

CHAPTER III

METHODOLOGY

The main aim of the present study was to acquire authentic data regarding the prevailing status of the Kutch embroideries. The researcher had keen interest to study the various aspects of embroideries of Kutch that included motifs, raw material used, processes, artisans' socio- economic conditions, efforts made by and the impact of GOs and NGOs for sustainability and promotion of the embroidery of Kutch. In order to attain deeper understanding and acquaintance to the topic extensive information was congregated from primary and secondary sources.

The methodology adopted for conducting the present study has been discussed under following heads:

- 3.1 Literature Survey
- 3.2 Research Design
- 3.3 Sampling Design
- 3.4 Collection of Data
- 3.5 Analysis of Data

3.1 Literature Survey

An extensive literature survey was carried out in order to procure the baseline information including various aspects of the study such as origin and history, locale, various embroideries practised in Kutch, institutional support, marketing practices etc. The investigator personally visited different libraries to review relevant data from published and unpublished literature. The 'World Wide Web' was also explored using

various search engines. Literature from the libraries including Smt. Hansa Mehta library and Prof. T K Gajjar library at The M.S. University of Baroda; National Institute of Design, Ahmedabad; National Institute of Fashion Technology, Gandhinagar; Indian Institute of Management, Ahmedabad; Kutch Museum, Bharat Sanskruti Darshan Museum and Aina Mahal at Bhuj were referred. Reports of various GOs and NGOs were also explored to have an insight into the various aspects of Kutch embroideries. The literature reviewed helped in exploring information on the role of GOs and NGOs in sustainability and promotion of the craft.

3.2 Research Design:

In view of the objectives, a research design was planned which included descriptive survey method for collecting complete and authentic first hand data pertaining to the embroideries, socio-economic conditions of the artisans and the techniques followed by them for marketing the finished products. Case study method was the most appropriate for assessing the role of GOs and NGOs

3.2.1 Conceptual frame work

On the basis of objectives of the research, the investigator conceptualised a broad framework for the study. From the available literature, it was noted that different communities practised embroideries in Kutch for their personal use as well as catered to domestic and global markets. GOs and NGOs strived for the survival and upliftment of the traditional embroideries of Kutch (Figure 3.1).

