

EMPOWERING WOMEN THROUGH HANDICRAFTS AND HANDLOOMS A STUDY ON WOMEN OF JAMMU AND KASHMIR

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Abstract

The handlooms sectors in Kashmir and Jammu have established schemes of rural crafts that tend to promote the empowerment of women which would help to eradicate the problems regarding the poverty of women. This study highlights the handlooms industry that is inheriting the employment prospects of the handloom sectors to potentially empower women which would help to increase the social condition of women. The handicraft industry is trying to improve the traditional culture of women by providing economic empowerment of women by engaging them in the production of handicrafts. The indigenous textile handlooms industry helps to render a great platform to help women to establish their cultural aspects and help to elevate their position in society. Women are the vulnerable section that requires the establishment of the identity of women. Gender equality is constantly being promoted by these handlooms business sectors that help to promote women's strength and entity. The most important aspect of these small-scale handloom industries is that they promote the development of women's role in the economic sector. This has led to the development of the condition regarding the social and political life of women. Equal opportunities are the only way that can empower women and this concept is being currently followed by the handloom industry. Empowerment would be attained if liberty should be provided to women to prove their skills in the working sector. This would not only turn the condition of the women into betterment but also improve their competitiveness attitude. This would thus help to bring accountability and financial reliability to the economic factor of women.

Introduction

Women's empowerment depicts the current status and the potential of women in Jammu and Kashmir. The small handlooms industry is continuously trying to influence the capabilities of women by providing opportunities to expand their skills and grow in the business. The most important thing is the various handicraft companies in Jammu and Kashmir are imparting vast opportunities in many sectors such as tailoring, and embroidery skills to encourage women to take participation to grow their skills. The government of India has adopted various essential initiatives to establish more handlooms sectors and departments to provide scope for the employment of the women of Jammu and Kashmir. The women are engaged in a training

process and embroidery and stitching skills so that they could gain the art of making handlooms products. It has been observed that different handlooms sectors have been establishing different training sectors that are run by experts who provide directions to these women. The importance of handlooms products and the stitching techniques are being given to the women to encourage them. Women are engaged in rapid learning skills in arts that would help in increasing their skills so that they could have financial assistance for themselves that acts as a great opportunity to build empowering nature within women.

Women are constantly improving their skills and practicing their skill methods in bringing efficacy to art culture. They are consistently growing in power and emerge as strong personalities in society. This small-scale handlooms industry is attracting women around the globe so that they could be engaged in work like preparing hand-woven materials of high-quality products for the customer. This would increase the potential of women and helps in consolidating their societal position of them. This organization thus has vast opportunities to promote gender equity and policies to promote women's status. Women of Jammu and Kashmir are being supported with finance programs by these handlooms and handicrafts industry so that the deprived section of society mainly women does not have to suffer from low finance status. The government has enforced various laws that show the promising actions being inherited to elevate the cultural power of women. The handlooms industry is continuously implementing many conceptualized programs that help to increase gender equality by helping women. This states the aims and objectives of the empowerment of women in Jammu and Kashmir. As it is very prominent considering the involvement of women in the handlooms industry their position is drastically increased as the employment of women is highly encouraged by these handlooms sectors. It has a high positive impact in culminating empowerment in women. The secondary sources in this study represent the contribution of the handlooms and handicrafts industry in evaluating women's empowerment. The handlooms industry has the largest potential to employ women by giving them vast opportunities for economic and financial development of women.

Review of Literature

The account of various peer-reviewed journals which presents insights about the empowerment of women as they are highly engaged in various handloom and handicrafts sectors to increase their skills and creativity are being discussed in this section:

According to Bhat, 2018, the meaning of women empowerment is the basic term coined to state the strengthening condition of women by increasing their efficiency and making them rely on themselves without being subjected to any kind of dominance. The dominance of male society and gender differentiation have the most crucial part in considering women to be the vulnerable sections of society which have led to a decrease in the moral values of women (Bhat *et al.* 2018). As they were always being treated as undergraduate citizens of deprived opportunities. Many handlooms and handicraft industries are generally providing support to these women to improve their image them by giving equal opportunities. The policy of empowering women is being initiated by including them in various handicrafts activities and the production of materials. It is being quite evident that the empowerment of women is providing power to the rural and urban women who are victimized and belong to disabled groups. Kashmir Entrepreneurs Development Institute has taken initiative in injecting the value and importance of starting a new business so that they could have the strength of the self-dependency concept practiced for them. It has been regarded that the handlooms and handicrafts

