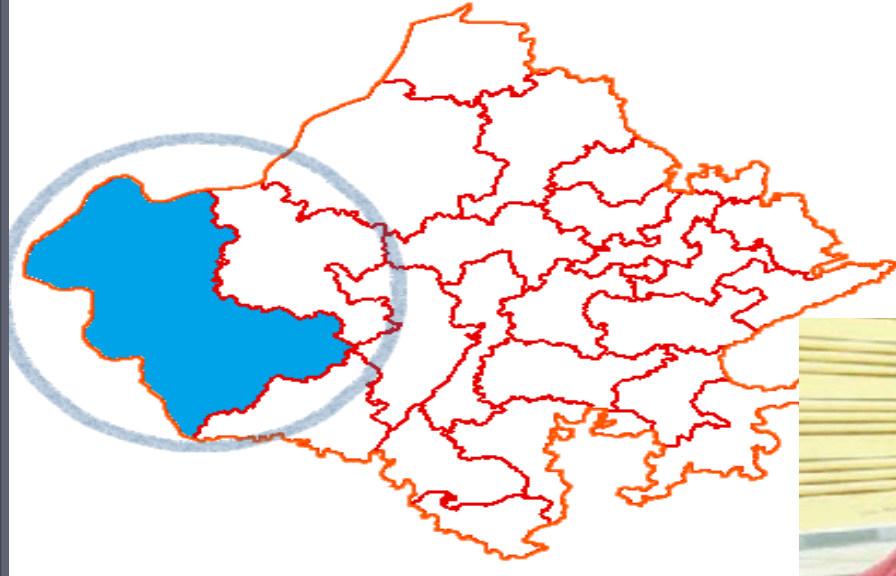


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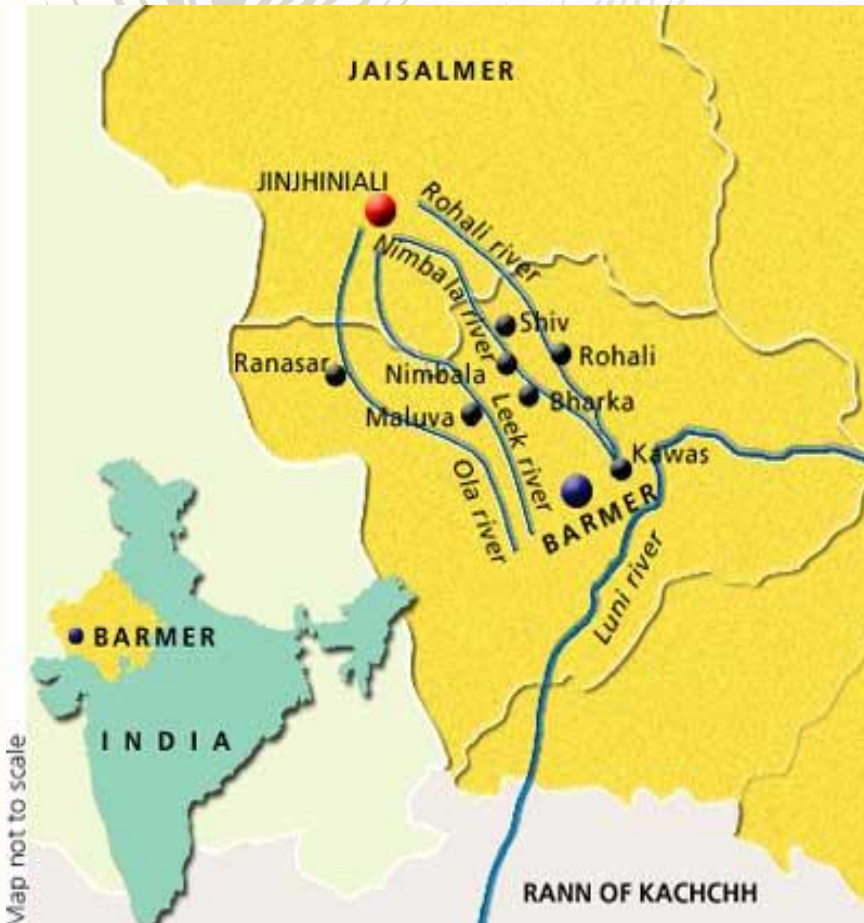
BS



