ENHANCING LIVELIHOOD OF ARTISANS AND WEAVERS IN KNOWLEDGE ECONOMY

Understanding social and economic context and business uses and practices of traditional weavers and artisans for a digital livelihood intervention

Baseline Report

by Digital Empowerment Foundation & Commonwealth of Learning

C·O·L COMMONWEALTH *of* LEARNING
Learning for Sustainable Development

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DIGITAL EMPOWERMENT *foundation*

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Year of Publication: **2020**

Published & Distributed by: Digital Empowerment Foundation

To read this report online, **visit:** www.defindia.org

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CONTENT

INTRODUCTION

India has a rich and vibrant history of craft tradition and craft skills with the textile and handicrafts sector being the second largest employment generator after agriculture. These sectors provide employment to nearly 4.4 million families of weavers and artisans, who are not only taking forward the tradition of weaving intricate patterns and producing unique work through their craftsmanship, but also preserving history through their work. The sector has been a boon especially for women by providing them livelihood opportunity not just in cities but also in rural areas and their work has increased from spinning yarn to now weaving textiles and forming environment friendly cottage industries[1]. The handloom sector of India has also been associated with Mahatma Gandhi and India's freedom struggle. Charkha became a symbol of resistance against the British rule and it was used by Gandhi with an aim to revive Indian handloom industry as an effective way to oppose colonial rule[2]. One of the biggest challenges that both the sectors face currently is the unavailability of reliable data about the industry, people employed in the sector including but not limited to volume and turnover given that it operates in the unorganized sector, most of the data which is available is in the form of anecdotal evidence. While other challenges include fast changing designs and fashion, coping with machine produced goods and at the same time striking a balance between machine-made goods and hand -made products[3] with the handicraft sector having lost 0.2 crore jobs.

There is a high demand for products being produced by artisans and weavers both domestically and for exports. Both these sectors draw heavily from the occupation based on the caste structure, but these sociological realities are being challenged, with master weavers and artisans hiring people from other caste and making the industry of arts and craft more secular. At the same time these artisans are taking forward their legacy and rich heritage passed on from generations and with the advancement in technology, artisans potentially have access to better information and newer market avenues such as e-commerce that gives them access to a wide market from what they previously had[4].

1. Kumar, R. (2015). The art of weaving: A signature of India we need to protect. Hindustan Times. (14 May 2015). Retrieved from. https://www.hindustantimes.com/ht-view/the-art-of-weaving-a-signature-of-india-we-need-to-protect/story-K8BU1qCReYW8pqg46z2o4N.html

2. Suvarna, P. (2018). The threads of India's handloom industry are being gnawed away at by gst. The Wire. (09 February 2018). Retrieved from https://thewire.in/business/threads-indias-handloom-industry-gnawed-away-gst

3. Kidwai, Jamal. (2019). Reimagining crafts in contemporary times. The Wire. (31 March 2019). Retrieved from https://thewire.in/the-arts/reimagining-crafts-in-contemporary-times

4. Ramnath, N. (2015). Original make in India artisans now learning to market in India too. Scroll.in.(01 February 2015). Retrieved from https://scroll.in/article/703538/original-make-in-india-artisans-now-learning-to-market-in-india-too

Digital Empowerment Foundation and Commonwealth of Learning are conducting a digital skill training and capacity building programme of at least 2000 individuals across clusters of weavers and artisans. To make sure that the training is impacted effectively to achieve the final objective, baseline was deployed using specially designed survey, among the selected participants of the training skills across 9 states – Andhra Pradesh (Dist.: Prakasam), Karnataka (Dist.: Chamarajanagara), Madhya Pradesh (Dist.: Ashok Nagar), Odisha (Dist.: Bargarh, Cuttack), Rajasthan (Dist.: Barmer), Tamil Nadu (Dist.: Kanchipuram, Trichy), Telangana (Dist.: Yadadri-Bhongir), Uttar Pradesh (Dist.: Barabanki) and West Bengal (Dist.: Murshidabad). The study aims to enquire about the economic background of artisans and weavers, their existing business and marketing strategies and ICT uses and practices. The survey expands several areas of query, while conducting the survey the aim was also to get an overall idea of the target group and to ensure that the final assessment survey after training will be done keeping in mind how the training enhances various aspect of lifecycle of the weavers and artisans. By understanding the challenges and constrains in handloom and craft sector faced by communities of weavers and artisans, the study highlights the need to build better marketing strategies of products for their growth and expansion, the need for digital marketing of products and facilitating credit linkage to the communities of weavers and artisans

KEY FINDINGS

» 80% of the weavers and 39% of the artisans are below poverty line

» 98% of the master weavers own the looms

» Use of frame looms rank the highest and use of loin looms ranks last

» Weaving is the hereditary occupation for 93% (1682) of weavers

» Silk is mostly used by weavers in textiles and saree is the highest produced product

» 18% of the weavers get Rs.200 as their daily wage

» 75% of 1808 weavers have a daily wage rate of less than Rs.301

» 98% of the 224 artisans' own tools

» Most of the artisans use cloth as their material and painting is the highest produced product

» Marketing is the biggest barrier to the growth and expansion of craft for weavers and investment for artisans

» Weavers get majority of their sale from middlemen and artisans from personal networks

» Middlemen are the biggest channels of product sales and distribution for the artisans and weavers along with being the buyers of products

» 30% weavers and 93% artisans maintain books of accounts

» 30% weavers and 24% artisans do regular stock-taking

» Smartphone penetration stands at 39% and this might serve as the limiting factor in digital integration.

