



Role of Skill Development Training Programme in Handicraft Artisans of Manipur

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ABSTRACT

An entrepreneur is an individual who takes the financial risk to organise, create, and operate a new business or enterprise. Derived from the French word *entreprendre* (meaning "to undertake"), they drive economic growth and innovation by spotting market opportunities and combining resources to fulfil them. The word entrepreneur has come from the French word "entreprendre" which means to undertake, to pursue opportunities to fulfil needs and wants through innovation to undertake business. In the year 1725, the word entrepreneur was first brought into economics by a social scientist named Richard Cantillon. The expert who invented the theory of entrepreneurship was David McClellon in 1961. Handicraft industries are playing a major role in the growth of Manipur's rural economy. These industries are providing self-employment, generating employment, helping to increase the standard of living, providing a source of income, and become entrepreneur in the study area. This study explained the transformative role of skill development training in livelihoods among handicraft artisans. A semi-structured questionnaire was developed to collect learners' feedback and measure the effectiveness of the training program.

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The questionnaire was administered individually to 58 trainee participants, and their responses were analysed. In the present paper, an attempt has been made to present the findings of the study conducted to understand the socio-economic profile of the enrolled learners, evaluate the effectiveness of the skill development training program and its impact, and how it has benefitted the trainees/artisans with special mention of the success stories of a few participants after completion of the training.

Introduction

India has a rich cultural heritage of diverse handicrafts, including embroidery, pottery, weaving, and more. These unique handicrafts represent the cultural identity of the people who make it. The Indian Handicraft Sector plays a significant role in the Indian Economy, as about 7 million people are engaged in this unorganised sector. The Handicraft industry is cost-effective because of the low financial investment required and the great potential for exporting various Handicraft products. The international market for Indian embroidery products is estimated at about rupees 75 billion, with a growth rate of nearly 18% per annum. The major importers of Indian embroidered products include USA, UK, Saudi Arabia, Morocco, Indonesia, Malaysia, Egypt, Africa, the Middle East, and Europe. Hence it is an important foreign exchange earner for our country. Handicrafts have been acknowledged as a vital strategy for sustainable development that can solidify employment opportunities, specifically in the rural regions, by contributing to the national economy

Handicrafts are an important productive sector and export commodity for many developing countries. The growth of international markets for home accessory products and an increased interest in global goods have opened up new market opportunities for artisans. Indian Handicrafts are an integral part of country's rich cultural heritage and play a significant role in the national economy. In India, approximately 69 lakh people are engaged in Handicraft and allied activities. Handicraft is an unorganized cottage industry which faces several problems in the country such as low literacy and education levels, lack of modern/technological skills, and lack of sufficient finance. Handicrafts are unique expressions of a particular culture or community through local craftsmanship and materials. With increased globalization, however, products are becoming more and more commoditized and artisans find their products competing with goods from all over the world. It is no longer possible to look at traditional artisan communities and their products in isolation from global market trends and competition.



Many of the traditional handicraft artisans are migrating to work as labourers or into other unskilled jobs, mainly due to meagre earnings and exploitation by the middlemen. As Patel et al. (2017) in his research established that middle men take a substantial share of profit, leaving very little for the artisans. The current state of the Indian artisans shows a need for honing the skills of this workforce along with enabling them with entrepreneurial skills. The national plans also support the same and skill development of artisans has been receiving focused attention. This endeavour would familiarize the artisan with the latest technology and designs that will upgrade the product to meet the international standards.

Illiteracy of artisans is another crucial factor for leaving their family occupations, as they are not aware of the various policies and strategies of marketing and various artisan programs organized by the state and central government. Most of artisans have no information about the different schemes of handicrafts. This is the biggest hurdle to the growth and development of the sector. The office of the Development Commissioner (Handicrafts), Ministry of Textiles, GoI, is providing a variety of opportunities to the handicraft artisans in terms of domestic marketing platform by organizing Gandhi Shilp Bazaar, Crafts Bazaar, etc. and handicraft exhibitions in prominent shopping malls of the country. International marketing platform is also offered to national awardees through participation in international marketing events. The handicraft awards namely Shilp Guru award, National award, National Merit Certificates and Design Innovation award are given for recognition and encouragement to outstanding craft persons to maintain excellence in craftsmanship and keeping alive our old traditions. The need is to create awareness among the artisans to avail these facilities for their benefit. Handicraft production is a major form of employment in many developing countries and often a significant part of the export economy. With increased globalisation, however, products are becoming more and more commoditised, with artisan producers facing increased competition from producers all over the world, particularly in China and other Asian countries.

