

Entrepreneurial Development of Rural Women in Hisar Imparted with Trainings on Making Wooden Beads Handicrafts

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ABSTRACT

This study is concerned with the continuous efforts with rural women in Hisar, Haryana India. The trainings in the village Mangali were being imparted to build women's capacity in generating entrepreneurship ventures for themselves. The women were trained for the making of bead products adding value to the wood beads by using them to make earrings, necklaces, bracelets, anklets, dream-catchers, chandeliers, curtains, etc. Women excitedly learn about the techniques of product making and were ready to work in Self Help Groups for further productions. The training has come up to be a big achievement for the women and girls of the village to start an enterprise using local resources at home and directly sell to the market and to customers through online stores. The study details the productive knowledge gain results, shortcomings and futuristic approaches to bring the veil hidden faces of the rural women of Haryana into the light of success as empowered, confident and fearless women.

Keywords: *Entrepreneurial development; Women empowerment; Wooden beads; Handicrafts; Knowledge gain.*

1.0 Introduction

The bead art in India goes around back to Indus valley civilization and is believed to be 5000 years old. Silver, gold, clay, ivory and wood made beads were mostly used during that age. India is one of the largest bead producers in the world and exports a huge quantity of indigenous beads made in different states of India throughout the world. Beadwork is the art or craft of making things with beads. Beads can be woven together using particular threads, strung onto thread or soft, flexible wire, or adhered to a surface. With latest innovative tools in the leading industries, the artisans never fail to create refreshed beadworks using illimitable colours and whimsical designs.

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In India, a total of 13.31 per cent (MSME, 2018) women are involved in small scale enterprises. The micro sector with 630.52 lakh estimated enterprises accounts for more than 99% of total estimated number of MSMEs having a rural share of 51 % among all, of which 24% are female employees.

Bead making from wood, one of the small scale enterprises, is commonly practiced in North-Western part of Haryana where bead making from wood is the main source of livelihood for more than 70 per cent of the households in Mangali village. Beads made in Mangali are generally made from quality and lustrous woods such as, *tulsi* (holy basil), *kayim* (kaim), *beri* (jujube/ Chinese date), *sheesham* (rosewood), *eseriya* (asceria), *haldi* (turmeric), *chandan* (sandalwood), etc. Most of the family members are involved traditionally in various activities of bead making starting from collection of wood, processing and finishing and even their management in bundles and marketing; however, women's involvement in string (*mala*) making is exceedingly higher. The unorganized workplace at bead making enterprise reflects the drudgery of women in terms of health hazards and poor productivity (Gandhi *et al*, 2017).

The bead making work is done for longer durations by women. They sit continuously stringing for several hours, in home environment making hard working efforts but still not getting a deserving pay. They string about 4-8 kg of beads in a day and return back to manufacturers to sell out to outer places. Many of the processing activities are not even taken into account. Sometimes they even work for nights to complete the order given by manufacturers. The conditions of the working environment are their own risk associated with various kinds of occupational hazards they go through on a routine basis.

Recently, bead making enterprise is leaving its charm because workers' efforts and labour don't pay back much to them. As they have been making only the string (*mala*) having 108 beads which is sold at minimal rates, hence, there is a need for making other innovative bead products which would benefit the women and utilize their untapped potential to get more benefits. Lack of knowledge and skill are the major reasons that need to be eliminated through training interventions.

1.1 Objectives of the study

Keeping the above facts of beads, women workers and their workplace in mind, the present study has been planned with the following objectives:

- To provide interventions to improve the work and workplace of women making bead products.
- To study the impact of feasible interventions on change in women knowledge.

2.0 Research Methodology

2.1 Research design

Training-cum-Workshops were conducted using lecture and demonstration method among 30 interested women respondents randomly selected from *Surtiya Panchayat* of Mangali village according to their comfort zone. A module was prepared for the schedule of

training imparted at intermittent intervals to women for making wood bead products during a period of 8 months.

2.2 Data collection

A well-structured interview schedule was developed to assess the knowledge gain among 30 respondents trained to make bead products and the acceptability score was calculated.

