

ROLE OF E-COMMERCE IN PROMOTION OF HERITAGE CRAFT OF BANDHANI

*Pallavi A. Acharya #Dr. Veena S. Samani

*Research scholar, Saurashtra University, Rajkot, Gujarat, India

#H.O.D. General Home science M.V.M. Science & Home Science College, Rajkot, Gujarat, India.

ABSTRACT

Bandhani is a type of tie & dye textile embellishment primarily by plucking the fabric with the fingernails into many tiny bindings that form a circle to create desired design. Bandhani is an ancient art that is mainly used in the state of Gujarat and Rajasthan and it is one of the most widely accepted and traditional methods of printing textiles in India. The Bandhani work has been exclusively carried out by the Khatri community of Kutchh and Saurashtra in Gujarat. Bandhani Art and Gharchola sarees are very famous. Its production is considered as an art. Now a day's selling of everything is becomes modern so bandhani and gharchola sarees can be marketed by e-commerce. E-commerce offer opportunities to those who can't afford huge start up costs or full-time job. E-commerce is a broad phenomenon. Here modernization takes place for that type of craft. The E-commerce market is prosperous and hovering for strong development in Asia. There are players who made a good beginning. Their success depends on their understanding of the market and offering various types of features. And represent the various opportunities for retailers, wholesalers, producers and for people. The E-commerce Industry in India has come a long way since its early days. The market has matured and new players have entered the market space. This paper tries to things to see bandhani related matters for modernization of selling. This paper also tried to find out the barriers for selling of Bandhani through e-business. E- Commerce site for market visibility and improved selling opportunities.

Keywords: E-commerce, Bandhani craft, Impact, Business skills,

I INTRODUCTION

“Handicrafts of a country reflect the culture and the custom of a Country and play a vital role in the country’s economy also. India has got proud possession of many ancient handicrafts which are backbone of the rural economy of many regions and many sections of the society. Handicraft is the second largest industry in India; second only to that of agriculture” (Katiyar, 2009)

“The art of Bandhani is highly skilled process. The technique involves dyeing a fabric which is tied tightly with a thread at several points, thus producing a variety of patterns like circles, squares, dots, etc, depending on the manner in which the cloth is tied.” (www.craftmark.org) “In Saurashtra, Jamnagar city is the city is main producing centre of Bandhani and where as in Kachchh, the Bandhani is produced across the entire district. The bandhani has five categories of players, manufacturers, manufactures traders, Traders, Tiers and, Dyers. On the other hand tiers and dyers provide support serve in the process of production.”(Jain & Tiwari, 2014) “At present, about 60,000 artisans are engaged in the process of production of this unique textile craft at Jamnagar and about 6,000 artisans at Kutchh of Gujarat This process are outsourced to females in nearby households. This work is mainly carried out by women and girls. The time taken for tying work varies depending upon the bandhani design and is ranging from 4 to 90 days” (Maharishi & Shah, 2010).

Many economists and experts believe that in recent years, a revolution has occurred similar to the industrial revolution which the world has entered the information age. It makes large changes in the economic, social and cultural aspects. E-commerce has so many advantages in our life because it makes convenient in daily life of the people (Shahzad Shahriari et al, 2015).

E-commerce is very popular at present and lots of product being sold by this mode. In e-business, the entire process of setting up a website, helping the forthcoming customers navigate through the website, showing them the available products, offering discounts and vouchers and doing everything possible to encourage the prospective clients and converting them into customers, comes under the purview of this modern e-commerce(<http://www.investopedia.com/terms/e/ecommerce.asp30/03/2014>).

Objectives of the Study

1. To get out information about demand and supply of bandhani craft.
2. To compare of bandhani craft selling by traditional methods and by e-commerce.
3. To get marketing information regarding bandhani craft.

II REVIEW OF LITERATURE:

Theoretical review

India is known for its ethnicity. Many handmade crafts have increased the fame of India around the globe. Many rural people still earn their livelihood from their creative pieces of art. The crafts of India are diverse, rich in history and religion. Handicrafts commonly refer to handmade crafts. Earliest evidence of Bandhani dates back to Indus valley civilization suggests that dyeing was done as early as 4000 B.C. the first Bandhani saree was worn at the time of Baan Bhatt's Harshacharita in a royal marriage. It was believed that wearing a Bandhani saree can bring good future to a bride. Bandhani work in India was started by the Khatri Community of Gujarat the term 'Bandhani' is derived from the word 'Bandhan' that means tying up. It is an ancient art practice that is mainly used in the state of Gujarat and Rajasthan. The tie-dye from Gujarat called Bandhani is regarded for its fine resist dots and intricate designs. Traditionally the tie-dye is done on silk, cotton and wool. Major centers of bandhani in Gujarat are Bhuj (Kutch), Mandavi (Kutch), Jamnagar, Rajkot and Ahmadabad according to the number of dots in the pattern. An intricate design in a sari would have approximately 75000 dots.