The present study, based on the feedback of the trainees of the 2-month skill development handicraft training program, reveals that there is a dire need for designing relevant training programs for the artisans to help them update their skills and keep pace with the changing market trends. The study indicated a high satisfaction rate of learners about the delivery of this program, and most of the learners were highly motivated due to the exciting design of course curriculum and proper conduct of classes with appropriate monitoring and evaluation.

Although handicrafts have cultural significance and economic value to poor rural households, the sector has been neglected by most governmental policymakers. Handicrafts have been acknowledged as a vital strategy



for sustainable development that can solidify employment opportunities, specifically in the rural regions, by contributing to the national economy.

Livelihoods- Livelihoods are ways of keeping oneself meaningfully occupied by using endowments (human and material) to generate adequate resources to meet the basic requirements of the household sustainably. Household members use their capabilities and assets to carry out activities through which they gain their livelihoods. The primary objective of organizations operating in crafts sector is to provide sustainable livelihood. Change in average per-capita income post entrance of firm and number of jobs created by the firm can measure the impact on livelihood generation.

Meaning and Definition of Entrepreneurship: Entrepreneurship is considered as of assuming the risk of an entrepreneur.

According to Natheal H. Leff: Entrepreneurship is the capacity for innovation investment and expansion in new markets product and techniques. Webster highlights entrepreneurship as economic venture organizing and risk taking capabilities. Joshep a Schumpeter describe entrepreneurship is the force of creative destruction whereby established way of doing things are destroyed by the creating of new and better ways to get things done.

According to S. S. Kanaka, Entrepreneurship is a process involving various actions to establish an enterprise. From the functional viewpoint, entrepreneurship is defined as the combination of activities such as perception of market opportunities, gaining command over scarce resources, purchasing input, producing and marketing a product, responding to competition, and maintaining relations with political administration and public bureaucracy for concession licenses and taxes, etc.

Characteristics of an entrepreneur: An entrepreneur is a person who initiates a business venture. The following describes some essential features of an entrepreneur.

Risk-taking capability: Every business has a risk of time, money, etc., so an entrepreneur must have the risk-taking capability.

Creativity and innovation: an entrepreneur has an initiator possesses creativity and innovative power.

Need for achievement: the entrepreneur has a strong desire to achieve the goal of the business. He is always driven by the need for achievement.



Need for autonomy: an entrepreneur does not like to be under anybody. It is the need for autonomy that drives a person to be an entrepreneur.

Internal locus of control: an entrepreneur believes in him his work.

Qualities of successful entrepreneur: To become a successful as an entrepreneur in its business life, a businessman should possess a quite a number of essential qualities. Those are noted below:

1. Moderate risk taking: an entrepreneur always takes calculated risk to operate the organization
2. Hard work: an entrepreneur is very much hard worker, he or she always busy with various types work.
3. Accountability: a successful entrepreneur is accountable well as his associates always accountable to him.
4. Educated in real sense: successful entrepreneur is educated In real sense .he tries to implement his organizational objectives through his education.
5. Analytical mind: a successful entrepreneur is analytical minded. he scrutinizes every activity on the organization.
6. Dynamic leadership: a successful entrepreneur is always dynamic to operate the organization
7. Presence of mind: a successful entrepreneur is always at present of mind he is always aware of activities that to happening in the organization and around him
8. Accommodative: a good entrepreneur has the capacity to make his own place at every sector
9. Courageous and tactful: Corsages and techniques is very much essential for a successful entrepreneur