2.3 Data analysis

Paired t-test (two sample mean test) is a type of hypothesis test that allows you to compare means. They are called t-tests because each t-test boils the sample data down to one number, the t-value; and gives test of significance between two samples. This test was used to measure significance knowledge gain among respondents before and after the training of bead products.

3.0 Analysis and Discussion

3.1 Training for value addition to traditional bead activities

An active group of women respondents from *Surtiya Panchayat* of Mangali village was interested in learning techniques to make advanced products from beads. None of the women knew that beads they have been stringing for years could be formed into something else. They started to learn the value of those unused beads, they earlier used as timber for their *chulhas*. The information regarding the training had been given to women while doing section I assessment survey. After a proper rapport building in the village and combining the women of interest, raw material was given to women along with tool set required to perform activities. All the raw materials and other requirements had been self-financed by the researcher.

Visits were made to village with proper planning on alternate days. Products of interest to women were discussed on day to day basis. With proper techniques and finishing training of women had been started. Women collected beads of various woods, sizes, styles and colors. Thirty women had to be trained which was not possible in a single group; hence women from different areas had been trained on different days according to their free time and interest. The raw materials and all other requirements had been put to a certain place in the village. The process of value addition to the beads had been conducted in the following manner:

3.2 Estimating the true value of beads

Before starting to make the products it was necessary to know what is the basis of these beads we were using and their real cost in the market. After collecting different bead strings and raw products made by village women and understanding their qualities, we initially tried to sell them to the customers. By selling the bead strings directly their value,

requirement and even customers' knowledge about beads came to light. These wooden beads already had a place in the minds of customers in various forms. Over to that, marketing strategies were learned and awareness about the planned bead products was announced.

3.3 Identifying possibilities of products that could be produced

As these wood bead products were an altogether new idea, it was necessary to check the existing products in the market or the bead products made worldwide. It was astonishing to know that the same bead strings which are sold at the rate of Rs. 7 per string, has been bought from Mangali village and were sold at multiple times higher prices, especially in spiritual places like Haridwar, Buddhist temples, etc. All this worked as an inspirational factor to teach the women make bead products, earning money and excluding the middlemen from in-between.

Figure 1: Exposure to Existing Bead Value in Market



Source: Based on authors' primary data

The following categories of products had been decided to make and sell by the end of year. Each category involved different kind of raw materials hence, were to use at one time making the products. The raw materials and tools were brought for 30 women from Delhi market after market survey, accordingly to the planned products to be made. The categories of bead products were as follows:

3.3.1 Jewelry products from beads

Jewelry itself includes a wide variety of products that could be made and from different raw materials. Earrings, bracelets, necklaces, anklets, wedding sets, etc. were the basic jewelries included. These products generally use metallic raw materials like alloy wires. Three types of pliers (normal, nose and cutting plier) are used to draw the wire and make beautiful jewelry products inserting beads to them. Earrings are mostly considered and appreciated by women hence were made the focus point of the training. The soft kind of jewelleries also included tassel products that required silk threads; however they are also used with alloy materials only using beads as the properties.

