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Fabric embellishment techniques-magical tools for rural women entrepreneurs

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Abstract
Women are an important sector of our society, they constitute half of the population in the country where the major chunk belongs to rural areas. Earlier, women suffered lot of deprivation and negligence by the male dominating society, especially in rural areas. However, at present day, after overcoming all the rigid customs and traditions imposed upon them, they demonstrate their abilities by earning money through income generating activities. Therefore, present study was conducted during 2021-22 in Shahnal and Hasanga villages of Fatehabad district with the objectives to assess the feasibility of different fabric embellishment techniques among rural women entrepreneurs. The sample comprised of 40 rural women (20 from each village). Three days training was conducted in both the villages on four different embellishment techniques viz; different embroidery stitches (chain stitch, herringbone stitch, cross stitch, etc), fabric painting, block printing and tie and dye techniques. The training was conducted by learning by doing method. The skill acquisition of the respondents was worked out which revealed that nearly 60.0 percent (57.5%) of the women were able to execute the different types of stitches and tie & dye work without any difficulty while 45.0 percent women were able to do fabric painting without any difficulty.

Keywords: Entrepreneurship, embellishment techniques, income generation, empowerment, rural women

Introduction
In India, almost fifty percent of the total population is constituted by women. But unfortunately women's participation is seen to be lower in the economic development of the country as compared to men. Till date, men have always occupied a dominant position in the society whereas women have been allocated roles and responsibilities of lesser importance. In spite of all the protection granted to women by the Constitution of India, they have always been identified as the second gender. The main factor restricting active participation of women in economic activities is the traditional mindset which views women as homemakers while the role of bread earner is headed by the male counterpart in the family. Women empowerment has always been a challenge, particularly for the rural women. The reins of entrepreneurship have always rested in the hands of males. Conversely today, women have established themselves as enterprising and encouraging entrepreneurs. Consequently, in the past few decades, women's participation in economic development of the country has increased manifold.

Equality among men and women can be possible through economic independence of women to a large extent. Micro enterprises in rural area are the solution to these challenges. Micro-enterprises not only help in the enhancement of national productivity through employment generation but also in developing economic independence, personal and social\capabilities among rural women. With the effective involvement in entrepreneurial activities, the achievement of rural women can be huge. Rural women have basic indigenous knowledge, skills, potential and resources to set up and run the enterprises. However, the problem lies in the fact that rural women lack knowledge regarding loan procedure, certification procedure, various funding agencies, government welfare programmes, lack of motivation, technical skill and support from family, government and other organization. Moreover, there should be encouragement regarding formation and strengthening of rural women entrepreneurs' network. This network helps the rural women in providing the requisite technical knowledge in production, processing, procurement, management and marketing. This move would definitely become a motivating factor for rural women to engage in micro entrepreneurial activities thereby adding to the family income and national productivity.

Women proved their creative abilities and have indeed excelled in various fields. Therefore, it is very crucial to empower and capacitate women through providing skills in various income generating activities. Income generating simply means gaining or increasing income whereas income generating activities are considered those initiatives that cover initiatives like small business promotion, cooperative undertaking job creation scheme, sewing circle, credit and saving groups and youth training programmes. Economic empowerment is the ability to make and act on decisions that involve the control over and allocation of financial resources (Golla *et al*., 2011) [4]. Indeed, women's economic empowerment is perceived as the transformative process that helps women and girls move from limited power, voice, and choice at home and to possess the skills, resources, and opportunities needed to compete equitably in markets with a fair degree of financial autonomy. Empowered women contribute to the health and productivity of whole families and communities and to improve prospects for next generation. With this concept empowerment of rural women towards sustainable livelihood through training on income generating activities was taken for the present study.

Methodology

Locale of the study: The present study was conducted in two villages namely Hasanga and Shanel from district Fatehabad, Haryana.

Selection of sample: Total forty rural women, twenty from each village were selected randomly for carrying out the research study.

Statistical design/ methods: For analyzing the collected data, various statistical tools were applied such as frequency, percentage and effectiveness indices. The data was analyzed and then interpreted using suitable software.

Results and Discussion

Forty respondents from two villages viz; Hasanga and Shanel attended the training on fabric embellishment techniques. The training was conducted on four different embellishment techniques viz; different embroidery stitches (chain stitch, herringbone stitch, cross stitch, etc), fabric painting, block printing and tie and dye techniques. The training was conducted by learning by doing method. The result of perceived feasibility of different embellishment techniques are as under:

Pre and post- exposure knowledge regarding different embellishment techniques

The results presented in the Table 1 highlighted the facts that in different embroidery stitches the maximum knowledge gain i.e. 77.50 percent was observed in procedure to be followed while doing different stitches, followed by material required (75.0%) and 70.00 percent was observed in type of fabric to be used. In case of fabric painting maximum knowledge gain i.e. 67.50 percent was observed in the procedure to be followed for doing fabric painting and 62.50 percent knowledge was observed in the type of material to be used and same was observed in the type of material to be required.