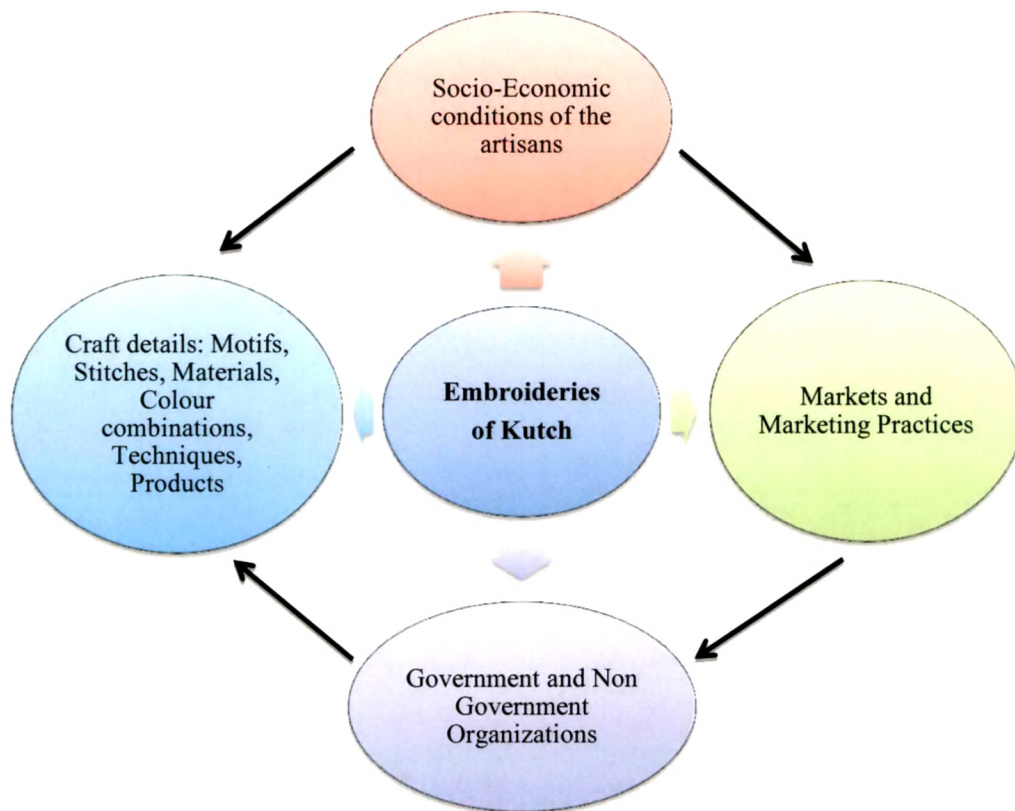


Figure 3.1 Conceptual framework

3.3 Sample Design

3.3.1 Locale of the study

Data pertaining to talukas and villages where the embroideries were practised was obtained from the primary and secondary sources. Primary sources included the Taluka Panchayat Offices and The Handicraft Marketing and Service Extension Centre of Bhuj while the referred secondary sources of information were official records of the GOs, NGOS and from the Internet through various search engines.

The collected data revealed that embroideries were being practised by various communities residing in the following seven of ten talukas of Kutch.

Bhuj, Nakhatrana, Lakhapat, Rapar, Anjar, Gandhidham and Bhachau.

3.3.2 Sampling procedure

i) Selection of the artisans:

The researcher initially identified the number of embroideries practiced in the Kutch region followed by the respective practicing communities and their native villages. The investigator identified the villages