

DETERMINANTS OF INCOME AMONG KALAMKARI ARTISANS -with reference to Machilipatnam style

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ABSTRACT

Handicrafts would provide suitable employments for the surplus population from agriculture. Handicrafts form an eminently suited medium for decentralized production. Handicrafts make every home a unit of production and every individual becomes a producer. If the nation's crafts are put on a sound basis, it would help millions to have higher income, which would reduce disparity in incomes. With this backdrop, in this paper an attempt has been made to study the income level of Kalamkari artisans in Pedana village who following Machilipatnam style of hand printing. The primary goal of this study is to identify the factors that influence the family income of Pedana Village's Kalamkari artists who utilize the Machilipatnam style. For this study, 50 respondents were selected randomly from Pedana Village who follow Machilipatnam style Kalamkari hand printing. Results show that 46.97 per cent in the households are earners and handicrafts only accounts for 67.01 percent in the total income of the household in Pedana village. The variable 'number of crafts earners in the family' level of education and years of handicraft experience are the most significant to determine the income of the household positively. Crafts have a significant impact on the sustainable growth of the rural economy of the nation.

Key words: *Households, Handicrafts, determinants of income, Andhra Pradesh*

Introduction:

Handicrafts, India's proud and treasured legacy. For ages, their incomparable beauty has moulded people all over the globe and earned Indian creativity and talent renown. Rural India has a volley of crafts which provide employment for several millions. India's crafts are the natural and traditional complement of agriculture which today claims larger numbers than any other single profession. If revived and encouraged, these crafts would help the economic

regeneration of our villages. The role of handicrafts is a social one and distinct from that of major industries. Industries cannot intrude into the proper realm of crafts. The spheres of crafts and industries are mutually exclusive and non-competitive. Competition sets in when craft products are much the same as factory products. If craft products are unique and inimitable, there is no need of fear from competition of factory products.

Handicrafts add a finer dimension to our being. Handicrafts have played a significant role in the Indian non-factory industrial sector accounting for nearly 15 per cent of the contribution made by the unorganized industrial sector to national income. The future of this industry depends upon the introduction of fresh designs in line with changing times. More precisely with regard to Handicrafts in Andhra Pradesh: Budithi Brassware, Banjara Needle Crafts, Veena Manufacturing, Durgi Stone Craft, Lac Ware, Bidri Craft, Decorative Hand Crocheted Lace, Butta Bommalu, Kondapalli Toys, Kalamkari Paintings, Machilipatnam Imitation Jewelry Park are stands at major place. However, handicrafts in Andhra Pradesh with special reference to Krishna District was limited to Veena making, Kalamkari printing, Wood- Block making, Kondapalli toys, Imitations Jewellery, Weaving of Yarn (Pedana).

Kalamkari Paintings

The term "Kalamkari" is derived from the terms "kalam" and "Kari," which mean "pen" and "craftsmanship," respectively. It has been practiced for centuries and is said to have started in Iran about 2500 years ago. According to history, Kalamkari has been produced in India for the last 2000 years in two distinctive styles: block printing and hand painting. In India, there are two different Kalamkari art styles: the Machilipatnam style and the Srikalahasti style. The hand-painted variant is performed in the Andhra Pradesh hamlet of Srikalahasti in the Chittoor district, while the block-printed variation is primarily produced in Pedana. According to popular belief, the skill was in high demand from Persian merchants who arrived in the nation by sea. They purchased these materials in quantity and used them to create carpets, furniture, and kurtas that they then marketed in their country for a significant profit. The Mughals and Deccan Sultanates supported these textiles in the 16th and 17th centuries, leading to their gradual popularity. Bright colors like red, blue, green, and yellow are employed, and the designs and patterns mostly have a mythical theme. "Traditionally, the art represents the depictions of the *Ramayana* and *Mahabharata*, but to suit the modern demands of the present generation, techniques of block printings are being amalgamated into the process and new kinds of motifs

are being created by craftsmen such that the fabrics have a global appeal. New-age techniques are being introduced to turn this art form into digital prints as well. Moreover, the dyeing techniques have also been improvised,” says Mithi Kalra, a fashion designer. Pedana Kalamkari often has designs with Durga and Buddha images.

