Chapter IV

METHODOLOGY USED IN THE STUDY

Data used in this study are classified into primary data, secondary data, and cross-section data. Among them, two types of data are used commonly viz primary and secondary data. A well-designed questionnaire is used to collect primary data regarding production, sales, profit of Art Plate entrepreneurs. The annual income and expenditure of the entrepreneurs are also gathered by the researcher. Interview and observation methods are also used to collect primary data.

Secondary data are also used in economic analysis of small-scale Art Plate entrepreneurs. The records and registers maintained by Art Plate entrepreneurs are another source of secondary data collection. The Institute of Thanjavur Art Plate Workers Co-operative Cottage Industrial Society Ltd., India, No.147 has provided sufficient data regarding capital—investment, production, sales, and profit of Art Plate entrepreneurs. Thanjavur Poompukar is also providing data about the raw material used, different types of Art Plate produced, different types of sales strategy, contribution of individual Art Plate entrepreneurs to produce high-quality Art Plates that are sold in Poompukar etc.

The researcher has interviewed the Art Plate entrepreneurs personally so as to know their economic conditions properly. This is more helpful to analyse the economic conditions of art plate entrepreneur. The artisans who are working in the Art Plate enterprises have been a source of primary data. The helpers have also provided the eight important phases of Art Plate production. Women in the Art Plate entrepreneur households have given data about Art Plate production. Primary source of data collection methods are used. The researcher has observed
different phases of Art Plate production. Thus both primary and secondary data are used in this study.

**Period of study**

Usually 20 years period is taken into account. But it is highly impossible because of lack of data. Only five years are considered for the analysis of the study. The period is 2006-07 and 2010-11.

**Tools used**

Tools used are percentage, fold, average, mean, Bi-variate correlation between income and expenditure is 0.022. Regression is found out for saving and borrowing so Y on X is 0.103 and X on Y is 0.408.

**Methodology of the study**

Art plate enterprises are concentrated in three important streets of South Main Street of Thanjavur Town. The names of the streets are Nanayakkara Chetty Street, Javuly Chetty Street and Ellaiamman Kovil Streets. During the year 2006-07 the total number of enterprises in Nanayakkara Chetty Street were 100, Javuly Chetty Street had 60 Art Plate enterprises and Ellaiamman Kovil Street had 40 Art Plate enterprises. So grand total of Art Plate enterprises had been 200. In 2010-11 the number of Art Plate enterprises in Nanayakkara Chetty Street is 80, Javuly Chetty Street the number of Art Plate enterprises is 60 and Ellaiamman Kovil Street has 20 Art Plate enterprises. So the total number of Art Plate enterprises are 160 in the year 2006-07. Twenty five percentage (25%) of Art Plate enterprises had been selected by using simple random sampling method in all the three streets. 25 enterprises in Nanayakkara Chetty Street, 15 enterprises in Javuly Chetty Street and 10 Art Plate enterprises in Ellaiamman Kovil Street are chosen. So the total number of sample Art Plate enterprises is 50 in number. In the year 2010-11 also 25 Percentage of Art Plate enterprises has
been chosen. In Nanayakkara Chetty Street 20 Art Plate enterprises, in Jovuly Chetty Street 15 Art Plate enterprises and in Ellaiamman Kovil Street 5 enterprises have been selected. So the total number of sample Art Plate enterprises has been 40 in number.

Compared with sample Art Plate enterprises in 2006-07, the sample Art Plate enterprises in 2010-11 are less in number. There is five-fold level of enterprises are found in 2006-07 and four-fold enterprises are seen in 2010-11 (200/160 fold). The percentage of reduction in Art Plate enterprises is 20. This is due to dearth of finance, mismanagement, lack of skillful artisans, lack of finding new market for selling the Art Plates etc.

Based on concentration of small scale Art Plate enterprises in three important streets, the Art Plate enterprises found in Nanayakkara Chetty Street is known as group I, Javuly Chetty Street enterprises are called as group II and Ellaiamman Kovil Street enterprises are called as group III.

The Art Plate enterprises had been functioning for a long period of years. King Raja Serfoji II had patronized the Art Plate enterprises. At that time Art Plates are made up of gold and silver. But after his rule, those Art Plate enterprises had not been paid any attention. The existing Art Plate enterprises had an age of 500 to 700 and above. Based on years of establishment in 2006-07 group I has 2 Art Plate enterprises, group II has 2 Art Plate enterprises and group III has 2 Art Plate enterprises. So 6 Art Plate enterprises had an age of less than or equal to 500 years. In group I, 4 Art Plate enterprises, group II, 3 Art Plate enterprises and group III, 2 Art Plate enterprises had an age of 500-600 years. 18 percentage enterprises had 500-600 years of old. In the case of 700 and above years 22 Art Plate enterprises i.e. 44 per cent enterprises had been found. Thus group I sample Art Plate enterprises are 25, in group II 15 enterprise and group
III enterprise are 10. Therefore total sample enterprises are 50. 25 percentage of the enterprises are taken into account by the researcher for analyzing small scale Art Plate entrepreneur’s economic conditions in Thanjavur Town in 2006-07.

Likewise in 2010-11 certain Art Plate enterprises have an age of less than or equal to 500 years. In group I, 2 enterprises, group II, 3 enterprises and group III, 1 enterprise are found. The Art Plate enterprises having an age of 500-600 are 3 in group I, 2 in group II and 1 in group III. The remaining Art Plate enterprises in group I are 10, in group II, 7 and in group III, 2. The age of these Art Plate enterprises is 700 and above. Therefore year wise classification is essential to know the reasons for reduction in number of Art Plate enterprises and the reasons have been mentioned already. All the other tables are self explanatory in nature. Foot note is given under the tables. In order to know about the opinion of the people in the neighbourhood 120 people are selected. 40 people in each street are chosen so in three streets 120 people are selected for knowing the health hazards, pollution etc. All of them have revealed the opinion that the Art Plate enterprises have not affected them in any way. 160 artisans employed in Art Plate enterprises in 2010-11 have also considered for revealing their opinion about Art Plate enterprises or entrepreneurs.