» 72% weavers and 62% artisans have not received any training in selling their products online

» 79% weavers and 62% artisans would like to receive training in online commerce

» 72% weavers and 62% artisans have not recieved training in online or social media marketing

» 79% weavers and 62% artisans would like to receive training to effectively market their products using social media

» 41% weavers and 39% artisans have easy access to finance to start a business

» 92% weavers and 95% artisans use mobile phones

» 42% artisans and 33% weavers use mobile phone for business

» 70% artisans and 22% weavers use social media for business

» 87% weavers and 99% artisans would like to learn more about how they can use mobile and social media for business and marketing

» 83% of weavers get majority of their sale from middlemen, 8% from urban retailers, 7% from other sources such as master weavers and cooperative society and only 1% each from personal networks and their shops in village while on the other hand 56% of 224 artisans get majority of their sale from personal networks, 37% from middlemen, 5% from urban retailers and 1% each from online and artisan's shop in village

SOCIO-ECONOMIC AND DEMOGRAPHIC OUTLINE

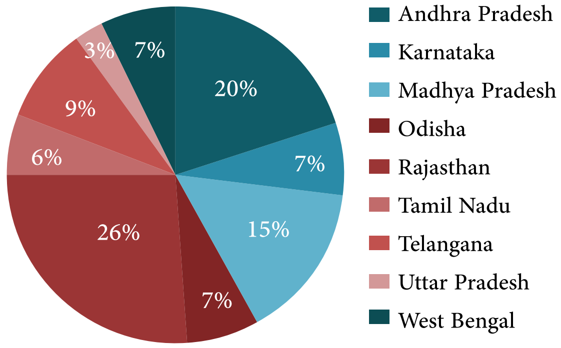
The survey was done in 9 states of Andhra Pradesh, Karnataka, Madhya Pradesh, Odisha, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh and West Bengal. From a total of 2032 respondents, 89% respondents (1808) surveyed are weavers and 11% (224) respondents work as artisans. Out of the total 2032 respondents 26% are from Odisha, 20% from West Bengal, 15% from Karnataka, 9% from Tamil Nadu, 7% each from Andhra Pradesh, Uttar Pradesh, Madhya Pradesh, 6% from Rajasthan and 3% from Telangana. 74% of the total respondents are male and 26% are females. 43% of the total respondents are in the age group of 31- 46 years, 33% in 15-30 years, 21% in the age group of 47-62 years and lastly 3% in the age group of 63-78 years. With regards to the caste distribution of the respondents, 82% of the total 2032 respondents are from OBCs, 13% from General and 5% from SCs. Out of total respondents, 83% are Hindus, 15% are Muslims and rest 2% identified themselves as Buddhists.

Out of the total respondents, 16% are without any basic primary education, 28% have basic primary education, 25% have education till middle school, 16% have secondary education, 9% have education till senior secondary, 5% are graduate and 1% is post-graduate.

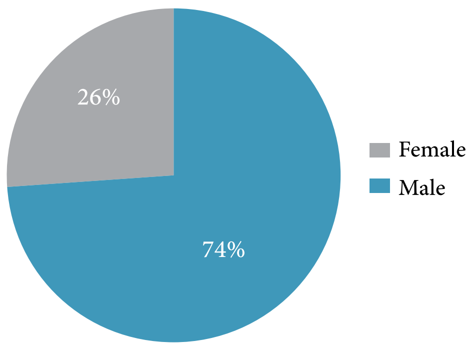
Out of 1808 weavers, 30% have primary basic education, 26% have education till middle school, 16% have education up-to secondary school, 14% respondents are without any basic primary education, 9% have education till senior secondary level, 4% are graduates and 1% is post-graduate.

Out of 224 artisans, 33% are without basic primary education, 17% have attained education till middle school, 16% have primary basic education, 11% respondents each have attained secondary education and are graduates respectively, 8% have attained education up-to senior secondary level, 3% have certificate diploma and 1% are post graduates. 75% of the total respondents are below poverty line and 25% are above poverty line.

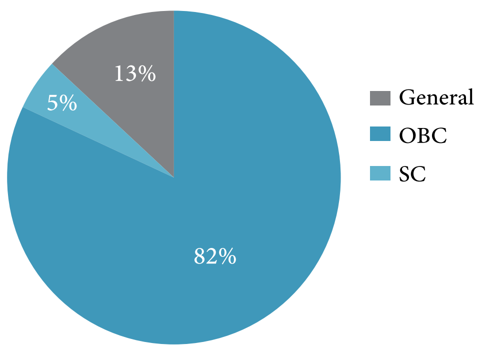
State-wise Distribution



Gender Distribution



Caste Distribution



Economic Background of Weavers

Out of total 2032 respondents, 89% of the respondents work as weaver. Out of 1808 respondents working as weavers, 80% are below poverty line.

