

Empowering Art and Craft of Maharashtra Region

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ABSTRACT

This paper discusses the issues of empowerment of art and craft. The particular relevance for the well-being of individuals and groups in India, Specific attention is paid to the relation between artisans, craftsman and different crafts of their region. With nearly half percent of total artisans in our country, India, a lot more remains to be done to ensure the survival, growth and to empower their art and craft.

The issue of empowering art has become topical at both continental and international level. Taking into consideration the reported challenges encountered by artisans (especially artisans in rural areas) such as poverty, low literacy levels and unemployment, government and local initiatives are seeking ways to empower artisans so that they can become their own agents of positive change. Previous research has indicated that art and craft, making as a leisure - based activity yields numerous benefits for participants, including improved wellbeing, an enhanced sense of self and self - efficacy and economical gains. Using a semi - structured questionnaire, this qualitative study explored the contribution of leisure - based community arts and crafts projects toward the social empowerment of arts and crafts of the village, their region and a step towards a better future for them and field notes were analysed through qualitative content analysis to develop themes.

The results indicate that community-based arts and crafts projects in those areas are drowning down. This information serves as a means for economic empowerment, enhancing a sense of community, establishing networks of support and are also therapeutic for the artisans. It is concluded that community arts and crafts projects make a positive contribution toward empowering women also but require more support from available structures to ensure sustained benefits from participation for the establishment of art and craft sector worldwide in future.

1. Introduction

Empowering Art is a non-profit programme envisioned to help the Artisans by providing them the tools to be able to generate revenue from their art by themselves and live a better life. The project focuses on a common free direct to consumer platform for everyone to sell their artworks. Partnering with corporates and government organizations to provide the additional services are required. The portal will work for complete order processing and management for shipping worldwide. The platform will have a seamless experience for the buyer as well as will be hassle-free for the Artisan. Use of social media platforms for outreach and publicity of the project, in order to get traction in terms of sales.

The internet and social media have enabled artists to share their work with a larger audience that is seeking for "a gateway into the power of imagination".

2. Problem Identified

Craft activities has always been associated through empirical evidence in the literature highlighting the economic, social and personal wellbeing of individuals and communities. Engaging in crafts activities fosters social bonds, improved understanding between individuals, and brings about a sense of joy and empowerment which contributes to improving individual quality of life. However, for certain groups in society, especially artisans from small towns living in rural areas, participation in craft pursuits is often limited by societal imposed gender roles, cultural, and religious factors.

Here, problem arises is the drowning of art and craft is compounded by the lack of free time to engage in crafts pursuits due to the burden of the domestic workload, less interest in existing craft and other work. And thus, it is one of the major problems for the artisans to come up with new ideas and increasing their business. Also, the other international market is influencing the real craft and occupation of the artisans. It is important to uplift the art, craft and culture of the demographic area. So, many Government and policy makers are increasing their efforts to find ways to empower artisans to combat inequalities.

3. Scope of study

Acknowledging the lack of interest of artisans - based arts and crafts and its empowerment. A thematic content analytic approach was used to analyse the data. Results showed that community arts and crafts projects serve as outlets for economic empowerment of art and craft. However, such benefits can be maximized by addressing the challenges and barriers artisans are confronted with.

As, the world is growing fast in every sector specially in digitalisation, the art and craft from different region still far away from it. And they are struggling with their craft within that space and market. Digitalisation is one of the major keys to get a step forward for a new profit market.

4. Observation

- The need is to maximise the benefit of arts and craft-making, there is a need to create awareness in communities everywhere for the value of art and craft-making.
- There is a need for productive partnerships between crafters and governmental organisations. Considering the crafts context from which these artisans operate, local organisations and governmental departments need to open channels of communication and find possible ways to communicate with the craftsman about opportunities.

- Additionally, the government organisation should also create an information base which the artisan can access.
- Creating business model communication channels among the artisans, government sector and customers that aid in improving the status of struggling initiative.
- At the same time, the artisans involved in this business model were involved in different types of arts and crafts with more focused innovative ideas involving in a similar type of craft with a new ideas and concept.
- As the aesthetic value of craft is drowning, the innovative concept should be implemented.

