

**PROBLEMS FACED BY POTTERY MAKING**  
**HANDICRAFT UNITS –**  
**AN EMPIRICAL ANALYSIS WITH SPECIAL REFERENCE**  
**TO KUNINOOR IN TIRUNELVELI DISTRICT**

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***Introduction:***

Many handcrafters use natural some even entirely indigenous, materials while others may prefer modern, non-traditional materials, and even up cycle industrial materials. The individual artisanship of a handcrafted item is the paramount criterion; those made by mass production or machines are not handcraft goods

Like folk art, handicraft output often has cultural and religious significance, and increasingly may have a political message as well as in crafts'. Many crafts become very popular for brief periods of time (a few months, or a few years), spreading rapidly among the crafting population as everyone emulates the first examples, and then their popularity wanes until a later resurgence.

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***Crafts today:***

The crafts of India have been valued throughout time; their existence today proves the efforts put into their preservation. Contemporary designers such as Ritu Kumar and Ritu Virani are constantly embedding traditional crafts into their designs.

**Pottery units**

Pottery is made by forming a ceramic (often clay) body into objects of a required shape and heating them to high temperatures in a kiln which removes all the water from the clay, which induces reactions that lead to permanent changes including increasing their strength and hardening and setting their shape. A clay body can be decorated before or after firing; however, prior to some shaping processes, clay must be prepared.

**SIGNIFICANCE OF THE STUDY**

Handicraft sector occupies a prime position in the Indian economy. It is the largest employer, next to agriculture. The sector, while providing livelihood for thousands of artisans, provides avenues for realization of social and cultural potential of millions of people. The mythological, religious, social, historical and artistic expressions in crafts symbolize the strengths of Indian heritage while combining in these crafts both utility and beauty.

**OBJECTIVES OF THE STUDY**

The major objectives of the study are:

- (i) To ascertain the importance of micro industry in general and handicraft units in particular.
- (ii) To study the various problems faced by the handicraft units in Tirunelveli district
- (iii) To analyze the marketing problem faced by handicraft units in Tirunelveli district
- (iv) To assess the source of finance for handicraft units and difficulties faced in raising funds.
- (v) To evaluate the institutional assistance for the development of handicraft units in Tirunelveli district
- (vi) To summaries the main findings of the study and make suggestion or the development of handicraft units in Tirunelveli district

## STATISTICAL TOOLS

Statistical tools like Garret ranking method, Percentages, ranking technique, Kruskal Wallis Test, Mann-Whitney U Test have been used for analysis in the study.

## DATA PROCESSING

The researcher collected data from 600 handcrafters in Tirunelveli district through interview schedule. The collected data is codified to facilitate further analysis through computers. Then by using SPSS through computers the required classification tables have been prepared. Those classification tables have been the base for further analysis.

### *Details of pottery units:*

#### **Location of workshop:**

Pottery handcrafters located their workshop in the different places namely: attached to the residence and separate shed. The following table shows the location of workshop of pottery handcrafters.

**Table 1**

#### **Location of Workshop**

Sl. No	Location of Workshop	No. of Respondents	Percentage
1.	Attached to the residence	24	63.2
2.	Separate shed	14	36.8
	<b>Total</b>	<b>38</b>	<b>100</b>

#### **Source: Primary Data**

From the above table it is clear that out of 38 respondents, 24 respondents (63.2 percent) are having their workshop attached to their residence and 14 respondents (36.8 percent) are having their workshop in a separate shed. It is highlighted that more number of respondents (63.2%) are having their workshop in a separate shed.

**Investment:**

The pottery handcrafters have been categorized on the basis of their investment namely: below Rs.12000, Rs.12001-20000, Rs.20001-30000, and Rs.30001-40000 and above Rs.40001. The following table shows the investment of pottery handcrafters.

**Table 2****Investment**

Sl. No	Investment	No. of Respondents	Percentage
1.	Below Rs.12000	6	15.8
2.	Rs.12001-20000	11	28.9
3.	Rs.20001-30000	10	26.3
4.	Rs.30001-40000	7	18.4
5.	Above Rs.40001	4	10.5
	<b>Total</b>	<b>38</b>	<b>100</b>

**Source: Primary Data**

Table shows that out of 38 respondents, 11 respondents (28.9 percent) have investment level between Rs.12001-20000, 10 respondents (26.3 percent) have investment level between Rs.20001-30000, 7 respondents (18.4 percent) have investment level between Rs.30001-40000, 6 respondents (15.8 percent) have investment level of below Rs.12000 and 4 respondents (10.5 percent) have investment level of above Rs.40001.

It is highlighted that most of the respondents (i.e.) 11 respondents have investment level between Rs.12001-20000.

