

ENVIRONMENTAL INNOVATION AND SUSTAINABILITY IN HANDICRAFT INDUSTRIES IN TAMIL NADU

K. ESAKKI MUTHU, Research Scholar
Department of Commerce
Manonmaniam Sundaranar University
Abishekapatti, Tirunelveli - 627 012

Dr.C.THILAKAM
Professor and Dean of Arts
Manonmaniam Sundaranar University
Abishekapatti, Tirunelveli - 627 012

Abstract

India is a country with rich cultural heritage. The marvelous arts and crafts are very unique features in India. Arts and crafts depict the ancient cultural traditions of the people. Indian handicrafts are the true representatives of one of the oldest civilizations of the world. Handicrafts constitute an important segment of the decentralized/unorganized sector of our economy. This study finds out role of e-commerce in development of rural handicraft artisans in Tamil Nadu. The main objectives are: to explain the concept of the e-commerce; to study the role of the e-commerce development of rural artisans in Tamil Nadu; and to study government. The research is mainly based on the secondary data.

Key words: E-commerce, handicraft, rural artisans, unorganized sector, etc.

1. Introduction

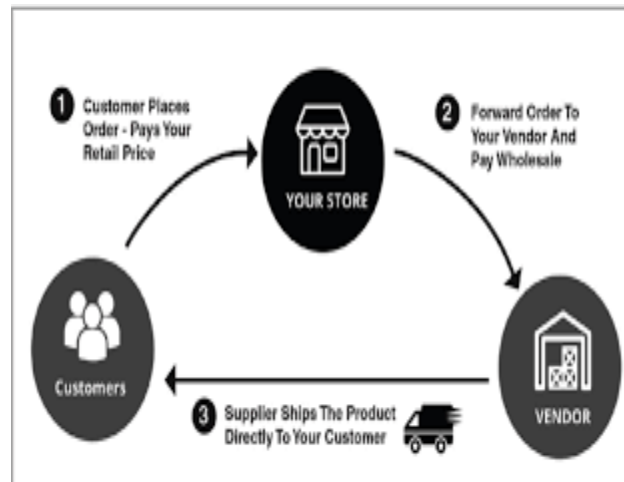
God created the universe for the joy of all living beings. But, it is the artist more than anyone else who delights a little more in the world around him and expresses his delight as well as his appreciation of things around him in various art forms. This fulfils not only his inner desire to imitate what God has created but also in the end delights rest of the mankind. Art need not necessarily be in any particular form. It can be as diverse as the work of the ancient artist who left his drawings in the caves in which he lived, as magnificent as the frescos in Ajantha caves or the stupendous architectural marvels of Angkor Vat or as incomparable as Nataraja of Tamil Nadu of Chola period. Tamil Nadu, the southernmost state of the Indian sub-continent has remained a citadel of Dravidian art and culture for centuries now. The magnificent temples, the marvelous stone sculptures, the bronze images of celestial figures, the wood carvings and the soul stirring wall paintings all made by master craftsmen with perfection have enriched social life and given a new dimension to our living culture.

2. Role of e-commerce in the development of handicraft artisans

India is a one of the biggest e-commerce market in world. The e-commerce retail market is estimated to be worth US\$ 12 billion in gross merchandise value terms as of 2016. Electronics is currently the largest segment in e-commerce in India with a share of 47 per cent and is expected to grow at a CAGR of 43 per cent by 2020. The apparel segment has the second highest share of 31 per cent in the e-commerce retail industry. Currently, there are 1-1.2 million transactions per day in e-commerce retailing. Indian cultural diversity provides remarkable art and craft products. Carpets, wood ware, bamboo products, marble sculpture, bronze sculpture, leather products, paintings, zari goods, embroidered goods and jewelry are few of the most desired handicraft products from India. Rising demand of Indian handicrafts in US, Britain, Canada, Germany, Italy, etc. provide great opportunity. Each industry need handicraft such as fashion industry, real estate, home décor, etc. For internet tech savvy buyers, online is the easiest way to find and shop for various handicrafts. Also e-commerce is one of the most promising channels in today's marketing scenario for selling handicrafts. It makes easy availability of goods at global level.

Mostly they are replicas of ancient pieces though certain original pieces have also been displayed. We ourselves produce brass lamps of various designs and sizes. The 6 feet Annam lamps and the branch lamps that we produce are indeed unique pieces of art and are in such high demand that we find it difficult to satisfy all customers instantly. But we do satisfy them by taking orders and delivering lamps of their choice as quickly as possible. We also encourage production of lamps through private artisans and handcrafted pieces such as Kalasam and Poornakumbam. Soapstone is another medium which has recently emerged as a source of many exquisite handicrafts depicting gods and goddesses or such down-to-earth decorative pieces which are displayed in any sophisticated drawing room. Vridhachalam, a small town in this state, was once well known for ceramic products. Unfortunately the art of producing artistic pieces from a special type of clay in and around this place has declined over the years. After the closure of the Tamil Nadu Ceramics Limited, the artisans who used clay as a medium for creating lovely pieces of art have suffered from neglect. The Tamil Nadu Handicrafts Development Corporation is making serious efforts now to revive this sector of handicrafts. It was with the view to preserve and foster these art forms that Poompuhar the Handicrafts Development Corporation of the Government of Tamil Nadu was formed. A repository of the best handicrafts from the state, it was established in 1973, and has been named after the erstwhile Chola Port of Poompuhar.

3. E-commerce process for handicraft



The customer will purchase or place an order from the proposed business website/store. The store will forward the order to the particular vendor and supplier will ship the product directly to the customer.

4. Government efforts

Poompuhar: Direct online selling of Poompuhar products through www.poompuhar.org, smart phone app and supported by free home delivery through dedicated bikes/vans. Online selling of Poompuhar products through e-commerce giants like Snapdeal, Flipkart, Craftsvilla and IndiaMart. Government declared Poompuhar as an “Optional Procurement Agency” for all government and quasi government agencies for procurement of any handcrafted product, giving a huge fillip to the handicrafts sector

E-promotion: Massive social media and online marketing campaigns using about 10 social media platforms including Facebook, LinkedIn, Twitter, Quora, Pinterest, Google+ etc through an exclusive agency.

E-inventory: Bar-coding of all handicrafts products.

E-billing: Centralized computerized billing including use of credit card/debit card machines.

E-mail: From CMD to about 3000 potential high net worth individuals.

IPads: To all marketing personnel to woo to potential customers and also for Facetime review with corporate office.

Poompuhar Craft Cafes: A Poompuhar craft cafe at Chennai and Mamallapuram has ensured that connoisseurs not only enjoy the exquisite handicrafts but also enjoy traditional vegetarian Tamil Cuisine. This has given a huge fillip to out marketing activities.

Urban Haats: Urban haats at Kanyakumari and Mamallapuram are enabling artisans from all over the country to market their products to a larger audience. Mamallapuram being declared as a World Craft Council Stone Carving City, a very rare honour has given fillip to the stone sculpture artisans of Kancheepuram.

5. Conclusion

Indian art, like the systems of Indian philosophy, was rooted in that truth, and so were Indian music and dance. Together they evolved as related expressions of man's humanity, symbolized by a tree inverted, whose leaves and branches and fruits are spread upon earth, and its roots in the cosmic space. Indian sculpture, stone and bronze, like Indian painting, took for its material the symmetry of the human body, male and female, and the asymmetry of human emotions. Both these were then transposed on to gods and goddesses; just as the human body itself was transfigured in the architecture of the temples and in the seven basic notes of Indian music. E-commerce is most important role of rural artisans. E-commerce is helpful to rural artisans.

6. Reference

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