
Methodology

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Zardosi as a craft is omnipresent in India, in urban as well as their rural hinterland in homogenous clusters. The traditional craft of Zardosi today, assumes variegated approaches and forms. The inquisitiveness in this craft, led the investigator to undertake the present study. The following steps were adopted for the research.

- 3.1 Collection of preliminary information
- 3.2 Research design
- 3.3 Selection of sample
- 3.4 Development of the Instrument
- 3.5 Method of Data collection
- 3.6 Analysis of Data

3.1 COLLECTION OF PRELIMINARY INFORMATION

Preliminary information for locating the centres of Zardosi craft and the concentration of homogenous clusters, in the identified centres was obtained from desk research, literature of published reports, privileged observers (local agents, worker's association, and researcher), published brochures of Office of Development Commissioner (Handicrafts) and Crafts map from Dastkari Haat Samiti.

Zardosi craft centres in the proximal areas were identified and followed by a baseline survey to explore the trend and organization of the Zardosi craft. The preliminary survey equipped the researcher's understanding of the existing craft and its expanse. This exercise was helpful in constructing a schedule suited to the craft producers.

3.2 RESEARCH DESIGN

The research was framed with the main aim to take up an intensive study on the present status of Zardosi craft, craftsmen and its market trends. The Research Design was formulated keeping in mind the considerations of resources and the specific objectives of the study.

Descriptive Research Design with a multi-methodological integrated approach was felt appropriate for the study. The survey design coupled with observations of the researcher, discussion with the opinion leaders of clusters and the case study was chosen to elicit apposite data.

3.2.1 Conceptual framework

The conceptual framework (Figure-5) is explained in terms of the approach to research. The study would provide an illustrious account of the rich traditions of past and present of the Zardosi craft, both in terms of form and function; identifying any occurred and needed changes in case of the craft and craftsmen.

3.3 SELECTION OF SAMPLE

3.3.1 Locale of the study

Literature reviewed indicated the presence of Zardosi craft since ages in several states of India. The existence of Zardosi craft today in the selected places for the study was confirmed during preliminary survey from migrated workers in the proximal centres, from the published brochures and Crafts map sponsored by the Office of Development Commissioner (Handicrafts), Ministry of Textiles - India, their official website of Zari and Zari Handicrafts and recent published literature by National and International researchers. The exact locale of the study was decided purposively on the basis of the