Barmer



Exploring market networks for dignified women livelihoods in Barmer district, Rajasthan



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Content:-

- ❖ Introduction about Barmer and SURE
- ❖ Objective
- ❖ SURE handicraft Program
- ❖ Procedure and steps of handicrafts
- ❖ Major craft types
- ❖ Major Problems faced by artisans
- ❖ Challenges
- ❖ Methodology and research design
- ❖ Observation
- ❖ Problems at 3 levels (Community, Institute, market level)
- ❖ Supply chain
- ❖ Market opportunity
- ❖ Handicraft exporters

Introduction about Barmer

- It is situated in western Rajasthan bordering Pakistan, is a part of Thar Desert.
- Water scarcity and lack of rains has made situations verse for this particular district.
- There is rainfed agriculture; therefore, animal husbandry is the main source of income and Handicraft is the secondary income source.
- Drought is a regular feature of the area. Thus, the people of the region are largely depend on secondary source of income.
- Barmer has a long tradition of Crafts which is passed on by the elder of the family to the younger generation.
- There are eight type of typical stitched of embroidery in this region
- In the 1970's a large section of meghwal community migrated to Chotan, Barmer up to Gadra. The women of this community are experts in intricate embroidery of various kind
- Women in this region face restriction on mobility, Purdah, Lack of Education and are not included in decision-making.

About the organization (About the SURE)

- Society to Uplift Rural Economy (SURE) has come in to being in the year 1990 & it is the result of inspiration of late Sanjay Ghosh and the aspiration of Padmashree Magraj ji Jain to work for the rural suffering masses at large in this border desert of Rajasthan.
- This organization upliftment and to enforce self-dependency by improving the livelihood conditions of the rural poor, especially rural artisans & relentlessly working with these masses and artisans, helping them in getting the recognition of their work and culture.
- The organization is working in the Barmer and Jaisalmer districts of Rajasthan, Which are situated on Indo-Pak border.
- focus areas are Livelihood, Income Generation, Natural Resource Management, Agriculture, Animal husbandry, Education, Health, Women Development and Socio-Economic rehabilitation of blinds/physically challenged persons as well as poor community.
- The Meghwals, Bhils (Dalit Community) and the migrants from Pakistan are the major target groups of the organization.

Objective

- ❖ **To study the general profile, weaknesses and problems of Handicraft artisans**
- ❖ **To study the situation of handicraft in the organization and market.**
- ❖ **To study the gaps and opportunities in handicraft. (Community, institute and market level)**

SURE handicraft program (Income generation program)

- The region is famous for its rich traditional craft SURE started work with a group of refugees from the indo-Pak war of 1965 and 1971.
- They refugee people were not the aid from the government but have no access to livelihood.
- They have the skills of craft but they were doing at domestic purpose not for commercial purpose.
- SURE started for the regular livelihood of these refugees and initiated for craft development with action aid since 1991, with the refugees from the Pakistan who brought craft activity with them, but the local trader exploited them.
- SURE organized these artisans, upgraded their skills through trainings, and provided them market through organizing exhibitions.
- SURE decided to intervene in this situation. The main aim of the handicraft program was to maximize the profit of the women worker and encourage them to become dignified entrepreneurs from being just casual wagedworkers

Procedure and steps of Handicraft work



Row Material (Tracing Paper,Cloth)

Satacking

Pining

Traceing

Cutting

Pasteing

Hameing

Finishing (Thread cutting etc.)

Washing/ Cleaning

Iron

Stiching

Finishing

Packaging and saleing

Major craft types

- ❖ Barmer is the center for several crafts like Applique, Embroidery, Weaving, Woodwork, leatherwork, Silver work etc. Amongst these craft, Applique and embroidery are popular.
- ❖ The embroidery styles prevalent are-
Pakka, Soof, Noren, Sidhi, kambhiri, Kharek, ari, patchwork, Ari work, Applique and Cutwork.

