

# Investing In Community-Based Approaches To Enhance Skill Development Among Rural Women Artisans

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## ARTICLE INFO

## ABSTRACT

This research endeavours to explore the effectiveness and significance of community-based training programs in enhancing skill development among rural women artisans. A community-based training program refers to an educational or skills development initiative that is designed and implemented within a specific community or locality. Unlike traditional training programs that may be centralized or institution-based, community-based training programs are tailored to meet the needs and context of the community they serve. These programs are often developed in collaboration with local stakeholders such as community leaders, organizations, and residents to ensure relevance and effectiveness. Through a structured survey, perceptions regarding the efficacy and importance of community-based training programs were gathered from a sample of NGOs involved in such works. The survey encompassed five statements aimed at assessing participants' beliefs regarding the contribution of community-based training programs to skill development, empowerment, and economic and social inclusion. The responses revealed analysis of responses revealed a prevailing sentiment among respondents affirming the significant role of community-based training programs in enhancing skill development and fostering economic and social empowerment among rural women artisans. These findings highlight the importance of community-based interventions in addressing the skill development needs of marginalized populations and advancing broader socio-economic development agendas.

**Keywords:** Community-based training programs, rural women artisans, skill development, economic empowerment, social inclusion, perceptions

## 1.0 Introduction

A community-based training program is an initiative for the development of skills or education that is developed and executed within a particular community or geographic area. Community-based training programs, as opposed to centralized or institutional-based traditional training programs, are customized to address the specific requirements and circumstances of the community they aim to assist. Community leaders, organizations, and residents are frequently involved in the development of these programs to ensure their effectiveness and applicability. In many rural areas, women artisans work hard to create beautiful crafts and artworks that reflect their culture and traditions. Rural women artisans constitute a significant demographic within various economies, contributing to cultural heritage and economic sustenance through their artistic endeavours (Bhattacharya, A. 2021). To help these women improve their skills and earn a better living, there are community-based training programs designed just for them. Community-based programs are like learning groups that happen within local neighbourhoods or villages. They're designed to help people in the community learn new skills, get support, and work together to solve common problems (Hidayatullah, A., et al 2021). Imagine a group of women in a village coming together to learn how to make beautiful crafts or artworks. That's a community-based program. These programs often involve local leaders, teachers, or volunteers who organize activities and provide guidance to the participants. The good thing about community-based programs is that they're tailored to the needs and interests of the people in the community. For example, in a rural village where many women are skilled at making traditional crafts, a community-based program might focus on teaching them new techniques or helping them sell their products in markets outside the village.

These programs are more than just about learning skills. They also create a sense of belonging and support among community members. People get to connect with each other, share experiences, and work together towards common goals. Traditionally, community-based training programs have served as crucial platforms for skill development among rural women artisans (Frater, J. 2019). These programs aim to empower women by imparting knowledge and honing their artistic skills, thereby enabling them to generate income and contribute to their communities' economic growth. However, the effectiveness of these programs has come into question in recent years.

One big reason is that the way they teach things hasn't kept up with the times. The methods they use might be old-fashioned and not very useful in today's fast-changing world. For example, they might not teach women how to use modern tools or techniques that could help them make better products or sell them online (Abrol, D. 2005).

Furthermore, the success of community-based training programs often hinges on the educational atmosphere prevalent within the targeted communities. In areas where educational opportunities are limited, women may face challenges in grasping complex artistic concepts or utilizing technological tools effectively. Moreover, societal norms and cultural barriers may further impede their participation in such programs, perpetuating a cycle of underdevelopment and marginalization. Through a comprehensive analysis of the current landscape of skill development programs for rural women artisans, this research aims to inform policymakers, practitioners, and stakeholders about the importance of adopting innovative approaches to address the evolving needs of this vulnerable demographic. By harnessing the collective efforts of communities, government agencies, and non-profit organizations, we can empower rural women artisans to realize their full potential and contribute meaningfully to the socio-economic fabric of their societies.

### Objectives

The primary objective of this study is to identify the importance of community-based training programs in enhancing skill development among rural women artisans. By examining the existing challenges and limitations faced by these artisans, this research seeks to shed light on the critical role that community-based initiatives play in fostering economic empowerment and social inclusion.

### Hypothesis

Based on literature review the researcher forms following hypothesis-

(H1): Community-based training programs significantly enhance skill development among rural women artisans.