**Long term credit:**

An attempt has been made to find out whether the pottery handcrafters have taken long term credit; the data have been collected from the pottery handcrafters and presented in the Table. 3.

**Table 3****Long Term Credit**

Sl. No	Long Term Credit	No. of respondents	Percentage
1.	Yes	25	65.8
2.	No	13	34.2
	<b>Total</b>	<b>38</b>	<b>100</b>

**Source: Primary Data**

Table shows that 25 respondents (65.8 percent) have taken long term credit and the remaining 13 respondents (34.2 percent) have not utilized the long term credit.

**Purpose of Credit:**

Pottery handcrafters borrow long term credit for different purposes namely: expansion of business, investment in the business, setting workshop, maintenance of workshop and other purposes. The following table shows the purpose of credit.

**Table 4****Purpose of Credit**

Sl. No	Purpose of Credit	No. of Respondents	Percentage
1.	Expansion	6	24
2.	Investment	5	20
3.	Setting workshop	7	28
4.	Maintenance	4	16
5.	Others	3	12
	<b>Total</b>	<b>25</b>	<b>100</b>

**Source: Primary Data**

It is understood from table that 7 respondents (28 percent) borrowed the long term credit for setting workshop, 6 respondents (24 percent) borrowed the credit for expansion of business, 5 respondents (20 percent) borrowed the credit for investment, 4 respondents (16 percent) borrowed for maintenance of workshop and 3 respondents (12 percent) have borrowed the credit for other purposes.

**Purpose of credit based on the personal characteristics of pottery handcrafters:**

Purpose of credit based on the personal characteristics of pottery handcrafters are analyzed with the help of Kruskal Wallis test and Mann Whitney U test and the results are presented below.

**Purpose of credit based on gender:**

The following table shows the mean rank for purpose of credit based on gender group of pottery handcrafters.

**Purpose of credit based on age:**

The following table shows the mean rank for purpose of credit based on age group of pottery handcrafters.

**Table 5****Kruskal Wallis Test – Mean Rank for the Purpose of credit is based on age group of pottery handcrafters**

Sl. No	Age Group	Mean Rank
1.	10-20 years	14.85
2.	21-30 years	12.11
3.	31-40 years	16.75
4.	41-50 years	12.50
5.	Above 51 years	4.50

**Source: Computed Data**

To test whether the purpose of credit is based on the age group of pottery handcrafters, the null hypothesis is tested.

The non-parametric statistics of Kruskal Wallis test was used to analyze purpose of credit based on age group of pottery handcrafters and test the proposed null hypothesis. The details of the result of Kruskal Wallis test is reported in Table.6

**Table 6****Purpose of credit based on age group of pottery handcrafters – Kruskal Wallis Test**

Particulars	Purpose of credit
Chi-Square	4.254
Df	4

p Value	0.373
Inference	Not Significant

**Source: Primary data**

As the 'p' value is higher than 0.05, the null hypothesis is accepted at the 5 percent level of significance with regard to purpose of credit among the different age group of pottery handcrafters. It shows that age wise there is no significant difference in purpose of credit.

**Purpose of credit based on marital status:**

The following table shows the mean rank for the purpose of credit is based on the marital status of pottery handcrafters.

**Table 7****Kruskal Wallis Test – Mean Rank for Purpose of credit based on marital status of pottery handcrafters**

Sl. No	Marital Status	Mean Rank
1.	Married	11.89
2.	Unmarried	11.60
3.	Others	16.75

**Source: Computed Data**

To test whether purpose of credit based on marital status of pottery handcrafters, the null hypothesis is tested.

The non-parametric statistics of Kruskal Wallis test was used to analyze purpose of credit based on marital status of pottery handcrafters and test the proposed null hypothesis. The details of the result of Kruskal Wallis test is reported in Table.8

**Table 8****Purpose of credit based on marital status of pottery handcrafters – Kruskal Wallis Test**

Particulars	Purpose of Credit
Chi-Square	2.208
Df	2
p Value	0.331
Inference	Not Significant

**Source: Primary data**

As the 'p' value is higher than 0.05, the null hypothesis is accepted at the 5 percent level of significance with regard to purpose of credit among the different marital status of pottery handcrafters. It shows that marital status wise there is no significant difference in purpose of credit.

#### **Purpose of credit based on educational qualification:**

The following table shows the mean rank for purpose of credit based on educational qualification of pottery handcrafters.

