

Information Value for Puri Applique Entrepreneurs in Odisha

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Abstract – This study gives an outline the information value for the craft entrepreneurs in the district. Presents an analysis of findings on information value for the appliqué entrepreneurs in the district of Puri, Odisha. A list of information sources useful to meet the needs of the enterprises in general is also given.

Keywords: Information Value, Applique Entrepreneurs

I. INTRODUCTION

Craft enterprises are contributing to national economy in the form of foreign exchange earnings, absorbing or providing opportunities to the employed technical personnel, and reducing disparity in regional development in significant. Production in such type of enterprises/industries depends very much on the availability of current information regarding the availability of raw materials, finance sources, adoption of new technology, marketing policies, prices variation, etc. It is being a very dynamic and complex system has to be managed on scientific lines for development in the face of competition and tremendous technological changes and innovations that are taking place. Management of such enterprises requires recognition of economic, psychological and sociological factors affecting it. It entails planning, directing, controlling, decision-making, motivation, forecasting and using variety of statistical techniques, etc. All these require harnessing and utilization of information. Heavy industrial establishments have got their own libraries and technical information service centers to collect the required information and disseminate it to the R&D units and information seekers, where as the small based craft enterprises particularly in rural areas have neither the capability to support their own information units nor the infrastructure to collect the required information. Proper information and guidance are required for these enterprises for all sorts of work and for development and diversification. Pipli is one of the semi-urban area's of Puri district in Odisha, which is recognized by Government Odisha for small scale craft industrialization, particularly appliqué craft enterprises.

What type of information does craft enterprises?

Information helps to identify the types of product, to be manufactured, buyers of the product, needs and demands of customers, major changes in the industrial structures so that the industry can take the necessary corrective measures.

According to Schwab^{11th} no industry can manage without information. The entrepreneurs needs to know where material can be purchased at an acceptable price or how much the competitors down the lane charge for their scarves or knives or carvings. Outside information sources of the industries are mainly the firm's suppliers, trade and industry associations, governmental agencies, and customers. Information is vital to industry prosperity and growth in a changing environment, its importance increases when the established communication channels and information flows become less able to meet changing needs for information by industry participants^{13th & 12th}. Craft enterprises mainly use informal information, typically self-generated or from family and friends. Informal information is essential to sustaining existing customers and to locating new customers. It is easier to use than formal information, more flexible, and richer in detail. Agencies must ensure they recognize this and don't lock themselves into an irrelevant formal information bubble. In order to develop, craft entrepreneurs must make a transition to a balance of informal and formal information. This enables them to access formal sources of inputs, to address more formal customer markets, and to manage the enterprise more effectively. Formal information includes technical information from manual, market information from a market report or needs survey, official government information, or online information from a database. Informal information is that which the entrepreneur sources from his/her network of personal—often-local—contacts such as customers, suppliers, other business contacts, and friends and family members. Informal information is typically subjective, unstructured and unrecorded. Entrepreneurs need several kinds of information in order to start up or develop their business, including: Market demand information: (e.g. how big the market for their potential product is); Financial information: (e.g. the prices of raw materials and machinery); Technical information: (e.g. how best to produce their intended product) and; Competitor information: (e.g. who else is producing a similar product). Information needed for marketing sources and raw materials availability, etc. is to be provided by resource centers such as Libraries, Information & Documentation Centers and Archives^{9th}. Several new methodologies such as Database, Documentation & Information Services and Publication are restored to while seeking information and making the information more industry-oriented^{10th}.

