



PROBLEMS AND CHALLENGES FACED BY EMBROIDERY ARTISANS IN BARMER, RAJASTHAN

Ms. Garima Tiwari*
Prof. RadhaKashyap**

ABSTRACT

The embroidery craft of Barmer is a vital part of social legacy and therefore it becomes an obligation to ensure that this rich custom continues on constant basis. Handicraft industry is not just an earning source for countless craftsmen but also it is a route towards the development of social and cultural abilities among large number of inhabitants. These artisans of embroidery craft are suffering because of disorganized market, lack of education, inadequate funds, lack of knowledge of latest technologies, deficiency of market knowledge, etc. Though government is trying to improve the status of the artisans by offering various policies for their benefit but no satisfactory result have come their way. To ensure the existence of the handicraft industry, it is important to comprehend the need of reestablishment of socio-economic strata of these women artisans. The present study focuses on the issues and challenges faced by women artisans involved in the embroidery craft sector of Barmer district of Rajasthan.

Keywords: Problems, Challenges, Artisans, Embroidery craft, Handicraft

Introduction:

In India, Rajasthani culture is known for its diversity and so is Indian craftsmanship. It has been so well preserved because the artisans consider it as a way of glorification and respect to their proud inheritance craft not only the elderly and the middle aged but also among the young embroidery is a desirable form of attire beautification.

Barmer is one of the district of Rajasthan that falls under the belt of Thar Desert. It is located in the South Western part of Rajasthan bounded by Jaisalmer, Jodhpur and Pakistan border. As the district is situated in the desert area, most of the time this place suffer from the severe condition of drought due to which the population of Barmer district have to find sources of earnings other than the agriculture. Therefore embroidery is one of the most

commonly adopted source of income by women artisans in order to support their family to fulfil the basic necessities of life.

Both Government and non-government organizations are working hard for the development of the women artisans, despite of the efforts of these organizations still there a loop holes in the system because of which various problems are faced by these women artisans in Barmer region.

Review of Literature:

(Banik, 2017) Conducted a study on 150 respondents which focused on issues and challenges faced by the artisans. The results showed that artisans are mostly working in unorganized sector. They were being exploited by presence of middle men in marketing chain as they pay very less on per piece basis to these

*Research Scholar, Department of Fashion & Textiles, IIS (deemed to be University), Jaipur

**Head, Department of Fashion & Textiles, IIS (deemed to be University), Jaipur

artisans. The reason for this problem was reported to be lack of information about the government policies. It was suggested that NGOs should come forward and make these artisans about the welfare schemes and work for their upliftment.

Datta.B. et al (2011) investigated hindrances and challenges faced by women artisans in Panchlazari cluster. Purposive random sampling technique was used for cluster selection. Sample of sixty respondents were selected and data was collected through interview schedule which covers the parameters like socio economic status and challenges faced by the women artisans in zari cluster. Dual roles of women and lack of self-confidence was noted as hindrances faced by women artisans of zari cluster. Majority of women artisans were unaware about the governmental programmes, they were not having information about training programmes. Women safety and gender based violence were among challenges faced by women artisans.

Methodology:

Locale of the Study: Barmer district located in the region of Thar dessert.

Sample selection:The selection of artisans was done through Purposive random sampling method based on following criteria: Total 300 women artisans falling under the age group 18-60 years old were approached for data collection, using snowball technique.

Method for data collection from women artisans:Interview schedule and focused group discussions.

Development of interview schedule: The interview schedule consisted of set questions about covering different problems and challenges faced by women artisans of Barmer practicing embroidery craft.

Results and Discussion:

Researcher observed that these women have to play dual role that is they have to do their household work and embroidery assignments simultaneously on daily basis, resulting various health issues.

Table 1: Distribution of artisans according to health problems

S.No.	Health Issues	Frequency	Percentage (%)
1.	Weakness of sight	269	89%
2.	Back pain	250	83%
3.	Headache	176	58%
4.	Eye strain	188	62%
5.	Difficulty bending at your knees	224	74%
6.	Joint pains	230	76%
7.	Neck pain	245	81%
8.	Fatigue	300	100%
9.	Shoulder pain	238	79%
10.	Numbness in the tip of the finger	259	86%
11.	Pain in palm or wrist	268	89%

During the interview process, the women artisans reported that majority of them were suffering with the multiple health issues from more than 5 years (67%), 4 years (23%), 2 years (7%) followed by 1 year (3%). And to the answer of the question about the treatment of the

particular problem the women artisans reported that they ignore the issue until it is unbearable for them. After this they seek for the qualified doctor's treatment because of lack of financial resources

Table 2: *Distribution of artisans according to problems in embroidery craft sector*

S.No.	Aspects	Frequency	
		Yes	No
1.	Lack of skill and design development training	267	33
2.	Lack of financial assistance from Government	244	56
3.	Non availability of raw materials	198	102
4.	Lack of marketing facilities	213	87
5.	Lack of knowledge	267	33
6.	Lack of information about government schemes	288	12

Lack of skill and design development training: of the total number of respondents 267 replied that due to lack of knowledge related to the designs

Lack of financial assistance from Government, Non availability of raw materials, Lack of marketing facilities, Lack of knowledge about latest designs, and Lack of information about government schemes.