It is a naturally evolved kalamkari cluster for last 5 centuries. This cluster produces ethnic and eco friendly products by using natural colors. Association approached APITCO to prepare Detailed Project Report for establishment of Common Facilities. Mean while on Association request Commissioner of industries entrusted the work of preparation of Diagnostic Study Report

It is difficult to give a precise definition of handicrafts. Yet it is necessary to give a general definition of what constitute handicrafts. Handicrafts are things created by hand, often using basic instruments, and are typically of an artistic or conventional character. Crafts are manufactured by hand, usually using basic instruments. Although they are manufactured mainly by hand, some automation may also be employed. Further, certain handmade items involving human labour without skill are excluded like Papads, Pickles, Bricks, Beedis, Agarbattis, Matchsticks and Fire-crackers etc. But handicrafts industry is skill-oriented. As the basic skill is a pre-requisite for every craftsman. Incomes may vary with the type of handicraft they are doing and many other factors.

Income is one of the principal determinants of standard of living. It is an important parameter, that decides the pattern of consumption expenditure, savings, investment, asset distribution and indebtedness of households. All of these handcrafted items serve as a powerful tool for fostering cross-national exchanges of culture and as a kind of propaganda for the rich cultural history of our country. but also for income generation, employment generation and untimely for economic stability. With this backdrop, in this paper an attempt has been made to study the income level of Kalamkari artisans.

Objective:

This paper's major goal is to identify the factors of income of household Machilipatnam style Kalamkari artisans in Pedana Village.

Methodology:

For this study, 50 respondents were selected randomly from Pedana Village who follow Machilipatnam style Kalamkari hand printing. Simple tabular analysis, percentages, descriptive statistics, charts were used for the data analysis. Incomes from all sources were estimated and compiled for sample respondents. The correlation matrix has been prepared for to examine the existence of multicollinearity between the income and the exploratory variables. Multiple Regression model was employed to explore the determinants of income among Kalamkari artisans. Findings of this study are confined to respondents were selected randomly from Pedana Village who follow Machilipatnam style Kalamkari hand printing in Andhra Pradesh state. This study involves 50 respondents and limited time period between January and March 2022.

RESULTS AND DISCUSSION:

About 46.97 per cent of all persons in the households are earners. Not all of them are handicraft earners. Some of them are (17.5 per cent) are cultivators, agricultural Labourers, petty traders, fishermen, or government servants. The handicraft industries provide employment for 82.0 and 18.0 per cent of workers in the part-time and full-time artisan households respectively. Further, they have 21.5 years of craftsmen experience. Moreover, on an average each craftsmen getting 22.46 days of employment per month. Out of the sample respondents 50, 84.0 percent are males and 16.0 percent are females. About 66.0 percent are B.C (Backward castes), 30.0 percent are F.C (Forward Castes) and only 4.0 percent are from SC (Scheduled Caste). Only, 4.0 percent are illiterates, but about 56.0 percent of the respondents are upto the level of primary education, 18.0 percent possessed upto secondary level and 22.0 percent are able possess up to Higher secondary level of education and above. About 4.18 is the mean size of the family and 1.94 is the mean size of number of earners in the family.

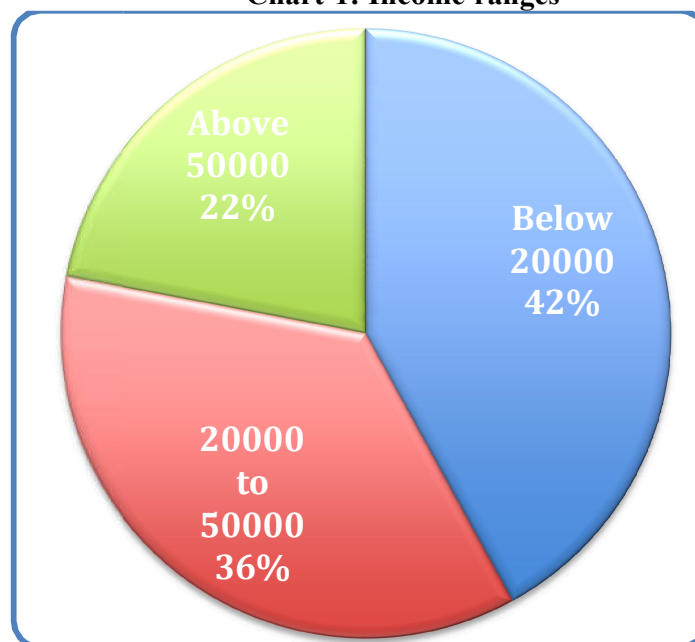
Table-1
Sources of Income among Kalamkari artisans (Machilipatnam style)