**Table 9**

#### **Kruskal Wallis Test – Mean Rank for Purpose of credit based on educational qualification of pottery handcrafters**

Sl. No	Educational Qualification	Mean Rank
1.	Illiterates	11.73
2.	Primary level	16.25
3.	SSLC	18.25
4.	HSC	8.50
5.	Graduation	15.25

#### **Source: Computed Data**

To test whether purpose of credit based on educational qualification of pottery handcrafters, the null hypothesis is tested.

The non-parametric statistics of Kruskal Wallis test was used to analyze purpose of credit based on educational qualification of pottery handcrafters and test the proposed null hypothesis. The details of the result of Kruskal Wallis test is reported in Table. 10.

**Table 10**

#### **Purpose of credit based on educational qualification of pottery handcrafters – Kruskal Wallis Test**

Particulars	Purpose of Credit
Chi-Square	3.413
Df	4
p Value	0.491
Inference	Not Significant



**Source: Primary data**

As the 'p' value is higher than 0.05, the null hypothesis is accepted at the 5 percent level of significance with regard to purpose of credit among the different educational qualification of pottery handcrafters. It shows that educational qualification wise there is no significant difference in purpose of credit.

**Face problem in procuring the raw materials**

An attempt has been made to find out whether the pottery handcrafters face any problem in procuring the raw materials; the data have been collected from pottery handcrafters and presented in the Table .11

**Table 11****Face problem in procuring the raw materials**

Sl. No	Face problem in procuring the raw materials	No. of Respondents	Percentage
1.	Yes	25	65.8
2.	No	13	34.2
	<b>Total</b>	<b>38</b>	<b>100</b>

**Source: Primary Data**

It is understood from table that 65.8 percent of the respondents face problem in procuring the raw materials and the remaining 34.2 percent of the respondents not face any problem in procuring the raw materials.

**Problems faced by pottery handcrafters in procuring the raw materials**

Pottery handcrafters face different problems in procuring the raw materials namely high price, financial problem, transport problem, scarcity of good quality and other problems. An attempt has been made to analyze the problems in procuring the raw materials. Table shows the details with regard to the ranking of problems in procuring the raw materials.

**Table 12****Ranking of problems faced by pottery handcrafters in procuring the raw materials**

Sl.no	Problems	Rank					Total
		I	II	III	IV	V	
1.	High price	9	8	2	3	3	25
2.	Financial problem	5	5	9	6	-	25
3.	Transport problem	2	3	8	6	6	25
4.	Scarcity of good quality	3	3	6	8	5	25
5.	Others	6	6	-	2	11	25
	Garrett's Table Value	75	60	50	40	25	

**Source: Primary Data**

Table shows that 9 respondents have given the first rank to high price, 6 respondents have given the first rank to other problems, 5 respondents have given the first rank to financial problem, 3 respondents have given the first rank to scarcity of good quality and 2 respondents have given the first rank to transport problem. Moreover, to identify the problems in procuring the raw materials, the researcher has used Garret Ranking Technique. The researcher has identified five problems in procuring the raw materials. They are high price, financial problem, transport problem, scarcity of good quality and other problems. The respondents have been asked to rank them. Table shows the Garret scores for the various ranks and total scores.

**Table 13****Calculation of Garret Score for problems faced by pottery handcrafters in procuring the raw materials**

Sl. No	Problems	Ranks					Total Scores
		I	II	III	IV	V	
1.	High price	675	480	100	120	75	1450
2.	Financial problem	375	300	450	240	-	1365
3.	Transport problem	150	180	400	240	150	1120
4.	Scarcity of good quality	225	120	300	320	125	1090
5.	Others	450	360	-	80	275	1165
		75	60	50	40	25	

**Source: Computed Primary Data**

Table shows the Garret scores for problems in procuring the raw materials. Firstly the Garret ranks are calculated by using appropriate Garret ranking formula. Then based on the Garret ranks, the Garret table value is ascertained. The Garret table value and scores of each reason in Table are multiplied to find out scores in Table which are then multiplied to record scores. Finally add each row; the Garret scores have been obtained. Table shows the ranking of problems in procuring the raw materials.

**Table 14****Ranking of problems faced by pottery handcrafters in procuring the raw materials**

Sl. No	Problems	Total Score	Average	Rank
1.	High price	1450	58.0	I
2.	Financial problem	1365	54.6	II
3.	Transport problem	1120	44.8	IV
4.	Scarcity of good quality	1090	43.6	V
5.	Others	1165	46.6	III

**Source: Primary data**

It is observed from the Table that 'High price' has been ranked as the first problem in procuring the raw materials, 'Financial problem' as the second, Other problems placed in third position, 'Transport problem' as the fourth followed by 'Scarcity of good quality' ranked as the fifth position.

**Method of Wage Payment**

Pottery handcrafters followed two different method of wage payment namely piece rate and time rate. The following table shows the method of wage payment followed by pottery handcrafters.

