

A study to investigate the decline of small scale businesses i.e. (pottery and natural dyed fabrics) through the lens of eco-friendly products for its acceptability and accessibility to the end market users of Hyderabad, Sindh.

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Abstract:

This study is about the decline of small scale businesses of cottage industry i.e. (pottery and natural dyed fabrics). This research paper aims to study (pottery and natural dyed fabrics) through the lens of eco-friendly products. The research is achieved through the following three objectives: 1. to study the internal and external factors that cause the decline of small-scale businesses and its effects on the acceptability and accessibility of the end market users of Sindh. 2. to measure the level of awareness among the users about the benefits of eco-friendly products. 3. An exploration of relationship between the accessibility and acceptability. The two cities named Hala and Bhit Shah of district Matyari of Sindh were selected as the area of study. This study involves mixed methods of research, quantitative and qualitative. The research methodology of this study is divided into two parts to answer the research question: the first question: to study the level of awareness among the users. Quantitative method is used to measure the level of awareness about the benefits of eco-friendly products in the users of Hyderabad district. The qualitative method is used to answer the question: which is to explore the internal and external factors that causes the decline of small scale businesses i.e. (pottery and natural dyed fabrics) and its impact on the accessibility and acceptability of end market users of Hyderabad Sindh.

Keywords —small-scale businesses, eco-friendly products, pottery, natural dyed fabrics.

I. INTRODUCTION

Tasneem, S, & Biswas, R., (2014) stated that cottage industry is a part of small scale businesses in rural areas. Currently, the cottage industry has spread to urban areas. Cottage industries provide economic opportunities to poor and middle-income people, especially low-income and technically backward countries, through employment and income generating schemes around the world. There are many small scale businesses of pottery and natural

dyed fabrics in the rural areas of Sindh. These small-scale businesses are run by the artisans who are highly skilled to produce the products like earthen ware pots and the natural dyed fabrics such as Ajrak, Chunri, Khes, Khaddar, Patr etc. They have been doing this business of producing eco-friendly products since generations. The purpose of this research study is to investigate the decline of small scale business of cottage industry i.e. (pottery and natural dyed fabrics) through the lens of eco-friendly products for its acceptability and its accessibility to the end market users of Sindh.

These are the following two segments of cottage industry that are chosen for the research study. Pottery making (clay pots) and natural dyed fabrics (ajrak) workshops.

The decline of small-scale businesses:

(S.N.bidanai 2003) observed the different reasons for the decline of small scale businesses in these two wide categories:

Internal factors: are related within the control of management of the small scale businesses.

External factors: are related factors not in the control of management.

The internal and external factors that causes the decline of small-scale businesses(Bidani and mitra 1982) recognized the several factors that causes the illness individually in the discussed four working areas of the small-scale business. Which includes shortage of finance, poor marketing techniques, and poor production planning and poor management. Most of the internal problems are mainly the reasons of their illness to sustain in the market.External factors causes to stunt the growth of small scale businesses resulting the environmental change that have the worst impacts on the small scale businesses.

Internal factors	External factors
<ul style="list-style-type: none"> • Access to finance. • Government support. • Inadequate infrastructure, especially unreliable and insufficient power supply. • Shortage of raw material due to insufficient market. • Monopoly of middlemen. 	<ul style="list-style-type: none"> • Finance. • Networking (coordination with others). • Marketing skills. • Production planning • Quality consciousness. • Managerial capacities. • Education.

II. PROBLEM STATEMENT

The study primarily focuses on the decline of small-scale businesses of cottage industry. The research focused on these two segments of the cottage industry e.g.: pottery and natural dyed fabrics. The internal and external factors which causes the decline and its effects on the acceptability and accessibility of the end market users of Hyderabad Sindh.

III. METHODOLOGY

The mixed methodology is used for the data collection. The qualitative method is used to gather the data regarding the 1st objective” To study the internal and external factors that cause the decline of the small-scale businesses of cottage industry i.e.: (pottery and natural dyed fabrics) and its impact on the acceptability and accessibility to the end market users. The quantitative method is used to gather the data regarding the 2nd objective, “To measure the level of awareness among the users at general about the benefits of eco-friendly products. The quantitative method is used to gather the data regarding the 3rd objective, “An exploration of relationship between accessibility and acceptability. In the 1st objective purposive sampling technique is used, and the sample size is 16 respondents (artisans) of pottery and natural dyed fabrics, the data is analysed through the qualitative thematic analysis. In the 2nd objective random sampling technique is used, and the sample size is 256 respondents, the end market users of Hyderabad, Sindh. The data is analysed through PASW statistic 18 software.