	Descriptive Statistics			
	Minimum	Maximum	Mean	Std. Deviation
Income of households from Handicrafts	9000	30500	19867 (67.01)	6313
Income of households from other than handicrafts	1000	25000	9781 (32.99)	3072

Income of households from all activities	17000	44000	29647 (100.00)	7217
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On an average each household getting about Rs.19867/- of income from Handicrafts which accounts for 67.01 percent to the total income of the household. And the rest of 32.99 (Rs.9781/-) percent of the income that they are receiving is from other than handicrafts. Thus, the income of the household consists of earnings of female members from handicrafts and earnings of male and other female members of the household from other works. Since the main thrust of the study is on female handicraft artisans and their contribution to households, income of household is discussed in length rather than household income, it does not mean that household income is ignored altogether. For purpose of comparative analysis, sample artisans' household income from various sources, such as handicrafts, work other than agriculture, agricultural labour, poultry and cattle, business, borrowings, deposits drawn, rent and interest receipts and others, is calculated.

Chart-1: Income ranges



The above diagram state that, out of total sample in Pedana village, 42 percent of the households are earning below 20000, 36 percent are earning 20000 to 50000 and 22 percent are earning above 50000 from handicraft activities.

Within the framework discussed above, this study has postulated that the individual's Y_i - Monthly income of household (Y_i - dependent variable) is dependent upon the attributes

(explanatory variables/ independent variables) Number of earners in the family, family size, Number of working days in a month, Years of handicraft Experience, Education, Gender, caste category etc. Handicrafts industry is skill-oriented. As the basic skill is a pre-requisite for every craftsman it is not included in the model. The regression model is used to analyze the association between deprived index value (Y_i - Monthly income of household; In Rupees) and attributes (explanatory variables). Further, in order to identify exact determining factors of deprivation occupation wise common regression models calculated and analyzed.

$$Y_i = \alpha_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + u_i$$

Where,

- Y_i - Monthly income of household (In Rupees)
- X_1 - Number of earners in the family,
- X_2 - Size of the family in number,
- X_3 - Number of working days in a month
- X_4 - Years of handicraft Experience,
- X_5 - Education (1-Illiterate, 2- Primary, 3- Secondary, 4- inter and above),
- X_6 - Gender (1- Male, 2- Female)
- X_7 - Caste category (1-ST, 2-SC, 3-BC, 4-OC)
- β_i 's - Parameters to be estimated,
- u_i - Error term.

Determinants of Monthly income of household

In order to find out the factors that determine income of household, multiple regression model has been prepared by taking income as the dependent variable and the selected 7 explanatory variables as the independent variables.

Multicollinearity testing of variables:

The correlation matrix has been prepared to examination whether there exists multicollinearity between the income from handicraft in Pedana and the explanatory variables. Table - 2 provides the test for multicollinearity among the variables in the model. Result of the correlation matrix shows that there is no linearity or perfect correlation between deprived index and independent variables. The estimated person correlation co-efficient values are ranged between -0.290 and 0.517, which clearly shows that, there is no approximate or linear

relationship existed between deprived index and exploratory variables among total sample respondents.

