

Entrepreneurial Impact on Chikankari Embroidery Designs and Technology

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ABSTRACT

Lucknow city, the capital of Uttar Pradesh state, located on the banks of river Gomti, historically known as the Awadh region, famous as the City of "Tehzeeb" in all over India. Lucknow city has always been a city filled with varied cultures. Today, it is known as one of the most important cities of the country which is now emerging in various sectors like retailing, manufacturing and commercial such as silver and gold foil work, bone carving products, pottery, kite making, ittar (fragrance) and Zardozi and Chikankari embroidery handicraft. This delicate form of embroidery has been traditionally practiced in and around Lucknow for close to 200 years. After review of many studies, it was found that, the Chikankari embroidery craft is totally influenced by Mughal-Persian architecture and motifs. But today, Chikankari Handicraft is slowly growing towards new directions of market and has established new dimensions of fashion. Millions of people are employed in this fascinating craft and making competitive products. They are using traditional skills with new techniques and experiments, because they look forward and make new business model. Chikankari embroidery products are coming in market with new experiments, new motifs, new colour combination, new fabrics and new techniques. This research paper presents Influence of entrepreneurs on design and technology of Chikankari handicraft products.

Key Words : Chikankari, Handicraft, Entrepreneurship, Design, Technology

INTRODUCTION

Entrepreneurship is an important and powerful driver of economic growth and job creation. It creates new companies and jobs, open up new markets and nurture, new skills and capabilities. The entrepreneurial activities are the important source of economic growth and job creation that improve the quality of life of individual, families, communities and nation economy development. The handicraft sector is important for the economy due to its larger employment generation, foreign exchange earnings and vast untapped export potential. Handicrafts can be defined as products which are produced either completely by hand or with the help of tools. Mechanical tools may be used as long as the direct manual contribution of the artisan remains the most substantial component of

the finished product (United Nations Educational, Scientific, and Cultural Organization/ Information Technology Community). Various states of India such as Manipur, Tripura, Rajasthan, Gujarat, Kashmir, Maharashtra, Tamil Nadu, and Kerala are popular for its handicraft collection. Each States offers a wide range of handicrafts, with its own identity. These handicraft items represent quality craftsmanship from the respective states. The most popular items in Indian handicrafts are metal ware, wood ware, Ceramic work, Jute work, bamboo work, hand painting, hand embroidery etc.

Chikankari embroidery handicraft is one of the important sub-sector of Indian handicraft industry. Chikankari embroidery work is renowned in all over the world for its fineness, delicacy and elegance. Today around above 2.5 lakh peoples are employed in various

level of production of Chikankari handicraft like embroidery, printing, washing, finishing etc. Large no. of women are also important part of this craft work.

In general the trader or entrepreneur (manufacturer, wholesaler or retailer) is known as main figure of Chikankari handicraft market, because he/she decides, what fabric and design has to be used and what is the latest trend in the market. Today around 4000 manufacturing units of Chikankari embroidery in Lucknow, where different levels of entrepreneurs such as manufacture, wholesaler, retailer, manufacturer and wholesaler both, manufacturer and retailer both, wholesaler and retailer both and combination of manufacture, wholesaler and retailer are involved in large level enterprises, medium level enterprises and small level enterprises. Approx 50 % entrepreneurs are working as manufacture cum retailer both in Lucknow city.

Many studies shows that entrepreneur act as an innovator and can be regarded as a person, who has the initiative skill and motivation to set up a business or enterprise and always looks for high achievement. Kapur and Mittar (2014) focused on new approaches for craft development, in our study entitled “Design Intervention and Craft Revival” they measured how interesting ideas and new intervention models can be developed for several purposes, whether for revitalizing a languishing craft or for developing new products to create livelihoods. Alexandru and Marian (2014) studied on the topic of “Technology Entrepreneurship and Entrepreneurial Strategies” and they find out Globalization, Technical and Technological progress and innovation, works as main driver force of entrepreneurship and economic growth. A good Entrepreneur always makes new business models and strategies according to technology. Jadhav (2013) studied on unorganized decentralized cottage industry of India, under the topic of “Indian Handicrafts: Growing or depleting”. She focused on challenges and limitation of the study through SWOT analysis. Author find out many problems of cottage industry in their study and suggested for preserving traditional art through innovative product designs, better product quality and use of technology. Ghosh (2012) studied on the topic of “Triggering Innovation and Creativity in Traditional Handicrafts Sectors - An Indian Perspective” and find out that, only intervention process can be change innovation in traditional handicraft sector. He says there are two types of interventions – technological and HRD intervention. For competitive market both types of interventions can

be used. Khan (2009) focused on attention of young entrepreneurs who get new ideas and adopt new business models and emerging technologies. They find out Entrepreneurship plays a central role in market economy. Economic growth, modern technology and innovation – these three variables are directly related to the entrepreneurship. Technical process automatically comes from the generation of new and creative ideas. *According to report of “National Commission for Enterprises in the unorganized sector”* (2009), Technology acquisition, adaptation and innovation are effectively meet to challenges of a competitive market. Under the topic of “Technology Up gradation for Enterprises in the Unorganized Sector”