The conceptual framework for this study is designed in such a way that describes the whole scenario of the decline of small-scale businesses of cottage industry i.e.,:(pottery and natural dyed fabrics). The internal and external factors that cause the decline of small-scale businesses i.e.: (pottery and natural dyed fabrics). The internal factors includes limit to finance, poor marketing skills, lack of quality education, managerial capacity, and production planning. External factor includes lack

of government support, lack of access to finance, power supply problem, no proper market, improper infrastructure, monopoly of middlemen. The study investigates its impact on the acceptability and accessibility to the end market users.

TABLE I
 DEMOGRAPHICS OF THE PARTICIPANTS

Respondent	Occupation	Workshop since
Respondent no:1	Natural dyed fabric	38 years
Respondent no:2	Natural dyed fabric	27 years
Respondent no:3	Natural dyed fabric	30 years
Respondent no:4	Natural dyed fabric	16 years
Respondent no:5	Natural dyed fabric	7 years
Respondent no:6	Natural dyed fabric	20 years
Respondent no:7	Natural dyed fabric	Before partition(1947)
Respondent no:8	Pottery(kashik ari)	46 years
Respondent no:9	Pottery(kashik ari)	16 years
Respondent no:10	Pottery(kashik ari)	20years
Respondent no:11	Pottery (kashikari)	20 years
Respondent no:12	Pottery(kashik ari)	6 years
Respondent no:13	Pottery(kashik ari)	8 years
Respondent no:14	Pottery(kashik ari)	5 years
Respondent no:15	Pottery(kashik ari)	20 years
Respondent no:16	Pottery(kashik ari)	16 years

A. Qualitative data analysed: thematic analysis method:

The Qualitative thematic analysis addresses the one part of the research question. These four themes address the internal and external factors that causes the decline of small scale businesses (Pottery and Natural dyed fabrics). The following themes are the findings.

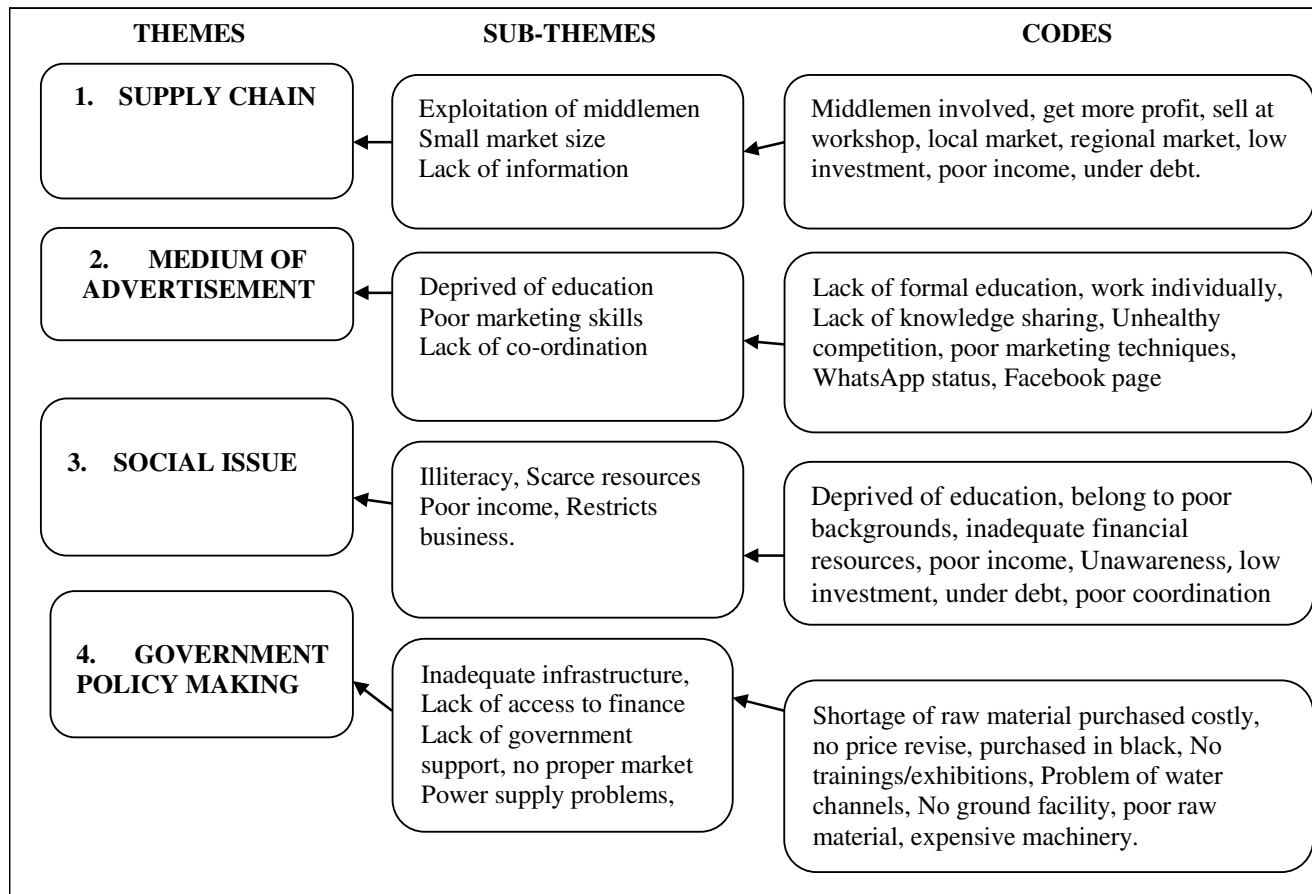
1)Supply chain: These small-scale businesses face many challenges due to the absence of supply chain. They are not accessible to the end market users. There are many inter linked problems such as illiteracy, lack of knowledge, limited resources due to which they are being exploited by the middlemen. They either sell their products in the local nearby market or in the workshops. Usually middlemen involved in the selling process. Due to which they do not sell the product at actual market price.