industry is trying to promote the performance of women by involving them in the handicrafts sectors to develop their skills and also bring improvement in their decision-making skills as they are provided training. Women are trained in the handicrafts sector which would provide them with employment. This small-scale industry has the power to evaluate the political domains also by supporting them with financial power (Heider *et al.* 2019). The culture of work is very important that could help to develop a sense of equality as compared to men to bring a sense of empowerment in women. The handicraft industry is very important as it provides vast opportunities to maintain the leadership quality of women and thus helps to measure the strategic development of Kashmir women.

According to Agarwal and Lenka, 2018, the sustainable economy of women is gradually being affected by the act of partiality in the case of women. The small scale of the industry is inheriting various measures to improve the problems of women. They promote various opportunities and training programs in crafting arts and stitching clothes to ensure sustainability among women. Women are generally emphasizing confronting various programs to develop their skills to increase their creativity level which would boost the economy (Laine, 2021). The handicraft industry has tried to improve the condition of women by focusing on boosting the economic culture of women as they provide vast opportunities for uplifting the culture of women as per the socio-economic condition of women. The most important thing is solving the mitigation problem of women as these handicrafts industry provides a vast scope of extensive opportunities for women.

India is the most varied country in the world, sometimes known as a "mega diversity country," with a wide variety of customs, ways of life, fashions, and cultural practices. Performance of female craftsmen in the state of Jammu and Kashmir to promote the economy of the women in bringing stability to their political power (Ippolito *et al.* 2018). The primary research is on women and indigenous people, and the production of various handmade substances has indulged various activities of crafts that make the women involved in business activities. The women are encouraged to take part in the handicrafts sectors that would initially facilitate the promotion of women. Women are liable to take the necessary decision in implementing new concepts and generation of effective ideas so that it will eventually help women to emerge as strong components. The workforce included in handicrafts represents the execution of various ideas to bring innovative concepts among women. The establishment of programs through government policies is also being initiated to maintain the dignity and supreme power of women.

According to Khanduri and Datta, 2022, the woman of Jammu and Kashmir are highly engaged in different activities that would help in supporting their lifestyle. The development of many handicrafts stores in the state of Jammu and Kashmir has led to vast opportunities for the development the woman to be more productive in their life. This new aspect of productive opportunities helps women to set a new way in their life (Khanduri and Datta, 2022). The concept of handloom and handicrafts have a significant strategy for employment by promoting the industries. The localization of the market and the increasing factor of the handloom industry have significantly manifolds the development of the employment status of women in Jammu and Kashmir. The engagement of women in different activities of handloom sectors has a direct influence on the lifestyle of women. The main agenda of the state is that it has nurtured the art

of excellent culture of weaving materials that are required for the development of the handloom industry. This engages the woman in the upgradation of skills and maintains her proficiency status. This has been considered under inspection that the frequent engagement in these activities has improved the production base and enhanced the condition of the woman by directing them to new education scope and improving the income sources of the woman. This diversification of the handloom industry has resulted in focusing on the areas of marketing development and effective opportunities for a woman who are neglected in society.

According to Bazaz and Akram, 2021, the construction of the handloom industry has resulted in strengthening the societal status of the woman of Jammu and Kashmir. It has led to the development of women from oppression in society and created a system of diverse opportunities for them (Bazaz and Akram, 2021). The generalization of these opportunities has created sustainable development of lifestyle and focuses on the new direction of feminist activities that has eradicated the inequality strain that prevails in society. This has related to generating adequate potential to empower women and helps in the development of sustainable production in the business. This has led to opportunities for the strong cultural background of women in Jammu and Kashmir.