Earliest evidence of Bandhani dates back to [Indus Valley Civilization](#) suggests that dyeing was done as early as 4000 B.C. The earliest example of the most pervasive type of *Bandhani dots* can be seen in the 6th century paintings depicting the life of Buddha found on the wall of Cave I at Ajanta. This art finds its mentions in the Alexander the great time texts about the beautiful printed cottons of India. As per evidences in Historical Texts, the first Bandhani saree was worn at the time of Bana Bhatt's Harshacharita in a royal marriage. It was believed that wearing a Bandhani saree can bring good future to a bride. Ajanta walls stand for the evidences of these Bandhani sarees. The dyers have experimented with the use of different elements both natural and manmade for ages. Also there are experiments with different binding/tying techniques to create patterns on cloth immersed in containers of dye. Different types of tie and dyes have been practiced in India, Japan, and Africa for centuries. Tie-dye became fully developed in China during the Tang dynasty (618-906 A.D.) and in Japan during the Nara period (552-794 A.D.) (Yoshiko Iwamoto, 2002).

Bandhani Panorama in E-Commerce:

- 1. Opportunity for Retailers:** A retailer can save his existence by linking his business with the on-line distribution. By doing so, they can make available much additional information about various things to the consumers, meet electronic orders and be in touch with the consumers all the time. Therefore, E-Commerce is a good opportunity.
- 2. Opportunity for Whole Sellers /Distributor:** In the world of E-commerce the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their goods to the retailers and the consumers. In such a situation those wholesalers can take advantage of E-Commerce who are capable of establishing contractors with reputed producers and linking their business with the on-line.
- 3. Opportunity for Producers:** Producers can take advantages of e-commerce by linking themselves with on-line, by giving better information about their products to the other links in the business chain and by having a brand identity.
- 4. Opportunity for People:** As more people are getting linked with E-commerce, the demand for centre providing internet facility or cyber cafe is also increasing. Hence, the people who wish to take advantage of it can establish cyber and have their benefits. (N.Chanana & S.Goele, 2012)

Related Literature review

Dr. R. Bhatia & M. Sathe (2014) conducted study was focused on the advancement of this Patola craft by launching an e-store on existing e-commerce site for market visibility and improved business opportunities. The existence of the Patola Sahakari Mandali was a proof of the craft flourishing in this village of Somasar of Surendranagar district, Gujarat. Business opportunities for the craftsmen would improve with greater visibility through an electronic market space provided they keep their site constantly updated.

N. Chanana & S. Goele (2012) in her article gives an overview of the future of E-Commerce in India and discusses the future growth segments in India's E-Commerce. We found various types of opportunities for retailers, wholesalers/distributors, producers and also for people. Retailers meet electronic orders and should be in touch with the consumers all the time.

Shahzad Shahriari et al. (2015) in his article researchers will discuss the benefits of e-commerce and its impact on the market. Advantages of e-commerce are cost savings, increased efficiency, and customization. In order to understand electronic commerce it is important to identify the different terms that are used, and to assess their origin and usage. These include information overload, reliability and security issues, and cost of access, social divisions and difficulties in policing the Internet. Successful e-commerce involves understanding the limitations and minimizing the negative impact.

Arihant Jain (2014) reported was focuses on the websites selling Indian handicrafts majorly in Indian, US and European market. These reports specify the product range offered by these e-commerce websites and the general price range for these products. It also provides the estimated sales figure for these websites as per the product/country form.

III METHODOLOGY

A survey of Bandhani manufacturing unit in Saurashtra region was carried out for different issues regarding bandhani craft. Bandhani manufacturers are target group. A questionnaire was designed to collect information along with personal interview of 50 Bandhani manufacturers of the units. Various types of questions are asked to assess the issues. Survey results were arranged for systematic analysis

of content and requirements. Researchers survey various parameters like production, marketing strategy, selling through e-commerce etc by a set of questionnaire and personal interviews.

Area of Study

It is in this dynamic environment that we need to understand for any business. The bandhani craft of our country is ancient. How to make this craft more popular is important by production, by increase the demand, or by selling with hi-tech methodology. To safeguard any national heritage they can do very successfully as well as very cost-effectively by e-commerce.