For block printing the maximum knowledge gain i.e. 85.0 percent was observed in the procedure to be followed whereas 77.50 percent knowledge gain was observed in type of fabric and type of material to be used while doing block printing. In the technique of tie and dye the maximum knowledge gain i.e. 77.50 percent was observed in the procedure to be followed and the type of material required for doing tie and dye work whereas 72.50 percent knowledge gain was observed in the type of fabric to be used while doing tie and dye work. From the above results it can be inferred that the maximum knowledge gain was observed in the procedure to be followed for doing different embellishment techniques.

Table 1: Pre and post- exposure knowledge regarding different embellishment techniques (n=40)

Sr. No.	Technique	Pre-knowledge f (%)	Post knowledge f (%)	Knowledge gain f (%)
Embroidery				
1.	Material required	08(20.0)	38(95.0)	30(75.0)
2.	Type of fabric	08(20.0)	36(90.0)	28(70.0)
3.	Procedure	07(17.5)	38(95.0)	31(77.5)
Fabric Printing				
1.	Material required	11(27.5)	36(90.0)	25(62.5)
2.	Type of fabric	09(22.5)	34(85.0)	25(62.5)
3.	Procedure	11(27.5)	38(95.0)	27(67.5)
Block Printing				
1.	Material required	3(7.5)	34(85.0)	31(77.5)
2.	Type of fabric	3(7.5)	34(85.0)	31(77.5)
3.	Procedure	2(5.0)	36(90.0)	34(85.0)
Tie And Dye				
1.	Material required	6(15.0)	37(92.5)	31(77.5)
2.	Type of fabric	07(17.5)	36(90.0)	29(72.5)
3.	Procedure	07(17.5)	38(95.0)	31(77.5)

Total Pre Mean score	Total Post Mean Score	t- value
2.05	10.88	30.3*

*Significant at 5% level

Extent of skill acquisition of fabric enrichment techniques

The data presented in Table 2 depicts the skill acquisition of respondents which was observed on three parameters. The data revealed that 57.50 percent of the respondents reported they can create different embroidery stitches without any difficulty, followed by 20.00 percent respondents who can create embroidery stitches with somewhat difficulties and 22.50 percent respondents were unable create embroidery stitches. In case of fabric painting 45.00 percent respondents reported that they can do fabric painting without any difficulty, 35.00 percent of the respondents agreed that they can do fabric painting with somewhat difficulties whereas only 20.0 respondents said that they were unable to do fabric painting. However for block printing, the respondents reported that 27.50 percent can do block painting without any difficulty, followed by 50.00 percent respondents who can do block painting with somewhat difficulties and 22.50 percent of respondents said that they were unable to do block painting. Regarding tie and dye 57.50 percent of the respondents reported that they can do tie and dye work without any difficulty, 30.00 percent respondents who can do tie and dye work with somewhat difficulty whereas 12.50 percent respondents expressed that they were unable do to tie and dye work.

Table 2: Extent of skill acquisition of fabric enrichment techniques (n=40)

Sr. No.	Activity	Can do without any difficulty f (%)	Can do with somewhat difficulty f (%)	Not able to do f (%)
1.	Different embroidery stitches	23(57.5)	08(20.0)	09(22.5)
2.	Fabric painting	18(45.0)	14(35.0)	08(20.0)
3.	Block printing	11(27.5)	20(50.0)	09(22.5)
4.	Tie and dye	23(57.5)	12(30.0)	05(12.5)

The data presented in Table 3 depicts the skill acquisition of respondents which was observed on three parameters. In case of first parameter i.e. respondents can perform the activity without any difficulty, presented data reveals that the maximum mean score i.e.1.7 was observed in two activities viz; different embroidery stitches and tie and dye techniques followed by 1.3 in fabric printing and least was observed in block printing. In case of second parameter where respondents can do the activity with somewhat difficulty, maximum mean score i.e. 1.0 was observed in block printing, followed by 0.7 in fabric printing, 0.6 in tie and dye and least was observed in different types of embroidery stitches. Whereas in case of third parameter where respondents were unable to perform 0.2 mean score was observed in three parameters viz; different types of embroidery stitches, fabric painting and block painting and 0.1 mean score was observed in tie and dye techniques.