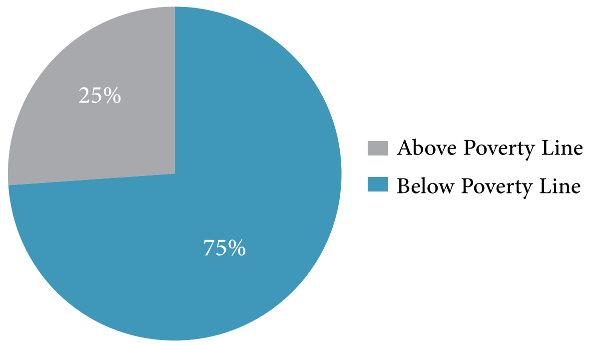
Out of 1808 respondents who work as weavers, 86% are weavers working with a master weaver, 9% are master weavers, 3% work as grapher and 2% as Nakshbandh. Nakshbandhs are weavers who specialise in making motifs or design called Nakshas, these craftsmen are masters of tying designs to the looms. Initially the Nakshas are made on paper, followed by preparing graphs, once the design is selected; small punch cards are created that serve as a guide to the weavers for choosing the color of thread that is to be used for making these designs or nakshas. Out of 167 respondents who are master weavers, 98% own the looms. In terms of the type of loom the master weavers use, frame loom ranks the highest, followed by throw shuttle pit loom, handloom ranks third; fly-shuttle pit loom ranks fourth and loin looms ranks last. Out of 163 respondents who own looms, 74% responded that they use 1 loom, 7% use 2 looms, and 4% use 3 looms while 2% of the respondents each use 4 and 5 looms respectively. This highlights that most of the weavers own 1 loom, and the family owning 1 loom put their labour by dividing their time, managing the household chores and the workshop. Moreover, out of the total weaver respondents, 80% (1441) are below poverty line and are owners of only 1 loom. This is so because owing loom is an economic investment and costs around Rs3, 000-Rs 4,000.

Out of 1808 respondents working as weavers, 93% (1682) said that it is their hereditary occupation. Out of these 1682 respondents, 26% are from Odisha, 22% from West Bengal, 18% from Karnataka, 8% each from Madhya Pradesh, Tamil Nadu and Uttar Pradesh, 6% from Andhra Pradesh and 4% from Telangana. 18% of the total respondents working as weavers said that their daily wage rate is Rs 200, for 13% it is Rs. 150, for 10% it is Rs. 100 and 9% said their wage rate was Rs. 300. 75% of the total weavers have daily wage rate of less than Rs. 301 and out of 1441 weavers who fall below the poverty line, 15% earn a daily wage rate of Rs. 200, 14% earn Rs 150. Hence, it can be said that the lower wage rate can possibly be one of the reasons for 80% of the weavers to be below poverty line. Out of 323 weavers that earn a daily wage rate of Rs. 200, 58% are from Odisha, 19% from West Bengal, 9%. from Madhya Pradesh, 8% from Uttar Pradesh, 4% from Tamil Nadu and 1% each from Telangana and Andhra Pradesh.

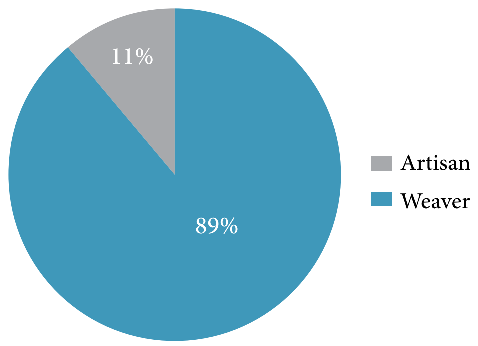
In terms of those who own or work in the workshop, the time devoted by the weavers themselves is the highest in state of Andhra Pradesh, Odisha, Tamil Nadu, Telangana and West Bengal. Whereas in Karnataka and Uttar Pradesh time devoted by family ranks the highest. In Madhya Pradesh, other comprising of weavers rank the highest. Amongst the family members working in the workshop, wife ranks the highest in Andhra Pradesh, Karnataka, Madhya Pradesh, Odisha, Telangana and West Bengal while parents ranks the highest in Uttar Pradesh. Other sources such as husband, sons, mothers and neighbours ranks the highest in Telangana. Out of the 1255 respondents whose family also works in the workshop, 56% said that family members recieve the given wage rate.

In terms of weaving textiles, saree ranks the highest in Karnataka, Madhya Pradesh, Odisha, Tamil Nadu and Telangana. West Bengal and Andhra Pradesh ranks highest in producing gamcha (towel) while Uttar Pradesh ranks highest in producing duppatta (scarf).

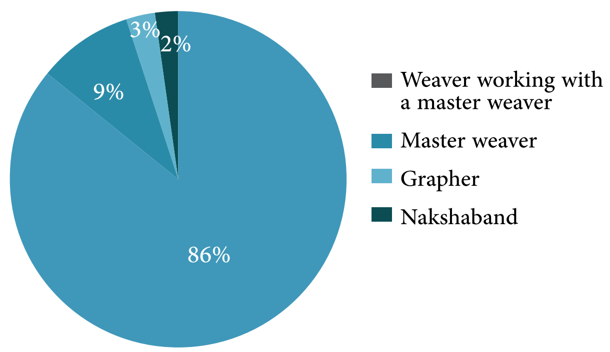
Poverty Line



Profession-wise Distribution



Weaver



ECONOMIC BACKGROUND OF ARTISANS

The 224 respondants who said they are artisans are working as master artisans. Out of these, 61% are above poverty line. Out of 224 artisans, 98% (220) own the tools. Out of the 4 respondents who do not own the tools, 2 respondents said that the material and tools are provided by the master artisan, and the other two respondents said that the buyers and middle men provide them with the material and tools. Only 39% of the total artisans (224) said that being an artist is there hereditary occupation while for 61% respondents it was not. In Andhra Pradesh and Uttar Pradesh,1 respondent (100%) working as artist said that it is his hereditary occupation, in Odisha out of 46 respondents 87% (40) respondents said it is their hereditary occupation, in Tamil Nadu 90% of 50 respondents said it is their hereditary occupation.

