



## A STUDY ON THE IMPACT OF MARKETING STRATEGIES ADOPTED FOR BASTAR ARTS

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**Abstract-** In the year 1984 as per the survey conducted for counting the total artisans of metal craft by Mr. Niranjan Mahavar conducted for 'National Crafts Museum' , the number of artisans falling in this category was found out to be 221, who were found to be residing in places such as Kondagaon , Sukma , Narayanpur . So the prime centers considered during that time were Jagdalpur , Geedam , Chilkuti , Sonabaa , Karanpur , Barkhai , Golawand , Kondagaon , Narayanpur , Bade Dongar , Tongapal , Alvai , Temra , Kotgaon and Gadhbengal. Bastar's metal craft is distinct and has its own uniqueness that makes it different from others. The artisans from this place have kept the primitive culture alive but if we consider the artisans from other regions of India that are involved in similar practices, they don't follow the traditional process now a days that's what makes this category of Bastar art distinct from the other art forms. . In earlier days the metal craft was highly popular in this region and top class statues were molded by the artisans in this region.

Now a days the craftsmen belonging to this Agriya tribe are involved in generating the wrought iron artifacts. Apart from this the Gond tribe of Bastar district is also involved in creating agricultural tools and other tools like fishing tools, knife, Bow and arrows etc. The Terracotta art and the Sisal art of Bastar are also very popular , these artists create eye pleasing craft works by utilizing their skills, they try to depict the age old and traditional customs and rituals through their craft pieces.

The production rate in past few years starting from the year 2014 to the year 2020. It can be observed that the rate of production was highest in the year 2016 and 2017. And the lowest rates of production can be observed in the year 2014. But now the scenario is different in case of product development. There are various schemes run by the government for product development.

**Keyword:** Artisans, Artifacts , Agriya Tribe, Gond Tribe, Terracotta Art, Sisal Art.

### I. INTRODUCTION

The Indian region is popularly known for the cultural legacy possessed by it which makes it distinct . Chhattisgarh state which is located in central parts of India holds expertise in crafting traditional and age old handicraft products in wide variety. Bastar district which is located in the southern parts of Chhattisgarh state is popularly known for its primitive culture. It is surrounded by border states like Odisha in east and Andhra Pradesh in south, these states are highly rich in their cultural heritage and there is an impact of surrounding states in generation of various art forms of Bastar. There are various sets of tribal groups residing in Chhattisgarh such as muriya , ghasiya , mahara , gond , panaka , dorla , gadba , halba , bhatra etc. These tribals possess immense knowledge and skills in creating astonishing artifacts. These tribals have been residing here since a very long time and have been portraying their customs , practices and rituals through their art works. Elwin<sup>1</sup> mentions that "Chhattisgarh is highly prosperous in terms of ancient artistic wealth and there are many places of archeological importance present in this state". The history of various art forms is associated to these places, which mostly include the religious sites such as temples or prayer rooms. The initiation of development of these ancient art form dates back to the pre historic times and the proof of this can be seen in the idols, figures, inscriptions, etc obtained by the archeological researchers. In earlier days the metal craft was highly popular in this region and top class statues were molded by the artisans in this region. Cire Perdue procedure was used to mould the artifacts. Apart from this the wrought iron products also hold utmost importance in this region. Agriya tribe carried out the mining of iron ore followed by melting the structure and then banging it to form iron which was then used to create various agricultural tools and other utility items . They used the Wrought Iron technique for creating the agricultural tools. Now a days the craftsmen belonging to this Agriya tribe are involved in generating the wrought iron artifacts. Apart from this the Gond tribe of Bastar district is also involved in creating agricultural tools and other tools like fishing tools, knife, Bow and arrows etc. The Terracotta art and the Sisal art of Bastar are also very popular , these artists create eye pleasing craft works by utilizing their

skills, they try to depict the age old and traditional customs and rituals through their craft pieces.

The production rate in past few years starting from the year 2014 to the year 2020. It can be observed that the rate of production was highest in the year 2016 and 2017. And the lowest rates of production can be observed in the year 2014. There is a lot of fluctuation in case of production of these tribal artifacts since 2014. The reason for decrease in production as per the discussion with the officials is that around the year 2014 they were facing inadequacy of raw materials in case of certain art forms and problems in certain export segment due to unorganized marketing and insufficient mechanism for development of tribal artifacts. But now the scenario is different in case of product development.

