



# **A Study on Marketing Problems of Kumbar Community of Gadag District.**

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## **Abstract**

Pottery, as one of India's oldest traditional arts, involves the creation of vessels and objects using clay and other raw materials. Passed down through generations, this art form faces challenges in marketing for the Kumbar community in Gadag District. Despite government initiatives, potters encounter issues such as low demand, inadequate income, modernization hurdles, skill deficiencies, limited product diversification, and insufficient storage space. This study delves into these challenges and explores the community's traditional marketing practices.

**Keywords:** Pottery, Kumbar, Traditional Community, Marketing.

## **Introduction:**

Pottery is a demanding art that requires dedication and hard work. The Kumbar community has established its market system, predominantly selling products from their homes. Challenges during marketing include insufficient demand, low income, modernization pressures, skill gaps, limited product diversity, and inadequate storage space. Overcoming the perception of fragility associated with clay products is essential, given the numerous benefits they offer. Despite challenges, regions like Gujarat, Rajasthan, and Madhya Pradesh continue to use clay products.

Notably, not all pottery products in Gadag are locally made; some are sourced from places like Ranebennur, Kupelur, Belur, Ballari, and others. The diminishing art of pottery in the region is attributed to factors such as a lack of skill, raw materials, technological updates, production space, awareness of government facilities, training for artisans, poor marketing strategies, and financial assistance.

## **Review Of Literature**

Akilandeshwari .S. (2016), *“Production and Marketing Strategies of Pottery Artisans and Their Prospects – A Study in Madurai Region”*: Akilandeshwari's research in Tamil Nadu focused on the challenges faced by pottery artisans, assessing their entrepreneurial skills. The study highlighted poor knowledge of production and marketing technology among artisans, along with a reluctance to take risks.

Paul Binoy (2022), *“Pottery Is a Traditional Art Form of the Barak Valley In Assam, India: A Study”*: Binoy's study on the pottery art form in Assam's Barak Valley explored its historical background and observed improvements in pottery marketing. Government and non-government initiatives were identified as contributing to the progress of the craft.

Dash Manjusmita, Mishra Bhushan Bindhu (2021), *“Problems of Handicraft Artisans: Overviews”*: Dash and Mishra's research in Odisha evaluated the problems faced by handicraft artisans, recommending government support through participation in events, introduction of new products, and the provision of loans.

### **Objectives of the Study:**

1. Identify and analyze the specific marketing challenges faced by the Kumbar community in Gadag District regarding the promotion and sale of their pottery products.
2. Investigate and document the traditional marketing practices employed by the Kumbar community, including their unique methods of product promotion and distribution.
3. Identify gaps in skills and awareness among the Kumbar community members related to modern marketing techniques, technology adoption, and knowledge of available government facilities.
4. Provide recommendations based on the findings to address the identified marketing challenges, enhance awareness, improve skill sets, and suggest strategies for sustainable growth within the Kumbar community's pottery sector.

### **Research Methodology**

**Sampling:** A non-random sampling method was employed, selecting participants from various talukas in Gadag District. The sample size of 64 includes Kumbar artisans, stakeholders, and relevant community members.

**Data Collection:** Primary data was gathered through interviews and surveys, focusing on the marketing experiences, challenges, and aspirations of the Kumbar community. Secondary data from government reports, scholarly articles, and industry publications complemented the primary findings.

### **Problems faced by the Potters**



1. **Insufficient Skill Development:** Potters encounter a diminishing artistry due to a lack of skill development opportunities, hindering their ability to refine and enhance their craft.
2. **Scarce Raw Materials:** The scarcity of essential raw materials poses a significant obstacle, restricting the production capacity and variety of pottery products that artisans can create.
3. **Technological Stagnation:** The absence of exposure to and adoption of new technologies hampers the potters' ability to modernize their production methods, limiting their competitiveness in the market.
4. **Inadequate Production Space:** Limited space for production acts as a bottleneck, impeding the scalability and efficiency of pottery-making processes for artisans.
5. **Lack of Government Awareness:** Potters face challenges stemming from a lack of awareness regarding available government facilities and schemes designed to support and uplift their community.
6. **Insufficient Training and Awareness Programs:** The absence of comprehensive training programs and awareness initiatives for artisans contributes to a knowledge gap, hindering their ability to adapt to evolving market demands.
7. **Suboptimal Marketing Strategies:** Potters grapple with poor marketing strategies, limiting their outreach and visibility in the market and impeding the effective promotion of their products.
8. **Financial Constraints:** A lack of financial assistance presents a formidable hurdle, restricting investment in essential resources and inhibiting the overall growth and sustainability of pottery practices.

