



HANDICRAFT CLASSICS JEWELRY- A START-UP PROJECT

Dr. V. Kannan

Assistant Professor, St. Joseph's Institute of Management
St. Joseph's College (Autonomous College), Trichy.

S. A .Rasheeda Banu

II MBA Student, St. Joseph's Institute of Management
St. Joseph's College (Autonomous College), Trichy.

ABSTRACT

This research is about handicraft classic jewelry. Now a day women are interested in wearing and making handicraft jewelry. But they are unable to scale-up. The aim is to provide high quality product with best price, job opportunities, training to scale-up in their business. So that the women are able to stand in their own leg and also gets updated with the current trends and technologies. The sampling method used here is stratified random sampling for data collection. The findings are most of the women's second preference in leisure time activity is handicraft. From the findings the target is upper and upper middle class. At the end of the findings it is clearly shown that there is an association between age and women's interested in wearing jewelry. This research concluded that the handicraft sector has more scope and scalability in the future.

Keywords: Handicraft, jewelry, women, sampling, scalability, scope, job, age, technology, price, design.

INTRODUCTION

The research is about Handicraft. It is one of the productive sectors. It is based on both product and service. Jewellery are one of the oldest forms of body beautification. The pieces of jewelry initially at the starting stage were made from natural materials such as bone, animal

teeth, shell, woods and carved stone. India is the lead player of glass and bead jewelry production in the world, which is the type of handicraft jewelry.

The reason for choosing this is now a day women are very interested in wearing jewelry which is matched to their dresses. Women love to wear Indian fashion jewelry. This type of jewelries is very stylish, lightweight and comfortable. It can also be worn in almost every occasion and for parties as well. There are many types of handicraft jewelry such as antique jewelry, bead jewelry, custom jewelry, filigree jewelry, ivory jewelry, lacware, meenakari jewelry, pachchikam jewelry, stone jewelry, temple jewelry, tribal jewelry, kundan jewelry, jadau. These jewelries are made in traditional, trendy and modern way. The jewelries are made by gemstone, beads, chain, jute, fabrics and quilling available. While ordering the new designs, the customer chooses what combination of colors they prefer or they will give the dresses based on the dress the jewelry will be designed and delivered within the time limit.

The products are high quality with best price. The products are very innovative and attractive. The jewelries will give traditional, trendy and modern look and makes women more beautiful. The products will be available in online. Customers who want products purchase from online and if the product is defect they can change within 30 days and get other product instead of that piece. Website and an application will be created. So the customer can view the range of the products, price and order the products through the application and website according to their wish. In my business, main target is women, because of beauty conscious. With this consideration, the jewelry will be in an attractive way which makes the women more pretty. Customer satisfaction is very important. So, after buying the products we get feedback from the customer. According to that we will improve the products.

The service as training will be provided for new joiners with 6 months course. They have to pay for joining the course. After the completion of course they worked as a part of my business. There are many women who are interested in craft work and also many women doing the handicraft jewelry in their leisure time. For some of them it is the main business. In each different variety of jewelry such as earrings, necklaces, bangles, chains, bracelets, anklet, pendant and rings are available. The customer chooses their own jewelry according to their wishes. If the customers are not satisfied with the readymade pieces they select their own model, and will be delivered within a week to the customer. There are single, double and multi color jewelries are who are doing this business in their home without technology and scalability can

join. The needle work teachers who are all interested to join as a part time will also welcomed. But for them no training is needed. Because, they are already educated in this field. If the women who want to do part-time job also welcome to join in my business. Also, we appoint the women who are technically skilled. If not, I will give training to make her skillful. Unemployment will decrease and women empowerment will increase because of this business. From my startup idea, the women will get out of their home and earn money to fulfill their needs. Instead of depending others they will stand on their own leg.

The uniqueness of the products is, we made innovative product as crown for children and also for groom. If they give marriage saree, we design the jewelry according to the saree color of the groom. We also provide door delivery.

Now a day technology plays a very important role in day to day life. With the help of technology, we get the customers and also we get more nearby orders. With the technology we know the current trend and we can predict how the business will be in future.