Kambhiri

Pakka

Kharakh

Applique

Noreen

Soof

Mukka



Major problems faced by Applique and Embroidery artisans;

1. Low wages for work.
2. Lack of timely availability of raw material.
3. Payments delayed.
4. Low remuneration for the craft items.
5. Intermediaries and traders who exploit the craft persons by cutting into the earnings of the persons.
6. Handicraft is losing its original form due to changes in lifestyle and culture.
7. Decreasing demand due to change in the taste & interest of people.
8. Competition with latest machine made products of large industries.
9. Problems of quality and durability due to handmade.
10. Gain is less as compared to hard work.
11. New generation is not interested in handicraft.
12. Improper implementation of government schemes/programs





Challenges

1. Lack of education
2. Lack of money/resources.
3. Artisans are fragmented and not organized as a cohesive collective
4. Quality of product not up to the mark.
5. Local intermediary exploiting the artisans (more work less wage).

Methodology /Research Design:

- ☐ The method of study is based on descriptive and explorative study involving both primary and secondary data.
- ☐ Primary data from field evidence will be collected through the group discussion with the community and village level staff.
- ☐ Secondary data will be based on government reports, from the organization reports and literature review to increase the effectiveness of the study.
- ☐ Following research tools will be applied for the capturing response from the relevant respondents.
 - ❖ Simple random sampling
 - ❖ In-depth interview
 - ❖ Focus group discussion
 - ❖ Content analysis

Random samples were taken from the villages to be covered. 10-12 villages of Chauhtan tehsil and 10-15 villages from different blocks were identified for making a cluster.

Observations

- 1. The Meghwal community alone uses fine embroidery stiches (Pakki and Kambhiri). Use of these fine stitches is dying out because they are labour and time intensive and adequate remuneration is not available.**
- 2. Mainly Meghwal community as compared to suthar, Rajput, Charan and Nai community, does Gudri work.**
- 3. Machine based work has reduced the demand for hand embroidery, as it is cheaper and easier to sell.**
- 4. In olden times, decorative items were prepared locally in the homes.**
- 5. The dying stitches can be revived if adequate remuneration may be given.**
- 6. At present if, an artisan gets regular work she is able to earn INR 1200 per month.**
- 7. Nobody from the village has ever taken a bank loan to promote their business, one family did take a loan but that was not used towards promotion of business.**
- 8. At the village level, many female artisans hold ARTISAN CARDS. They were registered with the help of SURE. These cards are useful for the helping the artisans avail of free stalls in handicraft fairs and exhibitions and can function as credit cards. They enable the women to get scholarships for the education of their children.**

Challenges in the handicraft market at the 3 tier level



Community level

- They have art of handicrafts for centuries and they are doing this very long ago. Earlier, they used to do this work for themselves, but gradually they started doing this work for the middle for the money but they did not get much money.
- Apart from handicrafts, they also cultivates (July to Oct) in time of the rain.
- NREGA work was also done here 5 years ago but from the last 5 years NREGA, work is not there.
- They are dependent on man's and animals for livelihood.
- Handicraft is the secondary source of their livelihood. In addition to farming, the female's only work for handicrafts and animals and sometimes construction work also (Nov. to June).

Income

- ❖ Before joined they earn 500-600 monthly.
- ❖ After joined SURE they earn 50-60 Rup. /day means they get 1500-1800 Rup/month if get work regularly.
- ❖ At the time of IKEA, project peoples had earned money at Rs 200-300 per day. That time they get 6000-8000 per month with the help by SURE.



Problems before joining the SURE

1. Work in Low wages
2. No raw material sources
3. Irregular work
4. They had not external support with them for the work.