2) Medium of advertisement:These small-scale businesses due to the limited resources and lack of knowledge they failed to generate the acceptability of the end market users. The medium of advertisement or the channel of communication that generate the acceptability of the end market users. The medium of advertisement bridges the gap. Advertisement is used to increase consumer awareness and expectations about the benefits of the product and increase the number of people who want to purchase the product at the right price. After all, advertisement influences demand by creating a desire for a product or brand in the minds of consumers. They have limited resources, illiteracy and lack of awareness that they do not properly market their products.

3) Social issue: The small-scale businesses of cottage industry (pottery and natural dyed fabrics) face many problems to survive. Deprived of necessities, poor infrastructure in the rural areas, water and electricity and problems make it worse to continue their work.

4) Government policymaking:Pakistan’s artisan economy is troubled because of the absence of the legislations for production and marketing handicraft products, non-existence of the international networking assistance, lack of design and skills enhancement facilities and the absence of credit facilities from banks and development financial institutions. Pakistan comes at the bottom of the list in the developing countries with an annual handicraft export of around USD 255 million. India records more than USD 3000 million for the same tenure. (Reported 2019). This is a huge difference due to the contemporary fragile policies of relevant institutions.

TABLE II



QUALITATIVE DATA ANALYSED: THEMATIC DATA ANALYSED

B. The data analysed through the quantitative method:

The findings are composed of 256 valid responses. To measure the level of awareness about the benefits of eco-friendly products, in general. Following frequency table is used depict the results. The results show that out of the 256 responses 68.36% somewhat known, 9.38% completely known and 22.27% do not have any awareness

about the benefits of locally manufactured eco-friendly products.

