

A Case Study :

Women entrepreneurship in Kadamb Mahila Handicraft and Industrial Manufacturing and Sales Co-operatives in Patola Manufacturing, Rajkot

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ABSTRACT

A Case Study of Women Entrepreneurship in Kadamb Mahila Handicraft and Industrial Manufacturing and Sales Co-operatives Patola Manufacturing, Rajkot was carried out. A questionnaire was designed to collect information along with personal interview of 60 women workers of the unit. Various parameters ranging from financial matter of work, working style, physical hazards from occupation were evaluated. General information regarding present fashion trend in patola weaving and dyeing were studied. Present consumer demand for various color combination, different types of printing (design) were also evaluated. It was concluded that patola weaving is very laborious and slow process art with little financial rewards. So entrepreneurs in Rajkot are developing new pattern of patola with weaving design only in weft yarn, which is more economical and viable in present fashion and situation. Traditional patola of Rajkot are famous and cheaper than patola of other places in Gujarat, such as Patan, and also of those made in states other than Gujarat.

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As per the Indian tradition, it was responsibility of a man to earn for family, while women were supposed to cook, to do house hold work and rear children. But after the industrial revolution, women also started moving out for work. In today's world, the stereotype division of work no longer exists. Men and women both work together in all the fields of economy. Women have entered even in that area of work, which was once considered as men's bastion - from driving a vehicle to joining the armed force; women have started contributing their mite, and carve a niche for themselves.

With changing attitude in society, concept of gender equality also started gaining foothold amidst rapid expansion of economical horizons, triggered by scientific and technological revolutions. That is why, perhaps the list of three basic necessities food, shelter and clothes have become endless.

Newer avenues have been explored in each of the basic necessities to meet the aspiration and need of the class, which has climbed the ladder of prosperity. Textile for example, has no longer remained a basic necessity. There is much more than the demand to cover and protect the body. A piece of cloth or an outfit is looked beyond its basic value. Value addition on basic product, is in fact, the key that open up new vistas.

Clothing and textile too have witnessed major change from the viewpoints of manufacturers and end users. From individual wearer to textile mill, the manufacturing process

has become complex.

There is also a group who provide only inputs. Women always played a lead role since centuries in cloth making. There used to be a single economical, social class called weavers, who used to inherit the skill of weaving. They were the master weavers and this skill has remained their bastion. Machine could not replace them. Patola is one of the products, which is still woven by weavers.

Patola weaving is very laborious and slow process art with little financial rewards. So entrepreneurs in Rajkot are developing new pattern of patola with weaving design only in weft yarn, which is more economical and viable in present fashion and situation. Traditional patola of Rajkot are famous and cheaper than patola of other places in Gujarat, such as Patan, and also of those made in states other than Gujarat.

Various parameters ranging from financial matter of work, working style, physical hazards from occupation were evaluated by the present study. General information regarding present fashion trend in patola weaving and dyeing were studied. Present consumer demand for various color combination, different types of printing (design) were also evaluated.

Kadamb Mahila Patola Manufacturing, Rajkot was selected for the study because of its traditional method of weaving patola by hand. This unit offered employment to 60 women workers specializing in different aspects of patola making like bleaching, grafting, dyeing and weaving.