Table 3: *Distribution of artisans according to the options available to market their products:*

S.No.	Options	Frequency	Percentage (%)
1.	Give to middle men	246	82%
2.	Sell in the local market	18	6%
3.	Sell to the Government	00	0%
4.	Sell in craft <i>Mela</i>	23	7.6%
5.	Sell at their own shop	12	4%

82% of respondents sell their products to the middle men as they are not educated enough to go in the main market and find out the buyers for their embroidery products.

7.6% respondents sell their embroidery products in the craft *Mela*/ Fair followed as they have their contacts with the fair organisers who

allot those stalls. Followed by 6% of women artisans who sell the embroidery products in the local market and 4% of the respondents sell the embroidery products at their own shops. As they find it easier and comfortable according to their lifestyles.

Table 4: Distribution of artisans according to the response on existence of middle men in embroidery craft sector:

S.No.	Aspects	Frequency	
		Yes	No
1.	Existence of middle men	300	00

It can be concluded that these women artisans are not directly involved in the process of buying and selling of the embroidery resulting losses for them as they are always underpaid by them.

Table 5: Distribution of artisans according to the problems in marketing embroidery craft sector:

S.No.	Aspects	Frequency	
		Yes	No
1.	Competition with machine products	247	53
2.	Low returns	300	00
3.	Lack of knowledge about market	300	00

All 300 women artisans were facing difficulties related to less revenue generation in return for their hard work for creating intricate products. They also reported that due to lack of

knowledge about marketing and market environment they are unable to crack the best possible deals with the buyers, resulting exploitation in monetary terms.

Table 6: Distribution of artisans according to challenges faced by the artisans:

S.No.	Aspects	Frequency	
		Yes	No
1.	Gain is less than expected	300	00
2.	Competition with machine made products	149	151

3.	Nonexistence of infrastructural facilities	237	63
4.	Maximum part of profit is taken by the middle men	290	10
5.	Irregularity in employment	296	04
6.	Inadequate Execution of government schemes	178	122
7.	New generation is losing interest	160	140

296 respondents said that they also feel that the assignments or the work they get for the embroidery craft is irregular in nature.

290 women artisans said due to lack of marketing knowledge and skill the women artisans have to be dependent on local traders or

middle men even though they are very proficient artisans in the embroidery craft sector. Followed by 237 women artisans who reported that due to non-availability of proper infrastructural facilities they face difficulty to maintain the quality and standard products.

Table 7: Distribution of artisans according to decision making power related to their earnings:

S.No.	Aspects	Frequency	
		Yes	No
1.	Authority to spend their earnings through embroidery craft	61	239

Majority of women artisans involved in traditional embroidery craft sector are not having authority to spend their incomes which they earn by completing embroidered projects.

Table 8: Distribution of artisans according to the reason of not having decision making power related to their earnings:

S.No.	Options	Frequency	Percentage (%)
1.	Because of husband	68	22.4%
2.	Because of in-laws	66	22%
3.	Because of their own parents	08	2.6%
4.	Because of society	158	52.6%

158 said that because of tradition in the male dominating society they are not able to take monetary decisions for their earnings through the craft. 68 women artisans said that it is because of the pressure from their husband

they are unable to decide about the choices of spending their earnings. 66 respondents who reported that because of pressure from their in laws they do not participate in taking financial decision regarding spending their earnings.

Table 9: Distribution of artisans according to the issues related to freedom of movement in Barmer:

S.No.	Aspects	Frequency	
		Yes	No
1.	Authority to take decision their related to freedom of movement	26	274

274 reported that they do not have power to take decision regarding mobility. They are not allowed to move outside the house without permission from their family members. 26 women artisans who responded that they do not need any kind of person to move out from their house.

Conclusion:

The women artisans in Barmer Rajasthan are majorly working in unorganised and traditional environment where they are exposed to exploitation in terms of working facilities and low wages. These women artisans belongs to the lower level of society where they are deprived of living their life with even basic necessities. They are facing many problems and challenges in their day to day life. Embroidery is their cultural heritage which they use to do in their leisure time but now due to the needs of family and themselves they have taken up this folk art form as an occupation. With the hard work and intricate craftsmanship these women artisans prepares the products and sell in the market. But due to presence of middle men in the marketing chain they are unable to receive the due credit

and wages for the same resulting, multiple issues and problems.

Women artisans practicing embroidery craft are the backbone of this heritage art form and one of the most valuable asset for the cultural society of India. It is important for government organisations and non-government organisation to focus on these artisans to help them preserving the art form and also for the welfare of the artisan society.

References:

- Banik, S. (2017, December). A Study on Financial Analysis of Rural Artisans in India: Issues and Challenges. nternational Journal of Creative Research Thoughts (IJCRT), 5(4), 6. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3137936
- Dibyendu Bikash Datta, S. M. (2017). Hindrances and Challenges Faced by Women Artisans in Panchla Zari Cluster. Asian J. Management, 2(8), 215-219.