Scalability is very important for the business to sustain in the market. We create brand image to our business by innovating new jewelry, attracting the customer, seeking customer attention towards the products and to satisfy our customers. My brand image adds the value to the jewelry. So the buyer seeks other's attention and so the number of customers will increase.

LITERATURE REVIEW

Deogaonkar (2008) says that the traditional knowledge of Handicraft among Gonds in general and among Gonds of Chandrapur and Gadchiroli districts in particular, attracts attention.

Dogan (2008) says that the aim of the study is to show some of the most common and popular plants used as raw in some traditional Handicraft in Balkan countries, in relation to the natural plant resources and national traditions.

Suganya (2009) says that "A study on customer preference and customer satisfaction towards Gold Jewelry" analyses the customer's preference and satisfaction towards Gold Jewelry.

Manjusmita (2010) says that usually outdated designs do not attract buyers.

Khair (2011) says that this study demonstrates that the Indian fashion industry's unique identity, based on heavily embellished traditional styles rather than innovative Western-style cuts and designs, was the result of the actions of early entrepreneurs.

MATERIALS AND METHODS

For the study purpose both primary and secondary data are used. The primary data collected from school girls, college girls, working women and house wives. I prepare 100 forms with 20 close-ended questionnaires to take survey and then I circulated them and asked them to fill out the form. I selected randomly and I asked to fill school girls, college girls, working women and house wives. Then I fill out Google form with same 20 questionnaires and circulate through online and asked to fill it. I sent who were in longer distance. The secondary data collected from journals, magazines and articles. The primary data are related to perception and response of school girls, college girls, working women and house wives. The secondary data gives the idea about handicraft jewelry. These data used in combination as per need of the study.

Tools and Process of Data Collection

Tools used to collect data were questionnaires. In that questionnaire there are 20 close-ended questions. The questionnaires were distributed among 200 women and asked to response. With the help of this survey, the results obtained. The obtained results classified and analyzed in MS Excel and SPSS. For data analysis measures of central tendency, standard deviation, variance will be used. For testing of hypothesis F Test and T test will be used.

RESULTS, ANALYSIS AND DISCUSSIONS

Table 1: Spending leisure time

	Frequency	Percent
Cooking	61	30.5
Gardening	19	9.5
Handicraft	52	26.0
Stamp Collection	16	8.0
Other	49	24.5
Total	200	100.0

According to the table 1, 26% of women's second preference is handicraft. So, the handicraft business will have more scalability in future.

Table 2: Making handicraft

	Frequency	Percent
No	73	36.5
Yes	126	63.0
Total	200	100.0

According to the table 2, 63% of women are interested in making handicraft. So, there are many people will like to scale-up and shine in this area. So, there is a chance of making these women get into our business.

Table 3: Wearing handicraft jewelry

	Frequency	Percent
No	41	20.5
Yes	157	78.5
Total	200	100.0

According to the table 3, 78.5% of women are interested in wearing handicraft jewelry. So, this start-up idea will get success in future.

Table 4: Important criteria while purchasing handicraft jewelry

	Frequency	Percent
Design Conscious	52	26.0
Price Conscious	9	4.5
Quality Conscious	32	16.0
All the above	105	52.5
Total	200	100.0

According to the table 4, 26% of women are design conscious, 4.5% of women are price conscious, 16% of women are quality conscious jewelry and 52.5% of women are conscious about all the three while purchasing handicraft. So, it is important to keep in mind all the three while making and selling the handicraft jewelry.

Table 5: Average spending in buying handicraft jewelry

	Frequency	Percent
Below Rs.100	53	26.5
Rs.100-Rs.499	101	50.5
Rs.500-Rs.999	36	18.0
Above Rs.1000	8	4.0
Total	200	100.0

According to the table 5, 26.5% of women buying handicraft jewelry below Rs.100, 50.5% of women buying handicraft jewelry Rs.100-Rs.499, 18% of women buying handicraft jewelry Rs.500-Rs.999 and 4% of women buying handicraft jewelry above Rs.1000. So, it is important to keep in mind that the women prefer Rs.100-Rs.499 worth of handicraft jewelry. So, the jewelry under this category will have more chance to sell in future. In this it is clear that our target is upper and upper middle class.