**Table 15****Method of Wage Payment**

Sl. No	Method of Wage Payment	No. of Respondents	Percentage
1.	Piece rate	24	63.2
2.	Time rate	14	36.8
	<b>Total</b>	<b>38</b>	<b>100</b>

**Source: Primary Data**

It is understood from table that 63.2 percent of the respondents followed piece rate method of wage payment and the remaining 36.8 percent of the respondents followed time rate method of wage payment.

### **Type of designs evolved**

Pottery handcrafters' evolved different designs namely own design, follow design of others; designs of customers refer other models and book materials. The following table shows the purpose of credit by pottery handcrafters.

**Table 16**

### **Type of designs evolved**

<b>Sl. No</b>	<b>Purpose of credit</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1.	Own design	12	31.6
2.	Follow design of others	8	21.1
3.	Designs of customers	5	13.2
4.	Refer any models	9	23.6
5.	Book materials	4	10.5
	<b>Total</b>	<b>38</b>	<b>100</b>

### **Source: Primary Data**

Table indicates that 31.6 percent of the respondents evolved own design, 23.6 percent of the respondents evolved designs of refer other models, 21.1 percent of the respondents follow design of others, 13.2 percent of the respondents evolved designs of customers and 10.5 percent of the respondents evolved design of book materials.

### **Marketing Strategies**

#### **Place to market the products**

Pottery handcrafters market the products in different places namely within the district, within the state, export, outside state and other places. The following table shows the place in which the pottery handcrafters market the products.

**Table 17****Place to market the products**

Sl. No	Place to market the products	No. of Respondents	Percentage
1.	Within the district	17	44.7
2.	Within the state	8	21.1
3.	Export	5	13.2
4.	Outside state	6	15.8
5.	Others	2	5.2
	<b>Total</b>	<b>38</b>	<b>100</b>

**Source: Primary Data**

It is understood from table that 44.7 percent of the respondents market the products within the district, 21.1 percent of the respondents market the products within the state, 15.8 percent of the respondents market the products outside state, 13.2 percent of the respondents market the products by export and the remaining 5.2 percent of the respondents market the products in other places.

**Kind of Product more demanded**

Pottery handcrafters sell different kind of product namely household articles, decorative items/playing toys and temple items. An attempt has been made to find out the kind of product more demanded; the data have been collected from the pottery handcrafters and presented in the Table. 18

**Table 18****Kind of Product more demanded**

Sl. No	Kind of Product more demanded	No. of Respondents	Percentage
1.	Household articles	17	45
2.	Decorative items /playing toys	8	21
3.	Temple items	13	34
	<b>Total</b>	<b>38</b>	<b>100</b>

**Source: Primary Data**

Table describes that 45 percent of the respondents mentioned that household articles as the kind of product more demanded, 34 percent of the respondents mentioned that temple items as the kind of product more demanded and 21 percent of the respondents mentioned that decorative items /playing toys as the kind of product more demanded.

### **Findings related to Pottery Handcrafters Units**

- It is observed that 34.2 percent of 13 respondents have motivated by hereditary factor, 21.1 percent of 8 respondents have motivated by good profit factor, 18.4 percent of 7 respondents have motivated by trained in this line, 15.8 percent of 6 respondents have motivated by no alternative employment factor and 10.5 percent of 4 respondents have motivated by other reasons.
- It is clear that out of 38 respondents, 63.2 percent of the respondents are having their workshop attached to the residence and 36.8 percent of the respondents are having their workshop in a separate shed. It is highlighted that more number of respondents (63.2%) are having their workshop in a separate shed.
- It is observed that out of 38 respondents, 28.9 percent of the respondents have investment level between Rs.12001-20000, 26.3 percent of the respondents have investment level between Rs.20001-30000, 18.4 percent of the respondents have investment level between Rs.30001-40000, 15.8 percent of the respondents have investment level of below Rs.12000 and 10.5 percent of the respondents have investment level of above Rs.40001. It is highlighted that most of the respondents have investment level between Rs.12001-20000.
- 47.4 percent of the respondents have used borrowed fund for the business, 36.8 percent of the respondents have used owned fund for the business and 15.8 percent of the respondents have used both owned fund and borrowed fund for the business. It is highlighted that most of the respondents have used borrowed fund for the business.

### **Conclusion:**

Handicraft is such a product that when a buyer likes it, he is prepared to pay a price, which may be far in excess of the standard price of the product. The prime consideration is his liking of the product. Channel agents, such as middlemen, retailer or distributor try to capitalize on such possibilities and earn significant profit almost wholly at the cost of the craftsmen

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