After joining the SURE

1. Good amount of wages for their work.
2. Raw material provided
3. Got more work
4. They are taught advanced work for which they are given many training

Now current Challenges

1. Do not get daily work.
2. Wages is little less.
3. **How to save their eyes from weakness**

Institution level (Production Unit)

Problems

- Distance between Artisan and production unit.
- lack of transport
- The lack of staff members (tailor, driver, etc.) and field or village level.
- Absence of a brand image.
- Production in Rainy season is much less.
- There is no staff at the village level..
- Due to low order, artisans depends on the intermediary.
- Artisans have knowledge of only a few types of craft, so they cannot do the matching work of the market. When there is a need to do something different, it is very difficult to find the people who can do these things.

How to solve these problems

- Rent a large room in the village, which can cover 3-4 villages nearby.
- There will be a weekly loading vehicle go to village level store.
- 3-4 staff for production units such as Taylor driver etc.
- Before the rains, identify such artisans who have little land or no land. Through which our production continues in rainy time.
- Networking with outside markets National and International.
- village level center (keep a man who has good knowledge of handicraft and experience and they could work in 2-3 villages. Supply raw material to the village, get the work done, collect final product and take it to the center. Then check his finishing and quality and finally give to production unit).

Mathematical expression

- ❖ If the vehicle goes to Daily Village, then the expenditure
 $400 \text{ (Rupees of diesel per day)} * 7 \text{ day's (weekly)} = 2800/- \text{ in one week.}$
 $400 * 28 = 11,200/- \text{ per month}$.

With this, daily 3-4 staff members also go to the village with the vehicle, their time cost is additional.

- ❖ If there is a center in our village then there will be only 4 -5 times in the month and it will save the staff time.
 $400 \text{ (Rupees of diesel per day)} * 5 \text{ day's (monthly)} = 2000/- \text{ in one month.}$
Then our net saving is $11200 - 2000 = 9200$
If we deduct the rent for the center, then $9200 - 3000 = 6200$ total saving any invest and it will helpful for the production and proper work.

Village level staff salary

Will pay for the village level staff at Rs 10 per piece of grind, if he prepares 200 pieces even in one week, then

$$200 * 10 = 2000 \text{ in a week}$$

And according to this $200 * 4 \text{ (Week)} = 8,000 \text{ in a month}$

Market Level

Challenges at market level

- ❖ Not fixed Demand (Demand is changeable because lack of networking).
- ❖ Networking and communication.
- ❖ Less penetration into the domestic market
- ❖ Competition from machine made products.
- ❖ No linkage to the global market, national market.

How can solve these problems

- Build relationship with the market and global market.
- Should have to use the different types of raw material so that cost can be reduce.
- **Prepare products for the middle and lower class peoples so that they can easily buy and we can extant our market.**
- Use digital marketing equipment's.
- Maximum use of ICT material.
- Come to online for the sailing products.

Supply chain existing companies

Raw material and Spinning



Dying, Production, Planning, Designing and Production



Weaving



Sales and marketing retailing.

SURE supply chain

Raw material (Raw material)