Table 3: Extent of skill acquisition of fabric enrichment techniques (n=40)

Sr. No.	Activity	Can do without any difficulty WS (Mean)	Can do with somewhat difficulty WS (Mean)	Not able to do WS (Mean)
1.	Different embroidery stitches	69 (1.7)	16 (0.4)	09(0.2)
2.	Fabric painting	54(1.3)	28(0.7)	08(0.2)
3.	Block printing	33(0.8)	40(1.0)	09(0.2)
4.	Tie and dye	69(1.7)	24(0.6)	05(0.1)

Perceived adoption feasibility of embellishment techniques

Relative advantage: Majority of the respondents i.e. 72.5 percent were of the opinion that these techniques have multiple use potential. Means one can create so many products by using different embroidery stitches like to dupatta, suits, cousin covers, table mats and so on. 70.0 percent respondents felt that these techniques have monetary benefits followed by 67.5% respondents agreed that they have consistency of use character and 52.5% respondents consider the relative advantage in terms of low initial cost. The results are in consonance with the findings of Dishna (2019) [5] and Sultana (2021) [6].

Compatibility: Majority of the respondents i.e. 72.50 percent perceived the embellishment techniques as socially compatible followed by 70.0 percent respondents agreed that these techniques are culturally compatible, 65.00 percent respondents agreed that they are physically compatible and 62.50 percent respondents said that these techniques have situational compatibility and 60.0 percent respondents gave concerned towards relational compatibility.

Table 4: Perceived adoption feasibility of embellishment techniques (n=40)

S. No.	Attributes	Response Categories			Total score	Mean score	Rank
		Agree	Undecided	Disagree			
		f (%)	f (%)	f (%)			
(a)	**Relative advantage**						
1	Low initial cost	21(52.5)	12(30.0)	7(17.5)	94	2.35	IV
2	Monetary benefits	28(70.0)	12(30.0)	0(0)	108	2.7	II
3	Consistency of use	27(67.5)	13(32.5)	0(0)	107	2.67	III
4	Time saving	18(45.0)	14(35.0)	8(20.0)	90	2.25	V
5	Multiple use potential	29(72.5)	11(27.5)	0(0)	109	2.72	I
(b)	**Compatibility**						
1	Cultural compatibility	28(70.0)	12(30.0)	0(0)	108	2.7	II
2	Physical compatibility	26(65.0)	8(20.0)	6(15.0)	100	2.5	III
3	Situational compatibility	25(62.5)	7(17.5)	8(20.0)	97	2.42	V
4	Social compatibility	29(72.5)	11(27.5)	0(0)	109	2.72	I
5	Relational compatibility	24(60.0)	10(25.0)	6(15.0)	98	2.45	IV
(c)	**Simplicity / complexity**						
1	Cognitive simplicity	28(70.0)	6(15.0)	6(15.0)	102	2.55	IV
2	Application simplicity	27(67.5)	8(20.0)	5(12.5)	102	2.55	III
3	Resource simplicity	25(62.5)	15(37.5)	0(0)	105	2.62	II
4	Reversibility	24(60.0)	7(17.5)	9(22.5)	95	2.37	V
5	Increase in efficiency	26(65.0)	14(35.0)	0(0)	106	2.65	I
	Practicability						
(d)	**Practicability**						
1	Communicability	28(70.0)	12(30.0)	0(0)	108	2.7	IV
2	Visibility	29(72.5)	11(27.5)	0(0)	109	2.72	III
3	Demonstrability	27(67.5)	13(32.5)	0(0)	107	2.67	V
4	Triaibility	29(72.5)	11(27.5)	0(0)	109	2.72	II
5	Provision of modification	26(65.0)	14(35.0)	6(15.0)	112	2.8	I

Adoption Feasibility of Fabric Enrichment Techniques = 84.70

Conclusion

The training was conducted on four different embellishment techniques viz; different embroidery stitches, fabric painting, block printing and tie and dye techniques. The purpose of training was to inculcate the skills in different embellishment techniques among rural women and young entrepreneurial girls so they can be motivated to start their own venture and stand on their own feet in future. The training was conducted by learning by doing method. The skill acquisition of the respondents was worked out which revealed that nearly 60.0 percent **(**57.5%) of the women were able to execute the different types of stitches and tie and dye work without any difficulty while 45.0 percent women were able to do fabric painting without any difficulty.

Perceived adoption feasibility of embellishment techniques was done on four parameters viz; relative advantage, Compatibility, Simplicity/Complexity and practicability. In case of relative advantage, the 1st was observed in multiple use potential and 2nd goes to monetary benefits. Regarding compatibility 1st rank was observed in social compatibility and 2nd rank favored cultural compatibility. Regarding simplicity / complexity increase in efficiency simplicity got the 1st rank followed by resource simplicity (2nd) whereas in practicability provision of modification got the 1st rank and triaibility got the 2nd rank.

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