

## APPENDIX I



### Prevailing Status of Kutch Embroideries and Artisans: Scope of Its Sustainability and Promotion

#### Interview schedule for the embroidery artisans

##### [I] Background information the artisans

1. Name: \_\_\_\_\_
2. Address: \_\_\_\_\_
3. Community: \_\_\_\_\_

##### [II] Craft Details

4. Types of embroidery practiced?

##### (A) Origin and History

5. How has this craft originated?
6. Do you own any samples made by your ancestors? Yes/No  
If yes, how old are these samples?

##### (B) Transfer of the skills:

7. What are the influencing factors that made you to start the embroidery?
  - (a) Traditional craft handed down from one generation to other
  - (b) You were interested in the craft
  - (c) Anyone suggested you
  - (d) Your initial training
  - (e) It pays well
  - (f) Any other
8. Who taught you this craft?
  - (a) Grand mother
  - (b) Mother
  - (c) Relatives
  - (d) Self learning
  - (e) Training
  - (f) Any other
9. At what age did you start working on this craft? \_\_\_\_\_ Years.
10. Number of family members engaged in craft \_\_\_\_\_

11. Have you received any formal training of the craft? Yes/No  
If yes, give details

Type of training	Agency/institution giving training	Duration

12. How has the training helped?
- Increase production
  - Increase income
  - Produce better quality goods
  - Reduce wastage
  - Produce new designs
  - New technique to increase speed
  - To use new materials
  - Any other, please specify

**(A) Motifs, Stitches and Materials**

**(a) Motifs**

13. Enlist the motifs used earlier and the significance for using it, if any  
Who provide the motifs? \_\_\_\_\_
14. Do you have the choice of motifs and colours? Yes/No  
If No, who gives the specifications? \_\_\_\_\_
15. Have you introduced any new designs or colours? Yes/No  
If yes, from where? \_\_\_\_\_
16. Do you often change the traditional motifs? \_\_\_\_\_
17. Are you ready to adapt the new design and latest trends?  
If yes, give reason \_\_\_\_\_  
If no, give reason \_\_\_\_\_
18. Are you getting any professional help terms of designs or techniques from institutes like NIFT/NID? \_\_\_\_\_
19. Details of the motifs used at present

Sr.No.	Types of motifs	House hold	Catering to the market		
			Local	Domestic	Foreign
1	Animal				
(a)					
(b)					
(c)					
(d)					
(e)					
2	Bird				
(a)					
(b)					
(c)					
(d)					
(e)					

3	Human				
(a)					
(b)					
(c)					
(d)					
(e)					
4	Floral and leaf				
(a)					
(b)					
(c)					
(d)					
(e)					
5	Mythological				
(a)					
(b)					
(c)					
(d)					
(e)					

20. Explain in brief: criteria for selection of the motifs

21. Explain the criteria for arrangement of the motifs

- (b) Details of the stitches used
- i. \_\_\_\_\_
  - ii. \_\_\_\_\_
  - iii. \_\_\_\_\_
  - iv. \_\_\_\_\_
  - v. \_\_\_\_\_

22. No. of stitches per inch

(c) Details regarding procuring the raw materials

Type of raw material	House hold use	Catering to the market			Procured from					
		local	domestic	foreign	Manufactured at home			Purchased form		
Fabric used										

Threads used										
Needles used										
Beads used										
Mirrors used										
Other										

- (d) Colours and colour combinations
23. What were the colours earlier used for embroidering?
24. Do they have any significance/ Yes/NO
- If yes, specify

Details of colours and colour combinations	House hold use	Catering to the market			Significance(if any)
		local	domestic	foreign	
Colours of the fabric					
Colours of the threads					

Colours of the beads					
Fabric and threads					
Thread to thread					
Motifs and threads					

25.    Do you follow the fashion in selecting the colours?
26.    Do you select the colours your own or as per the customer’s specifications?