II. APPLIQUÉ ENTERPRISES IN PURI DISTRICT

The state of Odisha particularly occupies a distinguished position in the craft atlas in the country. The handicrafts represent the great cultural heritage of this state while carrying with them ethnic, aesthetic as well as economic values. Estimation made by the Directorate of Handicrafts and Cottage Industries, Orissa in the period 1992-1993 about 1,04,000 artisans are employed in the handicraft sector of Orissa (9th). Appliqué is one of the traditional and guardian crafts of Odisha. But perhaps due to commercialization and globalization, this craft has endured transgressions of a lot of alien and unconventional designs and motifs. The appliqué canopy (chanduas) and umbrellas of Pipili have transcended the generic boundaries to obtain a prestigious stature for the Odishian handicrafts movement. According to the Ms. Rath (9th), there are 3270 *appliqué* workers in the Golden Triangle Area in the district of Puri Odisha, which are registered by the State Directorate of Handicrafts and Cottage Industries. In an appliqué enterprise, several categories of workers are found to be working. They are the managers, supervisors, designers, some regular male and female workers and some home-based workers. However small or big enterprise, it may be designing is the initial and most crucial stage in the technical process. For this, every enterprise recruits some designers who are basically male persons and on their innovative ideas and skills thrive the future of the appliqué enterprise. However, in Pipili as most of the entrepreneurs have launched their unit being trained appliqué craftsmen, they themselves design their products. In big enterprises 3 to 4 designers are recruited, but in small enterprises, the entrepreneur monopolies the task of designing. The designer gives shape to his ideas, decides the colour combinations, the motifs to be fixed on an appliqué craft. They try to remain in tune with the market trend judge the customer's demands and accordingly introduce changes in their designs from time to time. A lot of transformations have take place in the appliqué enterprise as proclaimed by the entrepreneurs and workers. Previously, the entire craft was done by hand stitching. Now machine stitching of the base has no doubt reduced to some drudgery of the workers. Previously, a few glazing colors like red, blue, yellow, bottle green were used. Now, light colors have been introduced. There is also a diversification in the items introduced in the appliqué industry.

III.OBJECTIVES OF THE STUDY

The objectives of this study are to measure the following:

1. An attempt to discover the information value of the enterprises, the business activities, source of information and channels, information needs, communication practice in the enterprise and measure what Information and Communication Technologies (ICTs) may apply for the enterprises.
2. To asses the inter-personal improvement the craft culture in the state.

3. To reveal the areas of inadequacy on information so that efforts may be made to satisfy them;
4. To determine the extent to which they are aware of different policies, programs and future planes of the Government for their social and financial development;
5. To identify the role of various associations, special information centers, Co-operative societies and other governmental agencies in the state;
6. To identify the specific information services and products in which the entrepreneurs are usually interested;

IV. METHODOLOGY USED

The data collection for this study took place over two phases. The first phase generated an overview of the industry through pilot study, whilst the second consisted of in-depth probing into various aspects of the sector through questionnaires. The second phase of data collection was used as questionnaires method followed by interview with the 180 entrepreneurs in the areas of Pipili, Banamalipur, Konark and Puri central in the district 14th.

V.ANALYSIS AND FINDING OF THE STUDY

The following observations were drawn based on the data analysis of 180 entrepreneurs in the district of Puri Orissa.

- a. Artisan are not well aware of latest IT and information usage;
- b. More than 50% of entrepreneurs were agreed that the quality information is required and it has more value for these industries;
- c. Facilities available like bank loan, training and marketing, etc. in the state are inadequate;
- d. Most of them are not aware of the Government policies, plane and programs;
- e. Role of different agencies on small scale industries like association, corporation, and voluntary organization in the state are not taken proper care of these industries;
- f. Most of the artisans were ignorant about the recent technical know-how; they only depended upon their traditional methods;
- g. Either there are any libraries nor any information center are located as they can avail the facilities related craft industries and any other information, etc;
- h. Some of the artisans are facing lot of difficulties regarding attending the related craft seminars, symposium, workshop and trade fair, etc;
- i. Entrepreneurs/Artisan are reluctant to adopt to new technologies available for developing their knowledge, etc;
- j. Most of the artisan and workers in the industries are educated but they do not know what type of facility they can avail from the various agencies and Government funds;
- k. All the entrepreneurs conceded that information is essential and absolute;

- l. Entrepreneurs Information of various types is needed at successive stages of planning, decision-making and development of these industries;
- m. Most of the entrepreneurs are interest to reliable information sources for craft marketing, i.e: e-Business and Networking marketing.