Figure 2: Jewellery Products Training

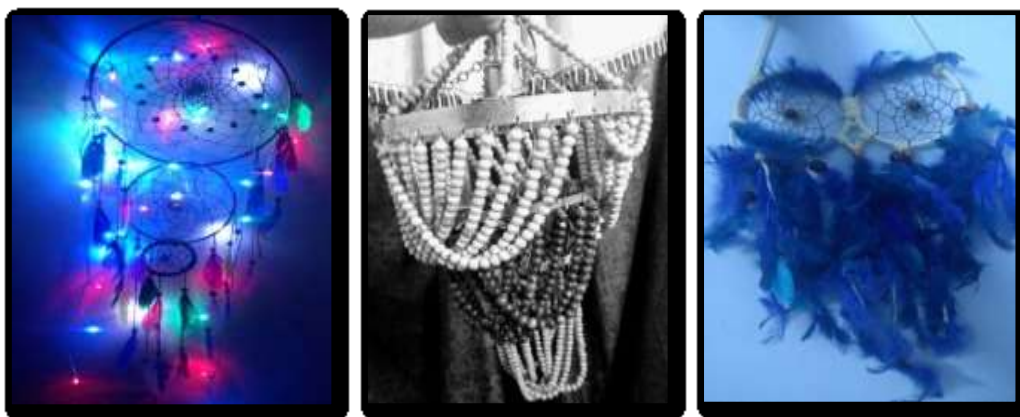


Source: Based on authors' primary data

3.3.2 Decorative and utility bead crafts for interiors

This part of training involves the use of soft materials used in crafts. There are immense possibilities for craft materials and making them using beads was a creative idea altogether. The products included dream catchers, craft bottles, wall hangings, lamp shades, curtains, chandeliers, and etc. all made using beads. The idea was breathtaking and the raw materials regarding was collected.

Figure 3: Decorative Bead Crafts



Source: Based on authors' primary data

3.3.3 Leather articles

The *boho* trend is most fascinating nowadays. Leather is a natural product and so are wood beads. Their combinations together make articles that are different from the league as well as go along all kind of moods and combinations. Some examples of leather articles are key chains, bracelets, anklets and other fashion articles.

Figure 4: Leather articles



Source: Based on authors' primary data

3.3.4 Waste material products of wood beads

Various products from the waste materials were made using wood beads. It even included the use of wasted wood after extraction of beads to make colorful plant vases.

Figure 5: Waste Material Utilization



Source: Based on authors' primary data

3.4 Managing training days

The above mentioned product ideas were strategically planned for village women to learn. After teaching particular kind of products, they were given time to practice and make products till achieving finishing and then made more products. After one month of making similar products, we used to switch to next kind of products to break the monotony and bore. The excitement of using same age old beads to form unexpected products was their source of motivation. Women paid interest in learning new things and started applying their own creativities to products that were really amazing, original and even considered for future designs. The orders had already started coming by customers on personal basis at this early stage of production, trainees were allowed to sell the products if customers were interested.

3.5 Training of tool handling and finishing of products

Not only in the case of jewelries, but other products also required proper methods to be made. The carelessness and forced completion of work could add to degraded and imperfect look of the products. Women were taught to make thing with proper measurements and complete each process with proper attention. The main points made most considerable for women were caring for the need of consumers, fineness of work, making product look appealing, using fresh and quality raw material to products and proper use of tools and movement of hands

3.6 Packaging of products made

It was observed with time that well packaged products were appealing to the eyes of customers in comparison to the open products made. Packing also added value to the selling prices of the similar products along with their protection from moisture and dust as most of the products was metallic. Proper packaging techniques were introduced with cellophane sheets to the women. The value of brand name was also explained to them which still has got to be registered with selected of women forming a self-help group.

Figure 6: Training to Handle Tools for Production



Source: Based on authors' primary data

3.7 Marketing of products

The main objective of this training was to give women a sustainable source of income. To make women see the value of their products and recover the cost of raw materials, different platforms were chosen to sell the products. University events and stalls were the best of them, for doing promotion of products as well as for easy access to sales. The occasional stalls like *Raksha bandhan* fair, *Diwali mela* in home science, *Kisan mela* of CCSHAU, National seminar on women's day, etc. were selected for selling products. Women played active role in completing products before time as well as selling products to customers.

3.8 Distribution of profits

If trainee women respondents had to earn something so they could make more products with much efficiency. Based on the earnings, 5 regular women who worked to make

additional products for sales and helped in selling products were given Rs. 2000 per head along with other expenses. 20 women were provided with sets of 3 tools used in molding wires for products. Raw material was provided to women to make and sell products on their own. Women were satisfied with the work and benefits and are seeing forward to increase the production and sales.

Figure 7: Marketing of Bead Products around Hisar



Source: Based on authors' primary data

4.0 Assessment of knowledge gain after training of respondents

Thirty respondents were given training in section II about wood bead products. They had been taught and made to work starting from handling of tools, mentioned products formation, finishing, packaging and even marketing. To measure the effectiveness of this training and workshops these women were put to knowledge, skill and symbolic adoption tests through designed checklists.

