



## **WOODEN HANDICRAFT – A START-UP PROJECT**

**Dr.V.Kannan**

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

**J. SheebaPriyanga**

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

### **ABSTRACT**

*The handicrafts sector is plays important role for the Indian economy as it is one of the largest employment generators and accounts for a significant share in the country's exports. This research explains about Wooden Handicraft. Indian wooden handicrafts are widely liked in national and international market. This research paper analyzes the people perception toward buying wooden handicraft product which helps in the startup business. Plan to design wooden handicraft product in innovation and with new technical and new features. In our shop people can find different types of wood carving, wooden statues, sculptures, art and crafts, toys, furniture, corporate gift, paintings, marble item, paper Mache items. Design pen in wooden use to measure the blood pressure of them. This Research was adopted by descriptive sample design. Sampling technique used for the collection of data required for the research study is convenience sampling method. The finding through our research is People give importance to design and quality of product so we want to focus more on that and current trend. 51% people were willing to do course in handicraft which positive sign for online course and training institute. 15-20 years old people 63% willing to do course so we want to focuses this group people more to improve our business. 37% of people like to buy gift items in wooden product. So want to concentrate in gift items and we have separate*

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*session for gift item. People giving important to plain colors design in wooden product. From the people side there is good response for startupbusiness in wooden handicraft.*

**Keywords:** Wooden handicraft, Innovation, Re-skilling, Gift items, Training institute.

## **INTRODUCTION**

### **Industry**

The handicrafts sector plays important role in Indian economy and it's one of the largest employment generators and accounts for a significant share in the country's exports. The state and regional clusters contribute significantly to handicrafts export in India. The Indian handicrafts industry is fragmented with more than seven million regional artisans and more than 67,000 exporters/export houses promoting regional art and craftsmanship in the domestic and global markets. Handicraft exports from India increased by 11.07 per cent year-on-year during April 2016-March 2017 to US\$ 3.66 billion. The rising appreciation for Indian handicrafts by consumers in developed countries, wide spread novelty seeking, cheap and skilled labor and large supply of timber species has made the Indian wood industry one of the important suppliers of handicrafts to the world market. This industry provides employment to over five million artisans and supports and provides major opportunity of employment to rural sections. In addition to the high potential for employment, the sector is economically important from the point of low capital investment, high ratio of value addition, and high potential for export and foreign exchange earnings for the country.

### **Wooden Handicraft**

The export revenue share of the wooden based handicraft is close to 40% of the total handicraft industry (US\$2 billion) in India. The Indian wooden handicraft sector is the second largest employment provider after agriculture. The exported wooden articles market in India has a varied range of products including small gifts and decorative, toys, statues, ornately carved suave and simple masterpieces, furniture and household products.

Indian wooden handicrafts are widely liked in national and international market. India has many industries of wooden handicrafts in different states. A High number of woods are available for wood carving like white wood, Cedar, Shisham, Rose wood, Ebony wood, Walnut and Mango wood, etc. These kinds of wood are used for carving statue, sculpture, furniture, wooden toys, decorative items, utility items, gift items,

wooden elephant and other home interior decoration structures.

### **Problem**

The problem faced in wooden handicraft business was lack of modern training and basic education for the employee and wastage in raw material and also lack of information technology. The solution for this is giving training for our employee though our training institute and Re-skilling and improving skill levels is another solution to solve the above problem. Supply of raw material is another important issue in wooden handicraft. As per the forest policy there is a restriction in felling of woods from the natural forests and even for felling of trees in private lands, an approval is required from the Forest Department, so there is limitation on the supply of raw material. This value chain thus, has to largely depend on the supply of raw materials from private forests, which for the complicated procedures is a bit tedious. Recycle old product and product the new one is the solution for this limitation. Cost difference among the existing players for the similar product. Design a innovation product with high quality and affordable cost.

### **Purpose**

Plan to design wooden handicraft product in innovation and with new technical and new features. In our shop people can find different types of wood carving, wooden statues, sculptures, art and crafts, toys, furniture, corporate gift, paintings, marble item, paper Mache items. Design pen in wooden use to measure the blood pressure of them. If the pressure level goes high or low it will give alarm according to that people can take their medicine. Design and create a wooden product according to people wish. In our shop people can sell their old wooden product and buy new wooden product with discount. Use old product to reproduce the new product and create wooden product in innovation way by using technique and appoint expert. Door delivery and service is available. Give gift to our customer during their birthday, wedding day. Update our self to current trends which help us to sustain in business. Provide training for our workers and course for people in online. Try to tie up with training institute to providing training and course. Conduct competition to them though this comes to know their new innovation and creation that use to improve the business.

