

# Sustainable Rural Business Model A Case study of Pabiben.com

Written by: Nilesh Priyadarshi, Ph.D scholar, Gujarat Vidhyapith

Dr.Satish Patel, Ast.Professor and Guide, Gujarat Vidhyapith.

**Abstract:** In India ,more than 70% population lives in rural areas and for them agriculture, animal husbandry and handicrafts are main source of their livelihood.

Art & Crafts are integral part of any culture. It creates cultural identity of the people who lives in that region. Traditional arts & crafts has been vanished in the developed countries. Luckily Art, Craft& cultural has been alive in India. There is huge potentiality of Art & Crafts in India, but india's contribution in global market is less than 2%

Indian handicraft provides livelihood to large population of india, but there is a big challenge to connect them with urban market and as well as global market. Artisan community across rural india coming from unorganised sector and they are struggling to survive. Few of them left their traditional work and migrating to urban areas due to very less and irregular income in handicraft sector. As per the United nation's report, there is drop down of 30% traditional artisan in India.

It is very sad that artisan community lives in rural areas, who were involved in traditional handicraft work, now leaving their villages and started working as a labourer in industry.Cities are becoming more and more bigger while villages are ruined.

When India is facing two major burning problems of unemployment and urbanization, a Rural Business model developed by pabiben Rabari solves the root cause and succeed to provide local livelihood while preserving traditional arts and culture.

A women like pabiben, lives in remote corner of india, having no formal education, resources, design skill, business and management skill, who has been equipped with necessary skills and then she became able to handle her own business and provides livelihood to other rabari women.

There is a need to develop more pabiben in rural india. Pabiben's model should use to develop such more women entrepreneurs in rural india.

## Problem Statement:

Kutch is a celebrated for its art, crafts, music, dance and people. Kutch is one of the largest district in India, which is giving greater contribution in Indian handicraft sector. Artisan community in Kutch kept alive their Art, Craft and heritage since last many years with great sense of pride.But there was a heavy earthquake in Kutch, which had uproot the waist of handicrafts. Many small-scale cottage industries had been vanished. Artisans had been kept away from their work for months.

After the earthquake government has declared kutch as a tax free area and invited lots of industries to start their units in kutch, which was become great jerk for handicraft industries in kutch. There were huge demand of labours for the industries, who were started their plant in kutch, and to fulfill their needs they targeted artisan community. Industries offered higher wages to the artisans community and due to that many artisans left their traditional work and started industry labour work. Especially women artisans who were involved in traditional embroidery work, stopped working craft and joined as a mason worker in industry. Due to that shifting of work, big risk was developed against the existence of handicraft industry in kutch. Artisans were happy for few years until they were earning good amount of money from labour work. But as soon as construction work over, there was no need of man power in machine operated units. And due to that large number of artisan become unemployed. This is how industries in kutch made artisans unemployed in long run and in result of that artisan started to migrate in city areas for a work.

Migration from rural to urban areas for a work, now become burning issue in india. There are limited resources and facilities in urban area, and it creates many more other problems due to over population. Cities become full of dirtiness, pollution, traffic problems and centre of anti -social activities. In other side, villages are ruined in absence of livelihood. Now a days unemployment and urbanization are two bigger issues in india.

### **Solution :**

Cottage industry is one of the best solution of unemployment and urbanization. There are quite a few cottage industries in rural areas but they are not able to survive due to lack of design, marketing and business skills. Need based skills and skill upgradation training must improve their business and create sustainable livelihood.

A Rural Business Model- Pabiben.com , started by Pabiben Rabari from Kutch is one of the best model working as a shining star in dark night.

Pabiben is impressed by thoughts of mahatma Gandhi and explained about her business model how one can create micro enterprise in rural area which can help artisan to get local livelihood, and thus they do not need to migrate to urban areas for a work. Local livelihood encourage very less transportation, no use of petrol and diesel, no pollution, saving of money and increase communal harmony. Artisan can preserve their own tradition and culture while generating income for themselves and family. They have enough comforts to take care of their family and children while work locally at villages.

### **Characteristic of Rural Business Model :**

1. Local people work locally by using local technique, material and resources.
2. Encourage local women artisans to join the handicraft activities, who left their traditional work and started industry labour work.
3. Provide need base skills training in designing, marketing and business development.

