



# Assessing the Impact of HR Practices over the performance of the Crochet Lace Handicraft units located in East and West Godavari Districts of Andhra Pradesh

<sup>1</sup> Manda Manikya Rao,<sup>2</sup> Dr.Nagaraju Battu,

<sup>1</sup> Research Scholar,<sup>2</sup> Associate Professor,

<sup>1</sup> Department of Human Resource Management,

<sup>1</sup> Acharya Nagarjuna University, Guntur, Andhra Pradesh, India.

**Abstract :** The present research paper is aimed to understand the role of HR practices in the Crochet Lace Handicrafts in the state of Andhra Pradesh. The concerned units are located in East and West Godavari districts. The impact of HR practices over the performance of the concerned business units. The researcher collected 1096 samples from the select handicraft units from the women artisans. Simple linear regression analysis is applied and the detailed analysis is presented in the paper.

**IndexTerms -** Crochet lace handicraft units, HR Practices, East Godavari, West Godavari, Andhra Pradesh

## Introduction:

Handicrafts are mostly defined as “Items made by hand, often with the use of simple tools, and are generally artistic and/or traditional in nature. They are also objects of utility and objects of decoration.” The Indian handicrafts are known the world over for their rich variety, grace, elegance and skilled. Excavations conducted in different parts of India prove that India in various periods had unmemorable handicrafts. The ruins and remains unearthed from Mohan-Jo-Daro prove the high skill of craftsmanship of the inhabitants of this region. Household utensils plain and painted pottery brought about by the rhythmic turning of the wheel, terracotta’s, weapons and implements, ornaments, were some of the artistic and valuable things found there. Varieties of handicrafts are produced over time in all parts of the country including tribal areas. Thus handicrafts of any given time and space reflect and preserve in them the results of centuries of patient experiments of man under varying circumstances. Like art craft treasures also reflect the taste of human society through the individual and give collective mind of the community. Crafts not only satisfy economic wants but also the aesthetic yearning of man (Dilip Kumar et al., 2013).

## Review of Literature on HR Practices in Handicraft Industry:

Hashmi, 2019 elaborated in his study that in many developing nations, handicraft production is a major form of employment and in some countries it constitutes a significant part domestic as well as of the export economy. More specifically, artisans have been identified as the second largest sector of rural employment after agriculture not only in India but also in many countries of the world. Further in his study he has observed that machine made craft is forecasted as an escalating business units as against handicraft products is unlikely to decline significantly in future.

Anandarajan et al, 2018 concluded that it is due to negligible start-up capital, flexible work hours, the ability to work at home and freedom to manage one's own business, handicraft production has crossed all sectors of the modern global economy through preindustrial to industrial and post-industrial regime. Further in the study they say that artisan production has flourished because handicraft products offer distinct advantages such as income for those who have limited access to the cash economy and more importantly, unlike many other forms of labor, handicraft artisan can avail the benefit of degree of labor independence.

Redzuan, 2019 has highlighted the importance of rural industrialization especially handicrafts industry Murthy says in his study that handicraft provides ancillary income, helps to distribute the workforce, improves the life standard of working section and increases the use of local raw material with that it promotes creative talent of the artisans. Further emphasized that the handicraft is one of the important portions of cottage industries and such industries are dominated by underprivileged labor class, which provides more employment to the backward classes of the population and the extremely low income of the people associated with this sector. In the study author further says that the problem faced by the handicraft industry is raw material which is in scarcity due to the miss management of the resources.

Bhattacharjee, 2020 In his study mentioned that the sector of handicraft is largely environment-friendly and it needs not as much of energy for the consumption and consciousness on these issues, this is the sector where fair trading practices are possible and its growth is fast as compared to other sects of the economy. All those factors make the sector powerful player of the country's economy and significant tool for tackling unemployment. Moreover discussed that handicraft sector is an ultimate source of rural, urban as well as tribal areas. For their all round development, improvement in handicraft can result in generating greater jobs and the better income for such kind. Further, they stated that other consequences of better handicraft industry is, it can reduce the migration from rural to urban cities as proven in earlier, it provide the fringe income for rural and tribal people and with the improvement in respect of income it automatically leads towards will be social equilibrium, ethnic heritage and national identity preservation.

According to Mahapatra et al, 2021 The Ministry of Tourism and Culture, has decided to carry out a Survey of Foreign Tourists for the "Expenses which they expend on Handicrafts in India. The main objective of the survey was to find out how much the visiting foreign tourists spend on handicrafts for India. The field level survey was launched by NPC during Sept. – Oct., 2002 in six major cities of India. It was found that the places where foreign tourists reach its handicrafts become important aspect for their visit. Further surveying body recommended that if country needs to increase its handicraft markets it must concentrate on tourism industry for its boost.