Analyze the taste of Trichy people regarding wooden craft and what is customer expectation and for which style they are giving important. Analyze about the competitors and their new product. By this we can under the Customer behavior and competitor's behavior.

## **REVIEW OF LITERATURE**

Gunadi (June 2011), this research explained and found most of the handicraft producers have implemented various innovations during last five years. The newest innovations are managerial innovation, marketing innovation and product innovation.

Javant (2012), This case has been developed solely as the basis for class discussion and for education purposes and is not intended to illustrate either effective or ineffective handling of an administrative situation or decision making or represent the views of management about the topic of the case .

Mint (2013), He investigated a teak-wood chairs restored wooden Portuguese screen, plus many other old-world pieces in jewellery, furniture and decor. House of Blondie for an authentic mix of vintage clothing from Milan, Paris and London, freshly designed clothing inspired by vintage styles and original, pre-owned pieces. A brand new apparel, jewellery, shoes and accessories used in wooden crafts.

Foyle (2015), This Case discussed about the aroma of wood resin, making tiny populated wooden worlds from another age - colorful, carved, painted figures that could be stars of a 1960s stop-animation children's programme. There are about 500 types, from snowball fighters to angels, from an 18th-century miner and a clarinet-playing mountain troll to a more conventional "holy family" complete with a handlebar-mustachioed Joseph.

Kirtika (March 2017), this Paper discussed about wooden handicrafts from India sold abroad will soon carry unique barcodes with details of the wood used, an initiative of the textiles ministry to build confidence among overseas consumers on legal harvesting of trees. So somebody buying decorative wooden elephant or a wooden handicraft that is made in India will be able to know the origin as well as history of the wood used to make that piece.

## **METHODOLOGY**

### **Research Problem**

There are many people were interested in making wooden handicraft. But they are unable to scale-up in business. Through start-up idea will give certain training to them and give awareness about technologies and after completion of the training they join in business. The teachers and other working women who want to do a part-time job they also welcome to join in business. It is their wish whether they take training or not. This start-up is mainly to provide job opportunities for women and so that the women stand on their own leg.

## **Research Design**

This Research was adopted by descriptive sample design. The study dealt with the impact of government policies on marketing strategy of handicrafts which require exploration of ideas and flexibility of research design, it requires accurate description of association of some variables. Hence the study is descriptive in nature.

## **Study Population and Sampling Procedure**

This study is conducted to those who are using wooden handicraft in Trichy. From the population, a sample of 200 is chosen. The study carried out in Trichy. Sampling technique used for the collection of data required for the research study is convenience sampling method.

## **Sources of Data Collection**

For the study purpose both primary and secondary data are used. The primary data collected from Trichy people.

Prepare 100 forms with 20 close-ended questionnaires to take survey and then circulated them and asked them to fill out the form. Selected randomly and asked to fill by them.

Then fill out Google form with same 20 questionnaires and circulate through online and asked to fill it. Sent who were in longer distance. The secondary data collected from journals, magazines and articles.

The primary and secondary data have been collected to cover every aspect of the study. The primary data are related to perception and response of customer towards Wooden Handicraft. The secondary data gives the idea about wooden handicraft. These data used in combination as per need of the study. These data having different merits and demerits and have serves our purpose of the researchstudy.

These are explained below:

### **(a) PrimaryData**

Primary data are information collected by a researcher specifically for a research assignment. In other words, primary data are information collected for research purpose because no one has compiled and published the information in a forum accessible to the public. Researchers generally take the time and allocate the resources required to gather primary data only when a question, issue or problem presents itself that is sufficiently important or unique that it warrants the expenditure necessary to gather the primary data. Primary data are original in nature and directly related to the issue or problem and current data. Primary data are the data which the researcher collects through various

methods like interviews, surveys, questionnaires etc.

Here, collected data from Trichy people through questionnaire with 20 close-ended questions. The primary data is useful for current studies as well as for future.

### **(b) SecondaryData**

Secondary data are the data collected by a party not related to the research study but collected these data for some other purpose and at different time in the past. If the researcher uses these data then these become secondary data for the current users. These may be available in written, typed or in electronic forms. A variety of secondary information sources is available to the researcher gathering data on an industry, potential product applications and the market place. Secondary data is also used to gain initial insight into the research problem. Secondary data is classified in terms of its source – either internal or external. Internal, secondary information acquired within the organization where research is being carried out. External secondary data is obtained from outsidSources.

### **Statistical Packageand Tools Used**

Tools used to collect data were questionnaire. In that questionnaire there are 20 close-ended questions. Distributed that among 200 people and asked to response. With the help of this survey, we move towards the result. The collected data were classified, edited, coded and tabulated .The data is analyzed through SPSS version 17.0. 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.