Table 6: Liking color combination in handicraft jewelry

	Frequency	Percent
Single Colour	37	18.5
Double Colour	73	36.5
Multi Colour	87	43.5
Total	200	100.0

According to the table 6, 37% of women prefer single colour handicraft jewelry, 73% of prefer double colour handicraft jewelry and 18% of women prefer multi colour handicraft jewelry. So, from this data it is clear that most of the women prefer multi colour handicraft jewelry.

Table 7: Shopping of handicraft jewelry

	Frequency	Percent
Always	9	4.5
Frequently	22	11.0
Never	88	44.0
Rarely	79	39.5
Total	200	100.0

According to the table 7, 4.5% of women always go for online, 11% of women frequently go for online, 44% of women never go for online and 39.5% of women rarely do for online for buying handicraft jewelry. So, most of the women never prefer online shopping for buying handicraft jewelry.

Table 8: Interested in part-time job

	Frequency	Percent
No	105	52.5
Yes	93	46.5
Total	200	100.0

According to this data, 52.5% of women are not interested in part-time in making handicraft jewelry and 46.5 of women are interested in doing part-time job. So, the women do not show more interest in making handicraft.

Table 9: Chi-square tests for association between age and women's interested in wearing jewelry

	Women's interested in wearing jewelry			Chi Square	P-Value
	No	Yes	Total		
Less than 30 years	16 (12.2%) [39.0%]	113 (86.3%) [72.0%]	131 (100.0%) [65.5%]	46.115 ^a	0.000 0.000
30-39 years	6 (20.0%) [14.6%]	24 (80.0%) [15.3%]	30 (100%) [15.0%]		
40-49 years	4 (20.0%) [9.8%]	16 (80.0%) [10.2%]	20 (100%) [10.0%]		
50 years and above	15 (78.9%) [36.6%]	4 (21.1%) [2.5%]	19 (100%) [9.5%]		
Total	41 (20.5%) [100.0%]	157 (78.5%) [100.0%]	200 (100%) [100%]		

According to table 9,

The value within () refers to row %, Next [] refers to column %

Since P value is < 0.01 . Hence, concluded that there is association between age and women's interested in wearing jewelry. Based on row percentage, 12.2% of women are not interested in wearing handicraft jewelry and 86.3% of women are interested in wearing handicraft jewelry under the category of less than 30 years. Based on row percentage, 20.0% of women are not interested in wearing handicraft jewelry and 80.0% of women are interested in wearing handicraft jewelry under the category of 30-39 years. Based on row percentage, 20.0% of women are not interested in wearing handicraft jewelry and 80.0% of women are interested in wearing handicraft jewelry under the category of 40-49 years. Based on row percentage, 78.9% of women are not interested in wearing handicraft jewelry and 21.1% of women are interested in wearing handicraft jewelry under the category of 50 years and above. Hence, 78.5% of the women are interested in wearing handicraft jewelry.

SCOPE FOR FURTHER RESEARCH

Indian handicraft industry still remains highly unorganized with the domestic market lacking adequate visibility. Hence, there is a good scope for leading industry players to invest and expand in to this segment and gain by catering to world demand and also by generating local demand through awareness generation among domestic customers, according to experts.

CONCLUSION

From this research, it is concluded that in future the handicraft sector will have more scalable and scope. It has more reach among foreigners too. In this sector, more job opportunities will be available. The women who are interested in making jewelry will get updated to the current technology, trend, buying behavior of customer and marketing strategy. The qualitative information collected to the research through survey and observations. The findings and results was favor for this research. The choice of marketing strategy will make the business to reach and place the product in the consumers mind. Because of the limitations and time frame 200 samples was collected. With the collected information, the research proceeded and concluded with the appropriate findings. The findings indicate that the women are interested in wearing handicraft jewelry with the price of Rs.100 to Rs.499 and the choice of the product is the combination of

multi color. Another finding was there is an association between age and women's interested in wearing jewelry.

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