Materials and Methodology

The relevant information has been collected from various journals that demonstrate the concept of empowerment of women through various opportunities and employment carried out by the handlooms and handicrafts industry in Jammu and Kashmir. The materials that are being discussed in this study show the primary collection of data that makes this study more productive with information regarding the status society of women (Altavilla *et al.* 2019). Women should be provided with vast opportunities as they have been educated in crafts activities by encouraging support systems for the underprivileged section of women in society. This study contains the quantitative analysis of the data collection method and the data is designed to show the results based on the quantitative values (George and Mallery, 2019). The effective methods applied to determine the policies implemented by the handloom industry and handicrafts that show the vast opportunities provided to women to increase their efficiency level. This methodology section describes the “positivism philosophy” that shows the survey that has been done to evaluate the results of the growth in the empowerment of women in Jammu and Kashmir. The data has been analyzed using the survey to interpret the findings that convey the growth of women in the dynamic sectors of the handicraft industry. The most important aspect is the evaluation of results being performed with the help of SPSS analysis. The methods approached show the deductive methods. This section helps to understand the process that has been carried out to generate the results about women empowerment in the handloom sector and handicrafts industry to initiate the promotion of self-employment the women (Ivashina *et al.* 2020). The issues faced by women in today’s world are vast like poverty and increasing violence against them. This helps to provide information about the development of starting new embroidery and weaving of the clothes that help to create power increase in women. This study represents the important factors that are highly practiced by handlooms and handicrafts to promote women to become self-employed.

This survey has been conducted by considering 50 participants that would help in participating to investigate the impact of these increasing domains of the handloom industry in empowering women (Purwanto *et al.* 2021). The open end questionnaires have been conducted and

surveyed. The results that have been deduced from these 50 participants suggest their effectiveness in creativity by engaging in handloom activities. This also helps to promote the ideas of the development of ideas of arts and helps to gather relevant outcomes of the data which outlines the financial status of the woman related to the Jammu and Kashmir areas.

The study helps to statistically design the data that ensures the development of women's cultural and socioeconomic life (Avdjiev *et al.* 2019). The opportunities in various sectors of the handloom business company help to recognize action programming and promote a strategy to improve the welfare of women. The method involves a strategy that helps to analyze the results including the importance of arts in the handloom industry with the help of SPSS analysis by involving 46 participants. The strategy helps to develop the empowerment of women in increasing progress of women. This defined strategy helps to improve the condition of the women by stating that the government of Kashmir and Jammu has inherited various plans to engage the women in various works to uplift their status.

Results and Discussion

Descriptive

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
2. Select your age group	46	1	3	1.89	.567
6. Assign rank from 1 to 4 (1 highly preferred to 4 least preferred) for the following social media platform preferences in online handicraft & handloom business pages. [1. Facebook]	45	1	4	1.33	.769
4. I follow business pages which have new promotions (sponsored ads)available on these pages through social media.	44	1	5	4.11	1.039
Valid N (listwise)	44				

Figure 1: descriptive based Result

(Source: IBM SPSS)

The above figure depicts the descriptive value and the results that are dependent on the data (Morais *et al.* 2019). The outcome of this result can show the result in the way of descriptive that is for case 2 it is .567, for case 6 it is .769, and for case 4, it is 1.039.

Frequencies

Frequencies

Statistics				
		2. Select your age group	7. I usually prefer business pages which are good in response.	2. I have affection with social media business pages
N	Valid	46	44	45
	Missing	0	2	1

Figure 2: Frequency-based Result

(Source: IBM SPSS)

The above figure shows the statistical output of the data. Frequencies are many types and this is the basic statistical form of the frequency (Fabiani *et al.* 2022). Some valid points show whether the case is valid or not and some missing points show the missing part of the case.

Frequency Table

2. Select your age group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	21.7	21.7	21.7
	2	31	67.4	67.4	89.1
	3	5	10.9	10.9	100.0
	Total	46	100.0	100.0	

Figure 3: Frequency-based Result

(Source: IBM SPSS)