Skill Development

According to the International Labour Organization (ILO), “Skill development is of key importance in stimulating a sustainable development process and can make a contribution in facilitating the transition from an informal to formal economy. It is also essential to address the opportunities and challenges to meet new demands of changing economies and new technologies in the context of globalization.” The objective of Skill Development is to create a workforce empowered with the necessary and continuously upgraded skills, knowledge and internationally recognized qualifications to gain access to decent employment and ensure India’s competitiveness in the dynamic global market. It aims at increasing the productivity and



employability of workforce (wage and self-employed) both in the organized and the unorganized sectors. It seeks increased participation of youth, women, disabled and other disadvantaged sections and to synergize efforts of various sectors and reform the present system with the enhanced capability to adapt to changing technologies and labour market demands. Skills development can help build a “virtuous circle” in which the quality and relevance of education and training for all genders fuels the innovation, investment, technological change, enterprise development, economic diversification and competitiveness that economies need to accelerate the creation of more jobs. In skill development programs for the Handicraft sector, economic benefits to the individual are very important, especially at lower levels. There has to be an efficiency benefit as well, delivered through better quality and innovative training programs. The skill development will need to connect to the industry and demand, and curriculums will have to be devised according to the needs of the industry.

Objective of the study

1. Study the socio-economic conditions of the Handicraft Artisans.
2. Impact of Skill Development Training Program on Handicraft Artisans/Entrepreneurs.
3. To know the economic contribution of handicrafts in the study area.

Limitation of the study

This study focuses only to those artisans. Who benefited from the 2-month training program in Hand block printing training in Heirangoithong in Imphal West district schemes under the Department of Handicrafts, Service Centre. Those trainees who could not benefit from the skill Development Programme and could not become entrepreneurs were excluded from the preview of the study.

Research Methodology

A self-made questionnaire was used to collect data from handicraft trainees who participate in the skill development 2-month training program in Hand block printing training in Heirangoithong in Imphal West district schemes under the program under the Handicraft Service Centre and continue to use their skills in their future and day-to-day lives. The questionnaire mainly consisted of multiple-choice questions. was provided me with A copy of the questionnaire was given to those adult learners who expressed their willingness to participate, and 70 samples were distributed among the adult learners. Only 58 were collected. Those Trainees who could not benefit from the skill development program were excluded from the study's purview. We visited these respondents and took interviews in person. We also enquired about the

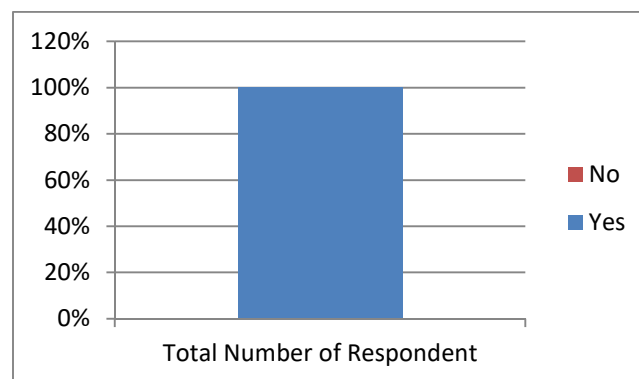
present problems they were facing. The discussion did not merely confine itself to procuring the structured questionnaires but also involved open interviews. This simple questioner was used to get the required data from the trainees. However, this was closely followed by an informal, open interview.

Analysis and Interpretation.

There were hundred artisans enrolled in the first batch of this 2(two) month training program. The questionnaire was administered to the students out of which 58 trainees responded. The data obtained were analysed using percentage analysis. For the questions belonging to learner's satisfaction, the unanswered questions were considered as negative responses, i.e, they were not satisfied with the training. feedback and response obtained from all 58 learners were presented below: -

Table No. 1. Total number of responded.

Total number of respondents	Yes	NO
58	58	NIL
Percentage%	100%	NIL

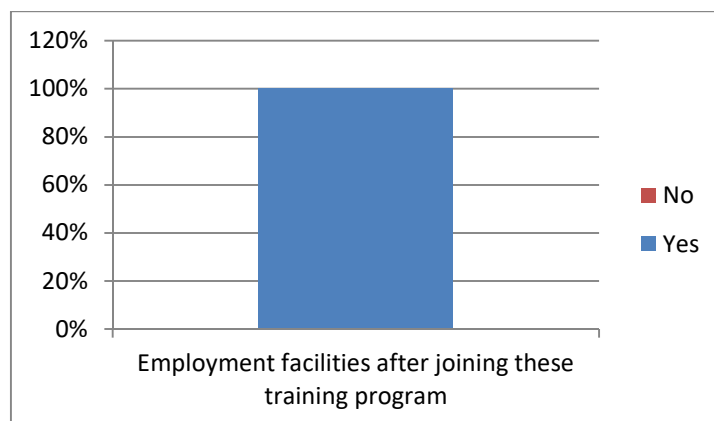


Source: Survey Report/Data.