5. Methodology

Secondary research

Private Organisations	Service will provide	Contact Linkage
INTACH, New Delhi	Workshops, Awareness, Support, Product Development	http://craftsheritage.intach.org/
SPIC MACY, Delhi	Workshops	http://www.spicmacay.com/about/activities/folk-arts-crafts-workshop
Khamir	Exhibition, Support, Awareness	http://www.khamir.org/home
Khamir exhibition	Exhibition, Awareness	https://exhibitions-khamir.org/
Kalamandir	Support, Product Development, Workshops	https://kala-mandir.org/operation-area.html
Uraw Eco Links Limited	Workshops, Awareness, Support, Product Development	https://www.urawbamboogrove.com/contact/
Government Organisations	Service will provide	Contact Linkage
NABARD - Off Farm	Finance, Marketing infrastructure providing	https://www.nabard.org/content1.aspx?id=685&catid=683&mid=
Kerala State Bamboo Corp Ltd.		http://www.bambooworldindia.com/products.php
HHEC	Online Sale	http://www.hheconline.in/
India Handmade Bazar	Online Sale	http://www.indiahandmadebazaar.com/search.php
Central Cottage Industries Emporium	Online Sale	https://shoponline.cottageemporium.in/index.php?route=common/home
Companies	Service will provide	Contact Linkage
Tata Trusts	Financial, Marketing, Mentoring, Product Development	http://www.tatatrusts.org/section/subindex/arts-crafts-and-culture

Figure 2: Excel sheet showing the organisation approaches

In Secondary research, the researcher tried to find out the organisations from where one can collaborate with them for a business model.

Primary research

A research survey has been conducted to Empowering Art – To be a Contributor for the upliftment of craft sector in India.

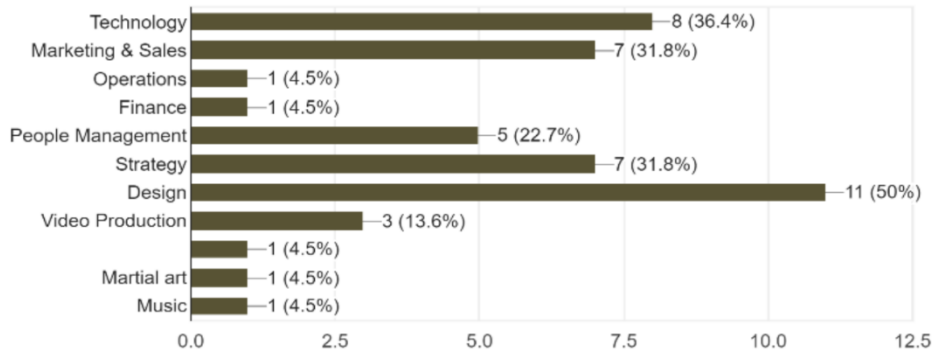
The researcher came up with 22 responses for volunteering and being a part of the Non-profit organisation.

In this research survey, the researcher focus mainly on the interested area, how she can contribute to the organisation and are they willing to travel from one place to another place or not.

A positive result was driven

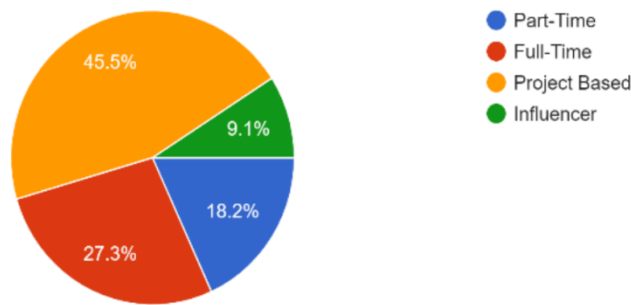
Areas of interest.

22 responses



How would you like to contribute?

22 responses



Are you willing to travel ?

