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A Study On Marketing Problems Of Handmade Products By Narikuravas In The Mayiladuthurai Town

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Abstract

India is called as land of various tradition and culture. Handicraft is a part of expressing culture. Narikuravas are having less literacy level and depend on their family business for the supply of unprocessed material, funding and promote of finished products. When talking about handicrafts it again categorised into hand-made, semi-handmade and machine made. Hand-made and semi handmade handicrafts are come out with specialised skills of a craftsman also called as artisans. They give life to tradition in terms of shape, design, colour and attractive product. When talking about globalization accessibility to market is now boundary less and products are made available to everywhere and everyone. E-commerce and E-business having more impact on marketing. This attentiveness to be created along with artisans and it's a responsibility to enrich the traditional sector. Many opportunities are accessible in the division of handicraft, and it is contributing for economic development and generation of employment.

Keywords: Handmade products, Narikuravas, Handicraft, herbal, etc.,

Introduction

India has a rich cultural diversity and heritage that provides abundant resources for the development of handmade industries. before the industrial revolution in our country, it was handicraft industry which gave a major contribution to the economic growth. even today they have a prosperous growth rate of 20% year on year. this industry requires major labour involvement because of which the consumer have huge respect over till date. these products are diversified into three categories: folk crafts, religious crafts and commercial crafts. comparative to machine made goods these products are preferred by consumers as they have added advantage of being customized.

Review of Literature

(Reddy, 2018) Conducted study in Andra Pradesh, specially crochet lace industry its growth and development. Objective of the revision was to examine the export of handicraft and its contribution for Indian economy. Majorly secondary data collected through various sources like Export Promotion Council for Handicrafts, circulars and magazines. Author spoke about export of lace industry in global market, problems of industry, initiation of government to develop handicraft industry.

(Bhat & Yadav, 2016): In this article author identified employment opportunities created in handicraft sector and what are the major problem faced. The major problems identified why this sector not efficiently can be a part of employment generation are this sector not cover under employment law, lack of professional training programs, technology and design problems. All these problems to be rectified by the particular boards for better creation of employment opportunities in this sector.

Statement of the Problem

The Narikurava community in Tamil Nadu possesses a rich heritage of handmade beadwork and jewellery, which serves as their primary source of livelihood following the legal prohibition of their traditional hunting practices. In India, hand craft sector is a major source of earning for rural peoples employing over five million artisans specially a large number of women and weaker sections of the society. Even though the handmade products is expected to be the largest contributor of India's revenues in the Narikuravas, it faces a lot of problems and struggles in the current scenario; especially in the area of production and marketing. The majority of the Narikuravas are forced to rely on other sources of income for their day to day survival, as a traditional family business in handmade products has failed to generate the necessary income. The study addresses the production and marketing problems faced by the Narikuravas in the handmade products and attempts to identify opportunities for its development.

Objectives of the Study

The following are the objectives of the study. They are,

- To understand the demographic profile of the Narikuravas in the study area.
- To analyse the Marketing of handmade products of Narikuravas in the study area.
- To identify the problems faced by the narikuravas to selling the handmade products in the study area.

Methodology

In this study both primary and secondary data has been used for the purpose of collecting data. The primary data has been collected through the well structured questionnaire. In order to understand the marketing of handmade products by Narikuravas, 44 samples were selected as a sample in Mayiladuthurai town by adopting Snowball sampling method. The secondary data have been collected from various published literature like text books, magazines, newspapers and websites. Data has been analysed using percentage and interpreted for meaning inferences.

Limitations of the Study

The study is subject to the following limitations.

- ❖ The study area is confined only to Mayiladuthurai town.
- ❖ The study of sample size is restricted to only 44 respondents due to time constraints

Data Analysis & Interpretation

Out of 44 respondent's majority of the respondents are male (32) and the rest of the respondents are female (12). From the table depicts that out of 44 respondents, 24 were belonged to the age group of 30 to 40 years of age, followed by the 12 respondents are belonged to the age group of 20 to 30 years of age, 6 respondents were belonged to the age group of above 40 years and it was observed only 2 respondents are below the age group of 20 years. It shows the educational status of transgender in the study area, it was noted more than 90% of the respondents their educational status is up to the level of school education, followed by 6.83% of the respondents are belonged to the category of others which includes diploma, certificate courses, etc. and it was noted in the table only one respondent is qualified as graduate and the graduate is hold the gold medalist when they studied.

From the table it shows clearly the monthly income of the Narikuravas in the study area, it was observed clearly more than 50% of the respondents said their monthly income is fall under the category of below Rs.5,000, followed by 25% were opined that their monthly income is between Rs.5,000 to Rs.10,000 and it was noted 11% of the respondents opined that their monthly income is more than Rs.20,000. It was identified from the table the main sources of the income of the respondents, it was inferred from the table 40% of the respondents opined that their sources of income through selling of handcrafts various crowding locations of people. followed by 31% were opined that the sources of income is through NGOs, and it was noted 9% of the respondents are opined that the sources of getting through salaried. From the table shows the awareness level of government benefit schemes, it was observed from the table majority of the respondents opined that they are not aware about the welfare schemes offered by the Government 2 respondents opined that they are well aware about the schemes offered by the Government and it was noted 6 respondents opined that they are aware about the welfare schemes.

It was inferred from the majority of the narikuravas are doing the family business and few more respondents are working other than the family job. Majority of the respondents are opined that they get raw materials with cheaper cost. It was noted from the study majority of the respondents are opined that they sell handmade products viz., Ornamental jewellery, toys, herbal oils, etc., it was observed that they sell herbal products largely, followed by the jewellery items and the least number opined that they sell toys items.

It was identified from the study, the marketing problems faced by the narikuravas in the study area, majority of the respondents said that they facing dependent on middlemen to selling their handmade products, sometimes they sell the goods directly to the public, followed by the narikuravas opined that they facing lack of proper market places and high mobility is the main problem to selling their products, followed by the raw material procurement issues is the problem to selling the handmade products by the narikuravas in the sutyd area, followed by the lack of technological issues followed by the lack of awareness about the supportive schemes offered by the Government.

Suggestions

- ✓ The Government should take necessary steps to identify the Narikuravas to give early education to promoting their livelihood. Because majority of the respondents are illiterate in the study area it led to facing unaware about the market conditions of the society.
- ✓ Proper training will be given to the Narikuravas by selling the handmade products in easy way.
- ✓ The narikuravas updating their knowledge by use of technologies viz., Facebook, Instagram, X, etc and other social media sites to promoting the products.
- ✓ Proper raw materials are provided to the Narikuravas to manufacturing the handmade products in the study area.
- ✓ The Government should recognise the handmade products to promoting the various stalls in the public spots, exhibitions, etc.,

Conclusion

The study results show that marketing of handmade products by Narikuravas in Mayiladuthurai, are based on personal selling; thus, the marketing mix lacks. There is sufficient awareness of the other be concluded that to the extent that unique selling strategy is applied, it is effective. However, the overdependence on personal selling has resulted in low sales with vast handmade products. Eventually, it may lead to the demise of the handicraft sector. Moreover, the industry faces many challenges, mainly from the lack of government supportive schemes, lack of technological issues, lack of training, lack of financial assistance, Dependent of middlemen, etc. in the study area.

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