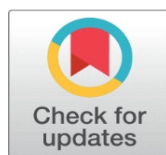


WOMEN ENTREPRENEURSHIP THROUGH PATTACHITRA AND THEIR SUSTAINABILITY IN RURAL AREAS WITH SPECIAL REFERENCE TO RAGHURAJPUR

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ABSTRACT

India obtains a recognition in world scenario due to its wealthy artistic, cultural background through its historic art and crafts. These historic art and crafts now reputedly have a prominent prospect in the global market due to their customary beauty, delicacy and legitimacy. Among all the art and crafts of India, Pattachitra of Raghurajpur, Odisha inhabited an eminent place due to its novelty, creative patterns, designs and depictions of simple ideas, usually mythological description. Earlier this artwork was confined only in Odisha and used in the devoted purposes of lord Jagannath. But at present due to new marketing technologies this artwork has outstretched each and every corner of the globe and generated a noticeable source of income for the country. The present study on, "Women Entrepreneurship through Pattachitra and their sustainability in rural areas with special reference to Raghurajpur", is carried on in the coastal districts of Odisha focusing mainly in the village Raghurajpur. Field data were collected from 25 rural women entrepreneurs through survey cum personal interview taking into consideration their socio-economic condition, business dimension and employment opportunities created by them, problems faced, and promotional strategies adopted by them. The outcome reveals that rural women entrepreneurs play an indispensable role not only in the publicity of this rare artwork all around the globe but also furnish a lot for the whole upliftment of socio-economic situations of the rural crafts women.

Keywords: Women Entrepreneurship, Business Dimension, Promotion, Employment Generation

1. INTRODUCTION

Rural entrepreneurship implies entrepreneurship emerging in rural areas. Rural entrepreneurship means rural industrialization. Industrialization can't originate or sustain without entrepreneurship whether rural or urban. Rural industrialization means encouraging location of large and small- scale units away from urban areas or planned shifting of units from urban areas to rural areas. Rural entrepreneurship can stop the increasing migration towards cities as it provides wide range of employment opportunities to the village people. Rural woman constitutes the family that leads to society and Nation. Overall development of

women is necessary for the development of society and nation. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. Women entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. According to statistics women in India 2010, proportion of female main workers to total population in percentage is 16.65 in rural areas and 9.42 in urban areas this shows overall less contribution of women in work but more percentage of women workers in rural areas. Women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. Entrepreneurship development among rural women helps to enhance their personal capabilities and increase decision making status in the family and society as a whole. (Sharma, et.al., 2012)

"You can tell the condition of a nation by looking at the status of its women" - Jawaharlal Nehru.

2. OBJECTIVE OF THE STUDY

- 1) To study the socio-economic characteristics of rural women entrepreneurs.
- 2) To find out the business dimension and employment opportunities created by rural women entrepreneurs.
- 3) To find out the problems faced by the rural women entrepreneurs.
- 4) To suggest measures taken by the rural women entrepreneurs for their sustainability.

3. REVIEW OF LITERATURE

- 1) Delmar and Holmquist (2004) state that female entrepreneurs play an important role in the world economy and indicate that in the US 6.4 million self-employed women provide jobs for 9.2 million people.
- 2) According to the ILO latest update cited by Stevenson and Onge (2005) if young women are encouraged to obtain higher level of education, they will be better equipped to receive guidance, retraining and redirection in the pursuit of more productive and growth-oriented business.
- 3) Matiwane (2005) stated that women entrepreneurs are ill-equipped educationally and financially.
- 4) Carmen Niethammer, Tania Saeed, Shaheen Sidi Mohamed, and Yesser Charafi (2007) brought out that, women's lack of access to finance remains one of the key constraints for enterprise growth.
- 5) Nayyar et al. (2007) suggested that, poor location of unit, tough competition from larger and established units, and lack of transport facility, lack of rest and sleep and non-availability of raw-material were the significant problems faced by entrepreneurs. The factors causable to these problems were; difficulty in affording own vehicle, not being popular, heavy schedule of work and long working hours.
- 6) Barua and Mali (2011) found that, micro, small and medium enterprises in Assam had registered an average growth of 20.63 % per annum from 1987-88 to 2006-07. This was accomplished by an average annual growth of 45.3 % in investment and 89.5 % in output.