Handwork

Collection / Finishing

Production

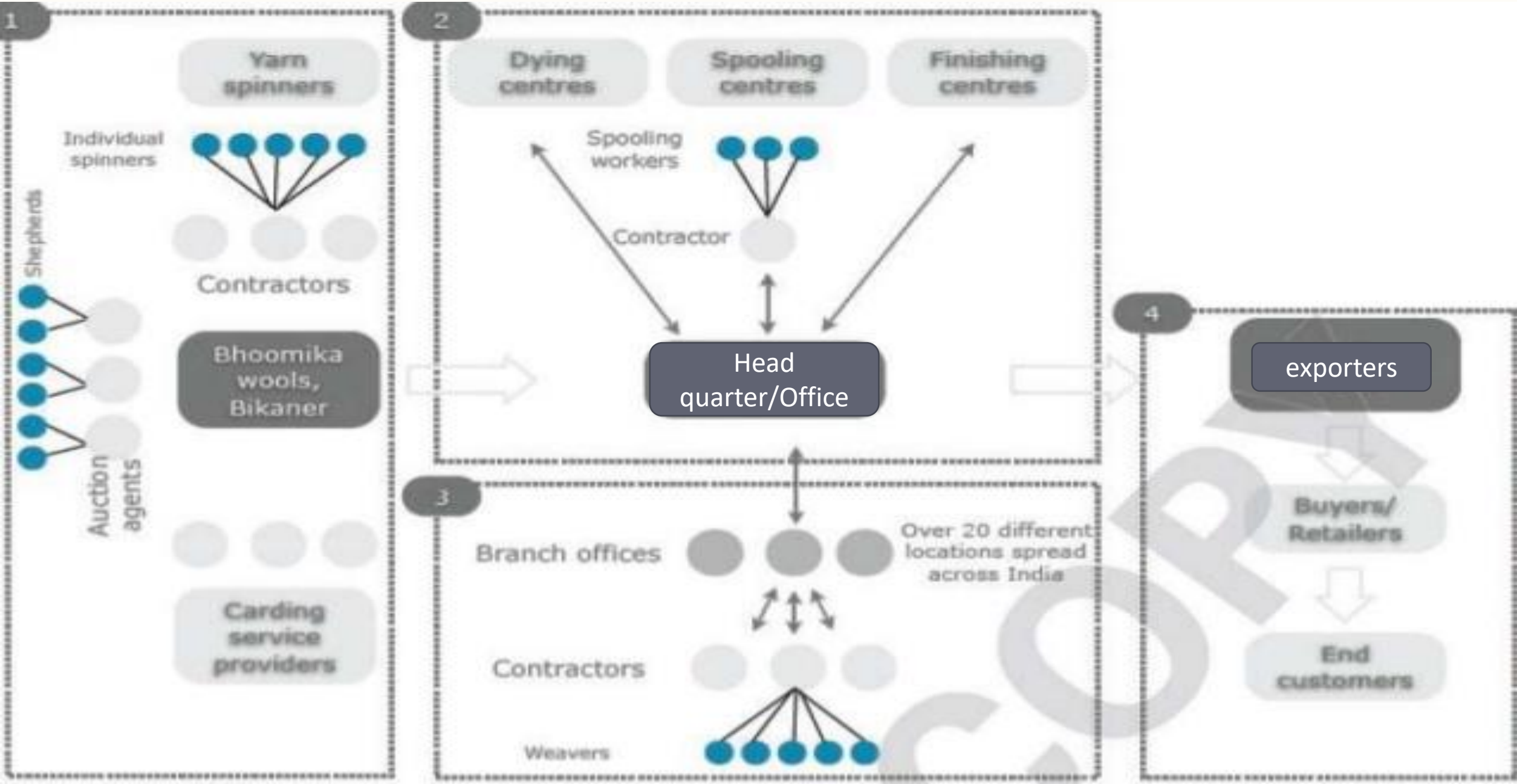
Finishing

Wash

Iron/ Quality check

Packing

Parcel



Market opportunities Handicraft exporters

- ❖ **Indian textile development** (plot no 1, western Rd, Village Saidulajab, Saket, Delhi- 110017), +91-11-29533300
- ❖ **Craft Tijori** (49-A, S Extention, Main Road, Dwarka More, Delhi- 110059, Near Gandhi Chow) +91-11-64641245
- ❖ **Jindal Crafts** (D 963, 60 Feet Road, Chawla Colony, Ballabhgarh, Faridabad-121004)
- ❖ **Indian Handicrafts** (68, Shivpuri colony, Near Lalimai ka khet, kalwar Road, Jhotwara, Jaipur Rajasthan)
- ❖ **Rangсутra Crafts India Ltd.** (145/1, Shahpur Jat, Siri Fort, New Delhi, Delhi 110049)
- ❖ **Bharat Industries Corporation** (janmabhoomi Chamber, Walchand Hirachand Marg, Mumbai Maharashtra).
- ❖ **Lord Buddha International** (1/30, First floor, Lalita Park, Vikas Marg, Laxmi Nagar, Delhi)
- ❖ **Shri Ganesh** (Delhi).
- ❖ **Anand Enterprises** (Maou, Harthala, Moradabad)
- ❖ **Om Ganesh** (52, Vajukotak Marg, Fort Market, Bombay)
- ❖ **State Art Corporation** (B-7, Flatted Factories Complex, Jhandewalan, Rani Jhansi Road, New delhi).
- ❖ **Shivom Exports** (India) Da-117/A, Lig Dda Flats, Ghanta Ghar, Hari Nagar, New Delhi.
- ❖ **Kavitra Export Private Limited** (Lalumal Street, Chaura Bazar, Ludhiana, punjab).
- ❖ **Lal10** (2nd floor, C 15, C Block, Sector 65, Noida, Uttar pradesh).
- ❖ **Banarasi Handicraft** (Sarai Goverdhan, Varansi, Uttar Pradesh).
- ❖ **Okhai** (4th Floor, Shivalik Point, Near Mithakhali Sir Roads, Navrangpura, Ahmedabad).
- ❖ **Dastkar Andhra** (A-12, Vikrampur, Lane next to pullareddy sweets, Karkhana, Secunderabad).
- ❖ **Chanderiyaan** (Raj Mahal, Chanderi, Madhya Pradesh)

- ❖ **Gaatha**