4.1 Gain in knowledge after training by respondents

The statements for knowledge analysis were categorized into five domains including concept of training, different products made, working and construction of products, marketing of products and advantages they felt after learning the techniques.

4.1.1 Concept of training provided

The major change was observed in the practice of making bead products making (rank I) that increased during the training period as all the respondents at least once tried making products themselves. Their knowledge about the importance of correct postures while working was increased (rank II) followed by a minimal increase in their attitude that bead products' value addition could help them earn better money (Table 1).

4.1.2 Bead products learned to make

Table 4.12 reveals that the biggest change occurred for the respondents were the use of waste woods after extraction of beads from it (rank I). This was followed by interior

decorative crafts like dream catchers (rank III), which they found easy but time taking followed by leather crafts (rank IV) which were least adopted (Table 1).

4.1.3 Construction and working of products

Cent percent knowledge gain (rank I) in the use of round nose pliers, simple pliers and flexibility required in products for alterations had occurred along with knowledge gain about comfort by workstation. This was followed by knowledge gain in process of making dream catchers (rank II), use of cutter pliers (rank III), twisting of hand while making jewelry (rank IV) and combinations of colors along with adjusting climatic conditions for better efficiency (rank V each). More than half of the respondents gained knowledge about use of newspapers for jewelry making (rank VI) followed by importance of universal design of products (rank VII) and proper packaging and finishing of products (rank VIII)(Table 1).

4.1.4 Marketing

The major change observed in knowledge about marketing in respondents was the awareness about brand value of the products (rank I) which was observed in more than half of trainees. It was followed by the importance of selling products personally to know the drawbacks (rank II), loyalty to customers (rank III), fulfilling their expectations about products (rank IV), their feedback to improve the quality of products (rank V) and knowing their needs to design products (rank VI). Similarly all the respondents already knew about profitable pricing, promotions required, attractive packaging and marketing of products in local area showing no change in percentage gain of knowledge (rank VIII) (Table 1).

4.1.5 Advantages

Cent percent respondents felt the advantage that beautiful products could be made without using extra raw material and less number of beads could earn handsome income (rank I) followed by use of regular beads and less consumption of human energy (rank II). Other advantages felt were recognition in the society (rank III), alleviation of middlemen (rank IV), extra income through same contractor for product enhancement (rank V), extra income for simple products (rank VI) and working and earning from home itself (rank VII). Cent percent women already knew that sample products could provide them future orders and their traditional village work was getting promotion (rank VIII, Table 1).

Table 1: Gain in Knowledge Regarding Bead Products Training-cum-Workshops (n=30)

S. No.	Knowledge Parameters	Frequency			Rank
		Pre-test	Post-test	Gain (%)	
1.	Concept				
a	Bead product made before	17 (56.61)	30 (100.00)	43.39	I
b	Earning through value addition	19 (63.27)	26 (86.58)	23.31	III
c	Health and productivity through better posture	21 (69.93)	30 (100.00)	30.07	II