Indian Handicraft always expressed through culture or community through local craftsmanship and materials. But nowadays, due to reason of globalization, commercialization, technique, awareness and competitions, the scenario of market trends are changing. Products are becoming more and more commoditized and entrepreneurs are making competing products with new raw material, colour palate, designs and techniques and a good entrepreneur is always willing to undertake risks in order to achievements their goals, and used design interventions process for establishments of new milestone in business. Design intervention is a process that involves designing of new products through shape, size, colour, motifs, surface manipulation, new process, tools and techniques. Technology means, purposeful application of information in the design, production, and utilization of goods and services, and in the organization of human activities. Technology based entrepreneurship helps in identification of unique opportunities. Today, scenario of market trends of Chikankari embroidery handicraft also changed and treated as fashion product. So, the main objectives of this paper are given below:

Objectives:

- To highlight scenario of Chikankari embroidery in India, with special reference to Lucknow City
- To focus the changes in Design and Technology structure in Chikankari embroidery work
- To study the influence of Entrepreneurs on Design and Technology in Chikankari work

Hypotheses:

- H_{01} : There is no relationship between design of Chikankari work and level of technology.

- H_{A1} : There is relationship between design of Chikankari work and level of technology.
- H_{02} : Reasons for demand and liking for new experiments are independent than level of experiments.
- H_{A2} : Reasons for demand and liking for new experiments are dependent than level of experiments.

METHODOLOGY

For achieving the objectives of the study, secondary and primary data both were used. Secondary data were collected from the published books, journals, research papers, websites, magazines and other sources, while primary data were collected through survey method. Lucknow city is the centre of Chikankari embroidery in India. Therefore, Primary data were collected from the various levels of entrepreneurs of the Chikankari embroidery work such as – manufactures, wholesaler and retailers - of the Lucknow city. For the collection of data, a questionnaire was prepared. Questions were related to design, technology, trends, and fashion aspects of the Chikankari work. The evaluation was based on scale ranging from high to low. For the collection of data, judgemental and convenience methods were used. Sample size was 120.

Data analysis:

After collection of data from the respondents, tables and diagram were prepared. For testing of Hypotheses Chi-Square statistical tool were used.

RESULTS AND DISCUSSION

Table 1 and Fig. 1, showing data of various type of design and technology, which are presently using in Chikankari embroidery work. It was found that, traditional and contemporary designs and technology are very using in chikankari embroidery. Fashionable design and technology are using at normal level. Hence, therefore it can be concluded that, traditional and contemporary designs are mostly in liking in market but, in changing scenario, fashionable designs are also making place in the customer’s mind and market. At the time of collection of data many entrepreneurs commented that, customers are likes new designs but with the presence of traditional touch.

For Testing of Hypotheses no. 1, χ^2 statistical tool were used and for this purpose Table 1 is converted into 3X2 contingency. After testing of hypotheses no. 1 following results was found: 1. $H_{01} \Rightarrow$ Rejected and 2. $H_{A1} \Rightarrow$ Accepted

Table 1 : Type of design and technology, used in Chikankari work

Type of design	Scale	Very high (in %)	High (in %)	Normal (in %)	Low (in %)	Very low (in %)	Total (in%)
Traditional design and technology		80 (66.66%)	32 (26.66%)	08 (6.66%)	----	----	120 (100%)
Contemporary design and technology		40 (33.33%)	78 (65%)	02 (1.66%)	----	----	120 (100%)
Fashionable design and technology		30 (25%)	36 (30%)	40 (33.33%)	14 (11.66%)	----	120 (100%)

