

Bastar Art Quintessence Of Dexterity And Monumental Marketing Breadth

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Abstract:

There is very enormous demand for the tribal craft products of Chhattisgarh (Bastar) also known as Bastar Art Products world- wide and domestically. Irrespective of this all these craft works hold a huge appeal among the consumers from abroad , also despite of this the weak condition of living of these artisans is persisting since a very long time as its difficult for them to earn ample amount to conduct their living due to the presence of intermediaries in the distribution channel. These intermediaries buy the final finished goods from the tribal craftsmen and sell it to higher end customers at a price which is sixty times more than the actual cost of product. Customers and art lovers especially from foreign countries are willing to pay any price for these artifacts but at the same time the tribal artisans lack proper channel for promoting these products and elevating the extent of these tribal crafts due to lack of education and this is the reason why they are not aware of the government schemes for their benefit. This paper aims to consider the tribal art form of Bastar region and its sections to analyze the current marketing techniques utilized by the organizations and impact of these techniques on sales of these craft works.

Keywords: Marketing Techniques, Tribal Crafts, Bastar Art Market.

Introduction:

In today's date such art forms are popular mostly in the southern region of our country. Tamilnadu's Tanjaur Nagar is popularly known for the solid artifacts generated through this procedure and the tribal regions of Chhattisgarh are famously known for generating the hollow artifacts out of bronze, brass etc. The tribal artisans of Chhattisgarh carve various figures out of bronze such as idols of gods and goddess, daily utility items, tribal figures etc.

A part from this these tribal artisans also create items such as utensils , jewelry items, lamps etc. Ghadwa tribe of Bastar is known for generating hollow artifacts but these days they have started experimenting with the solid designs as well. In metallurgy as result of appearance of copper and bronze , bronze age casting sector's technical progress has been possible and this is the reason why development of this craft took place in this region. For this famous art insufficient funds and lack of infrastructure are major challenges in this field and the opportunities in this field include increased national and international exposure and use of technological advancements in suggesting new designs. The various factors causing hindrance in development are identified such as absenteeism of apt marketing links ,accessibility of raw material , in sufficient working capital. It is identified that there is a need to come up with suitable promotion channel to popularize these products , also it is required that the artisans should be made aware of the existing modern marketing tools. Also the illiteracy of the artisans and their ignorance makes them unaware of the existing schemes of government. So, there is a need to uphold these products to extend on a larger platform to escalate the reach of these products. There is a need to emerge with a solution for the existing promotional issue related to the DHOKRA art form . Analysis of current market strategies and its impact is desirable to come up with a solution for existing problem of promotion. There is a scope for analyzing the loop holes in the existing distribution channel.

Review of literature

Mahavar (2011) states that Bastar region is considered to be one of the most important fragment of the tribal traditions in terms of cultural legacy and geographical existence where forests are one of the most important elements of the tribal life. This land is largely blessed with mineral deposits. These tribals originally belong to these forests and hence are well aware of the natural mineral resources existing in these forests. Bastar's Muriya , Maria , Dhurva , Bhatra , Parja tribes are the ones who are highly skilled in artistry and can easily create artifacts that are a reflection of their tradition. Earlier these tribals used to create only the daily utility items for their own house hold purposes but later on they decided to make it as a profession and generate more and more artifacts for other purposes as well.

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 .

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.

Sample size

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.

Objectives of Study

To identify role of new media in marketing .

Hypothesis

H0: There is no significant relationship between low usage of marketing via mobile apps and sales of Bastar Art products.

H1: There is a significant relationship between low usage of marketing via mobile apps and sales of Bastar Art products.

Limitations:

There are some shortages in this study that has been mentioned below:

- (1) This study only deals with the five major art forms under Bastar Art they are: Bell metal Art, Terracotta Art , Sisal Art, Wooden Art and the wrought iron art, the other art forms have not been taken into consideration .
- (2) There is a restriction of time frame as only a certain period would be taken into account for analyzing the strategies and its impact.
- (3) The entire population of tribal artists is not taken as the sample for the purpose of research .
- (4) The non tribals indulged in the practice of these art forms haven’t been taken into consideration.

Data Analysis:

H0:There is no significant relationship between low usage of marketing via mobile apps and sales of Bastar Art products.

H1: There is a significant relationship between low usage of marketing via mobile apps and sales of Bastar Art products.

Involvement of mobile apps:

Particulars	Artisans		Private Traders		Government Traders		NGO	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Yes	67	26.8	30	60	8	40	6	60
No	183	73.2	20	40	12	60	4	40

Table 1: Frequency and percentage of variable inclusion of mobile apps for Artisans, Private traders, Government traders and NGOs.

Interpretation:

From table 1, it appears that 26.8% of the artisans have included mobile app marketing for art works and 73.2% of the artisans have not included mobile app marketing for art works. 60% of the private traders have included mobile app marketing for art works and 40% of the private traders have not included mobile app marketing for art works. 40% of the government traders have included mobile app marketing for art works and 60% of the government traders have not included mobile app marketing for art works. 60% of the non government organizations have included mobile application marketing for art works and 40% of the non government organizations have not included mobile app marketing for art works.

▪ Chi Square Analysis:

Particulars	Artisans	Private Traders	Government Traders	NGO’s
Pearson Chi Square	6.750	4.433	6.806	6.667
Df	1	1	1	1
Significance	0.013	0.045	0.019	0.048
Minimum expected count	13.67	8.40	3.20	2.00

Table 2: Chi Square Analysis table of variable inclusion of mobile app marketing for art works for Artisans, Private traders, Government traders and NGOs.

Interpretation

From table 2, it appears that the significance value obtained through chi square analysis in case of artisans is 0.013 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 0.045 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. The significance value obtained through chi square analysis in case of government traders is 0.019 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 0.048 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.

Conclusion

These tribal art products can be divided into three prototypes prevailing prototype , newfangled prototype and amalgamated prototype. Now a days the consumption rate of newfangled prototype products is seen to be higher as compared to amalgamated and prevailing pattern products. Local consumers feel that the prices of these products are quite high and the artisans feel that these products should be exempted from taxes so that the end consumer is satisfied with the pricing of the product. The artisans feel that there should be increase in number of government centers in Bastar region so that the rate of production of these tribal art products can be elevated also these tribal artisans will get an apt working infrastructure. But again the artisans and the government / private agencies are not able to come up with a solution for increasing rate of raw materials leading to the increase in price of the products.

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