Table - 2
Correlation matrix

Correlations									
		Monthly income of household (In rupees)	X1 Number of earners in the family	X2 Family size	X3 Number of working days in a month	X4 Years of handicraft Experience	X5 Education level	X6 Gender	X7 Caste category
Monthly income of household (In Rupees)	Pearson Correlation	1	.517**	.333*	.207	.337*	.343**	-.290*	.317*
	Sig. (2-tailed)		.000	.011	.123	.010	.009	.029	.016
X1 Number of earners in the family	Pearson Correlation		1	.568**	.619**	.014	.053	-.226	-.080
	Sig. (2-tailed)			.000	.000	.920	.698	.091	.555
X2 Family size	Pearson Correlation			1	.611**	.553**	-.180	-.328*	.034
	Sig. (2-tailed)				.000	.000	.179	.013	.801
X3 Number of working days in a month	Pearson Correlation				1	.078	.041	.338*	-.084
	Sig. (2-tailed)					.563	.760	.010	.536
X4 Years of handicraft Experience	Pearson Correlation					1	-.153	-.355**	.266*
	Sig. (2-tailed)						.256	.007	.045
X5 Education level	Pearson Correlation						1	.373**	.215
	Sig. (2-tailed)							.004	.109
X6 Gender	Pearson Correlation							1	-.160
	Sig. (2-tailed)								.236
X7 Caste category	Pearson Correlation								1
	Sig. (2-tailed)								
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Source: Computed from Primary data.

Outcomes of regression model

Table - 3 shows outcomes of regression model which were drawn from 50 sample households in Pedana village. In order to find out the factors that determine the income from handicraft multiple regression model has been prepared by taking income as the dependent variable and the selected ten exploratory variables as independent variables. The level of count

egested R^2 obtained is 0.601; which has shown that 60.1 percent of the variations in the deprived index are explained by the changes in the explanatory variables in Pedana village. Results of regression model show that, among all exploratory variables number of earners in the family is the major factor to determine income positively and statistically significant at one percent level. One unit increase in the number of earners in the family would lead to increase in income of Rs.16443/-. Education level also shows a significant positive effect on total household's income at one percent level of significance. One unit increase in education level would lead to increase in Rs.9405/-. Years of handicraft Experience also had a significant positive association with income of the household at one percent level of significance. One unit increase in the Years of handicraft Experience would lead to increase in income of Rs.693/-. Results of regression modal show that, even though gender and family size have a negative association with income from handicraft, these two variables are statistically not significant. Further, caste category and availability of number of working days in a month has a positive association with income from handicraft, these two variables are statistically not significant.

Table - 3
Outcomes of regression (Determinants of Monthly income of household)

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Dependent Variable					
	B	Std. Error	Beta		
(Constant) DI: Deprived index	10685	18995		.563	.576
Independent Variables					
X1 Number of earners in the family	16443	5271	.528	3.119	.003
X2 Family size	-6350	4403	-.286	-1.442	.156
X3 Number of working days in a month	845	1705	.115	.496	.622
X4 Years of handicraft Experience	693	224	.400	3.093	.003
X5 Education level	9405	2681	.397	3.508	.001
X6 Gender	-17816	12073	-.287	-1.476	.146
X7 Caste category	4474	3256	.141	1.374	.176
Model Summary					
R	.0.775 ^a				
R square	0.601				
Adjusted R square	0.544				
Std. Error of the Estimate	15447.74				
Sig.	0.000 ^b				
ANOVA					

F	10.539
Regression Mean Square	2515035797.5
Residual Mean square	238632551.8

Source: Computed from Primary data.

Summery and Conclusion:

Results show that majority of constituting 42 percent of the households are earning below Rs.20000/-. The variable 'number of crafts earners in the family' is the most significant variable to determine the income of the household, followed by level of education and years of handicraft experience. Even though number working days available for craftsmen has positive association with level of income, statistically it is these are not significant. Gender and family size shows negative association with income from handicraft, these two variables are statistically not significant. The removal of legal barriers coupled with economic and educational development will result in improvement of women's economic activity which in turn will improve the economic status of artisans in the society. From the point of view of self-sufficiency, handicrafts can play a major role. Government has to accomplish focus on financial needs and need to solve marketing problems for the development of Kalamkari art expansion in the surrounding areas of Pedana. The starting of design centers, quality marketing schemes, research in technology, marketing emporia, participation in exhibitions abroad and worthy schemes at district level and more micro planning required for the development of handicraft. At states level have policy makers have to focus on yielded rich dividends which reflect increase in the production and export of various crafts. Every house with crafts indicates a stable economy. Every household becomes a producing unit for the whole country. It makes it possible for the young and elderly to participate in the household's business enterprise. We have discussed the income level, whether the generated income is fulfilling their household expenses or not yet to be studied.

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