VI. SUGGESTION TO MEET THE SOURCE OF INFORMATION

The existing institutional and other facilities available to the entrepreneurs to meet the requirements are:

1.Crafts Council of India: It is a voluntary and non-profit organization committed to the preservation and promotion of crafts and working to improve the conditions of millions of India's artisans. Many products of Craft Council of India were selected for export as a result of it taking part in the Indian Exports Trade Fair.

2.All India Craft Society, New Delhi: Its objective to organize the craft exhibition in state, national and international levels. It also organized craft competition among the artisans in the various craft in the state.

3.Directorate of Export Promotion & Marketing: It plays a vital role in rendering marketing assistance through quality control, registration and approval of rate contracts of small-scale units for sale of their products to different Government, quasi Government and other agencies. It also provides marketing support to eligible exporting units.

4.Orissa State Co-operative Handicrafts Corporation: Orissa State Co-operative Handicraft Corporation is the apex body of handicraft society, which procures craft items from the co-operatives and individual artisans for sale within and outside the country. It engaged in strengthening the production base, enlarging marketing opportunities, encouraging exporters, an introducing new design and technology in the handicrafts sector.

5.Orissa Rural and Urban Producers Association: It established in 1990 as an effort towards encouraging and helping the artisans and producers to keep the traditional art forms alive and to improve their quality of life by raising their income sustain ably through promotion and marketing of Orissa crafts.

6.Orissa Karigar Vikas Nidhi (Thrift & Credit Fund): It is a thrift and credit fund, it is envisaged as an alternative source of financial assistance to artisans/craft entrepreneurs to provide loans and advances for production purposes.

7.Rolex International, Bhubaneswar: It is a large craft based export organization of orissa. The main supply items are beautiful wall hanging of Appliqué work (color at its native best) designer bags for ladies and children, are many more special customary products.

8.Technotech, Bhubaneswar: New opportunities are emerging in the Eastern Part of India for technological development in the craft sector in orissa. This organization import handicraft articles with unique appliqué work to other sate and international markets.

9.Bharati Handicrafts and oriental handicraft, Bhubaneswar: It is Retailers and Exporters of all types of Handicraft Products.

10.Directorate/Commission of Small Scale Industries: It is the primary approach point of the industries. It provides guidance, consultancy and information services for the small industries.

11.Orissa Small Industries Corporation: It has set up for promote and support the development of small industry establishments. In addition to the various financial and other assistance programs, it provides guidance, consultancy and information services including library facility, also.

12.Director of Handicrafts and Cottage Industries, Orissa: It provides administrative, managerial and financial support for promotion, revival and diversification of these traditional industries through various schemes.

13.Small Industries Service/Training Institutions: Service institutions offer technical know-how facilities, as small industries cannot afford to take up R&D activities. The State Government also providing training facilities to the individuals in the areas of manufacturing for small industries establishment in the state.

14.National Agencies: A number of social organizations including registered societies are set up for the development of handicraft sector in the state. Their main objective to provide better training for the craft design and skill development. Many of them run training cum production centers, while others are concerned with marketing. Under All India Handicrafts Board the Handicrafts Teacher's Training College (The Arts and Crafts Society), Adarsh Nagar, Worli, Bombay, India; Regional Training Institute of Handicrafts (Bharat Sevak Samaj), Dharwar, Maharashtra, India; Regional Handicrafts Training Institute for Women, (Andhra Mahila Sabha) Vidya Nagar, University Road, Hyderabad, India; Regional Handicrafts Training Institute for Women, (Karma Kutir) 32 Ballygunge Palace, Calcutta, Bengal, India are set up.

VII.CONCLUSION

The country now looks forward to a National Information Grid integrating the now available centers at different levels, transfer of industrial information to rural masses, small and tiny sector industrialists. This kind of study can helps to identify the types of product, to be manufactured, buyers of the product, needs and demands of customers, decision making, major changes in the industrial structures so that the industry can take the necessary corrective

measures and overall control in these industries. The study can identified the better awareness of new and ongoing craft in the related field with artisan willingness to avail of the information services from the certain sources. All this can augur well and give hope that a steady progress can be made, in the challenge of utilizing new technologies for better access to knowledge and information, in the country's thrust toward greater academic, economic and social progress.

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