

Synopsis for Dissertation
Submitted



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for the partial fulfillment of Master of Business Administration (MBA) Development
Management

by

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Format of synopsis

1. **Title:** An Appraisal of Value Chain of Khavda pottery Artisanal Products and Economic Conditions of Artisans in Kachchh District, Gujarat.
2. **Introduction:** The Khavda pottery culture, which originated in Gujarat's Kachchh area, is well-known for its unique workmanship and cultural legacy. The purpose of this study is to investigate the value chain of Khavda ceramic artisan products and to assess the economic situations of artisans who work in this ancient craft. The study aims to shed light on the many stages of manufacturing, distribution, and marketing, as well as how they affect craftsmen's lives.
3. **Research Question:** What are the socio-economic conditions of Khavda pottery artisan and craftsmen in the Kachchh district, Gujarat, and how do they contribute to the value chain of their products?
4. **Objectives:**
 - Map the value chain of artisan products.
 - To examine the economic situation of artisans.
 - To identify the primary difficulties that craftsmen encounter along the value chain.
 - To assess how market dynamics affect the sustainability of Khavda ceramics.
 - To make Business proposals plan for enhancing the value chain so that craftsmen can live better lives.
5. **Hypothesis:** H0: The value chain of khavda pottery artisan significantly influences the economic conditions of artisans.

H1: Market inefficiencies and lack of support hinder the economic prosperity of khavda pottery artisan.
6. **Material and methods:**

Study Design: Descriptive and analytical study combining qualitative and quantitative research methods.

Setting: Kachchh district, Gujarat focusing on villages known for Khavda and other pottery productions.

Study population:

- **Inclusion criteria:** Artisans and craftsmen engaged in traditional crafts such as pottery.
- **Exclusion criteria:** Artisans engaged in modern industrial production methods.
- **Study tools:** Semi-structured interviews, questionnaires, and observations.

Duration of Study: The study will be conducted over a period of three months from 1st April 2024 to 30th June 2024.

Sampling: Determine sample size based on the number of artisans who did pottery, market segments, the desired level of representation, the number of strata and desired confidence level.

Sampling techniques: Purposive sampling for craftsmen, snowball sampling for stakeholders.

Data collection procedure:

- Primary Data: Structured interviews, focus group discussions, and observations.
- Secondary Data: Review of existing literature, reports, and market analysis documents.

Operational definitions:

- Value Chain: The entire set of operations involved in taking a product from conception to end use.
- Economic conditions: Include the craftsmen's financial state, income levels, and ability to sustain their livelihoods.
- Khavda Pottery: Traditional pottery produced in the Khavda region of the Kachchh district, recognized for its particular style

Data Analysis Plan:

- Quantitative data are analyzed using SPSS for descriptive statistics (mean, median, mode) and inferential statistics (regression analysis, correlation).
- Qualitative data analysis includes thematic analysis of interview and focus group discussion transcripts.

7. **Ethical Considerations:** All participants will provide informed consent to ensure their privacy and confidentiality. Ethical norms will be observed throughout the research procedure to ensure the craftspeople's rights and well-being.

8. **Implications of Research:** The study will provide a thorough understanding of the value chain of Khavda pottery and its impact on craftsmen's economic conditions. The findings can help policymakers, NGOs, and other stakeholders develop ways to improve artists' lives and promote the sustainability of Khavda pottery.

9. **References:** <https://www.prosperitymirra.com/collections/khavda-kutch>

<https://handicraftsofkutch.com/pottery/>