### **Limitations of the Study**

- This data is collected only in Trichy
- The data is collected with only 200samples
- Only 4 month we have to complete this study

### **Time Frame**

- This study will be carried out from 4months

## **DATA PRESENTATION AND INTERPRETATION**

Table 1Level of interest on Handicraft

|                              | <b>Frequency</b> | <b>Percent</b> |
|------------------------------|------------------|----------------|
| <b>Extremely Interested</b>  | 65               | 32.5           |
| <b>Moderately Interested</b> | 97               | 48.5           |

|                            |    |    |
|----------------------------|----|----|
| <b>Not Interested</b>      | 4  | 2  |
| <b>Sparsely Interested</b> | 34 | 17 |

**Interpretation:** Out of 200 people, 196 people are interest on handicraft this one good sign for us to start a business.

**Table 2**Textiles product buying preference

|            | <b>Frequency</b> | <b>Percent</b> |
|------------|------------------|----------------|
| <b>No</b>  | 47               | 23.5           |
| <b>Yes</b> | 149              | 74.5           |

**Interpretation:** A textile is a flexible material consisting of a network of natural or artificial fibers.74.5 % of people liked to buy textiles product it's also good sign for our business. People give more preference to textile product than industrial product.

**Table 3** Place of buying the product

|                               | <b>Frequency</b> | <b>Percent</b> |
|-------------------------------|------------------|----------------|
| <b>Handicraft exhibitions</b> | 60               | 30             |
| <b>Malls</b>                  | 23               | 11.5           |
| <b>Stores</b>                 | 63               | 31.5           |
| <b>Traditional markets</b>    | 54               | 27             |

**Interpretation:** People are buying the handicraft product more in stores and traditional market. If we supply our product in stores and traditional market, it helps to improve our business.

**Table 4** Wooden product buying preference

|                      | <b>Frequency</b> | <b>Percent</b> |
|----------------------|------------------|----------------|
| <b>Frame work</b>    | 52               | 26             |
| <b>Furniture</b>     | 39               | 19.5           |
| <b>Gift items</b>    | 73               | 36.5           |
| <b>Jewellery Box</b> | 36               | 18             |

**Interpretation:** 37% of people like to buy gift items in wooden product. So we want to concentrate in gift items and we have separate session for gift item. People giving important to plain colors design in woodenproduct.

**Table 5** Jewelry box fabrics buying preference

|                              | <b>Frequency</b> | <b>Percent</b> |
|------------------------------|------------------|----------------|
| <b>Glass box</b>             | 34               | 17             |
| <b>Iron Metal box</b>        | 21               | 10             |
| <b>Silk screen print box</b> | 43               | 21             |
| <b>Wooden box</b>            | 102              | 51             |

**Interpretation:** 51% of people buy wooden jewelry box which positive sign for our business

**Table 6** Wooden product dimensions

|                  | <b>Frequency</b> | <b>Percent</b> |
|------------------|------------------|----------------|
| <b>Medium</b>    | 100              | 50             |
| <b>Quite big</b> | 54               | 27             |
| <b>Small</b>     | 28               | 14             |
| <b>Very big</b>  | 16               | 8              |

**Interpretation:** 50% of people prefer medium dimensional product. So we focusing to product medium dimension product than other dimension product.

**Table 7** Handicraft course learning preference

|            | <b>Frequency</b> | <b>Percent</b> |
|------------|------------------|----------------|
| <b>No</b>  | 98               | 49             |
| <b>Yes</b> | 102              | 51             |