4. MATERIALS AND METHODS

The present study was undertaken in the coastal districts of Odisha specifically in Raghurajpur, Bhubaneswar. 25 women entrepreneurs were taken using random sampling technique. As research instrument a suitable Interview schedule was prepared by consulting relevant literatures and experts in this field. The data was collected through personal interview and observation method. Then the analysis of the data was done using descriptive statistics viz, frequency, percentage and chi-square etc.

5. RESULTS AND DISCUSSIONS

Objective - 1: Socio-economic status of sample under study

The relationship between socio-economic status of the Patachitra makers and their business performance was examined. The sample was classified into high, medium and low on the basis of their business volume taking out turn, as basis.

Table 4.1.1

Table 4.1.1 Socio - economic variables and business performance (N=25)						
Sl. No.	Socio - economic Variables	Frequency	Percentage	Business performance score	Rank	r value
1.	Age					
	Up to 30 years	05	20.00	1.80	I	0.38*
	31-50 years	17	68.00	1.64	III	
	51yrs and above	03	12.00	1.66	II	
	Total	25	100.00			
2.	Education					
	Middle school	07	28.00	2.14	I	0.37*
	High school	10	40.00	1.50	II	
	College	08	32.00	1.50	III	
	Total	25	100.00			
3.	Caste					
	OBC	06	24.00	1.60	II	0.11
	General	19	76.00	1.68	I	
	Total	25	100.00			
4.	Family size					
	Up to 3	17	68.00	1.29	II	0.19
	4 and above	08	32.00	2.50	I	
	Total	25	100.00			
5.	Family type					
	Single	19	76.00	1.68	I	0.01
	Extended	06	24.00	1.66	II	
	Total	25	100.00			
6.	Occupation					
	Business	24	96.00	1.70	I	0.18
	Business+ Service	01	4.00	1.00	II	
	Total	25	100.00			

7. Size of earning Members					
One	01	4.00	3.00	I	0.05
Two	15	60.00	1.60	III	
Three and more	09	36.00	1.66	II	
Total	25	100.00			
8. Training					
Received	20	80.00	1.70	I	0.05
Not Received	05	20.00	1.60	II	
Total	25	100.00			
9. Annual Income					
Up to 5 lakhs	18	72.00	1.66	II	0.31*
6 – 10 lakhs	06	24.00	1.50	III	
6 lakhs and more	01	4.00	3.00	I	
Total	25	100.00			
10. Experience in business					
Up to 5 years	06	24.00	1.33	II	0.26*
6 – 10 years	04	16.00	1.25	III	
11 years and above	15	60.00	1.93	I	
Total	25	100.00			

Objective - 2: Business dimension and employment opportunities

(i) Volume of business: The business volume of Pattachitra was considered by taking two parameters like investment and profit of business.

Table 4.2.1

Table 4.2.1 Investment of Pattachitra enterprise				
Sl. No.	Level	Range	Investment	
			Frequency	Percentage
1.	High	10 lakhs & above	02	8.00
2.	Medium	6 – 10 lakhs	04	16.00
3.	Low	Up to 5 lakhs	19	76.00
Total			25	100.00

The investment pattern reflects that 8 % of the sample were high investors, 16% middle and 76% low (within 5 lakhs). The Patachitra workers invest less to start the business.

(ii) Profit of Patachitra Enterprise: The study examined the profit per unit per year and locating the respondents at high, medium and low level on the basis of scores obtained by them.