IV RESULT AND DISCUSSION

From the survey, the remarkable results are obtained.

Table: 1 Information about demand and supply of Bandhani sarees:

Sr no	Evaluation	Yes (%)	No (%)
1	Does Bandhani sarees demand are looked in market?	92	8
2	How does Bandhani sarees are sold against other sarees?	68	32
3	Do you think Bandhani sarees want will increase in future?	91	9
4	How much Bandhani sarees you are supplied productively?	90	10
5	Is modernism required to be better way at customers?	72	28
6	Does any investigation need to improve this art?	75	35

Table 1 shows in future demand will increase in future. Bandhani sarees supplied very productively to customers. Modernism is required to be better way towards consumers.

Table: 2 Comparison of bandhani selling by traditional methods and by e-commerce

Assessment	Mode of selling	Yes (%)	No (%)
Selling of Bandhani is beneficial	Traditional	52	48
	E commerce	58	42
Selling of bandhani increased	Traditional	72	38
	E commerce	43	57
Possibilities of obstacles to sell the Bandhani	Traditional	24	76
	E commerce	65	35
Advertisement in selling of Bandhani	Traditional	22	78
	E commerce	60	40

Table 2 bandhani sarees can be sell more but obstacles ware observed in e-business viz; lack of knowledge and information. Due to digitization on line advertisement done 60% while local newspaper and pamphlet were 22% for selling.

Marketing Information: -

- Selling of bandhani is done by either self or family members.
- It is sell at home, shop, exhibition or fare by forefather, parents or self.
- It is need for advertisement is done through pamphlets, news paper or internet.
- Selling is more at retail shop and at exhibition during marriage and festival time.
- Selling is through e-commerce is less due to lack of knowledge, information or finance.

Examples of Selling of Bandhani through e-business:

The investigator identified nine e-commerce websites which put items for sell of Indian Handicrafts. These sites also provided a choice for opening an e-store on their website. The list of web sites is as follows:

- (1) www.craftsvilla.com
- (2) www.gurjari.co.in
- (3) www.etsy.com
- (4) www.estoregurjari.com
- (5) <https://www.myntra.com>
- (6) www.unnatisilks.com
- (7) www.utsavfashion.in
- (8) <https://indiarush.com>
- (9) <https://www.samyakk.com>

V FUTURE TREND

As world moves forward to e-shopping, e-commerce can be one stop target to market the naturally crafted products to a geographically increase customers without much investment of space and precious time. This type of business requires internet, electronic media etc so we should be ready to adopt the high-tech matter. The internet has transformed trade marketing. The internet is likely to be at the heart of marketing strategy. A successful marketing strategy depends on understanding various customers, what they need and how we can influence them to buy from us. In the future more perspectives related with bandhani arts can be extended by different supports. India is wide country. Lot of work required to approach every citizen with internet and electronic media. India is developing rapidly and if development is to be measured, how can we ignore the role of e-commerce in it.

VI CONCLUSION

It was concluded that bandhani is very lengthy and time-consuming process art with little economic rewards. E-commerce can enhance the selling of bandhani sarees. The traditional or conventional modes of selling should be replaced with new techniques. Manufacture should get benefits from that one. E-commerce can provide wide platform for such art. Craftsmen were sustaining their life through the bandhani craft which means that the craft and the technique of making that craft both will remain alive. Business opportunities for the craftsmen would improve with better visibility through an electronic market space provided they keep their site frequently updated. Turn-over can be increased if e-commerce is adopted.

VII ACKNOWLEDGEMENT

I am thankful to all my respondents for their willing co-operation in providing the necessary precise primary data. I am very much grateful to Vibodh shah of Chairmen of Bandhani Hastakala Association, Dubbal brothers of Chhagan Toppan, Karan Shah.

References:

1. Prashant M Maharishi & Vibodh P. Shah (2010) From GI-1C Jamnagar Chamber of Commerce & Hastakala Association, Gujarat pq-1-41.
2. Dr. Reena Bhatia, Muktai Sathe. (2014). Handmade Patola of Surendranagar, India: Marketing through e-commerce, Full Paper Proceeding ITMAR-2014, Vol. 1, 469-476
3. N. Chanana & S. Goele, 2012 "Future of e-commerce in India" International Journal of Computing & Business Research
4. Katiyar, V. S. (2009). History of saree, New Delhi: Wisdom Tree.

Webliography:

1. www.craftmark.org
2. http://www.investopedia.com/terms/e/ecommerce.asp30/03/2014