4. Upgrade existing skills by proving additional training.
5. Form artisan-pricing committee who has authority to decide their own wages.
6. Local units where artisan can seat together chat and work together.
7. Wherever possible use local raw material which is produced by local artisan community.
8. Flexible working hours for artisan so that they can manage their family and social responsibility.
9. Create inter-dependent work culture rather than independent and dependent culture.
10. Improve quality of life of artisan community and make villages as better place to work and earn.
11. Humanity approach in all act of life.
12. Develop ownership by providing transparency in every stage of work.
13. Follow the gandhian principle of production by masses rather than mass production.
14. Use appropriate machines and technology which can not replace manpower.
15. Implement the methods which creates minimum wastage. In case of any wastage, recycle that wastage and develop new products.
16. Develop quality products which gives value of money to the customer.
17. Follow the fair trade principles.
18. Artisans has freedom to choose colours and designs rather than using printed designs.
19. Form saving groups of artisans and help each other while any emergency.
20. Instead of making large groups and make it bigger, encourage to Develop small groups of artisans and make it decentralised.
21. Create the environment where artisan not only use hand but hand, heart and brain while developing each products.

### **Usage of Technology and its impact:**

In today's world it is very important to use technology for business and business development. It is very challenging to enter in global market by ignoring technology.

Pabiben well understood the importance of mobile and internet technology and that's why she chosen her brand name "pabiben.com ". Brand name itself explain that a rural woman want to explore by using technology and wanted to reach new heights.

Pabiben started her business by made a mobile friendly website. She chosen common name for her brand and website, thus she become very popular in very short time. Pabiben has a business page on Facebook , which is very popular in youngsters and followed by more than 8000 people. She is also very active on Instagram, twitter and whatsapp. She got likes in thousand for her post on social media. Besides living in remote village, pabiben shares her design photos to colleague artisan over WhatsApp, and make video call to explain in details. She shares her product catalogue to the clients across the world. Well-known market places given platform to pabiben to sale her

products in global market. Pabiben is seen on first page of World famous search engine google. Wikipedia made a separate page on pabiben.

Leading newspapers and magazines regularly publish articles on pabiben's journey. There are several videos on pabiben available on youtube.

She is travelling across india, so she keeps credit card swipe machine to get payment. She also receives payment through Paytm.

She uses latest stitching machine and cutting tools to save production time and increase production capacity.

Pabiben lives in remote village and does business across the globe by using latest mobile and internet technology. Technology plays a very important role to make her Entrepreneur from common woman of bhadroi village in kutch.

By using appropriate technology and resources, Now she becomes a global face of handicrafts. Pabiben's case study has been highlighted in a Digital India film made by Government of India. Social media giant Facebook has also made a film on pabiben's success story. CNBC and Republic TV telecast a special programme on pabiben's journey, while State Bank of India, Franklin Templeton, Reliance Jio and Cisco made an advertisement on pabiben and used her face to promote their products.

### **Marketing Model and Strategy :**

Pabiben does not have any business degree but she uses the basic business principles very well. If customer will be happy, he/she will recommend you to another 10 people, she smiles and explains the theory of "word of mouth".

There is a combination of 5P's (Product, price, people, place and promotion) in pabiben's model, where Human is in centre. She always keeps human and humanity in centre of all production and marketing activities.

Whatever made by Artisan should go to the customer as a concept rather than product.

Whole world follows the Fair trade concept while pabiben follows fair product concept where customer should get value for their money. Each and every product is made by hand, heart and brain, also each product carries a price tag with artisan photos where detail information directly goes to the customer.

### **Conclusion:**

When India is facing two major burning problems of unemployment and urbanization, a Rural Business model developed by pabiben Rabari solves the root cause and succeeds to provide local livelihood while preserving traditional arts and culture.

A woman like pabiben, lives in remote corner of india, having no formal education, resources, design skill, business and management skill, who has been equipped with

necessary skills and then she became able to handle her own business and provides livelihood to other rabari women.

There is a need to develop more pabiben in rural india. Pabiben's model should use to develop such more women entrepreneurs in rural india. This model could be used to develop business, management and design skills among women and make them able to run their own business.

If this model is implemented across all region, it can solve the major burning issues in india.

#### Reference:

1. Priyadarshi, Nilesh and Patel, Satish. (December 2019) Kaarigarclinic :Rural Business Clinic for Kaarigars. Published in Cooperative and Rural Development ( Gandhian Perspective for Sustainable Development )(pp. (230 to 233) by Dr.Lokesh Jain & Dr.Rajeev Patel .
2. Priyadarshi, Nilesh and Patel, Satish. (June 2019) Women Empowerment through Skill Development : A Case study of Pabiben.com : sustainable rural business model, Paper presented in the seminar on " Skilling India : Achievements and Future Prospects " jointly organised by the Indian Adult Education Association, New Delhi and UGC-Human Resource Development centre, saurashtra university, Rajkot.