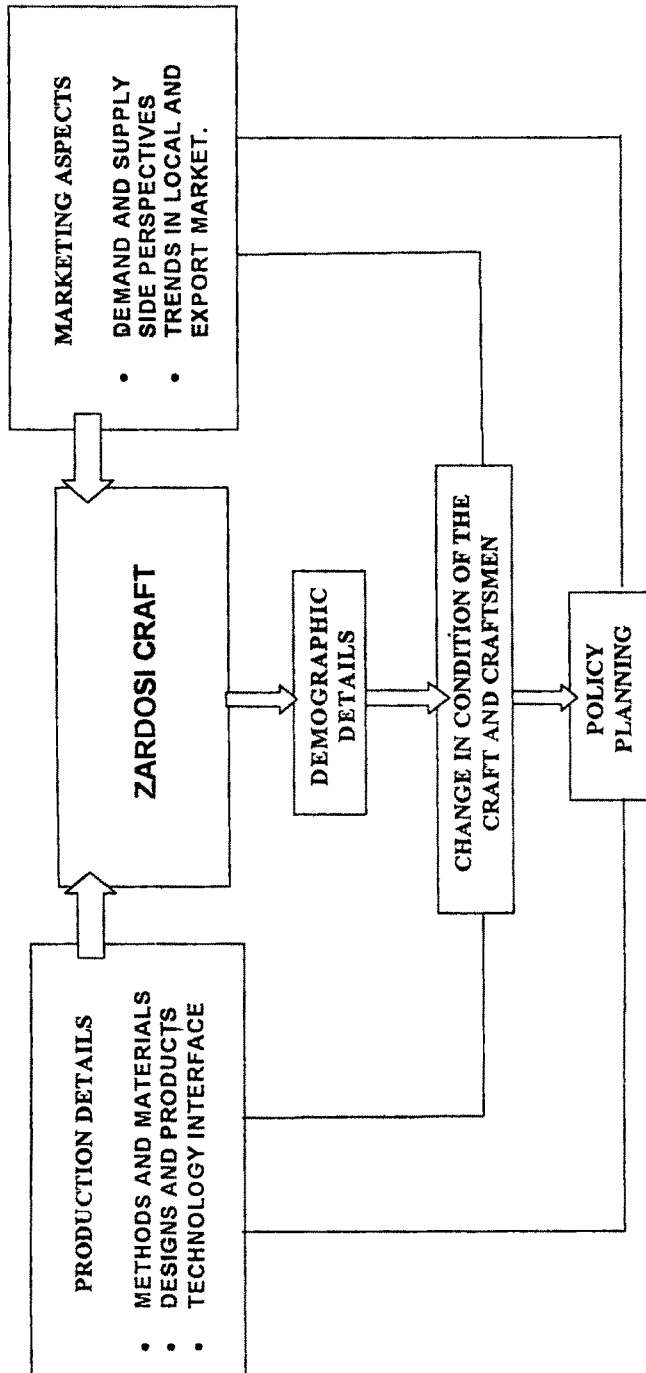


Figure-2. Conceptual Framework

information provided by the privileged observers and for the characteristic emergence of each place. The present study was carried out in the city of Lucknow and Bareilly in Uttarpradesh, Surat city in Gujarat and Howrah district in Kolkata, West Bengal.

3.3.2 Sampling Design

Local Government Office of Handicrafts, Craft Co-operative Societies, Technical Design centre, Museums was visited and their authorities approached to gain information about the existing craft and craftsmen in their region. The departments could not furnish precise information of the existence and spread of Zardosi craftsmen.

The secondary data indicated that the karigars of Zardosi craft lived in clusters (Mohallas) both in towns and their rural hinterland. The craft practised was similar in both the places as karigars in the rural land obtained work from the urban areas.

Purposive sampling design was followed to select the respondents and the locale of study. The respondents for the case study were selected to gather in-depth information of the persons engaged in this craft.

In all 237 respondents including Karigars (workshop based and home-based), Traders and Exporters were selected from the four districts (Figure-6, 7, 8, 9) of the selected states, and were personally interviewed to collect authentic first hand information. In total 195 karigars and 42 Entrepreneurs were interviewed. The sample size for each of the category has been shown in a tabular form. (Table-2)