where these embroideries were practised (Figure 3.2). To gain a holistic insight, purposive random sampling method was adopted for the selection of villages and the artisans based on the following criteria.

- Accessibility to the village.
- Willingness of the artisans to respond.
- Density of the artisans' population.

In all, two villages for each community were purposively selected (Plate 3.1). A list of number of households in each village was obtained from the Taluka Development Officers. Of the total, 30 per cent from each village were selected as the sample. One artisan per house hold was selected through snow ball technique while from each village at least one artisan of age above 60 years of each community was purposively selected for data collection.

A sample size of 720 artisans from 17 communities and sub-communities residing in 34 villages were included in present study.

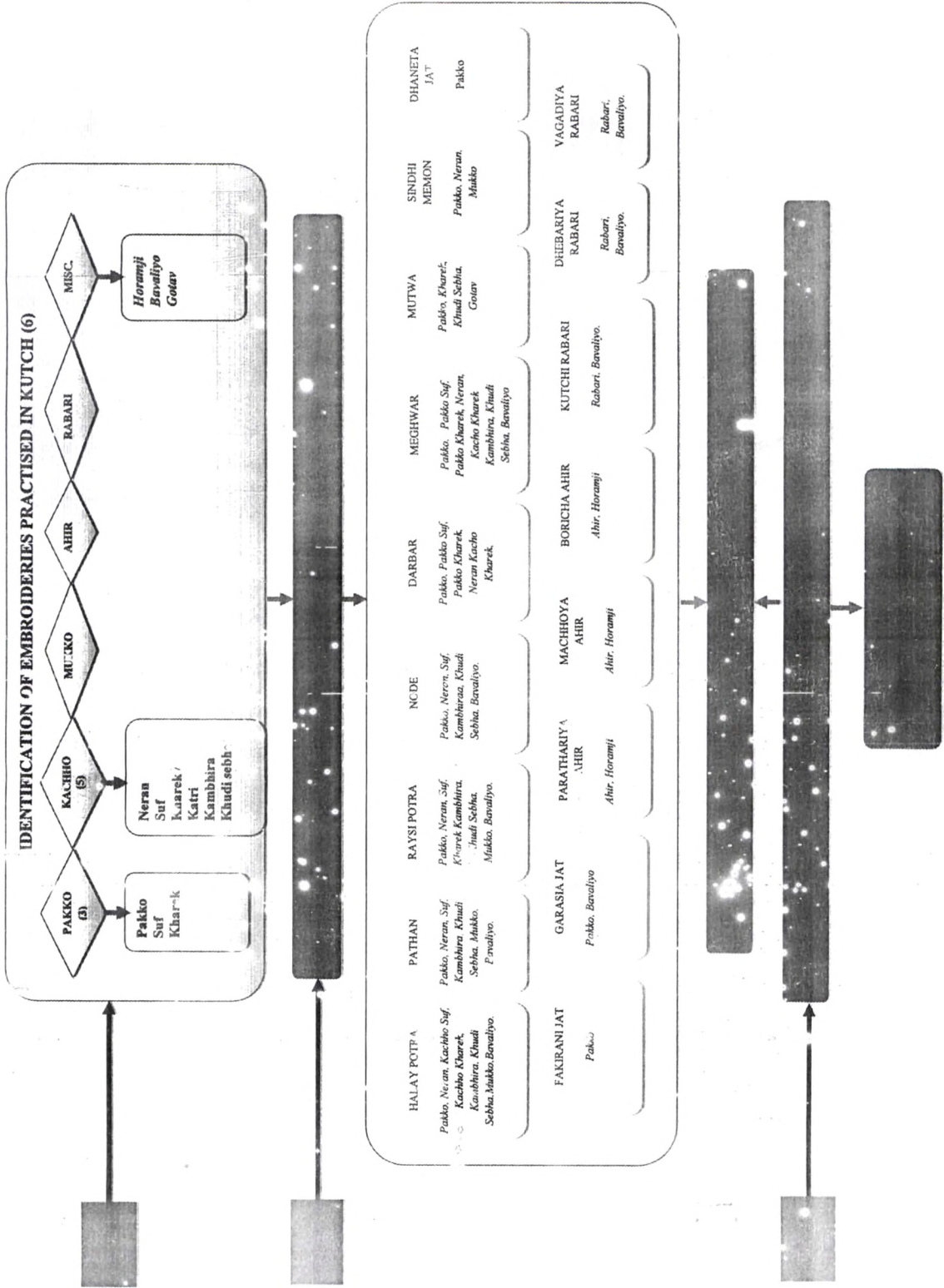
ii) Selection of Government and Non-Government Organisations:

Government offices situated in Kutch were visited to collect the first hand information. Secondary information was collected through the web sites of the office of the Development Commissioner, Handicrafts and Gujarat State Handloom and Handicrafts Development Corporation as well as from the published literature of concerned office.

NGOs addressing different issues of the traditional embroideries and artisans of Kutch willing to co-operate with the investigator were selected as sample for the study.

In all, two GOs and three NGOs were selected for the study.

FIGURE 3.2: Sampling Procedure



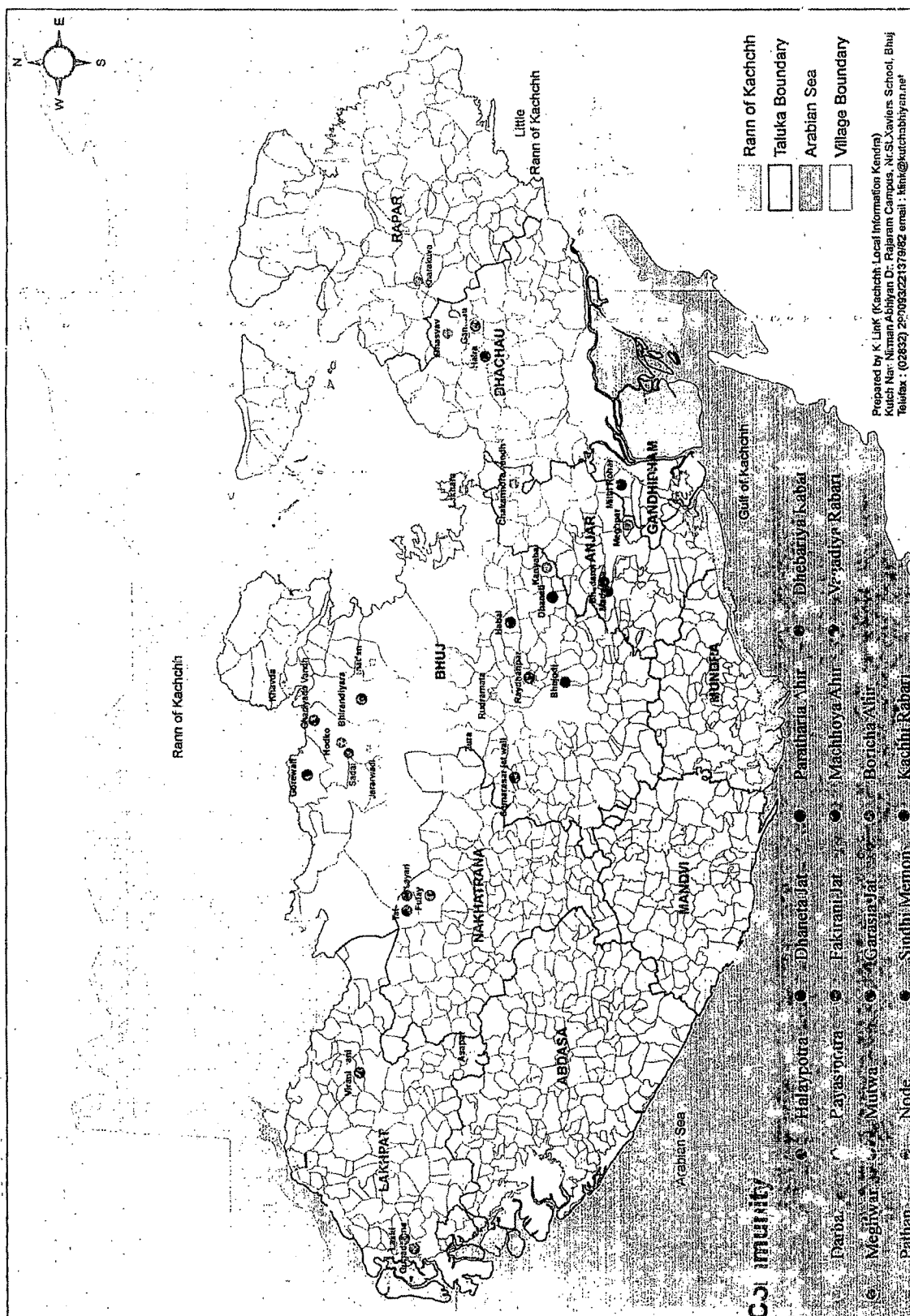


Plate 3.1 Community locations in Kutch

3.4 Collection of data

In order to achieve the objectives of the study, multi method approach was adopted for collection of the data. The methods consisted of interview, focused group discussion, observation and case study. The data procured was verified through multi visits.

3.4.1 Development of interview schedule:

In view of the objectives the investigator felt a need to frame an interview schedule in order to obtain specific in depth information and maintain a systematic record of the data collected. Interview schedule was the most reliable tool in light of the objectives since a direct conversation with the interviewee would facilitate the first hand data collection effectively. Hence, an interview schedule was structured with both open and close ended questions. The interview schedule contained a set of questions covering different aspects of traditional embroideries and artisans. The details of the tool are explained below:

3.4.1.1 Back ground information

The first section comprised of background information, which included name, village, community.

3.4.1.2 Craft details

The second section dealt with the craft details where questions pertaining to origin and history, transfer of skill and number of family members engaged in embroidery. This section also elucidated information about their prior formal training sessions if any and its benefits. Further, data on components viz., motifs, raw materials, colour combinations, stitches of the embroidery craft and products made were collected.

Technical details such as designing, tracing (transfer of the motif on fabric), embroidering, cutting, stitching and finishing of product were also a part of the survey. Details of the products manufactured for their household use as well as for commercial purpose catering to different market segments, payment procedures and quality control were also included. The investigator accentuated the information about future plans of the artisans where issues such as, willingness to continue with the craft and to pass on the inheritance to the next generation were discussed. Willingness of the artisan to change the profession and readiness of the artisans to migrate to urban area, if required was also touched upon. Details regarding the kind of assistance needed from the Government were also discussed.

3.4.1.3 Socio economic conditions

The section dealt with socio economic components including age, gender, religion, dialect spoken, marital status, family compositions, educational qualification, occupation, income and possessions of the artisans. Questions pertaining to the financial condition such as, raising funds, amount and duration of loan, rate of interest, source of borrowings and their debt servicing capacity as against their income were also studied.

3.4.1.4 Problems faced by the artisans

Here, collection of information pertaining to the problems faced by the artisans in procuring raw material, production, payment and institutional financing and the occupational hazards faced by the artisans were studied.

3.4.1.5 Facilities provided by the Organization and terms and conditions to be followed

The section was framed only for the artisans who were working with the GOs and NGOs. It was inclusive of holistic information on facilities provided by the organisations for which they had been working. It also encompassed information pertaining to the awareness of the artisans regarding the facilities provided by the organisation and their types. The section also gathered information on the terms and conditions laid down by the various GOs and NGOs to be followed by the artisans. Questions on artisans' awareness about the existence of other such organizations and their experiences with them, if any.

3.4.1.6 Markets and marketing practices

The section elucidated information on markets and marketing practices followed by the artisans' peak season for the sale of embroidered products when their demand was high, problems faced by artisans due to introduction of machine embroidered products in the market and their knowledge about e-marketing.