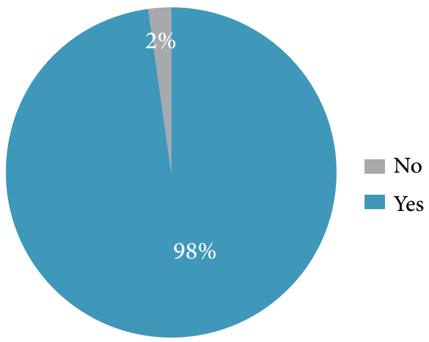
31% of the 224 respondents said, their daily wage rate is Rs. 20, 19% said it is Rs.100, 10% respondents get Rs. 200, 9% get Rs. 150, 7% get Rs. 300, 6% get Rs. 25 and 4% respondents get Rs. 50 and Rs. 45 respectively.

Artisans who work in a workshop rank the highest in Andhra Pradesh, Odisha, Rajasthan and Tamil Nadu, according to the survey. However, in Madhya Pradesh, artist themselves along with daily wage worker ranks the highest while in Uttar Pradesh artists themselves and family ranks the highest. Amongst the family members working in the workshop, in Odisha wife ranks the highest, in Rajasthan and Uttar Pradesh parents rank the highest while in Tamil Nadu, unmarried children are majorly of the workforce.

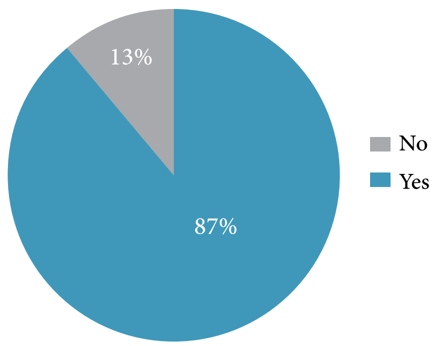
With respect to families recieving the given wage rate, in Odisha out of 12 respondents, 5 (42%) said they recieve it, in Tamil Nadu 78% of the 50 respondents said their families recieve the given wage rate and lastly in Uttar Pradesh 1 respondent (100%) said that family members recieve the given wage rate.

In terms of using materials, in Andhra Pradesh cloth, needle and thread ranks the highest, in Madhya Pradesh, cloth, needle, thread and sewing machine ranks the highest, in Odisha cloth ranks the highest, in Rajasthan cloth, needle and thread along with brush is used by most of the artisans. Whereas, in Tamil Nadu and Uttar Pradesh cloth ranks highest.

Artisans owning tools



Hereditary Occupation



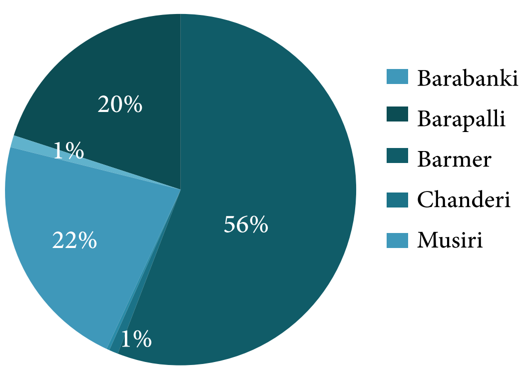
In terms of production of art and craft, in Andhra Pradesh products such as punching cards ranks the highest while in Madhya Pradesh, Odisha, Rajasthan, Tamil Nadu and Uttar Pradesh painting ranks the highest. 56% of the 224 artisans said that they have peak and off seasons. In terms of supporting themselves in off seasons, savings from previous seasons rank the highest while supoort through secondary income and borrowing rank last.

Out of the total 2032 respondents, 51% (1035) said that income from weaving/art and craft were enough to support their family while for 49% (997) respondents the income is not enough to support their families. Out of 997 respondents, whose income is not enough to support their families, 97% (969) said they do not have a secondary source of income while 3% (28) respondents do. Out of 969 respondents who do not have a secondary source of income, 83% (805) said that they need to borrow money to supplement their basic needs.

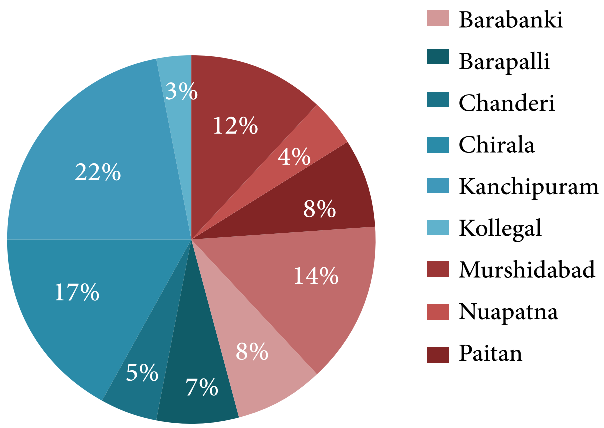
For borrowing money to supplement the basic needs, most of the artisans go to local money lender, followed by friends and relatives. While banks rank third and institutions (co-op societies) rank last.

Out of 224 respondents working as weavers, 56% are from Barmer cluster, 22% from Musiri cluster, 20% from Barapalli cluster, and 1% each from Barabanki and Chanderi cluster and less than 1% from Chirala, Nuapatna and Talasari cluster. While out of 1808 respondents working as artisans, 22% are from Murshidabad, 17% from Kollegal, 14% from Barapalli, 12% from Nuapatna , 8% from Chanderi and Barabanki cluster, 7% from Chirala cluster, 5% from Kanchipuram cluster, 4% from Pochampally cluster, 3% from Musiri cluster, and less than 1% from Paitan cluster.