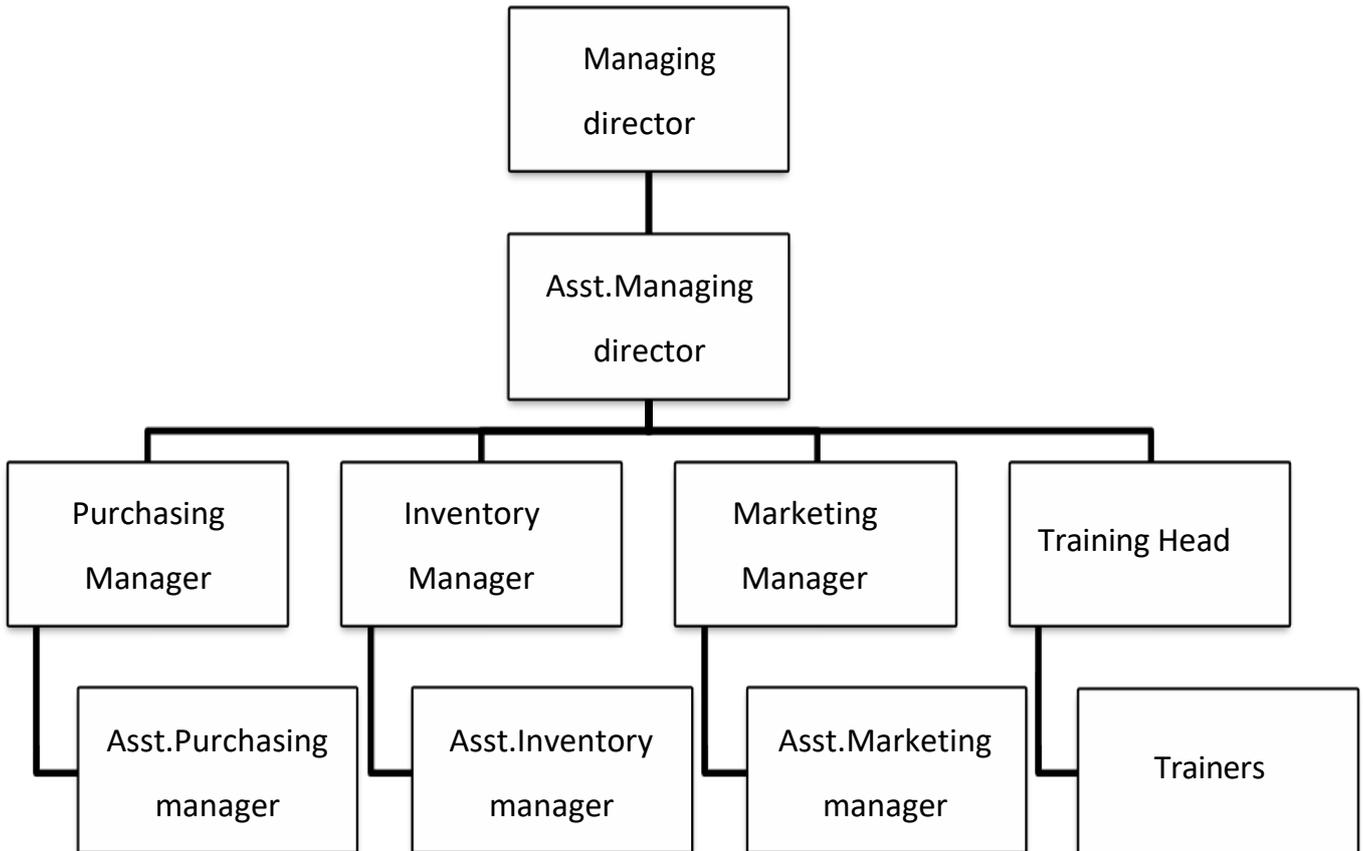
**Interpretation:** 51% people were willing to do course in handicraft which positive sign for online course and training institute.

**Table 8** Value towards product

|                      | <b>Frequency</b> | <b>Percent</b> |
|----------------------|------------------|----------------|
| <b>Design</b>        | 87               | 43.5           |
| <b>Functionality</b> | 4                | 2              |
| <b>Price</b>         | 30               | 15             |
| <b>Quality</b>       | 79               | 39.5           |

**Interpretation:** People give importance to design and quality of product so we want to focus more on that and current trend.

**Figure 1** Organizational Structure



The above figure describes the organizational structure of our handicraft business. And communication flow of our business.

### **SCALABILITY**

- More branches in densely populated areas
- Training through online
- Handmade clothes will be added

Scalability describes how easy it is to expand a business model and grow its revenues significantly without equally increasing its cost base. Business owners should consider the significance of scalable business models and their practical long-term advantages. Relative to its fixed cost base, revenues have the potential to increase exponentially and therefore, scalable businesses offer more profitability and huge growth opportunities.

While there are numerous scalable business models, more and more use an Internet-based scalable business model. A scalable business model is optimally designed to provide increased profitability without a linear relationship between cost and revenue. For a business owner, this means that you do not have to spend much more money in order to bring in a lot more revenue. For example, software falls in this category because selling more products does not necessitate much more expense. By contrast, services businesses are not typically considered scalable models because they rely on the personal output of staff (costs) in order to increase revenues. While there is nothing wrong with starting a successful accounting practice, the revenue growth will be limited by time and staffing resources. Also, if this plans to raise venture capital, a scalable business model is a requirement because venture capitalists seek to achieve a multiplication of enterprise value in a relatively short timeframe.

## 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 people are interest in doing course in handicraft. Get updated to current technology, trend, buying behavior of customer and market strategy. The qualitative information collected to the research through survey and observation. The finding and result is favor for this research. The choice of market strategy will make the business to reach and place the product in the consumer's mind.

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