- ❖ **The Indian Craft House** (Omaxe Gurgaon Mall, UG-24, Sector 49, Sohna Road, Gurugram, Haryana)
- ❖ **Kashmir Box** (2nd Floor, 152 A Shahpur Jat, Next to Shubh Store, Near Shiv Mandir, New Delhi).
- ❖ **eMithilaHaat** (Mail Road, 26, 6th B main road, New Gurappan Palya, Benerghetta, Bengaluru, Karnataka)
- ❖ **Hands of India** (250/3, Brahma Kund, Lala Ji Ki Bagichi, Rangji Ka Nagla, Vrindaban, Uttarpradesh).
- ❖ **Rajkumar Handucrafts and Patchwork Industries** (RUDRA NIWAS BEHIND JAJU BHAWAN DR. MAHANAND SHARMA, Gali Number 3, Ray Colony, Barmer, Rajasthan 344001 mob. 94141 07835)
- ❖ **Vijay Laxmi Handicrafts** (N.H. 15, Near Shri Mahadev Auto Diesels Barmer, Ahmedabad Road,, Barmer, Rajasthan 344001 mob. 98288 22300)
- ❖ **Prakash Handicrafts** (No.Chohtan Road, Near Rain Basera, Barmer, Rajasthan 344001 mob. 72979 84228)
- ❖ **Rajasthan Arts & Crafts house** (E-94 BASNI II PHASE , M.I.A, Rajasthan 342005 mob. 99826 33233)
- ❖ **Rajasthan Handicrafts** (P. N.- 4, Krishna Vihar Vistar , Golyawash Road,, Opp Heera Path Petrol-Pump , Mansarovar, Jaipur, Rajasthan 302020 mob. 93528 48300)
- ❖ **Ganesh Handicraft** (84, Nai Sarak, NEAR SAHI, SAMOSA, Jodhpur, Rajasthan 342001 mob. 98290 63658)
- ❖ **Rajasthan Handicraft Kishangarh** (handicraft market,national highway 8, kishnagarh Madanganj 305802, Madanganj, Kishangarh, Rajasthan 305802 mob. 99290 63010)
- ❖ **Rajasthan Art** (45/16, Basni 2 phase, Near Basni railway crossing, Rajasthan 342005 mob. 98290 27001)
- ❖ **Heritage Handicrafts Emporium** (Next to budhani wafers, 323, MG Road, Camp, Pune, Maharashtra 411001 mob. 020 2613 8436)
- ❖ **Crafts Shop India** (305, Sikhar Complex, Opp. Navneet house, Gurukul, Ahmedabad, Gujarat 380052 mob. 94092 94044)



[Interview](#) **1**

[Video](#) Poem

[Interview](#) **2**

[Video](#) Poem

Thank You