3.4.2 Pre-testing

In order to ascertain and solve unforeseen problems in administration of the interview schedule, it was pre-tested on a non-sample group comprising of 27 artisans. On pre-testing the interview schedule required modification were carried out by re-framing and adding to the questions.

3.4.3 Methods of data collection

Data for the present study had been collected through extensive field work. To obtain complete information, investigator personally administered the interview schedule. A

focused group discussion as well as observation methods were combined with the interview method in order to obtain comprehensive information.

To explore the target group in the field, the investigator contacted the District Development Officer, Taluka Development Officers, In-charge of the handicrafts office, field workers, managing trustees of the NGOs and local shop owners. A purpose and importance of the field visit was discussed with them to obtain and verify the exact locale where various embroideries were practised. Through the above sources, leisure hours of the artisans during which they practice embroidery were ascertained. These hours were found suitable for collecting the data. Information so collected served as a guideline to plan for data collection.

Finally, a field programme was chalked out after having considered the climatic conditions of the region, festivals and religious customs to ensure that the artisans did not get disturbed during their festivals and rituals. The investigator approached the target groups with the help of the *Sarpanch* of the village, leader of the village, the proprietors of the government authorized ration shops and block printers. The initial response of the artisans was hesitant and they were reluctant to share the information. The investigator explained the purpose of visit and significance of authentic data for the research, in order to avoid any inhibitions, which enabled to develop a rapport with the artisans' community.

Conversation was initiated with an informal approach. During the interview, focused group discussion and observation methods were also used to elaborate on the topics of concern. To understand the processes of various embroideries, the investigator had a hands-on with the embroidery. The informal mode of communication helped the investigator know about some traditional motifs that were explained by the artisans

through pencil sketches. Observation method helped in verification of the information provided by the artisans.

During the field work, whenever possible, the investigator stayed back with the artisans for a few days in order to facilitate data collection at a micro level. This also developed a long term personal relationship with the artisans. This was essential to collect information that was more authentic, minute and to know certain trade secrets.

The investigator was unable to understand or speak the *Kutchi* language therefore; help of a local interpreter was taken to translate the conversation as many of the respondents were not familiar with Gujarati language.

Data pertaining to the role of GOs and NGOs was collected through case study method with participatory observation. A prior permission over the phone, fax or through an e-mail was sought before visiting the organisations.



a. Researcher gathering information on embroidery



b. Learning the embroidery

Plate 3.2 Interaction with the artisans

Prior to data collection from the NGOs, the investigator had an ‘on Job training’ for one month and worked in all the departments of the leading NGO of the Kutch region to get familiar with the operational activities. This facilitated to attain an insight into the case study and thus elicit complete information.

The data was collected during the months; May-June, 2007; September-October, 2007; December, 2007; March, 2008; April- May-June, 2008 and Oct, 2008. Before proceeding for final result writing data was again verified in December, 2011 and April, 2012.

3.4.4 Electronic devices used for data collection

- **Camera:** Documentation of the craft details was carried out by capturing photographs and short length movies. Digital cameras of resolutions 4.1 mega pixels and 7.1 mega pixels were used at a working resolution of 3 to 4 mega pixels for the present study. Photographs of the artefacts displayed in the museum were taken with the help of a professional photographer using a digital camera of 10.1 mega pixels resolution. Photographs were captured after setting up flash light and applied from 45⁰ angle to overcome the reflection of mounted acrylic sheet.
- **Voice recorder:** Each and every discussion during the interviews and case studies was recorded in the voice recorder to ensure complete information.

3.5 Analysis of data

As the data collected through the extensive field work was qualitative in nature, a descriptive and documentary analysis was carried out.

The embroideries practised before 30 years were considered as traditional embroideries. The data was analyzed on the basis of the specimens documented from museum, visual and written records from various references and the first-hand information procured from the artisans regarding traditional embroideries. It was observed that since past thirty years each community's embroideries had undergone

changes in terms of type of embroidery, motifs, stitches, colour combinations and materials. The said observations have been discussed wherever it was applicable.

3.5.1 Processing and presentation of the data

Processing of the data included editing, coding and tabulating the data collected. Data analysed was presented with suitable presentation techniques inclusive of frequencies, percentage, tables, photo plates, flow charts, graphical presentation and descriptive analysis.

3.5.2 Case study analysis

The case studies were analysed and represented to obtain a holistic insight into the dimensions by the GOs and NGOs towards the preservation and upliftment of the craft and artisans.