22 responses

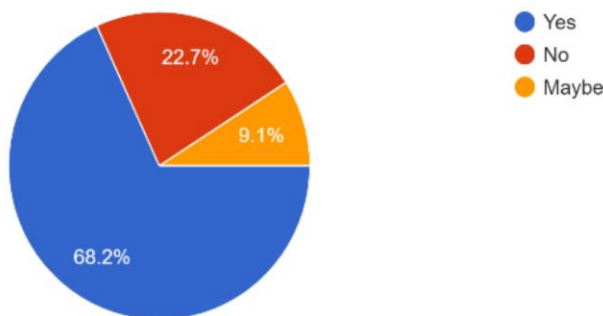


Figure 1: showing responses results of the survey

Out of 22 responses, many respondents were interested in design as well as technology, strategy, marketing and sales. This result shows helps us to get the area of interest of the volunteers who are willing to participate.

- Mode of contribution 45.5 % - project based, 27.3 % - full time, 18.2 % - part time, 9.1 % as an influencer
- Willing to travel 68.2 % -yes, 22.7 % - No, 9.1 % -may be.

6. Proposed Solution

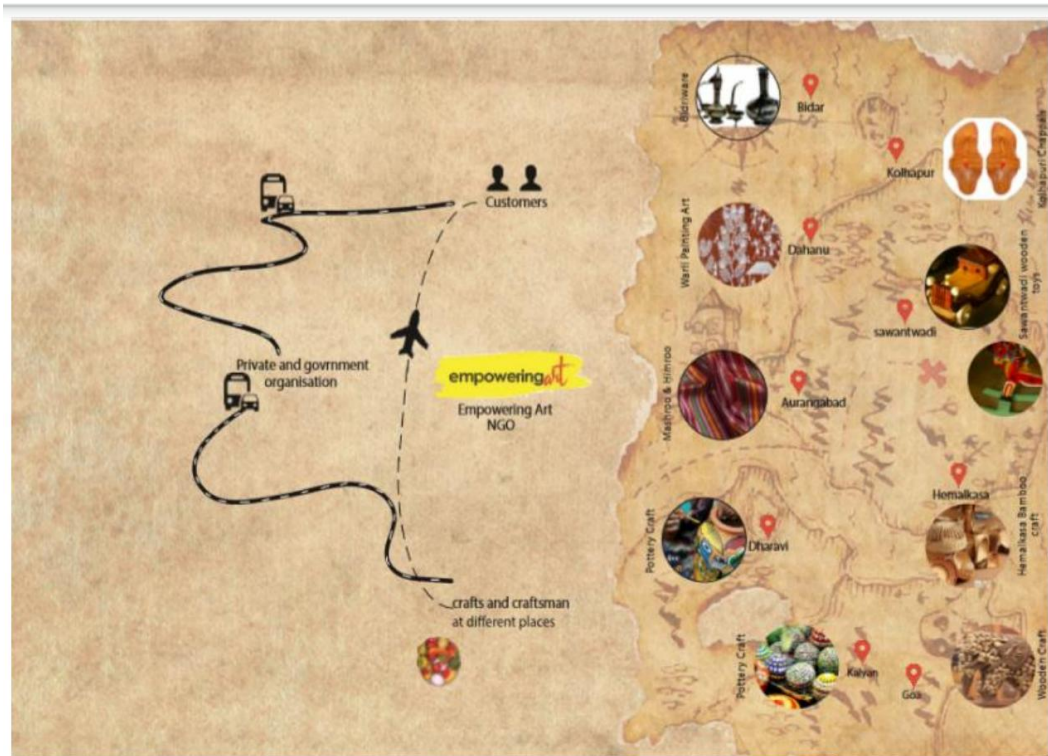
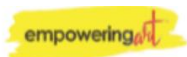


Figure 3: process of connectivity between consumers, artisans and government organisation

Proposal for a new innovative online platform which is non profit compact register under the act sec8 by collaborating with the government as well as private sector are forming a barter

system between customer, organisation and artisans/craftsman.