Cluster Distribution among Artisans



Cluster Distribution among Weavers




NIPPON PAINT

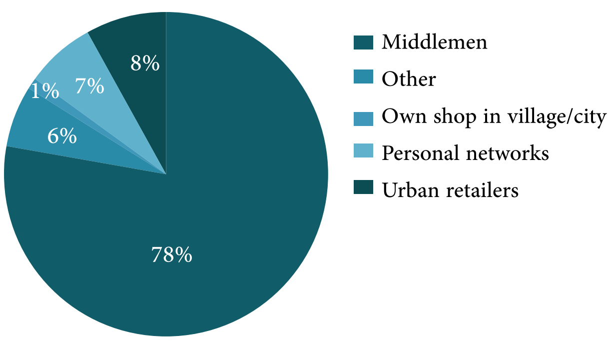
EXISTING BUSINESS AND MARKETING PRACTICES

For artisans, investment is the biggest barrier for expanison of their craft compared to weavers for whom marketing is currently their biggest challenege. For artisans, other than barrier in investment, direct market linkage ranks second, marketing ranks third and relationship-building ranks last. On the other hand, for weavers investment is the second biggest barrier in terms of expanding their craft, relationship building ranks third and direct market linkage ranks last.

Out of the total respondents including both artisans and weavers, 48% said that 2 people work in their workshop, 25% responded 1 person works in their workshop, 6% responded 3 people work in the workshop, 4% of the respondents said 4to 5 people work in the workshop while 2% of the respondents said 7 to 6 people work in their workshop. 25% of the total respondents said that out of the people working in their workshop, 2 people are from their family, 22% said 1 person is a family member, 12% of the respondents said 5, 4 and 3 people from their families work in the workshop, 8% said 6 people from their family work and lastly 3% said 7 people from the family work in the workshop.

Out of 1808 weavers, on one hand, 83% get majority of their sale from middlemen, 8% from urban retailers, 7% from other sources such as master weavers and cooperative society and only 1% are able to sell through personal networks and their shops in villages. On the other hand, 56% of 224 artisans get majority of their sale from personal networks, 37% from middlemen, 5% from urban retailers and 1% from online and artisan's shop in the village. This highlights that that the weavers rely more on middlemen for selling their products while artisans rely on personal networks. Thus, developing proper infrastructure would facilitate weavers and artists to sell their products to urban retailer and through online platforms, thereby making them less dependent on middlemen.

Channels for Selling Products



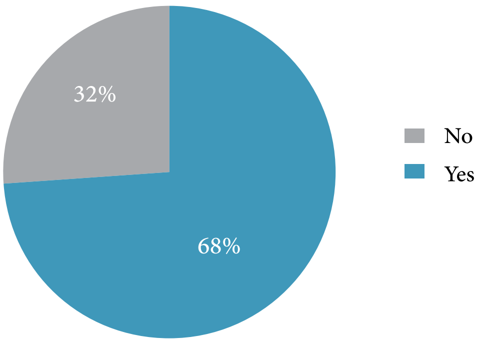
It is evident that for artisans sale and distribution of their products is majorly through personal networks followed by middlemen. Urban retailer ranks third, own shops in village/city ranks fourth, seasonal fairs and exhibitions ranks fifth and sale through online is the last channel.

However, for weavers, middlemen ranks the highest, followed by urban retailers, personal networks ranks third; other sources such as master weaver and cooperative society ranks fourth, seasonal fairs and exhibitions ranks fifth and own shop in village/city ranks sixth. But even for weavers sale through online channels rank the last.

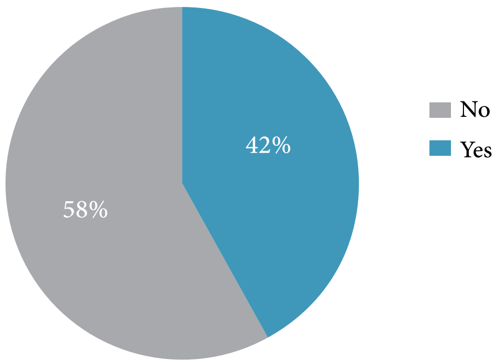
In terms of the main buyers for weavers, middlemen rank the highest, followed by urban retailers, personal network ranks third; other sources such as master weaver and cooperative society rank fourth, both seasonal fairs and exhibitions and own shops in village/city ranks fifth and online mode ranks last. For artisans, in terms of buyers personal network ranks highest, followed by middlemen, urban retailers ranks third, online ranks fourth, own shops in village/city ranks fifth and seasonal fair and exhibitions ranks last.

Out of 224 artisans, 42% (94) said that there is a local artist cooperative in their area and out of these 94 respondents 97% are members of these cooperatives. Similarly, out of 1808 weavers, 68% said that there is local weaver's association in their area and out of these 1236 respondents 64% are members of these associations.

Weaver Association



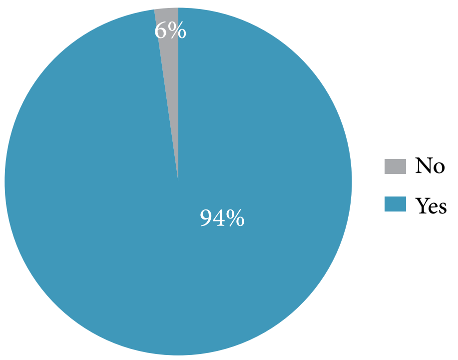
Artists Cooperative



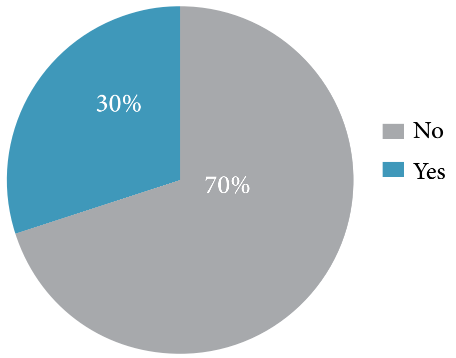
Middlemen are the most likely source of order for weavers, followed by urban retailers ranking second, personal network ranking third and other sources such as master weavers and cooperative societies ranking fourth, followed by seasonal fairs/exhibitions and own shop in village/city ranks last.