Addressing these challenges comprehensively is crucial for revitalizing the art of pottery within the community, fostering skill development, providing access to resources, promoting technological integration, and enhancing the overall resilience of the pottery industry.

*Table No.1 Age-wise distribution of the artisans*

Age	Number of artisans(N=64)	Percentage
18-25	2	3.1
26-35	8	12.5
36-45	11	17.2
46-55	15	23.4
56 years and above	28	43.7

The above table shows the age related information of the respondents.18-25 age group accounted for 3.1% of the respondents.12.5% of the respondents were in the age group of 26-35.36-45 age group was 17.2%.23.4% of the respondents were in the age group of 46-55 years and 43.7% of the respondents 56 years and above.

It is analyzed that most of the middle-aged people were involved in the pottery art. Only 12.5% of the adults are interested in the art because their parents don't want to continue this occupation. Only some of the adults were interested to continue the art.

**Table No.2 Education**

<b>Education</b>	<b>Number of Respondents(N=64)</b>	<b>Percentage</b>
Illiterate	33	53.1
Primary	20	31.3
High school	5	7.8
PUC	3	4.7
Graduate	1	1.6
Post graduate	00	00
Diploma	00	00
Others	1	1.6

From the above table we can understand that 53.2% of respondents were Illiterate. The primary (1-7th) and High school (8th-10th) education has been completed by 31.3% and 7.8% of respondents. Very few 4.7% and 1.6% of respondents have completed their PUC and graduation respectively.

It is analyzed that in this community people won't go for higher education some of them drop out in the middle due to weak economic condition of their family. Government providing educational facilities, some of them is not aware about the facilities and not getting the benefit.

**Table No 3 Own Market**

<b>Response</b>	<b>Respondents(N=64)</b>	<b>Percentage</b>
Yes	61	95.31
No	03	4.68

From the above table we notice that 95.3% of the respondents have their own market and only 4.68% of the respondents don't have their own market. Those who are having own marketing facility they sell their products in their own house. It is analyzed that many people do not have enough space to keep the products in their house. Majority of the people facing this problem, it is important to bring out this condition in front of government to provide space for them for marketing and production.

**Table No 4 Current Status of production and marketing**



Current status	Respondents(N=64)	Percentage
Increasing	02	3.12
Decreasing	50	78.12
Moderate	12	18.7

From the above table we can conclude that 78.12% of the respondents responded that their occupational status has decreased from earlier (last generation).3.12% of the respondents responded that the occupational status has increased when compared to last generation and for 18.7 % of the respondents it is moderate they did not find any changes in marketing, It is neutral.

**Table No 5. Reason for Decrease of occupational practice as compared to last generation.**

Reason	Number of Responses(N=49)	Percentage
Lack of raw materials	06	12.2
Low income	08	16.3
Lack of skill	00	00
No demand	44	89.8
Lack of labours	00	00
Lack of product diversification	01	2
Other	06	12.2

Note: Some of them had given more than one response

The above table portrays that majority of the respondents conveyed that introduction of new products such as plastic, gas stove, steel and other alloy utensils has led to decrease in demand of pottery products , unavailability of enough raw materials and lack of marketing has led to irregular flow of income.