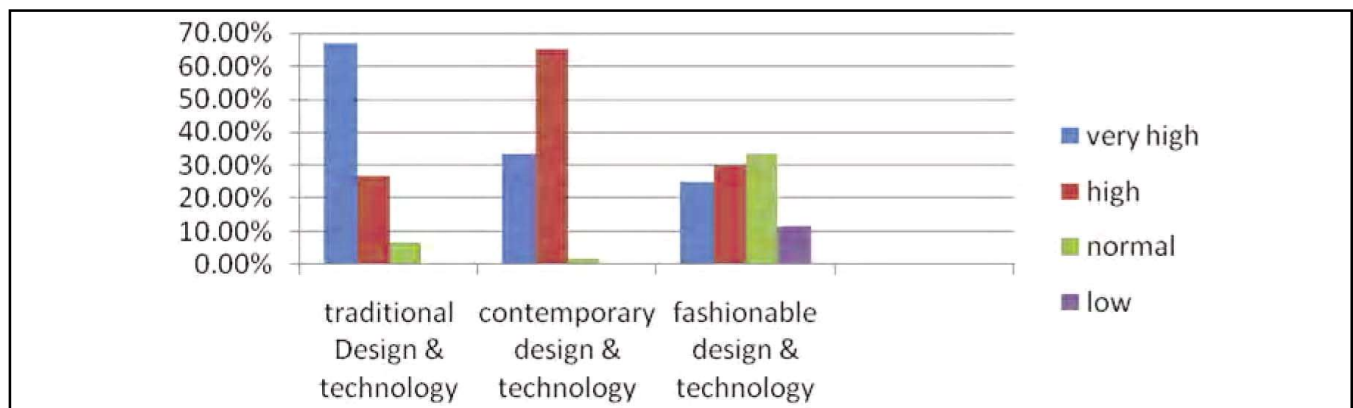
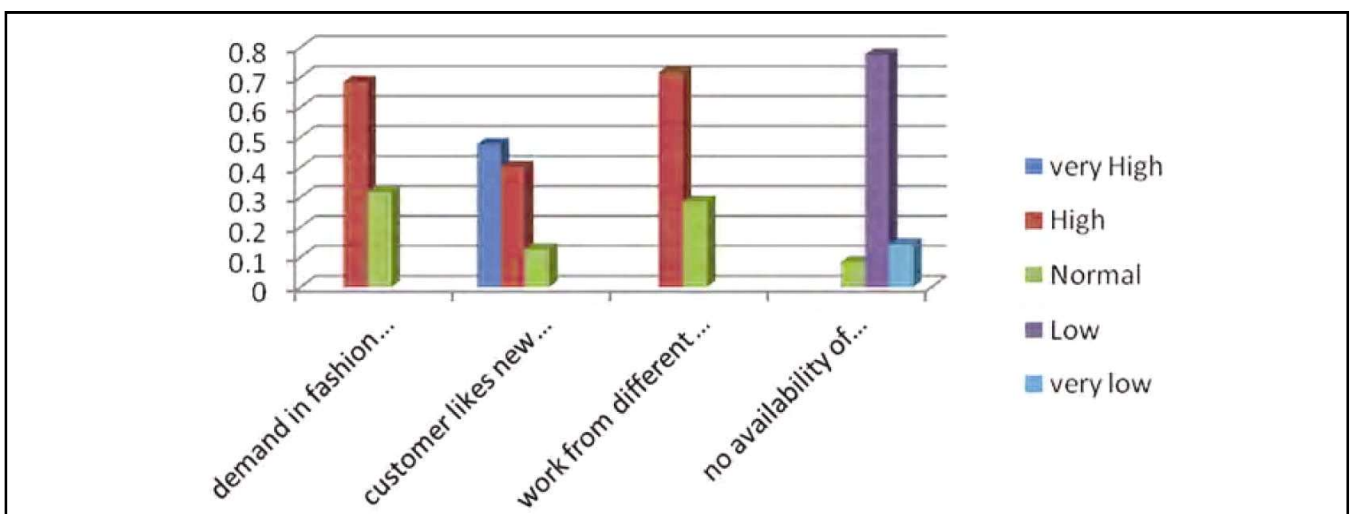


Fig. 1 : Type of design and technology, used in Chikankari work

Table 2 : Reasons of new experiments

Scale	Very high (in %)	High (in %)	Normal (in %)	Low (in %)	Very low (in %)	Total (in%)
Demand in fashion market	----	82 (68.33%)	38 (31.66%)	----	----	120 (100%)
Customer likes new experiments	57 (47.5%)	48 (40%)	15 (12.5%)	----	----	120 (100%)
Work different from competitors	----	86 (71.66%)	34 (28.33%)	----	----	120 (100%)
No availability of traditional artisans	----	----	10 (8.33%)	93 (77.5%)	17 (14.16%)	120 (100%)

**Fig. 2 : Reasons of New Experiment on Chikankari products**

For Testing of Hypotheses no. 2, χ^2 statistical tool were used and for this purpose is converted into 3X2 contingency. After testing of hypotheses it was found that, $H_{01} \Rightarrow$ Rejected and $H_{A1} \Rightarrow$ Accepted.

After analysis of different tables, it is clearly visualized that, entrepreneurs are making products with the combination of traditional, contemporary and fashionable designs, but they used traditional designs more because customers like traditional work as compared to fashionable essence. They likes new experiments but with traditional work. Very few manufacturers/wholesaler are used design experts view. The designing work is usually carried out by the manufacturer/wholesaler himself.

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