

MARKETING PROBLEMS OF WOMEN- HANDICRAFT PRODUCERS IN JAFFNA DISTRICT

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Abstract

The critical challenges in eradicating poverty to meet sustainable incomes, as the number of women's livelihoods are at lifeless stage. Therefore, government and other related authorities need to set out critical measures to ensure that low income or marginalized groups for instance womenhandicraft producers to meet their basic need via sustainable income through their livelihoods. Due to 30 years of prolonged war, many traditional livelihood activities had been transformed as handicraft works. Post- war technology applications and the intention toward peace and back to normal life, many widows affected by war, selected handicraft as their choice to generate income for their day to day life. Even the but still they face many difficulties, to withstand these livelihoods. Even though these handicraft producers have many potentials in future, few researches tried to explore these livelihoods, and failed to consult them through application-oriented researches. This study used case study as qualitative methodology, to explore their marketing problems. Purposive sampling method was used to collect primary data from 20 female women handicraft producers in Jaffna. through in-depth interviews. This study identified marketing problems of women handicraft producers as inadequate market infrastructure facilities, high raw material prices, lack of marketing facilities, lack of formal loan facilities, inadequate training on market sustainability, high marketing and distribution cost, lack of knowledge about latest designs, existing market demand and facing difficulties to reach large audiences, lack of knowledge in promotional methods and pricing strategies. The study suggested to the handicraft promoting organizations in Jaffna districts to train these producers for their capacity development, and supports should be given to adopt case specific strategies for enlightening their livelihoods as handicraft making.

Keywords: Sustainable, Livelihood, Handicraft producers, Jaffna.

Introduction

Sri Lankan government promotes the growth of handicraft industry as a strategy for economic growth, empowerment of women, preservation of cultural heritage and hence poverty alleviation. The industry does not require extensive capital investment to start up a business, and therefore it gives both women and other marginalized groups an opportunity to engage easily in the informal handicraft industry, and for them to gain an income that will sustain their livelihoods.

A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hands and skill including work with textiles, mould and rigid materials, paper, plant fibre etc. Usually the terms applied to traditional techniques of creating items that are both practical and aesthetic. Handicraft