There are various schemes run by the government for product development. The reason for decline in sales around the year 2020 as per the officials and artisans includes difficulty in accessing raw materials, problems in marketing strategies, impact of COVID-19; due to this the exports were reduced this year and so was the rate of production.

## II. REVIEW OF LITERATURE

Chattopadhyay (1985) provides a detailed description of the prime craft works associated to India. In this book almost each category of these craft works have been included by the author. The handicrafts that are produced in different village segments of our country have been included. Various segments such as decorative items such as carpets, rugs, embroidery items, hand woven décor pieces, paintings etc., functional items such as handbags, foot wears, clothes etc. have been included in it. It has been mentioned that these art works are one of the most essential elements of our society and should not only be seen as a part of our cultural bequest. It is mentioned that the best part about these handicrafts lies in the fact that each and every art piece is a bundle of surprise and something new in terms of creativity and it is stated that each and every art piece is distinct in properties such as appearance and usage. But unfortunately due to modernization and availability of modern cheaper products, these art works are struggling for survival these days. There is a need to come out of the ignorant attitude towards these crafts and make the mighty forces in our society to work towards the benefit of these crafts. The perspective of promotion of art works and awareness generation about the diminishing art works hasn't been covered.

Kumar (2014) states that the current pricing strategy needs improvement in fixing the apt price for the product and also there is scope for improvement in taxation rules associated to these products. Further, it is stated that the distribution channel should be organized properly, they should try to eliminate the brokers from the distribution link to generate value for their products (i.e. eliminating middlemen). Ample amount of stress should be given to advertise these products, participation for display of products in trade fairs is desirable. The artisans should be educated about various promotional schemes like coupons, demonstration etc.

Kannur (2016) in his article states that there is a need to emerge with a solution for existing problem of distribution chain and marketing strategies of Bastar Art. Analyzing the situation with the help of promotional tools could have helped to get into deeper insights of the problem. There is a scope for scrutinizing the role of new media in promoting the products. Also formulation of new pricing strategies could be done. There is a scope of research indicating difference in pricing and promotional strategies used by the government and private organizations.

Gopish (2019) mentions that currently, the rural producers of our country are striving to sell their products. Due to the illiteracy and poverty of the artisans they are not able to come up with the suitable marketing strategy hence they approach the dealers/middlemen for raw material. The success of their product is dependent on how well do they portray their products in the market and the variety of the products. This research paper mentions that there is a need to incorporate innovation in the existing traditional ways of marketing handicrafts. This study revolves around the concept of four P's of marketing i.e. Product, Price, Place, Promotion. Handicrafts is a lucrative industry filled with a number of opportunities of growth for the artisans. This paper revolves around the home accessory segment of the handicrafts which is highly influenced by the changing trends and consumer behavior.

## III. RESEARCH METHODOLOGY

The process of Research Methodology enables to arrive at the solution of a problem via organized and programmed accord with assortment. Research provides an organized way to find apt solution for dilemma

on the other hand methodology indicates various subsequent steps that are adopted by the researcher for investigating a problem along with some objectives in mind.

### Research Gaps

After reviewing the mentioned literature it was found out that there has been no specific study indicating the impact of marketing strategies used by the moderators such as the government organizations, private organizations and NGO's upon the sales of Bastar Art products. There are various literatures describing about the various art forms that fall under the category of Bastar Arts namely: A) Terracotta Art B) Wooden Art C) Bell Metal or Dhokra Art D) Wrought Iron Art and E) Sisal Art . Not much literature pieces were found related to Sisal art and most of the literature works lack the perspective of marketing plus the newer emerging avenues of promoting these tribal art products haven't been analyzed yet. The effectiveness of the current strategies of promotion have not been stressed yet .

### Sample size

The regions considered for conducting the research are mentioned above . There are total 10 regions of Bastar district that have been considered for this study. A sample of 25 artisans from every region is considered under this study. A part from this 20 government organizations/ retail outlets and 10 NGO's and 50 private traders/ retail outlets have been considered as moderator whose impact is to be studied.

