurichappals and other leather goods. Mahadwar and Shivaji roads are good places to shop. One can also buy around the bus station in the Rajarampuri area. Shetkaari Bazaar is the cheapest place to shop, and is popular amongst the villagers of the surrounding villagers.

Leather Works of Maharashtra, another famous and well-known craft of the state, makes lovely pairs of leather sandals or chappals. Kolhapur, a district in Maharashtra, is popular for making these famous sandals that are exported world over. These chappals are of great style and comfort.

Saree Weaving

Saree weaving is another old tradition of the state of Maharashtra. The designs of the Paithanisarees are particularly old. They use hand woven fabric of Silk which is embellished by Zari work of copper and gold. A brocaded saree with a heavy work takes almost 6 months to complete. Another craft that comes from the city of Sholapur is the Narayan Peth. Again woven in classical and luxurious Silk, The saree has a contrasting border of Zari which has 'Rudraksha' motifs. Kosa is the Sanskrit name given to Tussar Silk.

Weaving is a strong craft of the state, which has a long textile history. The state produces variety of saris in areas such as Kolhapur, Pune and Paithan, Aurangabad. These are of great design and quality. The Paithani Saris of Maharashtra are being woven since the last 2000 years. These Paithanisari are made with pure silk along with work of zari or gold threads. Another traditional Maharashtrian sari is the Narayan Peth sari of Sholapur.

Mashru and Himru fabrics of Aurangabad are very famous. These fabrics are made of cotton and silk and are shiny. These Himru shawls are of multi-color designs and cost worthy. Moreover, they are made up of silk and cotton threads. Mohamed-bin-Tughlak brought the artisans for Himru craft from places like Banaras and Ahmedabad and laid the foundation of Himru industry in Aurangabad.

Warli Paintings

Warli paintings are the tribal wall paintings of the warli tribes of Maharashtra. Warli's are the largest tribes of Maharashtra live in northern outskirts of Mumbai. Women folks mainly do the paintings on the mud walls of the houses. Warli painting, which is compared similar to the famous Madhubani paintings of Bihar, is traced back to 10th century A.D. But it was first discovered only in the early seventies.

Warli paintings generally depict the normal life like images of human beings and animals, along with scenes from daily life. They also depict hunting, dancing, sowing and harvesting scenes. White is the only colour used in creating these paintings, with occasional dots in red and yellow. This colour is prepared by grounding rice into white powder.

Paintings of Maharashtra include Ajanta Paintings and Warli Paintings. Ajanta Paintings is the paintings that you can see in Ajanta Caves, which are exceptionally beautiful. The Warli Painting is the paintings done by tribal people of Thane district. These paintings are mostly painted by women during wedding rituals by using rice paste and straw. At present, these paintings are available everywhere in India.

Kolhapur is a city known for being home to artisans that make excellent Jewelry. The jewelers in the city have an entirely different style of jewelry making, known as Kolhapur jewelry, another popular art of Maharashtra.

Having so many beautiful and popular destinations, Maharashtra gets large number of Indian as well as international tourists. The handicrafts of Maharashtra are liked and admired by these tourists and thereby it widens the market for these crafts of the state. Likewise, these products have a niche market in the international scenario as well. There is a large market out there in the international scenario where there is a great demand of Maharashtrian handicrafts.

A SWOT Analysis of Handloom Sector of Maharashtra

Strength

- Skill availability
- Availability of raw material
- Low capital cost / investment
- Presence of government support
- Work carried out from home
- Desire to upgrade
- Supply of short length fabrics to valued clients

Weakness

- Low yield
- Not much change in technology and design
- Lack of marketing linkages
- Products of average quality

- Varied level of artisans
- Survival on government subsidies
- Absence of professionalism

Opportunities

- Exclusive hand woven fabrics have good domestic and export market
- Possibility of more value addition
- Dovetailing with available government schemes
- Versatility in changing designs and texture with minimum investment
- Product innovation and diversification
- Trust and capacity – building
- Fashion fabrics for middle class and elite

Threats

- Competition from power loom and machine – made product
- Moving to other occupations
- Competition of similar products from other states

Introduction to Digital Marketing

Digital marketing is defined as the use of internet-connected devices such as computers, tablets, smartphones, and game consoles to engage consumers with online advertising. One of the key principles of digital marketing is creating an easy, seamless, and convenient user experience for target audiences. Moreover, eliminating the amount of consumer effort needed to act on digital content helps establish an ongoing, automated relationship between brands and their audience. Digital marketing uses new media, such as the internet, to promote companies' products and services. Digital marketing covers the promotion of products and services using

- The Internet,
- Mobile Phones and
- Other Digital Channels.

