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Field Photographs

With Chandua workers in Gita Applique Workshop, Singhi Sahi, Pipili.

Iddan Bibi and S.K. Jakir of Narasinghpur, Pipili.

Chandua artists in Rajanigandha Applique workshop, Daraji Sahi, Pipili.

Badal Khan in his Noorjahan Applique workshop, Pipili.
With Chandua workers in Diamond Applique workshop, Pipili Sasan Maouza, Pipili.

Workers busy in packaging in Diamond Applique workshop, Pipili Sasan Maouza, Pipili.

At Raghunath Applique workshop, Pipili. Saran Mohapatra, a sexagenarian veteran Chandua artist of Daraji Sahi, Pipili.
Interview Schedule

Impact of Globalisation on handicrafts and rural artisans: A case study of Chandua artists in Pipili, Orissa

Section A:

- 0. Socio-Economic profile of the Respondents:

  0.1 Name:
  0.2 Present Address:

  0.3 Place of Birth (Please specify): 1) Remote Village 2) Village 3) Town
  0.4 Category: 1) Artisan, 2) Entrepreneur, 3) Both

  0.5 Age:
  0.6 Sex: 1) Male 2) Female

  0.7 Religion: 1) Hindu 2) Muslim 3) Other
  0.8 Caste: 1) Gen. 2) SC. 3) ST. 4) OBC
  (Please specify your caste name................................................)

  0.9 Marital Status: 1) Married 2) Unmarried 3) Divorcee
  0.10 Educational Qualification:
  1) Primary
  2) Secondary (10th)
  3) Higher Secondary (+2)
  4) Graduation
  5) Above (Please specify)..............................................

  0.11 Language known:

<table>
<thead>
<tr>
<th>Read</th>
<th>Speak</th>
<th>Write</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oriya</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hindi</td>
<td></td>
<td></td>
</tr>
<tr>
<td>English</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

  0.12 Household information:

  1. Family Type- Joint/Nuclear
  2. No. of family members
  3. No. of people in Chandua profession
  4. No. of People holding govt. jobs
  5. No. of people holding private sector jobs
  6. No. of people in any other profession (plz specify)
  7. No. of children below 14 years
  8. Whether they are school goers
  9. Whether they help in Chandua work
0.13 Ownership of Land and other assets (Yes=1, No=2)

<table>
<thead>
<tr>
<th>Assets</th>
<th>If owned</th>
<th>No. of items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Land (Irrigated)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Land (Non-Irrigated)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Stitching machine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Bicycle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Motor Cycle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Car</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Radio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. TV</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Computer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Music system</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Telephone/Mobile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Refrigerator</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

0.14 Type of House (yes=1, No=2)

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pucca house</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Semi-Pucca house</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Thatched house</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. No. of rooms</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Whether electrified?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Whether belongs to BPL?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Section- B

- 1. Chandua craft in the age of globalization:
  
  1.1 How old is the Chandua tradition?
  
  1.2 Who were the earlier Chandua makers?
  
  1.3 Why Pipili is famous for Chandua products and not other places?
  
  1.4 What were the earlier Chandua products?
  
  1.5 What were their uses?
  
  1.6 Is there any new forms of Chandua or you are continuing with the old tradition?
  
  1.7 If there are new forms of Chandua, what are they and what are their uses?
1.8 Why are you making these new forms of Chandua? What are their advantages?

1.9 Who introduces the new designs?

1.10 What is the difference between the classical and new Chandua makers?

1.11 Which one is qualitatively good – the classical or new forms of Chandua? And how?

1.12 What were the raw materials used earlier?

1.13 Do you use the same raw materials now? 1) Yes, 2) No

1.14 If No, what are the new raw materials you use now and why?

1.15 Where do you get the raw materials from?

1.16 How do you make Chandua now:
   1) Hand  2) Machine  3) Both  4) Any other

1.17 How did you make Chandua earlier:
   1) Hand  2) Machine  3) Both  4) Any other

1.18 Who are the buyers now? (Please give preferences)
   1) Local customers
   2) Indian Tourists
   3) Foreign Tourists

1.19 Who were the buyers previously – 10/15 years ago? (Please give preferences)
   1) Local customers
   2) Indian Tourists
   3) Foreign Tourists

1.20 Do you think that the market for Chandua has increased over the 10/15 years? a) Yes b) No

1.21 If, Why?

1.22 Has there been an increase in the number of foreign tourists in the region recently?
   1) Yes  2) No

1.23 How do you think can the sale of Chandua be increased? What should be the marketing strategy?
1.24 Do you think the product requires publicity for its expansion?  
   1) Yes 2) No  
   i) If Yes, Please specify the medium, according to preferences.  
      1) Print Media (Newspaper)  
      2) Electronic Media (TV)  
      3) Any other  
1.25 Does it face any competitive threat in the market?  
   1) Yes  2) No  
1.26 If Yes, please specify the source and nature of threat:  
1.27 What are the major festivals you observe in a year?  
1.28 Is there any festival related to Chandua and do you observe that?  