In the case of artisans, personal network is the most likely source of getting an order followed by middlemen, urban retailers, online, shops in village/city and seasonal fairs/exhibitions, respectively.

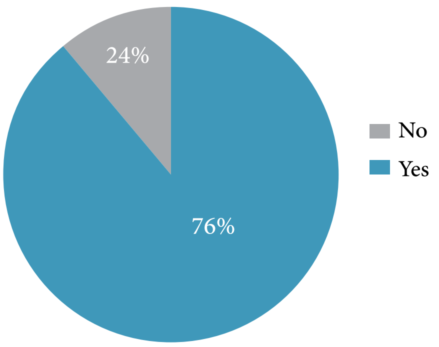
Maintain book of accounts-Artisans



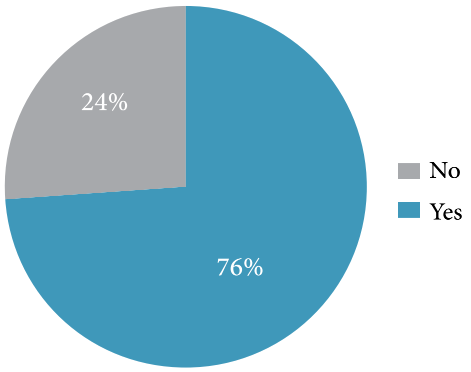
Maintain book of accounts-Weavers



Do regular stock taking-Artisans



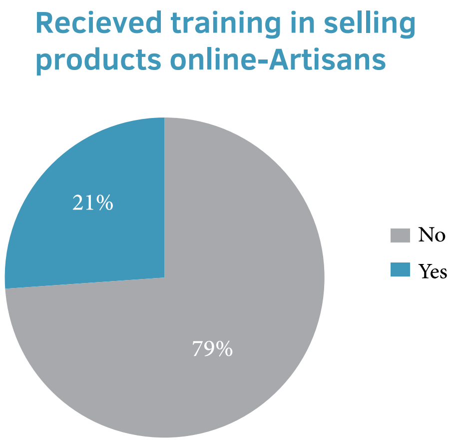
Do regular stock taking-Weavers

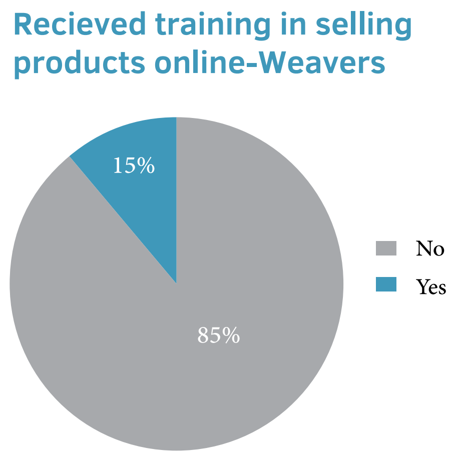


Out of 1808 weavers, 30% respondents maintain books of accounts and do regular stock-taking while out of 224 artisans, 94% maintain books of accounts and 24% do regular stock-taking. It has been observed that it is pertinent that weavers are made aware of the importance of doing regular stock-taking and artisans encouraged to maintain their books of accounts and stock-taking.

Out of total 1808 respondents working as weavers only 4 (<1%) respondents said they sell their products online while 1804 (>99%) weavers do not sell their products online. Out of 1804 respondents working as weavers who do not sell their products online, 85% (1529) have not received training in selling their products online while 15% have. 75% (1355) of total weavers recognise the economic opportunity that lies in selling their products online and 84% (1139) of 1355 respondents are willing to take tarining in e- commerce.

Only 1 artisan sells product online while 223 (>99%) artisans do not sell their product online. Out of the 223 artisans who do not sell their products online, 79% (177) have not recieved the training in selling their products online and only 21% artisans (46) have recieved training. 75% of the total 223 artisans recognise the economic opportunity that they can get by selling their products online and out of 169 respondents, 43% (72) would you like to receive training in online commerce.





Artisans are more likely to use personal networks for marketing their products compared to weavers who re largely dependent on word of mouth as the most practiced marketing startegy. Local banners/pamphlets comes secondary for artisans followed by social media, word of mouth, local fairs and exhibitions, respectively.

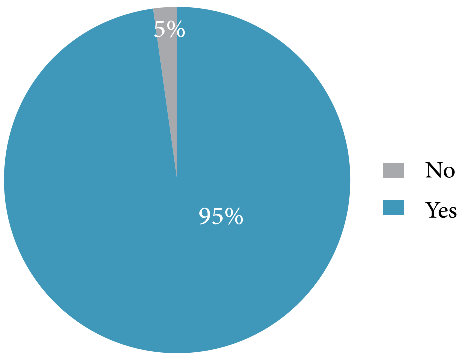
While for weavers personal networks ranks second, social media ranks third; local banners/pamphlets ranks fourth, other sources such as master weaver and cooperative society ranks fifth and local fairs and exhibition ranks last. Both the communities of weavers and artisans can be encourgaed to use other platforms such as social media, cooperative societies, local fairs and exhibitions for marketing their products more given the scope of reaching a wider population of buyers.