Business Model Canvas



Key Partners probable government as well as private agencies like gati,ecom express,India force,bluedart will help us by proving logistics facilities.While for ground support like e-training,awareness training will support by CSR's of company like NABARD ,department of handicraft from all states of rural development.	Key Activities Getting funds from the government organisation for 'empoweringart NGO' for their further growth.Training workshops for the awareness of NGO's work to the craftsman and volunteers.Collaborate the government as well as private companies for logistic and manpower service in the behalf of their branding. Allotting job to the volunteers by specifying their strengths.	Value Proposition Originality of Indian rural crafts which are fully handmade and follows the quality work .We provide best packaging experience.-Varieties of product quantities.	Channel We offer both Online and offline platform through own sites 'empoweringartofficial.com',instagram page'empoweringartofficial',YouTube channel 'Empowerourcraft',logistic facilities at every corner of India,hand-to-hand selling and many more	Customer Segment Its an online platform so will try reach to each segments of customer worldwide .We have logistic facilities all over the India .Government organisation are providing finance for such NGO's who are working for the societal benefits.We are targeting the special market segment where crafts have that demand.
	Key Resources Volunteers,office place		Customer Relationships Loyalty and better experience	
Cost structure Not yet estimate		Revenue Stream It is non-profit company registered under the act of section-8 . Customer will pay for 1.artisan product price,2.shipping price,3.operational overhead		

Figure 4: Business model canvas

The business model describes the key factors affecting a business. The researcher implemented all the factors keeping in mind 5W 1H analysis. As mentioned above the next step forward for the social welfare of artisans is stated.

5W 1 H questions includes:-

Who will help to initiate the business model? Key partners we identified.

Where it should be implemented? Both online as well as offline platform

What are the resources required? Funding's, office place and volunteers

Why should this be implemented? For the artisans to uplift their art and crafts

Which market is being targeted? Targeting both national as well as international market

How this will start? Collaborating with artisans and government organizations.

Blogging for economic empowerment (Art and Craft)

Developing a five-stage business model where the main vision is to how to empower the art and craft sector of Maharashtra region. Online blogging is one of the ways to uplift the main culture and aesthetic value of crafts that is there in their demographic area.

The craft bloggers will experience a five-stage development process wherein each stage follows a similar pattern. The pattern begins with an incentive that drives the crafter to take an online action associated with their craft. Their action produces results that empower artisans in ways that move them to the next stage in the model. While sharing serves as the catalyst that drives the model forward, the incentive for sharing and its meanings change as the bloggers develop and the craft sector of Maharashtra.

All we have to do is to take interviews for the complete five-stage process, with one outlier who was familiar with the online craft culture and its economic potential, and thus began blogging and marketing, advertising intentionally for the purpose of creating a business.

Following is a detailed description of each stage of the model and the roles of sharing and empowerment in each stage.

Stage 1: From craft work to craft culture

(Brush, 2011) differentiate between craft work—the labouring involved in crafting— and art, or craft culture, which is the broader phenomenon, defined as “a new way of connecting that is based on material production using traditional craft skills and art as well as the culture and talent of the artisans is being used for telecommunications” Most of the people said that they were unaware of online craft communities, or craft communities. The case is different for the blogger, social influence who was familiar with the online craft culture and the economic opportunities it holds, and thus begun blogging with an intentional business goal.

Stage 2: Developing a sense of community

The amateur crafter becoming a regular participant in the online craft community. Their interest in crafting is now intertwined with their attraction to the spirit of the craft community. The artisans as a lurked in blogs and forums, should be motivated by their genuine interest in crafting, without any economic aspirations associated therewith. Gradually, as many exposures to craft ideas and photos that others shared online should be provided them perspective, leading them to appreciate their own work, and giving them an incentive to begin sharing it.

Differently put, the initial sharing with others will enhance the crafter's self-efficacy, empowering them to move from consuming information and ideas shared by others, to sharing their own creations. Indeed, increase in self-efficacy—an

individual's belief in their capacity to implement the necessary skills for pursuing a desired goal, may arise as a result of the opportunity to observe others' behaviour online and can learn from them.

Stage 3: The young blog: Community, commitment, and reciprocity

The crafter or a person that supports crafts should start a blog and begins blogging regularly, sharing their art and craft ideas, tips, photos, and expertise with a community of followers. Running a blog entails the management of relationships with two communities: the community of fellow bloggers, and the community of their blog's followers.

They should now develop affective commitment to both communities, which serves as incentive for continued sharing along with ongoing development. As a result, the blog forces them to create and innovate and love the fact that it keeps them on the edge, to offer something new and exciting for themselves and the followers.