Figure-6: Boundary map of Lucknow

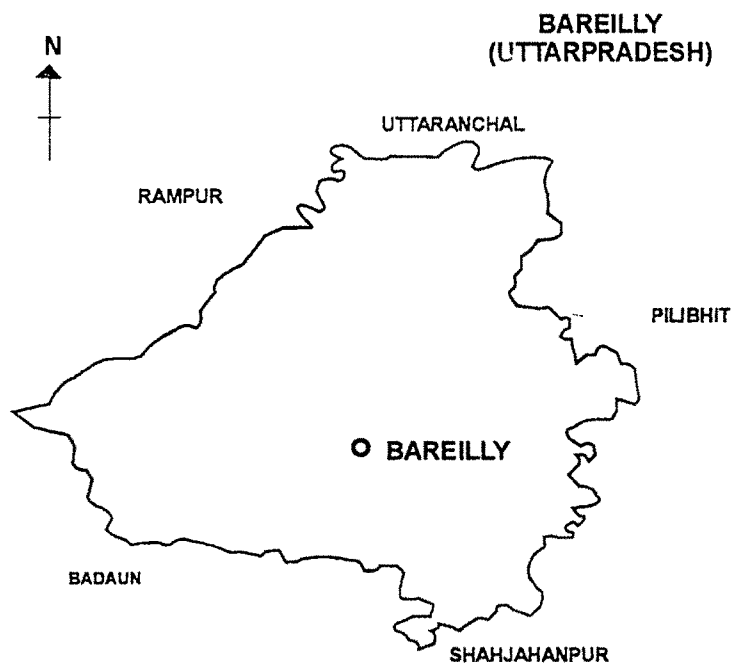


Figure-7: Boundary map of Bareilly

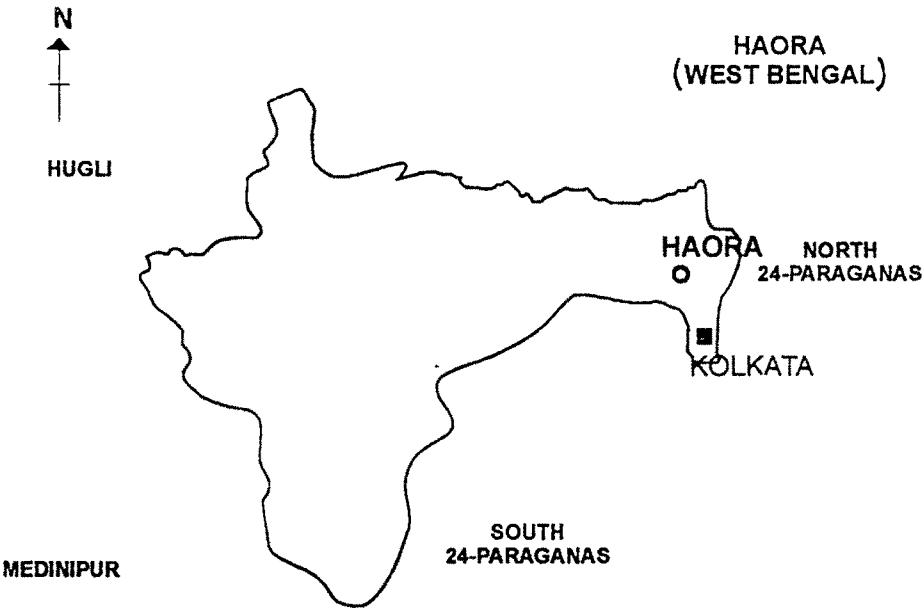


Figure-8: Boundary map of(Kolkata) Howrah

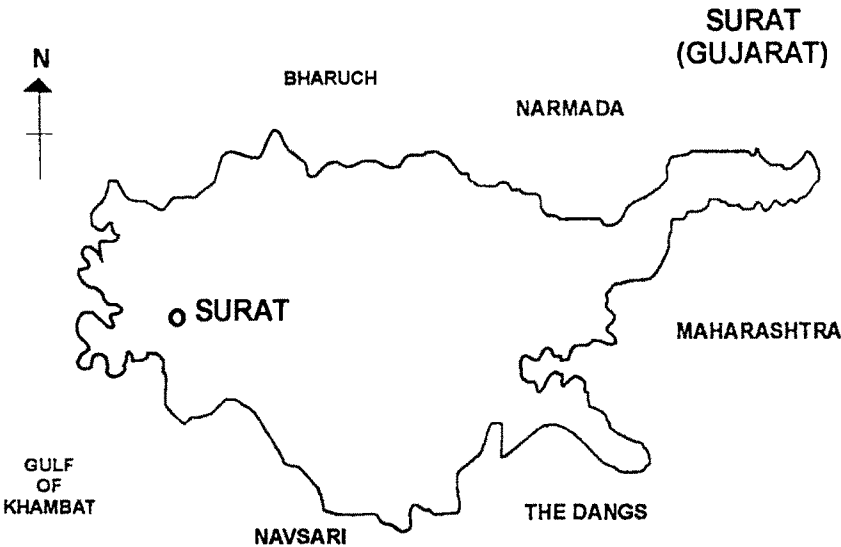


Figure-9: Boundary map of Surat

Table-2: Selection of sample

| | Contracted Karigar | | | | Sub-Contracted Karigar | | | | Entrepreneurs | | | | | | | | | | | | Total |
|-------------|-----------------------|----|----|----|---------------------------|----|----|----|---------------|---|---|---|--------|----|---|---|---------------------|---|---|---|-------|
| | | | | | | | | | Exporter | | | | Trader | | | | Master Craftsmen | | | | |
| | L | B | K | S | L | B | K | S | L | B | K | S | L | B | K | S | L | B | K | S | |
| Respondents | 48 | 56 | 15 | 28 | 07 | 09 | 27 | 05 | 2 | 2 | 1 | 1 | 10 | 10 | 8 | 8 | - | - | - | - | 237 |

L: Lucknow, B: Bareilly, K: Kolkata and S. Surat

All the respondents were observed in their work place. One focus group discussion for each district and total ten case studies were conducted which included master craftsmen, exporter and trader.

3.4 DEVELOPMENT OF THE INSTRUMENT

To collect information on various aspects of the craft and its production, a semi-structured interview schedule (Annexure-I, II) was prepared based on the preliminary survey. Questionnaire guidelines given by UNICEF for home based workers and other related researches also served as a baseline to formulate the interview schedule. Separate schedules were prepared for karigars and entrepreneurs. The entrepreneurs' schedule was structured to gain information on their demographics, social and economic factors, production, market and marketing facilities, while the data for the karigars was obtained on socio-economic aspects, craft details, design details, their problems and prospects. Pertinent questions were structured to facilitate discussion among the chosen group leaders (Annexure-III).