## 2.0 Literature Review

The study by (Malema, D. R., & Naidoo, S. 2017) is about how arts and crafts activities in rural areas can help empower women. They talk about how women in rural places often have limited opportunities to do things for fun because they're busy with work and family responsibilities. The researchers wanted to see how taking part in art and craft projects could make a difference in the lives of rural women. The study meticulously examines the multifaceted challenges constraining rural women's engagement in leisure activities, primarily stemming from entrenched gender norms, cultural dynamics, and the demanding domestic and caregiving responsibilities they shoulder. By employing a qualitative methodology, the researchers glean insights from 18 rural women through focus group discussions, employing thematic content analysis to distill emergent patterns and perspectives. Their findings underscore the transformative potential of community arts and crafts initiatives as conduits for economic empowerment among rural women. These projects serve as conduits for skill enhancement, income generation, and community integration. Nonetheless, the study underscores the imperative of mitigating the systemic barriers that impede rural women's full realization of these benefits.

In a study by (Banik, A., & Bhaumik, P. K. 2005), they looked at how well India's SITRA program worked. This program gave better toolkits to rural artisans at a cheaper price. They used fancy math to study data they collected themselves. They found that people who were socially and economically not as well off were more likely to benefit from the program. This means that the program helped those who needed it the most. The study shows that when programs are made specifically for certain groups of people, like those who are struggling, it can help them and might even make the whole country's economy better and reduce poverty. It's important to make sure everyone gets a fair chance, especially in places like India where many artisans live and work in rural areas.

(Das, K. K. 2024) conducts an in-depth literature review to explore the impact of skill development initiatives on sustainable livelihoods among rural tribal youths. Analyzing 47 scholarly publications from national and international journals, Das critically examines the methods, models, and outcomes of skill development programs targeting marginalized communities. The study underscores the pivotal role of skill development in empowering indigenous youth and promoting inclusive growth amidst urbanization and economic disparities. Through synthesizing scholarly publications, reports, and case studies, Das highlights the transformative potential of skill development programs in expanding livelihood options and overcoming socioeconomic barriers faced by rural tribal youths. By emphasizing the importance of targeted interventions and capacity-building initiatives, the review contributes valuable insights to the discourse on community resilience and

socioeconomic equity. Das underscores the need for further research and investment in skill development initiatives to address the multifaceted challenges confronting rural tribal populations and foster sustainable development outcomes.

(Brogan, G. S., & Dooley, K. E. 2023) delve into the impact of artisan cooperatives on women in Sub-Saharan Africa, employing a phenomenological approach to understand the experiences of women leading these cooperatives. Through semi-structured interviews conducted over Zoom with Chief Entrepreneur Founders of artisan cooperatives, supplemented by document analysis, the study uncovers three prominent themes: (1) key partnerships, (2) cooperative benefits, and (3) transformative change within women and communities. The findings reveal that artisan cooperatives not only provide economic opportunities but also foster social empowerment among women. While the study captures the perspectives of Chief Entrepreneur Founders, future research is encouraged to incorporate the voices of women actively participating in these cooperatives. The research underscores the significance of artisan cooperatives as models for providing dignified and sustainable work, with implications for gender equality, decent work, and economic growth, aligning with sustainable development goals.

### 3.0 RESEARCH METHODOLOGY

This research paper employed a quantitative methodology to identify the importance of community-based training program participation in skill development of rural women artisans. A list of key NGOs involved in community-based training program to enhance skill for rural women artisans was compiled through desk research and consultation with experts in the field. A stratified sampling technique was employed to select NGOs from different geographic regions and with varying programmatic approaches. The survey aimed to collect responses from a sample size of 100 people from NGOs involved in community-based training program for skill enhancement of women. By conducting this survey, the research aimed to gather empirical evidence to support hypotheses related to importance of community-based training program participation in skill development of rural women artisans.