### Problems in Research

- Decreasing sales of these Bastar Art products in spite of the higher craze amongst the consumers from foreign countries as well as domestic consumers from the eastern , northern and western parts of our country.
- Lesser display of these tribal artifacts by government and private dealers in public places and places of importance in terms of Tourism in Bastar such as Kutumsar Caves , Tirathgarh water falls, Chitradhara Waterfalls etc.
- The non availability of raw materials was found out to be the major issue among the artisans . The non availability of raw materials is the reason for decrease in work among these craftsmen.

### Objectives of Study

To assess the effectiveness of current promotional strategies.

### Hypothesis

**H0:** There is no significant relationship between low usage of apt promotional strategies and decreasing sales of Bastar art products.

**H1:** There is a significant relationship between low usage of apt promotional strategies and decreasing sales of Bastar Art products.

### Data analysis

**H0:** There is no significant relationship between low usage of apt promotional strategies and decreasing sales of Bastar art products.

**H1:** There is a significant relationship between low usage of apt promotional strategies and decreasing sales of Bastar Art products.

#### a. Existence of strategies of promotion:

Particulars	Artisans		Private Traders		Government Traders		NGO	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	74	29.6	31	62	13	65	6	60
No	176	70.4	19	38	7	35	4	40

Table a: Frequency and percentage of variable existence of strategies of promotion for Artisans, Private traders, Government traders and NGOs .

**Interpretation:**

From table a, it appears that 29.6% of the artisans have included strategies of promotion for their art works and 70.4% of the artisans have not included strategies of promotion for their art works. 62% of the private traders have included strategies of promotion for their art works and 38% of the private traders have not included strategies of promotion for their craft works. 65% of the government traders have included strategies of promotion for their art works and 35% of the government traders have not included strategies of promotion for their craft works. 60% of the non government organizations have included strategies of promotion for their art works and 40% of the non government organizations have not included strategies of promotion for their craft works.

- **Chi Square Analysis:**

Particulars	Artisans	Private Traders	Government Traders	NGO's
Pearson Chi Square	7.385	5.632	4.432	6.667
Df	1	1	1	1
Significance	0.010	0.022	0.062	0.048
Minimum expected count	15.10	7.98	2.80	2.00

Table b: Chi Square Analysis table of variable inclusion of strategies of promotion for

Artisans, Private traders, Government traders and NGOs .

**Interpretation:**

From table b , it appears that the significance value obtained through chi square analysis in case of artisans is 0.010 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is high significant relationship between the considered variables in this case. The significance value obtained by chi square analysis in case of private traders is 0.022 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is moderate significant relationship between the considered variables in this case. The significance value obtained through chi square analysis in case of government traders is 0.062 which is greater than 0.05. Since, the obtained value of significance is more than the standard value the null hypothesis is accepted. This indicates that there is no significant relationship between the considered variables in this case. The significance value obtained via chi square analysis in case of non government organizations is 0.048 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is very low significant relationship between the considered variables in this case.

**b. nclusion of advertising of Bastar Art products(newspapers/ magazines/radio advertising / TV advertising / film advertising / fairs / exhibitions / window display / outdoor advertising / information brochures ) :**

Particulars	Artisans		Private Traders		Government Traders		NGO	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	79	31.6	36	72	16	80	7	70

No	171	68.4	14	28	4	20	3	30
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Table c: Frequency and percentage of variable inclusion of advertising of Bastar Art

products for Artisans, Private traders, Government traders and NGOs .

#### Interpretation:

From table c, it appears that 31.6% of the artisans have included strategies of advertising for Bastar Art products and 68.4% of the artisans have not included advertising for their art works. 72% of the private traders have included advertising of Bastar Art products and 28% of the private traders have not included strategies of advertising for their craft works. 80% of the government traders have included advertising of Bastar Art products and 20% of the government traders have not included strategies of advertising for their craft works. 70% of the non government organizations have included strategies of advertising for Bastar Art products and 30% of the non government organizations have not included strategies of advertising for their craft works.