Histogram

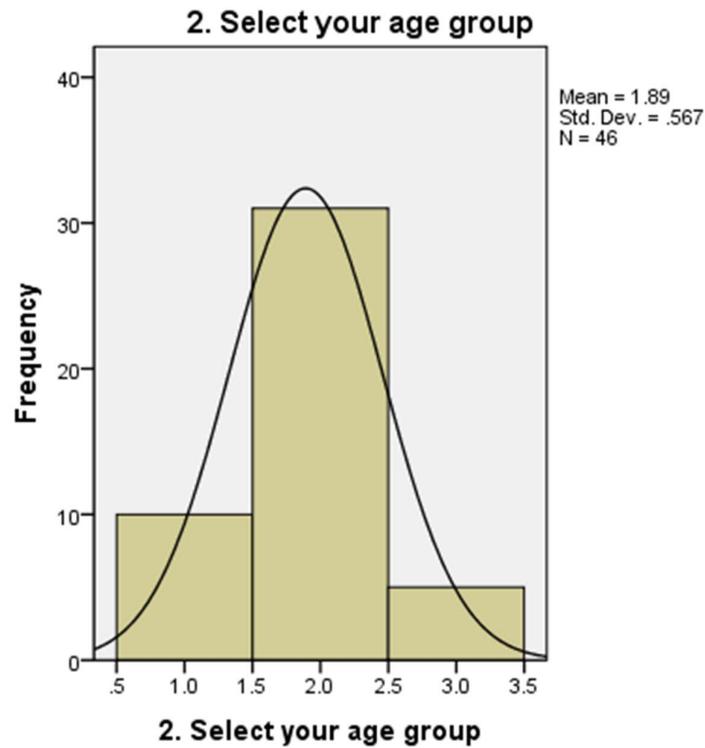


Figure 4: Histogram

(Source: IBM SPSS)

The above table and the figure describe the output of a case that is “selecting the age group”. The graph shows the behavior of the case (Darmouni *et al.* 2022). In the table of frequency, there are three inputs and the total of these three will form a graph in the SPSS.

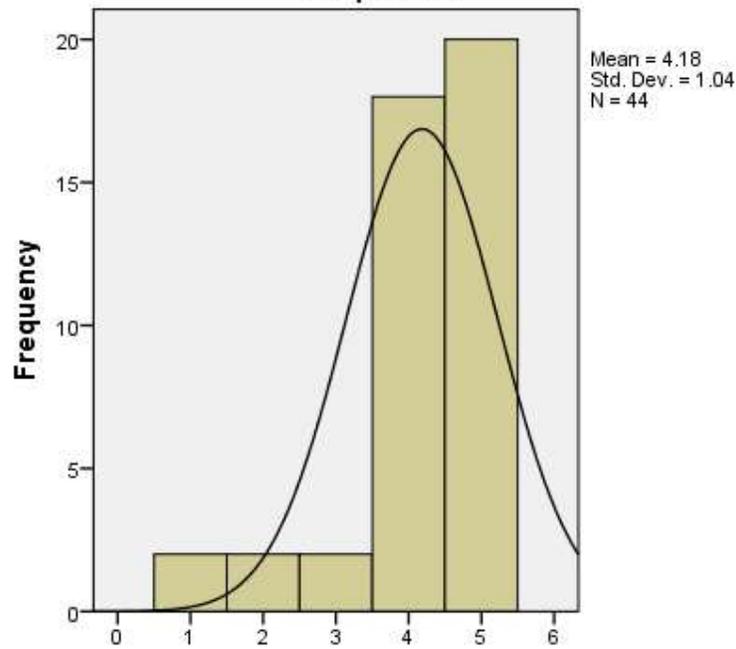
7. I usually prefer business pages which are good in response.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	4.3	4.5	4.5
	2	2	4.3	4.5	9.1
	3	2	4.3	4.5	13.6
	4	18	39.1	40.9	54.5
	5	20	43.5	45.5	100.0
	Total	44	95.7	100.0	
Missing	System	2	4.3		
	Total	46	100.0		

Figure 5: Frequency-based Result

(Source: IBM SPSS)

7. I usually prefer business pages which are good in response.



7. I usually prefer business pages which are good in response.

Figure 6: Frequency-based Result

(Source: IBM SPSS)

The above table and the figure is the output of the case that “Depends on the preference of the business pages”. The above graph of this case depicts some downs at the beginning but at the end, there are some large bars in the graph (Özşuca, 2022). Which shows the increasing scale of the case. The value in the table will help to understand the graph with intelligence.

One Way ANOVA

Test of Homogeneity of Variances

7. Assign rank from 1 to 4 (1 highly preferred to 4 least preferred)for the kind of art & crafts you like to buy from online social media platforms handicrafts &handloom business pages. [1. Handicrafts]

Levene Statistic	df1	df2	Sig.
6.036	4	40	.001

ANOVA

7. Assign rank from 1 to 4 (1 highly preferred to 4 least preferred)for the kind of art & crafts you like to buy from online social media platforms handicrafts &handloom business pages. [1. Handicrafts]

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.087	4	2.272	3.013	.029
Within Groups	30.157	40	.754		
Total	39.244	44			

Figure 7: Anova-based result

(Source: IBM SPSS)

ANOVA test in SPSS one of the important tests. The above picture depicts the results of the ANOVA test depending on the data (Olofinlade *et al.* 2020). In the test of homogeneity of variances, there are df1,df2 and the values of this are 4, 40. And the sig. Is .001. In the table of ANOVA, there is the sum of squares is denoted. The result of ANOVA will help to understand the analysis.