Table no.1. show the numbers of responds which took part in 2(two) months skill training program of Hand block printing. Most of the trainees know the value of joining this training program. Its new to them by joining this they can earn in their home and localities using this art/skill. They can't effort to join the others training programme which is very costly organized by the private, NGO etc. they can join only these central government sponsor Handicraft technical training in Hand block scheme.

Table No.2. Employment facilities after joining these training program.

Total no of respondents	Yes	NO
58	58	NIL
Percentage%	100%	NIL



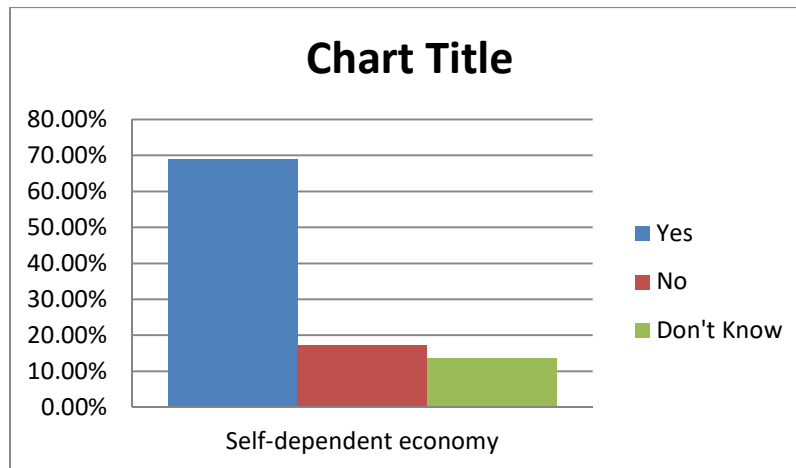
Source: Survey Report/Data.

Table no 2 shows. The operation of handloom and handicraft industries in rural area are helps to develop entrepreneurship and started their earning. It encouraging and motivating them to set up micro and small-scale industries in the study area. When people start micro and small-scale industries in their area automatically socio-economic conditions of that area would improve. The entrepreneurs' development is one of the most important elements of economic development of rural area in the country and world as well and entrepreneurial competent makes all the difference in the rate of economic development. Likewise, progress of handloom and handicraft industry is study area will definitely contribute economic development. After Joining this skill development training, they can start their earn in their home and localities. They can earn this knowledge of hand-block in bedsheet, saree, pillow cover and house decoration etc. They formed group and practice their skill and earn as well as make themselves employments and give others employed also. They go decoration in festival and ceremony by taking some fees.

Table No.3 Self-dependent economy.

Total no of sample	Yes	No	Don't Know
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Do you agreed Handicraft provide Self dependent economy	40	10	8
Percentage%	68.97%	17.24%	13.79%.



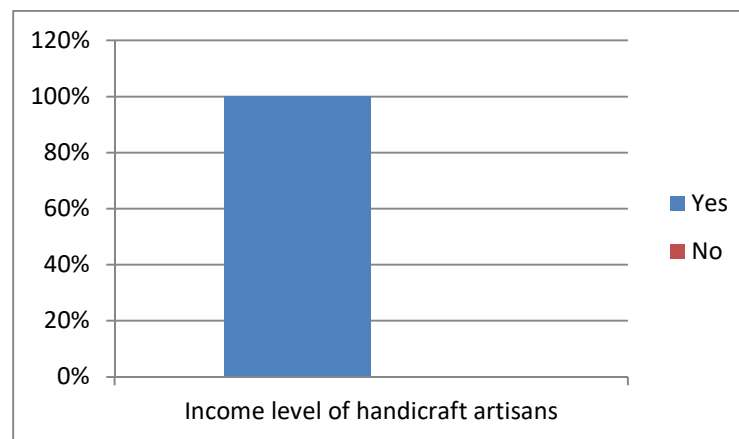
Source: Survey Report/Data.