There are two forms of digital marketing – pull and push, which can be used on their own or combined. Digital marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

Digital marketing concepts and practice are evolving tremendously among several industries, especially by the leading companies among each industry utilizing the mass reach of digital tools and social media platforms, benefiting from the possibility

to create individually tailored approach that can be achieved at a very productive cost.

As traditional marketing tactics and channels continue to be displaced by digital initiatives, becoming a digital marketing professional is becoming more so a specialist career choice. Not only will you need the mindset of a good marketer, it's essential to continually embrace and adopt a thorough understanding of new technologies and evolvments of consumer behavioral habits.

Generally speaking, with pull marketing the user has to find the content, for example clicking on an internet advertisement, whereas with push marketing the company specifically targets users. Examples of push marketing include e-mails and SMS.

Tasks involved in this area of work include:

- Working with companies to devise marketing strategies
- Handling budgets
- Liaising with design agencies or departments
- Writing copy for targeted e-mails
- Analyzing and interpreting results

Some companies employ their own digital marketing teams but many who work in this area are employed by agencies or consultancies. The work can be pressurized, with tight deadlines, but getting a good response from a campaign you helped devise can be highly rewarding.

Research Problem

The purpose of this research is to establish the purposes for which Marketing of handicraft with the help of digital media, with particular reference to which and how they are using such digital marketing for handicraft businesses to gather ideas to expand such investments.

Compare the actual and supposed characteristics of the handicraft and branded material and determine the nature of any relationship between these characteristics and payment defaults. Identify the impact of Digital Marketing media on Marketing and sales.

Analyses and evaluate the role of Digital Marketing Media in the establishment of Handicraft business and find out the value of the economic contributions to Handicraft business in emerging markets.

Need of Study

Branding expert Dr. Peter Steidl says Digital Marketing will change the face of marketing, and without it, campaigns will lag behind competitors that have involved this new way of thinking about consumer behavior and branding.

Optimizing expenses and increasing efficiency in promotional efforts by:

- Designing Marketing Strategy
- To Understand the potential customers need
- Proper understanding costumers psychology towards brand and handicraft product
- To effectively rich target market through appropriate promotional strategies.
- To understand the decision processing of the customers due to digital marketing
- To determine customer preferences while purchasing the handicraft.
- To understand the limitations of handicraft industry.

Objectives of Study

- Understanding the Impact of Digital Marketing on consumer behavior.
- To measure activities in regard to consumer buying behavior by using Digital Marketing
- To understand General Information about Technicalities used in Digital Marketing
- To understand the extent of Digital Marketing in impact on Impulse buying
- To understand impact of Advertising on Purchase of Handicraft.
- To understand impact of brand.
- Achieving better perceived value & ROI than traditional marketing strategies through Digital Marketing.
- Minimizing marketing risk through better understanding of consumer segment.
- To check Effectiveness of marketing programs through Digital Marketing.
- To check which Marketing activity helps to boost Product Sales to different consumer segments
- To check impact of Digital Marketing on Marketing strategies to builds up Company Reputation

Statement of the Research Problems

The main research questions are

- What is the impact of Digital Marketing as an effective marketing input?
- Checking influence of Digital Marketing on Respective Consumer Buying behavior
- To identify cognitive advertising/marketing elements that trigger positive feelings.
- Which of the following marketing areas, namely (1) Consumer buying behavior, (2) Advertising, (3) Pricing, (4) New product development, (5) Communication, (6) Distribution of products, (7) Branding and (8) Decision-making could effectively be impacted by Digital Marketing?

Research Hypothesis: Researcher has set following hypothesis

H1#: Digital marketing helps in cutting down the cost of acquiring new customers as compare to traditional way of customer acquisition.

H2#: Digital Communication medium impact at different levels on consumer responses.

RESEARCH METHODOLOGY

Sampling Design

- Research Type : Exploratory Study, Experimental and Scientific
- Sampling Technique : Stratified Random Sampling
- Sampling Size : 100 to 150 Respondents
- Sample Unit : Individual Person / Unit
- Data Collection Methods : Primary and Secondary Data Collection

Primary Data Collection Techniques

- Observation Method
- Personal Interview
- Analysis of Various Reports
- Questionnaire Technique
- Secondary Data Collection Techniques
- Review of Research Thesis
- Review of Research Paper / Artical
- Review of Books
- Review of News Paper Artical

Software to be used for analysis

- SPSS
- Microsoft Excel
- Methods of Analysis and Statistical Tools
- Student's t-test
- Spearman's Test of Correlation
- Factor Analysis
- Cross Tabulation
- Mean, Median, Mode and Frequency

Scope of the Study

In this section researcher will focus on what to be included and excluded from the study. In the proposed study researcher will only investigate the influence of Digital Marketing on customer. Brand selection during the purchase due to Digital Marketing will not be considered in the study.

Limitations of the Study

The research will base on live responses measured by using Social Media, Digital Marketing on web sites.

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