#### ■ Chi Square Analysis:

Particulars	Artisans	Private Traders	Government Traders	NGO's
Pearson Chi Square	7.084	6.131	7.500	4.286
Df	1	1	1	1
Significance	0.011	0.024	0.014	0.167
Minimum expected count	16.12	5.88	1.60	1.50

Table d : Chi Square Analysis table of variable inclusion of advertising of Bastar Art products for Artisans, Private traders, Government traders and NGOs .

#### Interpretation:

From table d, it appears that the significance value obtained through chi square analysis in case of artisans is 0.011 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is high significant relationship between the considered variables in this case. The significance value obtained by chi square analysis in case of private traders is 0.024 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is moderate significant relationship between the considered variables in this case. The significance value obtained through chi square analysis in case of government traders is 0.014 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is high significant relationship between the considered variables in this case. The significance value obtained via chi square analysis in case of non government organizations is 0.167 which is higher than 0.05. Since, the obtained value of significance is more than the standard value the null hypothesis is accepted. This indicates that there is no significant relationship between the considered variables in this case.

**c. Inclusion of personal selling:**

Particulars	Artisans		Private Traders		Government Traders		NGO	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	154	61.6	32	64	13	65	7	70
No	96	38.4	18	36	7	35	3	30

Table e: Frequency and percentage of variable inclusion of personal selling for Bastar Art products for Artisans, Private traders, Government traders and NGOs .

**Interpretation:**

From table e, it appears that 61.6% of the artisans have included personal selling for promotion of Bastar Art products and 38.4% of the artisans have not included personal selling for promotion of Bastar Art products. 64% of the private traders have included personal selling for promotion of Bastar Art products and 36% of the private traders have not included personal selling for promotion of Bastar Art products. 65% of the government traders have included personal selling for promotion of Bastar Art products 35% of the government traders have not included personal selling for promotion of Bastar Art products . 70% of the non government organizations have included personal selling for promotion of Bastar Art products and 30% of the non government organizations have not included personal selling for promotion of Bastar Art products .

■ **Chi Square Analysis:**

Particulars	Artisans	Private Traders	Government Traders	NGO's
Pearson Chi Square	0.261	7.410	0.037	0.476
Df	1	1	1	1
Significance	0.633	0.008	1.00	1.00
Minimum expected count	19.58	7.56	2.80	1.50

Table f: Chi Square Analysis table of variable inclusion of personal selling for promotion of Bastar Art products for Artisans, Private traders, Government traders and NGOs .

**Interpretation:**

From table f, it appears that the significance value obtained through chi square analysis in case of artisans is 0.633 which is greater than 0.05. Since, the obtained value of significance is more than the standard value the null hypothesis is accepted. This indicates that there is no significant relationship

between the considered variables in this case. The significance value obtained by chi square analysis in case of private traders is 0.008 which is lower than 0.05. Since, the obtained value of significance is less than the standard value the null hypothesis is rejected. This indicates that there is very high significant relationship between the considered variables in this case. The significance value obtained through chi square analysis in case of government traders is 1.00 which is greater than 0.05. Since, the obtained value of significance is more than the standard value the null hypothesis is accepted. This indicates that there is no significant relationship between the considered variables in this case. The significance value obtained via chi square analysis in case of non government organizations is 1.00 which is greater than 0.05. Since, the obtained value of significance is more than the standard value the null hypothesis is accepted. This indicates that there is no significant relationship between the considered variables in this case.

#### IV. CONCLUSION

The sales of these tribal art products has been deeply impacted in past few years some of the prime reasons are impacts of demonetization , higher pricing , increase in cost of raw materials , impacts of COVID-19, lack of infrastructure etc . During the year the sales was seen to be the highest after recovering from post impacts of demonetization after this the sales rate has been decreasing from the year 2018 to 2020. However the rate of decrease was greater in the year 2014 as compared to the years 2019 and 2020. This is also linked to the reduction in production capacity due to various factors. Some of the academicians feel that for healthy rate of consumption the products should fall between the bandwidth of Rs.50 to Rs.5000. Also the art works should be designed keeping in mind their stories of origin , also in case of fusion art there should be some restriction upon the level of creativity as it shouldn't ruin the original creation by the artisans. Feedback of the consumers should be given importance for enhancing the development process.

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