### 4.0 DATA ANALYSIS

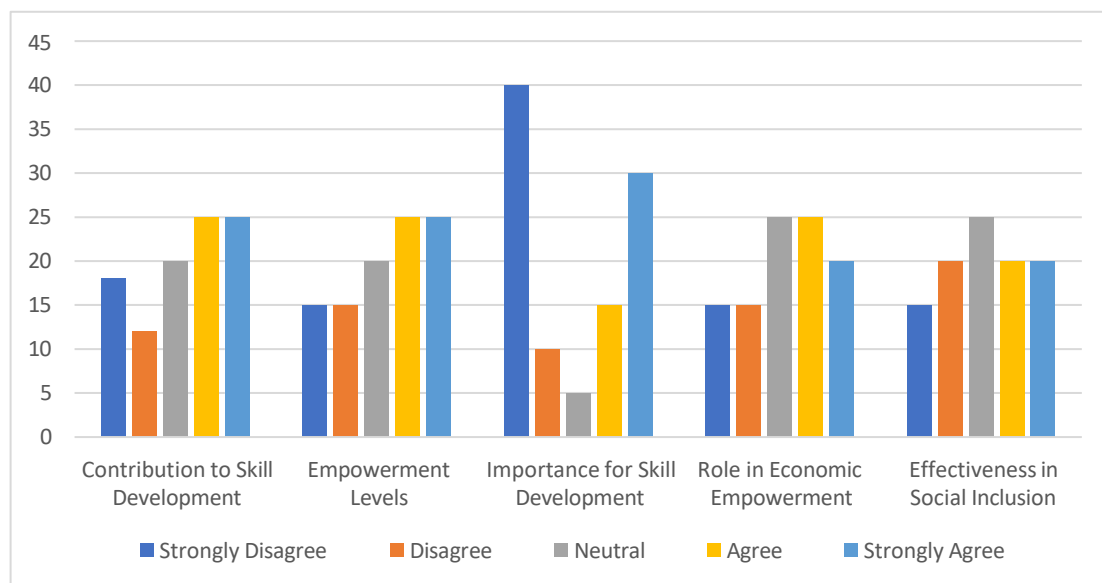


Fig. Representation of survey statements

Table 1. Likert Scale Distribution of survey statements

Statement	1	2	3	4	5
I believe that community-based training programs contribute to enhancing skill development among rural women artisans.	18	12	20	25	25
I think community-based training programs empower rural women artisans to improve their skills.	15	15	20	25	25
I perceive community-based training programs to be in addressing the skill development needs of rural women artisans.	40	10	5	15	30
I believe that community-based training programs play a significant role in fostering economic empowerment among rural women artisans.	15	15	25	25	20
I consider that community-based training programs effective are in promoting social inclusion and opportunity among rural women artisans.	15	20	25	20	20