**Table No 6. Challenges faced by potters while marketing**

Challenges	Respondents(N=64)	Percentage
Customer dissatisfaction towards products	05	7.8
Lack of place	13	20.3
Could not get desired income	57	89.06
Quality	03	4.6

Note: Some of them had given more than one response

The above table elucidates the challenges faced by the potters while marketing the products. Here 89.06% of respondents say that they could not get desired income due to lack of demand and people do not know the benefits of using the pots and not aware about the effort behind making the products.20.3% of the respondents say that there is no enough place to keep the

products , They are facing problems related to place and storage.7.8% of the respondents say that customers are not satisfied with the products and 4.6% of the respondents said that some time they won't get good quality products.

*Table No 7 Satisfaction with Earnings*

<b>Response</b>	<b>Number of Respondents(N=64)</b>	<b>Percentage</b>
Yes	27	42.2
No	37	57.8

From the above table it is observed that 42.2% of the respondents satisfied with their earnings and 57.8% of the respondents not satisfied with their earnings. It is concluded that most of the respondents not satisfied with the earnings because of irregular income.

*Table No 8: Earning from the occupation on daily basis*

<b>Response</b>	<b>Number of artisans(N=64)</b>	<b>Percentage</b>
1-200	42	65.6
201-400	08	12.5
401-600	10	15.6
601 and above	04	6.3

The above table shows that 65.6 % of the respondents earn Rs 1-200on daily basis.15.6 % of the respondents earn Rs 401 -600 daily.12.5% of the respondents earn Rs 201-400 daily and only 6.3 % of the respondents earn Rs 601 and above.

It is concluded that they are not satisfied with their earnings. Enough income is not being generated on daily basis and mostly in the seasonal time sufficient income is generated.

*Table No 9. PM Swanidhi Card*

<b>Response</b>	<b>Respondents(N=64)</b>	<b>Percentage</b>
Yes	10	15.6
No	54	84.4

The above table gives information about how many respondents have PM Swanidhi card.84.4% of the respondents do not have PM Swanidhi card and they are not aware of this because they do marketing in their own house and only 15.6% of the respondents have PM Swanidhi card they do marketing in market area.

**Findings:**



- 1. Lack of Skill Development:** Artisans face a diminishing skill base, limiting their ability to produce diverse and contemporary pottery products.
- 2. Resource Constraints:** Scarce raw materials and limited production space hinder the community's capacity to meet market demands.
- 3. Government Initiatives:** Awareness and utilization of government schemes and facilities are low, impacting the community's overall development.

### **Recommendations:**

- **Skill Enhancement Programs:** Implement structured skill development programs tailored to the specific needs of Kumbar artisans. These programs should focus on integrating contemporary techniques and designs, ensuring the preservation of traditional skills while adapting to modern market demands.
- **Resource Allocation:** Establish mechanisms to facilitate easy access to raw materials for Kumbar artisans. Additionally, provide financial and logistical support to aid in the expansion of production infrastructure, thereby enhancing the community's overall productivity and market competitiveness.
- **Government-Community Collaboration:** Foster stronger communication channels between the Kumbar community and relevant government bodies. This collaboration aims to increase awareness of existing schemes and facilities, ensuring optimal utilization and maximum benefit for the community.

### **Suggestions:**

- **Educational Support:** Encourage and support the education of children within the Kumbar community. Implement initiatives that facilitate access to quality education, empowering the younger generation with diverse skills and knowledge beyond traditional pottery.
- **Dedicated Marketing and Production Spaces:** Allocate specific areas or spaces for the marketing and production activities of the Kumbar community. This helps create a conducive environment for their craft, enhancing visibility and accessibility for both artisans and potential customers.
- **E-commerce and Technology Training:** Provide training programs on e-commerce and various digital marketing platforms. Equip Kumbar artisans with the skills needed to leverage technology for marketing, promotion, selling, and scaling up their businesses in the digital age.
- **PM Swanidhi Card Awareness:** Initiate awareness campaigns regarding the PM Swanidhi Card among the Kumbar community. Ensure that artisans are informed about the benefits and procedures associated with the card, encouraging its widespread adoption for financial empowerment.

These recommendations and suggestions collectively aim to address the multifaceted challenges faced by the Kumbar community in Gadag District, fostering a holistic approach to



skill development, resource accessibility, government support, and education for sustainable growth.

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