Means Plots

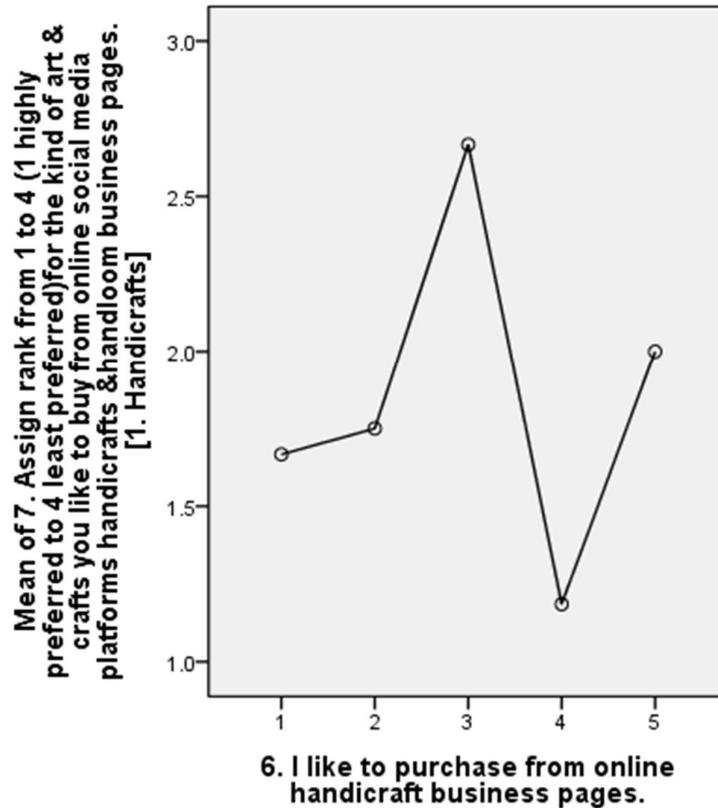


Figure 8: Mean plot of ANOVA

(Source: IBM SPSS)

The above figure depicts the plot of the mean that is done with the help of SPSS software. Depending on the data on the number of women and the other data needed to do the work in SPSS (Altavilla *et al.* 2019). The plot shows that there are some ups and downs in the graph paper.

T-test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
1. I spend lot of time on social media.	45	4.04	1.021	.152
1. I visit branded handicraft and handloom pages on social media.	45	4.09	1.041	.155

Figure 9: T-test Based Result

(Source: IBM SPSS)

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
1. I spend lot of time on social media.	26.560	44	.000	4.044	3.74	4.35
1. I visit branded handicraft and handloom pages on social media.	26.359	44	.000	4.089	3.78	4.40

Figure 10: one sample-based test

(Source: IBM SPSS)

The above two tables depict the outcome of the T-test. In the list of T-tests, there are different types of tests, in this report, the test is done for one sample (Thula *et al.* 2022). After the T-test is done then the results are easy and able to understand for the readers about the sampling tests that are done in SPSS software.

Conclusion and Future Scope

The study of the significance of women's emancipation in the traditionally female-dominated industries of handicrafts and looming is aided by this section's conclusion. In the modern world, women suffer a wide range of problems, including poverty and an increase in violence against them. As a result, the administration of Jammu and Kashmir is taking several steps to hire women in a wide range of occupations to normalize the situation and enhance women's financial standing. The handlooms sector has always placed a priority on enhancing the status of women by giving them several chances to secure financial success. It's crucial to put training opportunities into place and increase the capacity of women. This handloom industry's primary goal is likewise to take an initiative in expanding the business. The most important is the commercialization of the handloom industry has led to vast opportunities for a woman residing in Jammu and Kashmir. The future scope gives the significance of the employment opportunities in the future and would indulge in expanding the social economic lifestyle of the underprivileged woman. This would initiate a new way to help women in vast progress and indulge themselves in activities that would promote surplus financial growth.

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