82% of the total respondents working as weavers recognise that they can possibly increase their sales through online or social media marketing. 72% weavers have not recieved training in online or social media marketing but 79% of 1808 weavers desire of receiving training to effectively market their products using social media. 97% of total respondents working as artisans recognize that they can increase their sales through online or social media marketing. 62% have not received training in online or social media marketing but 62% of 224 artisans want to recieve training to effectively market their products using social media.

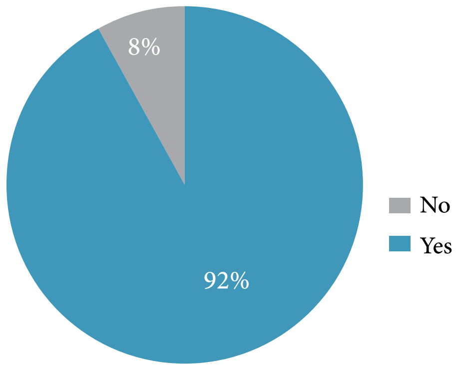
Only 41% of the total weavers and 39% of 224 artisans have easy access to finance to start a business. In terms of where do artisans get easy access to finance to start a business, friends or relatives ranks the highest, followed by local money lender and bank and financial institution ranks last. While in terms of weavers, local money lender ranks the highest, followed by friends or relatives, bank and financial institution ranks third and other sources such as master weavers ranks last. This highlights that artists and weavers are more likely to take informal finance from friends or money lenders which might even come with certain obligations or even high rate of interest. Thus more awareness can be generated around the role and benefits of financial institutions in giving credit for starting their business and communities which can further liaise with financial institutions for starting business. Awareness and access to government entitlements can also help in furthering their business.

ICT AND INTERNET PENETRATION, USES, AND PRACTICES

Use mobile phone-Artisans



Use mobile phone-Weavers



92% of the total respondents use mobile phones. Out of 1808 weavers, 92% use mobile phones and out of 224 artisans 95% use mobile phones.

In Barabanki, 49% of 147 respondents use mobile phones, in Barapalli 98% of 293 use mobile phone, in Barmer 94% of 126 respondents use it, 89% of 154 respondents from Chanderi use mobiles, 93% of 136 respondents from Chirala use mobiles, 96% of 82 respondents from Kanchipuram use mobile, in Kollega 98% of 301 respondents use mobiles, 96% of 399 respondents from Murshidabad, 99% of 107 respondents from Musiri, 95% of 219 respondents from Nuapatna, all the 4 respondents from Paitan, 90% of the 63 respondents from Pochampally and 1 (100%) respondent from Talasari use mobile phone.

Out of 1664 weavers that use mobile phone, 50% use basic feature phone, 39% use smartphone and 11% use both smartphone and basic feature phone. Out of 212 artisans using mobile phone, 70% use basic feature phone, 17% use smartphone and 13% use both smartphone and basic feature phone.

In terms of smartphone penetration, in Barabanki 18% of 147 respondents use smartphones, in Barapalli 11% of 293 use smartphones, in Barmer 4% of 126 respondents use it, 72% of 154 respondents from Chanderi use smartphone, 2% of 136 respondents from Chirala use smartphone, 3% of 82 respondents from Kanchipuram use smartphones, in Kollegal 83% of 301 respondents use smartphones, 29% of 399 respondents from Murshidabad, 27% of 107 respondents from Musiri, 44% of 219 respondents from Nuapatna, none of the 4 respondents from Paitan, 46% of the 63 respondents from Pochampally and no respondent from Talasari uses smartphone. This highlights that the practice of using mobile phone in southern clusters is more as compared to clusters situated in the northern belt of the country.

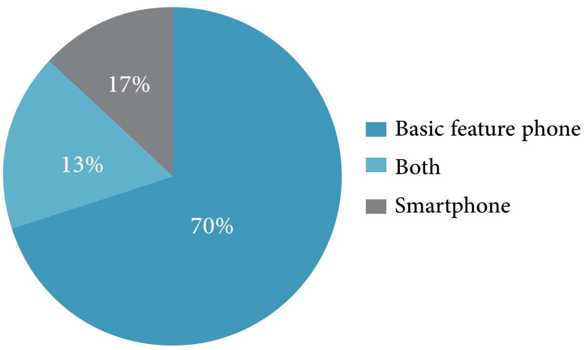
Out of 212 artisans that use mobile phones, 91% own the phone and is the only user of the phone and 9% uses phone used by another family member while out of 1664 weavers that use mobile phones, 86% own the phone and is the only user of the phone and 14% uses phone used by another family member.

42% of 212 artisans that are mobile phones users use it for business while only 33% of 1664 weavers that are mobile phone users also use it for business. In terms of purpose of using mobile phone for business by artisans, coordinating with suppliers and customers ranks the highest, followed by digital payment transaction like Paytm, while mobile banking ranks last. But for weavers, while coordinating with suppliers and customers ranks the highest, mobile banking ranks second and digital payment transaction like Paytm, ranks last.

