

*Research Paper :*

## **Attitudes of Home Science graduates to take up traditional embroidery as self-employment**

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### **ABSTRACT**

The present study was conducted on 50 Home Science graduates of Rajendra Agricultural University, Pusa, Bihar to know their attitudes to take up traditional Indian embroidery as self employment. It was observed that majority of the respondents had the positive attitudes and among the different embroideries, Kantha embroidery ranked first.

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**Key words :** Traditional embroidery, Self employment, Attitudes

**T**he global conference on women's empowerment held during the year 1988 highlighted empowerment as the way of making women partners in development process. The economic needs of the family are increasing day by day demanding the women to take up gainful employment outside or inside the home. Self-employment is a potential source to empower women and self-employment enhances the equality and status of women as participants, decision makers and beneficiaries in the democratic, economic, social and cultural sphere of life (Sunder, 2004).

Embroidery is a single set or sets of continuous elements worked in and out of a ground fabric with a needle or other tool, to form decorative stitches (Chopra, 2003). This craft has lived very close to the people and been handed down from generation to generation. Embroidery of each region reveals its traditional character and life of the people. Each region has developed a style of embroidery adding to the variety and richness of the craft. Among these different styles, Kantha embroidery, zardozi, U.P. Chikan Kari, appliqué and patch work, Banjara embroidery are coming into vogue and have become highly commercialized. The traditional embroideries of various states in the textile and apparel designing are receiving overwhelming response from export market as well as in home land. It has an employment potential in rural areas and metros also. Many of today's top designers incorporate traditional arts creating a distinct identity for themselves. This process

helps to conserve traditional Indian crafts and rich heritage of our nation alive and provide livelihood security to the rural people. Home Science students can play a vital role in value addition to traditional textiles thus one can become a job creator than job seeker. Das (1999) identified the self-employed women are the most satisfied. Keeping in view the above facts, the present study was undertaken to know the attitudes of Home Science students to take up traditional hand embroidery as self-employment and their preference for particular embroidery.

### **METHODOLOGY**

The data were collected from a sample of 50 Home Science graduates of R.A.U., Pusa, Bihar with the help of a well structured interview schedule. Random sampling technique was used for the selection of respondents. Besides the interview, observation method was also employed as a tool to supplement the information. The collected data were analysed by using frequencies and percentages.

### **FINDINGS AND DISCUSSION**

The study was undertaken considering the fact of non-availability of Govt. and any other jobs.

Table 1 reveals that 76% respondents considered natural fibre while purchasing clothes, because natural fibres are eco-friendly and comfortable. Only 24% respondents preferred synthetic material because they are easy to care and less expensive. 82% admired

**Table 1 : Preference of the respondents regarding traditional textiles and embroideries (n = 50)**

Category	Preference	Frequency	Percentage
A. Fabric			
i.	Traditional textiles of natural fibre	38	76
ii.	Other textiles of synthetic fibre	12	24
B. Embroidery			
i.	Hand embroidery	41	82
ii.	Machine embroidery	9	18
A. Costume			
i.	Traditional costume	30	60
ii.	Western costume	20	40

**Table 2 : Respondents attitudes regarding hand embroidering as self-employment (n = 50)**

Positive attitudes	Frequency	%	Negative attitudes	Frequency	%
1. Creativity	8	16	1. Not creative	4	8
2. Earns hand some money	20	40	2. Takes time and patience	5	10
3. Highly in fashion	5	10	3. Prefer to opt other activities	10	20
4. Diversification	5	10	4. Not good at	2	4

(Multiple responses found)

traditional hand embroidery and explained that traditional hand embroidery creates versatility in apparel designing. 18% respondents informed that they liked machine embroidery because they are less time and energy taking and do not demand much creativity. 60% respondents preferred traditional costumes which may be due to local tradition and customs.

Table 2 reveals that 16% respondents wanted to opt the hand embroidery as self-employment because they were creative, skilled and talented. 40% respondents revealed that they may take up embroidery for self-employment because traditional hand embroidery earns lots of money, requires less capital and the business can be started at home scale level and they have demand in foreign market also. 10% respondents found it highly in fashion. So, they visualized its bright future. Moreover, 10% students found that diversification is possible in traditional embroidery by combination of embroideries. Though, 8% respondents had negative attitudes for opting embroidery as income generating activities because they were not creative. However, 10% thought it, as tire some job. May be they do not found it interesting. 20% of them liked to prefer other activities for self-employment and 4% told they were not good at all in this skill.

The study clearly indicated that Kantha embroidery was preferred by majority of the respondents (Table 3). It may due to the fact that Kantha embroidery creates a variety of designs and easy to work. The Kantha embroidery ranked 1<sup>st</sup> and was followed by patch work, chikan work, phulkari and zardozi embroideries according to the preference given by the respondents for taking up

**Table 3 : Preference of specific traditional embroidery for self employment (n = 50)**

Sr. No.	Specific embroidery	Frequency	%	Rank
1.	Patch and applique work	13	26	2
2.	Kantha embroidery	26	52	1
3.	Chikankari of U.P.	6	12	3
4.	Phulkari	3	6	4
5.	Zardozi	2	4	5
6.	Others	-	-	-

as self-employment as a specialized area of distinctive individuality and recognition.

Majority of the respondents felt they need more trading based training. Only 4% did not show any interest for more training (Table 4).

**Table 4 : Opinion of the respondents regarding more training need (n = 50)**

Statement	Frequency	Percentage
Need more professional training	48	96
No need of further training	2	4

### Conclusions:

Women's participation in economic activity especially through self-employment is of crucial importance. There is a rising expectation among policy makers to generate economic and social recognition through development of entrepreneurship among women in all areas of life. Home Science graduates from Agricultural University can help rural women bringing them forward to take up embroidery

as self-employment/enterprise for empowerment as rural women are good at embroidery, creative and crafts person. So, they can exploit their potential to become an entrepreneur or self-employed empowered women.

### Recommendations:

A trading, guidance and counseling cell can be organized in all colleges, universities, Panchayats and schools catering to the entrepreneurial query of women based on their potential. Educational institutes offering embroidery and garment related courses need to get closer to field realities by updating existing curriculum with the fast growing technological developments.

### Success mantra of self-employed women in embroidery business:

- Designing
  - Selection and arrangement of motifs
  - Combinations of embroideries
  - Colour combination
- Quality products
  - Raw material
- Durability
- Colour fastness
- Serviceability
- Craftsmanship
- Promise keeping/delivery in time
- Meet emergent needs

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