2.	Bead Products made				
a	Jewelry	4 (7.33)	30 (100.00)	92.67	II
b	Interior design crafts	-	23 (76.59)	76.59	III
c	Leather crafts	-	21 (69.93)	69.93	IV
d	Creative waste bead wood utilization	-	30 (100.00)	100.00	I
3.	Construction and Working				
a	Use of round nose pliers	-	30 (100.00)	100.00	I
b	Use of simple grab pliers	-	30 (100.00)	100.00	I
c	Cutter pliers are used to cut wires in-between	5 (16.65)	30 (100.00)	83.35	III
d	Process of making Dream Catchers	-	26 (86.58)	86.58	II
e	Twisting of wire	-	21 (69.93)	69.93	IV
f	Waste products use in jewelries	-	17 (56.61)	56.61	VI
g	Colour scheme	11 (36.63)	27 (89.91)	63.27	V
h	Universal design of products	19 (63.27)	30 (100.00)	36.73	VII
i	Flexibility in products	-	30 (100.00)	100.00	I
j	Value of packaging and finishing	20 (66.66)	30 (100.00)	33.34	VIII
k	Ergonomic workstation use	-	30 (100.00)	100.00	I
l	Lighting and temperature	8 (26.64)	27 (89.91)	63.27	V
4.	Marketing				
a	Trending product and need of the customers	27 (89.91)	30 (100.00)	10.09	VI
b	Customer's expectations	24 (79.92)	30 (100.00)	20.08	IV
c	Brand of the product for value	9 (29.97)	25 (83.25)	53.28	I
d	Initial pricing technique	30 (100.00)	30 (100.00)	0.00	VII
e	Promotion of products	30 (100.00)	30 (100.00)	0.00	VII
f	Selling techniques	18 (59.94)	30 (100.00)	40.06	II
g	Attractive packaging of products	30 (100.00)	30 (100.00)	0.00	VII
h	Loyalty to customers	19 (63.27)	30 (100.00)	36.73	III
i	Feedback of customers	25 (83.25)	30 (100.00)	16.75	V
j	Selling in local markets	30 (100.00)	30 (100.00)	0.00	VII
5.	Advantages				
a	Recognition among the people	9 (29.97)	27 (89.91)	59.94	III
b	Earnings made from home itself	20 (66.66)	30 (100.00)	33.34	VII
c	Products orders after sample	30 (100.00)	30 (100.00)	0.00	VIII
d	Beads use and no extra raw material	-	30 (100.00)	100.00	I
e	Simple products with extra income	8 (26.64)	23 (76.59)	49.95	VI
f	Less quantity of beads use	-	30 (100.00)	100.00	I
g	Alleviated role of middlemen	-	17 (56.61)	56.61	IV
h	Extra income through contractors	6 (19.98)	22 (73.26)	53.28	V
i	Beads use without any extra colors	10 (33.33)	30 (100.00)	66.66	II
j	Promotion of village	30 (100.00)	30 (100.00)	0.00	VIII
k	Not much human energy needed	-	20 (66.66)	66.66	II

Source: Based on authors' primary data

4.2 “t” test for significance of change in knowledge after pre-testing and post-testing knowledge

Table 2 reveals that p values for all the parameters of knowledge are smaller than 0.01, hence it is concluded that gain in knowledge is highly significant. There is highly significant difference between the pre and post exposure knowledge level of respondents among concept of intervention (29.445), knowledge of bead products (19.053), knowledge about construction and working of bead products (45.978), knowledge about marketing of the bead products (8.907) and advantages of the work and workplace intervention (9.817).

Table 2: t Test for Significance of Gain in Knowledge after Training-cum-Workshops (n=30)

S. No.	Knowledge	Mean Score		Change (+)	“t” value
		Pre-test	Post-test		
1	Concept	1.30	2.80	1.50	29.445**
2	Bead products	1.15	2.70	1.55	19.053**
3	Construction	1.20	2.90	1.70	45.978**
4	Marketing	1.50	2.90	1.40	8.907**
5	Advantages	1.30	2.90	1.30	9.817**

** Significant at 0.01 level

Source: Based on authors' primary data

5.0 Conclusion

Highly significant gain in knowledge was observed in the practice of making bead products, correct postures and use of waste woods after extraction of beads, jewelry making, decorative crafts, leather crafts etc. along with basic techniques of construction, tool handling and proper packaging and finishing of products, feedbacks, loyalty to customers and advantages.

Previously received training, handling of tools and materials, teaching other women, outlining market products, imitating market products, pricing or accounting and packaging were the best hard skills possessed by respondents.

The training for a couple of months and marketing for a month showed remarkable success which if implemented in an organized manner can increase the income of the women considerably. Overall the value addition of beads was a successful start for the future enterprise of Mangali village.

6.0 Recommendations

Training done to improve bead workers' skill and efficiency for making value-added products can be used for further income generation opportunities in future. This can create a

source of sustainable income generation building social entrepreneurship for whole village. Provision of Government marts, fairs, etc. shall be provided so that the irony of the middlemen can be removed and also this will act as strong motivation force for other women to come forward. The elimination of hazards at workplace is necessary to focus upon by providing women the protective equipment's and aiding tools. Mere knowledge of correct postures and correct techniques of doing work can reduce a lot of the discomforts.

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