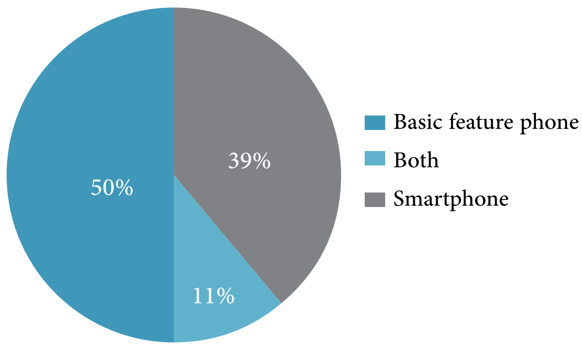
Out of 1808 weavers, 52% use internet and out of 224 artisans 50% use internet. In terms of how weavers and artisans use internet, own connection ranks the highest, followed by shared connection with friends/ family, community service centre ranks third and cybercafé ranks last.

In terms weavers using internet, online search (Entertainment) ranks highest, followed by social media like Facebook/ WhatsApp etc., online search (Education) ranks third, online search (Business) ranks fourth and digital payment ranks fifth and mobile banking ranks last. For artisans, online search (Entertainment) ranks highest, followed by social media like Facebook/ WhatsApp etc., online search (Business) ranks third, digital payment ranks fourth, online search (education) ranks fifth and mobile banking ranks last.

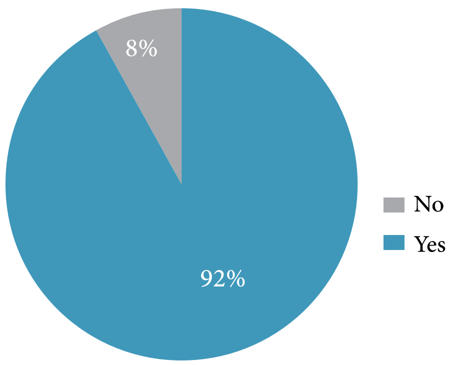
Type of mobile phone usage-Artisans



Type of mobile phone usage-Weavers



Mobile Usage



Artisans and weavers are more likely to access social media using their own connection and own device, while artisans access social media through their own device and shared connection, followed by shared device and shared connection, common service centres and cybercafé, respectively. Apart from using their own connection and device, weavers also use shared device and shared connection, followed by own connection and shared device, cybercafe ranks second from bottom and common service centre ranks last.

Only 22% (141) of 650 weavers accessing social media use it for business but 70% of 69 artisans accessing social media use it for business purposes. Both weavers and artisans are more likely to use Facebook as a social media platform for business, followed by WhatsApp, Instagram and lastly twitter. For both artisans and weavers the purpose of using social media for business is for marketing products, followed by sharing updates with customers, connecting with customers ranks third and access to information ranks last. 87% of 1808 weavers and 99% of 224 artisans would like to learn more about how they can use mobile and social media for business and marketing. In Barabanki 99% of 147 respondents would like to learn more about how they can use mobile and social media for business and marketing, in Barapalli 86% of 293 respondents would like to learn, in Barmer 99% of 126 respondents, 99% of 154 respondents from Chanderi, 85% of 136 respondents from Chirala, 98% of 82 respondents from Kanchipuram, in Kollega 94% of 301 respondents, 79% of 399 respondents from Murshidabad, 99% of 107 respondents from Musiri, 80% of 219 respondents from Nuapatna, all the 4 respondents from Paitan, 70% of the 63 respondents from Pochampally and 1 (100%) respondent from Talasari would like to learn more about how they can use mobile and social media for business and marketing.

Recommendations

- Raise awarness and encourage artisans and weavers to borrow money from banks and coooerative societies
- Build better marketing strategies of products for their growth and expansion
- Strengthen various other channels for distribution of products such as through master weavers and cooperative societies, shop in village/city and seasonal fairs/exhibitions.
- Generate awareness on the benefits of being a part of artist's/weaver's cooperative/ association.
- Create infrastructure to sell weaver's and artisan's products online and provide training on selling products online
- Encourage weavers and artisans to maintain books of accounts and do regular stock-taking
- Weavers should be made aware of the importance of doing regular stock-taking and artisans should be made aware and encouraged to maintain their books of accounts and do regular stock-taking.
- Provide training in online or social media marketing
- 85% of 1804 weavers(1529) have not received training in selling their products online while only 15% have. More training should be organised to facilitate weavers in digital marketing.
- Create environment for weavers and artisans to have easy access to finance to start a business and create awareness regarding benefits of taking financial aid from bank and cooperative socities to start business.
- Encourage weavers and artisans to use mobile phone and social media platfroms for business purposes

Economic Background	Weavers (1808)	Artisans (224)
Percentage of respondents' owning tools/looms	98%	98%
Percentage of respondents Below Poverty Line	80%	39%
Hereditary occupation	93%	39%

Existing business and marketing practices	Weavers (1808)	Artisans (224)
Current barriers to growth and expansion of craft	Marketing	Investment
Majority sale of products from	Middlemen	Personal networks
Main buyers of product	Middlemen	Personal networks
No. of respondents that sell products online	4	1
Received training in online or social media marketing	15%	21%
Respondents having easy access to finance to start a business	41%	39%
Easy source for getting finances to start business	Local money lender	Friends or relatives

ICT and internet penetration, uses, and practices	Weavers (1808)	Artisans (224)
Percentage of respondents using mobile phone	92%	95%
Percentage of smartphone users	39%	17%
Respondents using mobile phone for business	33%	42%
Purpose of using mobile for business	Coordinating with suppliers and customers	Coordinating with suppliers and customers
Percentage of respondents using internet	52%	50%
Most used social media platform	Facebook	WhatsApp
Percentage of respondents using social media for business	22%	70%
Social media platform/s preferred for business/ marketing	Facebook	Facebook
Purpose of using social media for business	Marketing products	Marketing products
Respondents interested in learning more about using mobile and social media for business and marketing	87%	99%

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