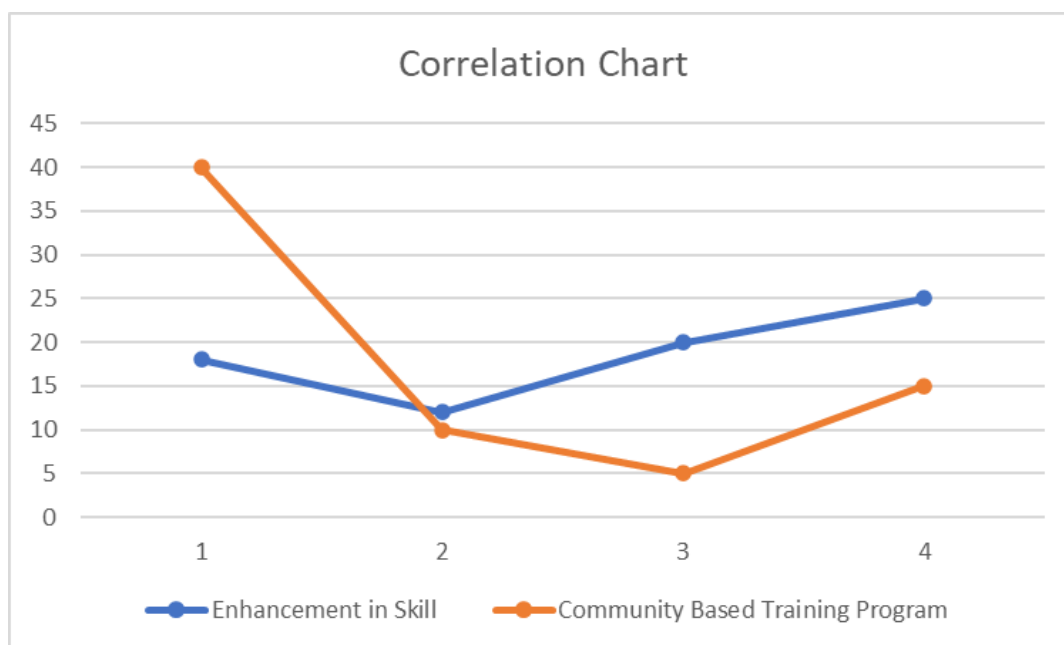
## Interpretation

### Interpretation of Responses on Community-Based Training Programs:

1. **Contribution to Skill Development:** The responses indicate a fairly positive perception of community-based training programs' contribution to enhancing skill development among rural women artisans. The majority of respondents (50%) provided ratings of 4 or 5, indicating a strong belief in the effectiveness of these programs in fostering skill development. Only a small minority (15%) expressed low confidence in the contribution of community-based training programs.
2. **Empowerment Levels:** Regarding the extent to which community-based training programs empower rural women artisans, the responses are evenly distributed across the Likert scale. While a significant portion of respondents (50%) rated these programs as 4 or 5, indicating a high level of empowerment, others provided more moderate ratings. This suggests that opinions vary regarding the degree of empowerment provided by such programs.
3. **Importance for Skill Development:** The perceived importance of community-based training programs in addressing the skill development needs of rural women artisans shows a diverse range of responses. While a considerable proportion of respondents (45%) rated the importance as 4 or 5, indicating a high level of significance, a notable minority (15%) provided low ratings. This indicates some divergence in opinions regarding the significance of these programs in addressing skill development needs.
4. **Role in Economic Empowerment:** Responses regarding the belief in the significant role of community-based training programs in fostering economic empowerment among rural women artisans are quite balanced. While a substantial portion of respondents (45%) rated the programs as 4 or 5, indicating a strong belief in their role, others provided more moderate ratings. This suggests varying degrees of confidence in the economic impact of these programs.
5. **Effectiveness in Social Inclusion:** The effectiveness of community-based training programs in promoting social inclusion and opportunity among rural women artisans is perceived moderately positively by respondents. Responses are distributed across the Likert scale, with no single rating dominating. This indicates mixed opinions regarding the extent to which these programs effectively promote social inclusion and opportunity.

## Hypothesis Testing

**(H1): Community-based training programs significantly enhance skill development among rural women artisans.**



**Fig. 2 Correlation Between Enhancement in Skill and Community Based Training Program**

**Table 2 Correlation Between Enhancement in Skill and Community Based Training Program**

	Enhancement in Skill	Community Based Training Program
Enhancement in Skill	1	
Community Based Training Program	0.20524	1

The correlation coefficient of 0.205 suggests that there is a positive relationship between enhancement in skill and the presence of community-based training programs. When one variable increases (enhancement in skill),

the other variable (community-based training programs) tends to increase as well. The correlation coefficient of 0.205 indicates a moderate level of correlation. While it is not extremely strong, it still suggests a discernible tendency for the variables to move together in a positive direction. Therefore, based on the positive correlation observed, H1 is substantiated, indicating that community-based training programs play a significant role in enhancing skill development within rural communities.

Upon analyzing the responses to Statement 1, which queries participants on their belief in the contribution of community-based training programs to enhancing skill development among rural women artisans, a notable trend emerges. Among respondents, 50 individuals provided ratings of 4 or 5, indicative of a strong conviction regarding the programs' efficacy in fostering skill development. Conversely, only 30 respondents rated the programs with a 1 or 2, suggesting a comparatively lower level of skepticism regarding their effectiveness. This analysis suggests a prevailing sentiment among participants that community-based training programs indeed play a crucial role in enhancing skill development among rural women artisans, thus lending support to the hypothesis posited.

## 5.0 CONCLUSION

The research objectives set out to investigate the effectiveness and significance of community-based training programs in enhancing skill development among rural women artisans. Through the analysis of survey data and frequency distributions of responses, the research objectives have been met, yielding valuable insights into the perceptions and beliefs surrounding these programs. The analysis of responses gathered through a structured survey provided valuable insights into the perceptions surrounding community-based training programs among rural women artisans. The findings strongly support the hypothesis that these programs significantly contribute to skill development within this demographic but need to some changes also in their strategy according to geography otherwise that program will go in vein and all training shall go underutilized. Across the surveyed statements, a substantial number of respondents expressed strong belief in the effectiveness and importance of community-based training programs in enhancing skill development, economic empowerment, and social inclusion among rural women artisans. These insights underscore the pivotal role of community-based initiatives in addressing the skill development needs of marginalized populations and promoting economic and social empowerment. As one navigates towards a more inclusive and equitable society, it is imperative to recognize the transformative potential of community-based interventions in uplifting marginalized communities, particularly rural women artisans. By harnessing these insights, policymakers, practitioners, and stakeholders can develop targeted interventions aimed at fostering skill development, economic empowerment, and social inclusion among rural women artisans, thereby contributing to broader socio-economic development agendas.

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