(e) Details of the production processes

Processes	House hold use	Catering to the market		
		Local	Domestic	Forgein
Designing				
Tracing				

Embroidery				
Cutting				
Stitching				
Finishing				

(f) Details of the articles made

Name of the articles	House hold use	Catering to the market		
		Local	Domestic	Foreign

27. Future plans of the artisans

- a) Are you going to continue the same craft? Yes/No  
-Specify reasons
- b) Are you going to extend the craft in future? Yes/No
- c) Are you going to train the next generation in embroider? Yes/No
- d) If given an opportunity, are you ready to change your profession? Yes/No
- e) Are you ready to migrate to city (urban area) or other places for better opportunities? Yes/ No  
-Specify reasons

28. What kind of assistance you need from the government to develop the craft?
- Financial assistance from the government
  - Providing raw material on subsidized rates.
  - Purchasing the finished products from artisans
  - Improve the marketing facilities for the products
  - Provide training n new designs and processes
  - Provide old age pensions
  - Any other, please specify \_\_\_\_\_
  - No idea

[III] Socio Economic Conditions of the artisans

29. Age: \_\_\_\_\_
30. Gender: \_\_\_\_\_
31. Religion \_\_\_\_\_
32. Mother tongue: \_\_\_\_\_
33. Marital status.
- Unmarried
  - Married
  - Separated
  - Widow
- (a) Family Compositions
34. Type of family: (a) Joint (b) Nuclear
35. Number of members in the family \_\_\_\_\_
36. Furnish the details about your family members

Sr. No.	Family members			Occupation		
	Men	Woman	Children	Embroidery	Other	Non-working
1						
2						
3						
4						
5						

- (b) Educational Status
37. Language spoken: \_\_\_\_\_
38. Educational qualification: (a). Literate (b). Illiterate
- If literate:
- Primary
  - Secondary
  - Higher secondary
  - Graduate
  - Any other
- (c) Occupations of the artisans:
- Independent embroider
  - Working for master karigar
  - Working for Government Organization
  - Working for Non Government Organization
  - Master karigar (Self)
  - Embroidery not practicing commercially

- (d) Assests and Income
39. Do you possess:
- Land
  - House
  - Radio/T.V./V.C.R/Mobile Phone
  - Cattles
40. Give particulars of house/shelter:
- Kachha
  - Semi pakka
  - Pakka
41. Total family income/annum
42. Total income from the other sources/annum, if any
43. Total income from the craft/month:
44. Is embroidery the only source of income in the family?  
If yes, total income from the craft/month
- If no, what are the other sources of income in the family? Total income from the other sources/annum
- (e) Financial condition of the artisan
45. Have you taken any loans/debts? (a).Yes (b).No  
If yes, how many loans you have taken? \_\_\_\_\_
46. Amount of loan taken \_\_\_\_\_
47. Duration of loan?
48. Rate of interest to be paid on loan amount? Rs. \_\_\_\_\_ per month
49. The source from where you took the loan?
50. Give reasons why took the loan? \_\_\_\_\_
- (f) Problems faced by the artisans
- Raw materials
  - Production
  - Payment
  - Institutional financing
  - Occupational hazards
- [IV] Role of Government and Non Government Organisations
- (a) Details of the payment procedure
51. Who decides the amount of payment?
- Self
  - Group leader
  - GO/NGO team
52. How do you receive the payment?  
(Daily wages, depending up on the type and intricacy of the work)
53. At what time duration you collect the payment from the organization?
- (b) Quality control

54. What kind of quality measures you are following

55. Does it affect your payment?

If yes, list the measures considered

a)

b)

c)

d)

56. What kind of care you take to maintain the quality?
- (c) Facilities provided by the organization
57. Are you aware about the facilities/aid provided by your organisation?

If, Yes, list the facilities provided (Pension, Provident fund, insurance, Medical allowances, Loans,Advance payment etc.)

a)

b)

c)

d)

58. Does your organization provide you any roof or work station for embroidery?

59. Does your organization help getting aid from other sources? (eg. Banks, government)

If yes, how?
- (d) Enlist the terms and conditions you have to follow
- (e) Information and view for other organizations
60. Are you aware about any similar kind of organization?

If yes

[V] Markets and Marketing Practices

(a) Marketing channels and venue to sell the product

Sr. No.	Marketing channels	Venue					Quantity	Value
		Exhibition	Permanent shop	Weekly market	Daily market	Gram haat		
A.	Direct marketing							
1.	Local							
2.	Within state							
3.	Out side state							
4.	Out side country							
B.	Indirect marketing							
1.	Middle men							
2.	Master karigar							

3.	Local handicraft méchants							
4.	Co-operative society							
5.	Government organisation							
6.	Non- government organization							
7.	Any-other							
8.	None							

61. When do you have high demand for your products?