Stage 4: The established blog and posts on social platform

As the number of blog followers increases and the craft blogger continues to develop their blog along with their craft expertise, they become a recognized expert publishing an established blog, all of which take on several common characteristics.

The blogger then begins to take a marketing approach in order to broaden their community of followers, increase their blog's activity, and further establish their status in the community. To illustrate, can create Facebook pages to accompany their blogs, and use them to share their blogs' milestones, post teasers about upcoming blog posts, and more. They will understand that the blogosphere has its own rules of conduct, and that they must adopt the language and norms that govern its dynamics.

Stage 5: Online branding supports craft business

The craft blogger's transition will perceive the artisans blogs, posts, pictures and videos and craft as hobbies, to envisioning their blog as a platform for supporting their self-made craft business, occurs when they realize the economic value of their services, crafts or products, and feels sufficiently efficacious to charge a fee for them. Again, the community commitment coupled with the norm of reciprocity that governs the craft community's culture, motivates them ongoing sharing as the mechanism that drives the economic transformation. The followers will consume the content that is shared by them, and implicitly relate to them as an expert by approaching them for information and advice. In turn, these acts empower these artisans to realize that their craft is an asset to the field and gives them the confidence to continue their business.

7. Analysis

SWOT

- **Strength** :Empowering art and craft. Reaching to the maximum customers segment. Worldwide approach. Creating strong network between corporates, artisans and young generation. Qualitative and quantitative segmentation of products.
- **Weakness** :It will take time to make the business model sustain. Difficulty for taking permissions from local authority.

- **Opportunities** :Generates employment Part of a social welfare
- **Threats** :Not an easy task to convince young generation for social welfare.

4 p's of marketing

- **Product**: Indian Crafts with different utility purposes. Great Art work from different regions of Maharashtra and nearby it.Branding of small commercial startups and business who are working under CSR of private as well as Government organization. Workshops on Indian Rural Crafts and Arts
- **Place**: We are providing open ended online platform for marketing the root crafts from different rural and urban regions of Maharashtra while nearby Maharashtra.
- **Promotion**: Awareness program about the craft and arts, digital marketing, e-source handling across the Maharashtra also nearby it. Online promotion through official website 'www.empowerartofficial.com', Instagram, YouTube channel, blogs on rural art and for social branding. Workshops across the India and involving youth for social welfare
- **Price**: It is a non-profit company registered under the act of section. Customer will pay for 1. Artisan product price, 2.shipping price, 3. operational

PEST aspects

- **Political aspect**: Government interventions - funding's and initiatives from government organisation Initiation of Indian handicraft Employment Political stability Environmental regulations Funding and initiatives
- **Economic aspect**: Empowering rural craftsman and artisans Economic growth Economic stability Interest, inflation and exchange rates

- **Social aspect**: Craft Awareness Youth involvement-opportunity for the Consumer and lifestyle behaviour Demographics More consciousness – more concerns on religious /ethnic/ environmental factors.
- **Technological aspects**: Global communications Innovation potential Organizations Association

8. Conclusion

Tackling the problems in regard to empowering the art and craft from different region from Maharashtra for the upliftment of the craftsman/artisans is a great step towards a better economic development of our country.

It is important for establishment of social networks in art and craft sector to support as well as improvements in wellbeing of artisans. Therefore, this study examined how art and craftmaking as an activity contributes to the social empowerment of craftsman/artisans. Arts and crafts, although serving as an undervalued contributor to development, due to the argued lack of coherent policies, it holds numerous benefits for artisans. Empowering art and craft-making projects play a significant role in the empowerment of artisans/ craftsman by positively contributing to their collective empowerment and aiding in alleviating issues disempowering them, such as poverty, stress, negative self-image and drowning of art and craft.

1. Firstly, empowering arts and crafts business model is an easy way for artisans to participate in as these usually take place within their own communities and do not add a financial burden for them in order to be able to access them.
2. Secondly, these business model serve as a source for the transfer of skills which can be relied on for livelihood.
3. Lastly these projects create a artisans-only environment which allows them to create networks of support and also provide them with a comfortable platform to contribute their skills in market.

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