Section – C  
• 2. Transition in the nature of the Profession:  
   2.1 Average number of artists engaged in Chandua profession in Pipili now:  
   2.2 Average number of artists engaged in Chandua profession in Pipili earlier:  
   2.3 Average number of big Chandua units in Pipili now:  
   2.4 Average number of big Chandua units in Pipili earlier:  
   2.5 Average number of small/household Chandua units now:  
   2.6 Average number of small/household Chandua units earlier:  
   2.7 Average monthly expenditure of the family now:  
      1) Below 1,000  2) 1,000-3,000  3) 3,000-5,000  4) 5,000-8,000  5) 8,000-10,000  6) 10,000 and Above  
   2.8 Average monthly expenditure of the family earlier: (Before 10-15 years)  
      1) Below 1,000  2) 1,000-3,000  3) 3,000-5,000  4) 5,000-8,000  5) 8,000-10,000  6) 10,000 and Above  
   2.9 Do you have any other source of income?  
      1) Yes  2) No (If Yes, Please specify.................)
2.10 How do you spend your income? (In order of preference)
1) On food items
2) Children’s education
3) Clothing
4) Festivals
5) Health
6) Any other

2.11 Would you like your children to follow the same occupation? 1) Yes 2) No

2.12 If Yes Why?

2.13 If No, why and what is the desired profession then?

2.14 Do your children want to follow this occupation? 1) Yes 2) No

2.15 If, why?

2.16 Do you think people from other castes in Orissa are also engaged in this profession? a) Yes b) No
(If Yes, Please Specify ..........................)

2.17 What attracts them to this profession?

2.18 Are you aware of the existence of similar crafts in any other parts of Orissa/India? 1) Yes 2) No

i) If Yes, Please specify..

1) Orissa.... 2) India.....

Section - D

• 3. Gainers and losers of Chandua craft:
(Questions 3.1-3.9 are only for Entrepreneur/Artisan cum entrepreneur and Family artisans)

3.1 For how long have you been in the profession/business?

3.2 Why did you opt for this business?

3.3 Is it your family business or you employ outside artists?

3.4 How many people you employ? 1) No. of regular artists...... 2) No of home-based piece-rated artists......

3.5 Wage given to the artisans-Mode of payment (please specify):
3.6 Average sale of Chandua per month/year now:

3.7 Average sale of Chandua per month/year earlier:

3.8 Average selling price of a piece of Chandua now and average profit:

3.9 Average selling price of a piece of Chandua earlier and average profit:

(Questions 3.10-3.19 are only for hired regular artist/home-based piece-rated artist)

3.10 For how long have you been in the profession?

3.11 Are you a hired regular artist/home-based piece-rated artist?

3.12 If, why?

3.13 Average making charge/wage now (please specify the mode of payment):

3.14 Average making charge/wage earlier:

3.15 Are you satisfied with the wage? What is your expectation?

3.16 Do you want to leave the job due to low wage? If Why?

3.17 Average number of Chandua made per month/year:

3.18 Average time taken for making a normal size Chandua:

3.19 Working Condition:

<table>
<thead>
<tr>
<th>No. of working hours in a day</th>
<th>Break timing in a day</th>
<th>No. of holiday in a week/month</th>
<th>No. of days you get work in a month/year</th>
<th>Whether women artists get maternity leave</th>
<th>Whether sickness leave is permitted</th>
<th>If permitted, with/without pay</th>
<th>No. of overtime hours in a day/week</th>
<th>Mode of payment for overtime hours (plz. specify)</th>
<th>Whether the work place is a Pucca/Thatched house</th>
<th>Whether congested or well-ventilated</th>
<th>Whether electrified</th>
<th>Whether toilet facilities provided</th>
</tr>
</thead>
</table>
3.20 How do you sale the products and why?

1) Directly to Customer  
2) Through Businessmen/Entrepreneurs  
3) Through agencies – Cooperatives, NGOs  
4) Any other

3.21 Where do you sale the products? 1) Inside Orissa 2) Outside Orissa 3) Outside India

3.22 If ‘3’ how do you send to foreign countries?

3.23 Do you feel that the Government takes initiative in promoting the craft? 1) Yes 2) No

3.24 If yes, please specify how…

3.25 Are you satisfied with the role of the government in promoting this craft? 1) Yes 2) No

3.26 If No, please specify your expectations…

3.27 Do you get any financial assistance/Loan? 1) Yes 2) No

3.28 If Yes, from where? Please specify………………

1) Businessmen/Entrepreneurs  
2) Government bodies  
3) NGOs/SHGs  
4) Any other

3.29 What is the interest rate?

3.30 Do you get any training for making Chandua? (Only for Artisans): 1) Yes 2) No

3.31 If Yes, from where? Please specify… whether Skilled/Semi-skilled/Unskilled

1) Family/inherit  
2) Government agencies  
3) NGOs  
4) Any other

3.32 How much you have paid for the training?

3.33 What is the qualification needed for the training?

3.34 Do you get any modern tool for making Chandua: 1) Yes 2) No

3.35 If Yes, from where? Please specify………..

1) NGOs  
2) Government agencies  
3) Any other