Table 4.2.2

Table 4.2.2 Profit of Patachitra (N=25)				
Sl. No	Level	Range	Profit per year	
			Frequency	Percentage
1.	High	10 lakhs & above	05	20.00

2.	Medium	6 – 10 lakhs	10	40.00
3.	Low	Up to 5 lakhs	10	40.00
Total			25	100.00

Data reveal that out of the total sample 20% were in high level of profit and 40% middle and 40% lower. The lower and middle level investment covers 20 samples out of 25. It is thus inferred that Pattachitra ensures profit at lower and medium level.

Objective – 3: Problems and constraints

Like other enterprise the sustenance of Pattachitra also faces problem. The problems may be related to management, finance, raw materials, production system and distribution.

(i) Management : The management problems are appointment and turnout of employees, term of employment and provision of training.

Table 4.3.1

Table 4.3.1 Management problems associated with Pattachitra units			
Sl. No.	Problems	Yes	Percentage
1.	Appointment & turnout of employee's	05	20.00
2.	Term of employment	05	20.00
3.	Provision of training	03	12.00
4.	Managerial ability	-	-

These are the managerial problems of the units are faced with.

(ii) Finance : In case of financial problem, the responses received have been presented in table..

Table 4.3.2

Table 4.3.2 Financial problems of Pattachitra units			
Sl. No.	Problems	Yes	Percentage
1.	Availing of bank loan	09	36.00
2.	Procedure of availing bank loan	09	36.00
3.	Term of credit	07	28.00
4.	Rate of interest	07	28.00
5.	Repayment period	07	28.00

The problems are found to be availability of bank loan, procedure in sanctioning bank credit, term of credit, rate of interest and short repayment period are the major problems as expressed by the sample.

(iii) Raw materials: The raw material problems relating to Pattachitra units are shown in table.

Table 4.3.3

Table 4.3.3 Raw material problems of Pattachitra units			
Sl. No.	Problems	Yes	Percentage
1.	Non- availability of raw materials	03	12.00

2.	Transportation	01	4.00
3.	Quality of raw materials	05	20.00
4.	Adequate quality & quantity	06	24.00

Adequate quantities of raw materials with required quality are not available to the Patachitra makers.

(iv) Production system: The analysis regarding production system reveals that, tedious process of production, quantity production per unit time and value addition as per preference of customers is mentioned to be the problems.

. Table 4.3.4

Table 4.3.4 Production system problems			
Sl. No.	Problems	Yes	Percentage
1.	Process of production	04	16.00
3.	Quantity of production per unit time	05	20.00
4.	Value addition	01	4.00

The problems are production of required quality of product. Since all the steps in production system involve manual work, the chittrakars face problem of keeping commitment.

Objective – 4: Suggestions for improvement

As part of the study, the suggestions were secured for improvement of enterprise.

- 1) Suggestion for design:** The following suggestions were secured from the sample with regard to new designs. To attract the customers and satisfy their requirement, new design should combine traditional as well as modern design to please the customers. The other suggestion is to produce variety of articles of different kinds to keep the product in the market.
- 2) Suggestion for improvement of unit:** Improvement with regard to entire Pattachitra unit is mentioned by the sample are as follows. The suggestions include prominent location of shop in cities, promotion of traditional art by government, frequent training programmes for the entrepreneurs, frequent organisation of exhibitions and programmes for trained manpower. The other suggestions are provision of loan, opening of training centres at different places and providing guide or interpreter to convince tourists about art and its importance. These are some of the suggestions offered by the sample to enhance their business.
- 3) Suggestion for management of Pattachitra units:** The suggestions include involvement of skilled and trained manpower, excellent dealing with the customer because the tourists are mostly outsiders, thorough knowledge about business and creating awareness about products.
- 4) Suggestion for promotion of Pattachitra products:** The important suggestions for promotion of Pattachitra products include shop in prime location, display at railway and airport, organisation of exhibition at different cities, contact to tourists, customer awareness, promotion through organised societies and display of hoardings in different cities.

These are some suggestions for promotion of Pattachitra products in cities and outside.

CONFLICT OF INTERESTS

None.

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