Menon, 2020 the study of author looks the topic in a different way; he says that it is the government of any nation who needs to provide attention towards strong Small and Medium Enterprises, which is the important commitment of any nation towards international bodies for the up- lifting of a privileged group. He further says the policy of the nation towards such enterprises must be such that it provides mechanism by which the demography of small and medium enterprise sector itself becomes a matter of public security.

Chatterjee, 2020 in his study made an important point that the focus of every nation especially India must be the collaboration of ancient art with the modern technology and strengthening of financial infrastructure support in order to make the Small and medium industry grow internationally. This leads in generating employment for the nation with that it would be a tough competition to the international market and improve the national income. Further author says even though the small and medium industry suffered due to globalization but this industry has potential to provide numerous benefits to local as well as to foreign market in terms of growth of units, employment, output and exports. These sectors are approaching from both the macro perspectives as dogmatic level and micro perspective as village activities for the augment of such areas.

Neha, 2021 in his study has analyzed that handicraft sector with other small scale industries has shown double-digit growth from last ten years which is not seen in most of the players of the economy, more importantly handicrafts of Indian has been exhibiting a striking export performance from last few decades. The study has focused that, what India need is the attention for simplified legal and regulatory framework for the betterment of small and medium industries. Further, in his study author said that no doubt that globalization has both opportunities and challenges for this sector but better strategies, good governance, sufficient and accessible finance, suitable infrastructure and competitive environment in handicraft and small scale industry will raise the Indian Industry as a whole.

Namin, 2019 in his study related to globalization, of Indian handicraft has revealed that Indian economy experiences the existence of both traditional handicrafts and modern mechanized production. Further states that Indian economy has experienced both positive

and negative impacts because of globalization process. But one of the sectors benefited out of it, is the Handicraft industry. Since 1991 the era of globalization, Indian handicraft export has reached at a commendable height.

### Research Gap:

There are numerous studies existed over the Human Resource Practices in the various sectors which included both the manufacturing and service sectors. However, based on the available literature it is noted that there is no a specific study with respect to the handicraft sector. Few research works emphasized over the marketing opportunities in the Indian handicraft industry (Hashmi & 2019; Bhattacharjee, 2020 & Dash, 2020). Some other studies focused on the problems and challenges associated with the handicraft units (Mahapatra & Sanjay, 2020; Menon and Vanaja, 2020). Many other studies revealed the value chain, export performance (Shaw, 2018; Sanjay, 2019 & Ferrari, 2018). But no study is aimed to understand the impact of HR practices over the performance of the business units. Furthermore, there is no a study revealed the role of HR practices over the artisans with respect to the Crochet Lace handicrafts. Hence, this study considered it as the research gap and conducted the analysis.

### Research Design

The available limited literature on HR Practices in the handicrafts industry in the Indian context it is assumed that to adopt qualitative and quantitative approaches to explore and examine the factors affecting HR Planning and performance of business units. In order to determine the factors effecting the HR practices, the researcher interacted with the handicraft industry operators. He conducted the semi-structured personal interviews with the concerned handicraft units operators and consolidated the various qualitative and quantitative variables of the study.

### Data Analysis and Results

#### H1<sub>0</sub>: Recruitment and selection will not effect the Performance of handicraft units

The relationship between the Recruitment and selection and the performance of handicraft units is measured in this section. To perform this action, the researcher considered the Recruitment and selection as the independent variable and the performance of handicraft units is the dependent variable. The mean scores of Recruitment and selection is regressed over the mean scores of performance of handicraft units. Simple linear regression analysis technique is adopted by the researcher to examine the relationship between the concerned variables. The derived results are discussed in the below paragraphs.

**Table – 1: Model summary table of the analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.416 <sup>a</sup>	0.173	0.172	0.95919
a. Predictors: (Constant), Recruitment and selection				

Table – 2: ANOVA table of the model

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	210.300	1	210.300	228.574	0.000 <sup>b</sup>
	Residual	1006.536	1094	0.920	--	--
	Total	1216.836	1095	--	--	--
a. Dependent Variable: Performance of handicraft units						
b. Predictors: (Constant), Recruitment and selection						

Table – 3 : Coefficients of the model

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.566	0.200	--	12.810	0.000
	Recruitment and selection	0.512	0.034	0.416	15.119	0.000
a. Dependent Variable: Performance of handicraft units						

**Conclusion:**

Based on the derived results, the researcher concluded that, the Recruitment and selection have moderate impact over the performance of handicraft units levels in the organizations. Further it is also noted that the concerned independent and dependent variables highly significant. The statistic results proved that the null hypothesis  $H_{10}$  is disproved and the alternative hypothesis  $H_{1a}$  is proved. Hence, it is required frame certain Recruitment and selection which may deliberate performance of handicraft units.

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