Table no 3 shown 68.97% (40) of the artisans agreed handicraft industries can provide them employment as well as increased their economy, 17.24% (10) don't agreed and 13.79% (8) Don't know. The handicraft industry is a village industries, rural industries or agro-based industries which is suitable for rural people and this sector provide supplementary income for the villages" people after agricultural products and became a source of inspire for entrepreneurship development in the countryside. In the study area, particularly in the Imphal west district of Manipur 90 percent of villagers are doing handloom and handicraft business, therefore, 40 percent of local products in the area are, ema keithel(Market) and khwairaman market are generated from village. They are engaging production activity by forming Cooperative society and even taking up at individual level. The products like kouna(water weed) product bag, med, door med etc, loo (fishing net) made from bamboo, handicraft in bed sheets, towels, pottery Etc are usually arriving form village in the markets.

Table no 4. Income level of handicraft artisans.

Increase income level	Yes	No
Total numbers of respondent	58	NIL

Percentage%	100%	NIL
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Source: Survey Report/Data.

Table no 4. indicates that 58 (100%) of artisans agreed that business of handloom and handicraft business income level of people are drastically change in the study area. However, majority of rural artisans and craftsmen income level is increased and got source of income to manage the family affairs in the daily basis. During the survey time they said that handloom and handicraft activity is very friendly nature and can established/start with small amount and low risk in comparison to other business activities.

Finding and suggestion.

The study aims to evaluate socioeconomic factors influencing the viability of handicraft which took part in 2-month training programme. The study results have shown that 58 artisans (100%) were viable. The results obtained from the analysis showed two factors significantly influenced the viability of handicraft enterprises. These two factors were the belief that handicraft business could sustain the handicraft practitioner, and the level of support for handicraft businesses from non-governmental organizations, in decreasing order of strength. More so, skill development trainings are parts of vocational skills. Vocational skill development training is designed to enable participants from disadvantaged group like rural, poor and women for developing practical skills so that they can involve in income generate activities. The handicrafts sector contributes significantly to the country's economy. It employs a large number of artisans in rural and semi-urban areas and earns significant foreign exchange for the country. The handicraft sector, on the other hand, has suffered from its lack of organization, as well as other restraints such as a lack of education, low capital, limited exposure to new technologies, a lack of market intelligence, and a weak institutional



framework. As a result, it pales in comparison to a well-organized, trained, and systematic sector in a developed country where it plays a minor role in the total economy. This skill training programme is useful for the trainees because it provides them with new knowledge and modern techniques in the handicraft sector. So, that they can earn easily comparing to the work they before.

CONCLUSION

The data reveals that most of the trainees were engaged in agricultural activities. More number of females as compared to males participated in the training program, which is very encouraging. The study revealed that most of the participants were educated till secondary level or above. The learners were satisfied with the overall conduct of the training program, including infrastructural facilities and the quality of training amongst others. For a business to be inclusive, it should make people self-sufficient to pursue the sector they are employed in as a sustainable livelihood. For this, they need to develop the skills requisite to do the tasks on their own. Some of the metrics that can be used are: No. of people trained and number of households benefitted by skills imparted to 1 member (through knowledge transfer). illiteracy and inequalities have prohibited some crafters from participating in local training and decision making within the handicraft sector and their local markets; skill development training program implemented in Heirangoithong village has played significant role for transforming artisan's livelihood. Awareness level of local youths including women and marginalized who participated in capacity development trainings increased and they are now advocating against social/cultural stigmas. Youths who participated in skill development trainings are involving in agriculture and non-agriculture-based income generate activities and mobilizing local resources. They are supplying their products in rural hinterland and urban centre's for generating household economy. No doubt, trained youth are becoming human capital for the society and they are establishing social relationship among themselves and others. They are creating social and economic capital in the village. Therefore, the study comes up with conclusion that after becoming human capital, trained youths have been experiencing their knowledge and skills practically in their own village and creating productive sociocultural and economic structures and working for sustainable livelihood. To conclude, trained youths have been playing transformative role in Imphal west due to efforts of local stakeholders who implemented skill development training program in local level for improving artisan's livelihood.

Artisans mostly work in traditional and unorganized sector in which they are vulnerable to exploitation and low wages. They fall in lower strata of the hierarchy both socially and economically. These people are mostly engaged in household or cottage industries in which they work hard but do not get enough to



maintain a minimum standard of living. A major problem for this affair is the middlemen who take out a substantial share of profit leaving very little for the artisans. Traditionally, the artisans had been the backbone of the Indian society, yet today they are the most valuable character for the development. Thus, in this paper an attempt has been made to study the weaknesses and challenges faced by the Handicraft artisans of Manipur.

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