3.5 METHOD OF DATA COLLECTION

The data collected for the study was obtained from both primary and secondary sources. The original sources mainly included photographs and/or articles preserved in the Museums, with the karigars and private collectors; Government documents and the records of the field investigations. The

secondary sources included craft survey reports, relevant research and review articles, newsletter of the craft agencies / magazines, Monographs, Encyclopaedia, Atlas and history books. The second level information was collected from libraries and World Wide Web. Referrals from the Hansa Mehta Library of The Maharaja Sayajirao University of Baroda - Baroda, Calico Museum of Textiles - Ahmedabad, Fatehsingh Rao Gaekwad Library - Surat, Institute of Rural Management-Anand, Victoria and Albert Museum - Kolkata and book collections of the Nawab of Lucknow were personally gathered. The relevant information for the review was collected from books on craft manufacturers, their exhibition, market structure, regional history, published and unpublished research work on trade, technology, economics, market potential and craft; monographs of craft process; encyclopaedia, macropaedia and atlas of world history, economics and trade.

Published and unpublished information residing in archives scattered around the world was assessed using World Wide Websites Listings by topic (key terms) from various web directories were searched and information from original and secondary sources was yielded in the form of documents, articles and photographs.

The specific methods employed for collection of data from field investigations were

3.5.1 Field visits

The data was collected through field survey in the selected places. The karigars in towns dwell in "Mohallas", which have very narrow lanes and by lanes. The researcher visited their clusters of workshops and households to personally interview and observe them in their working environment.

The karigars who showed their willingness to respond were interviewed. Units working for the export market were also visited.

In Kolkata, the researcher was not conversant with the state language, Bengali. To conduct interviews with the respondents the researcher sought help of an interpreter. The data from Lucknow and Bareilly was collected during May-June 2004, from Kolkata in November 2004 and from Surat during the year 2004.

3.5.2 Administration of the schedule

To build a rapport with the respondents the researcher initiated a brief casual conversation before conducting an interview. The reason for conducting the interview was explained to the individual, to avoid any inhibitions in the mind of the interviewee. The information generated was noted in the schedule

3.5.3 Observation method

The participatory observation method was employed to understand the methods and materials of the craft and cross-examine the information provided by the respondents.

3.5.4 Case studies

The selection of the cases was purposive. Both the entrepreneurs and master craftsmen were approached only if they agreed to give information of the craft and themselves, since they had been witness to the market spread, its growth or decline and the winds of change in products, processes, materials and designs over the years.

3.5.5 Focus group discussion

A homogenous group of six to eight workshop-based karigars from the same cluster were selected on the basis of their leadership qualities (names suggested by the karigars). Discussions between the participants were initiated with a casual conversation with them. Observation method was also followed simultaneously to assess and co-relate their non-verbal behaviour. The focus group discussion lasted for about an hour or two. One such session for each selected area was conducted. This qualitative method of data collection was expected to give a broad idea of their opinions on matters of concern.

The instrument used for recording the generated discussion was a talk-book with a micro-cassette recorder, since it was a time saving device and ensured that no information is missed out on record by the researcher. The same instrument was used for recording the information provided during the study of individual cases.

3.5.6 Photography

A digital camera of resolution 3.2 mega pixels was used to document specimens from private collectors, museums, entrepreneurs and from Karigars. The product and processes were captured in both still photographs and moving pictures using a digital video of resolution one mega pixels.

3.5.7 Sketching and drawing

This method was mainly followed to document the types of stitches, designs and also, when permission was not granted for photography. Corel Draw -12 was used to recreate the designs as seen in the samples or photographs of the past centuries. The editing software Photoshop -7 was used as a support function to read the image details to maximum clarity.

3.5.8 Collection of samples

Samples of raw materials, tools, stitch types and forms of zardosi as presently existing were collected from material producer, craftsmen and exporters.

3.6 ANALYSIS OF DATA

To expatiate on the existence of Zardosi craft, the generated and collected data from the field and desk research through qualitative and quantitative methods in forms of observation notes, verbal responses, conversation, documents, photographs and specimens were synthesized; employing descriptive, documentary, content and trend analysis.