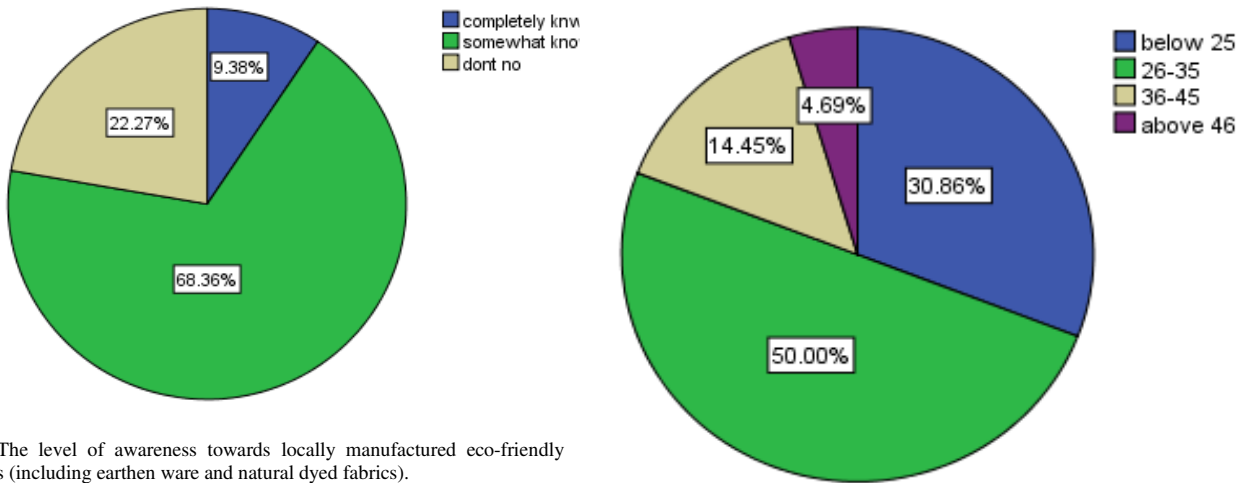


Fig. 1 The level of awareness towards locally manufactured eco-friendly products (including earthen ware and natural dyed fabrics).

TABLE III

THE LEVEL OF AWARENESS TOWARDS LOCALLY MANUFACTURED ECO-FRIENDLY PRODUCTS (INCLUDING EARTHEN WARE AND NATURAL DYED FABRICS)

	frequency	percent	Valid percent	Cumulative percent
Valid Completely known	24	9.4	9.4	9.4
Somewhat know	175	68.4	68.3	77.7
Don't know	57	22.3	22.3	100.0
Total	256	100.0	100.0	

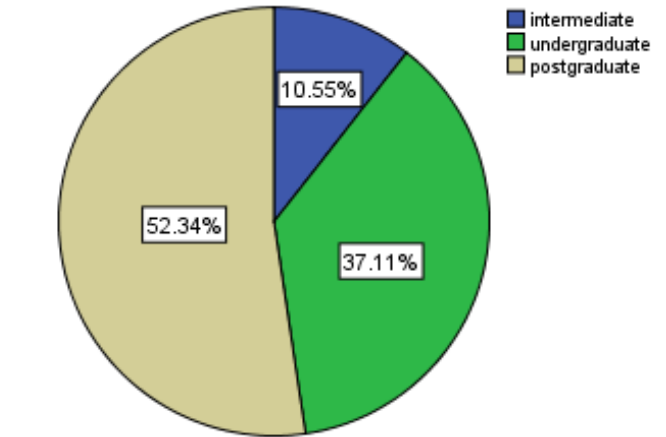


Fig 2. Age of respondents

1) The Demographic Data of Respondents: The demographic information of the 256 respondents shows that 30.86% respondents were below 25, and 50% were between 26-35 and 14.45% were between 36-45 and only 4.69% were above 46 years. The 52.34% respondents were post graduate, 37.11% were undergraduate and 10.55% were intermediate. It also shows that out of the 256 respondents 60.61% were female and 39.84 % were male.

Fig 3. Education of respondents

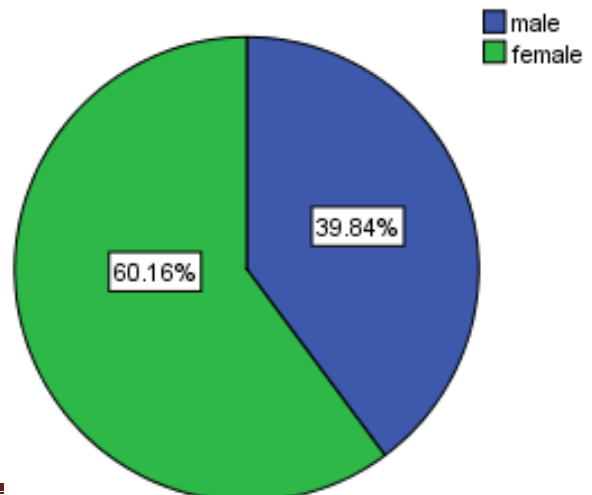


Fig 4. Genders of respondents

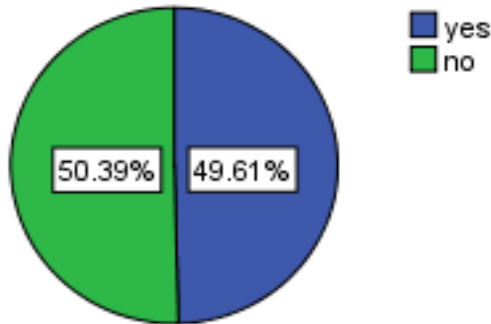


Fig 5. Do you consider your product and its package are designed to be recycled before making a purchase?

TABLE IV

DO YOU CONSIDER YOUR PRODUCT AND ITS PACKAGE ARE DESIGNED TO BE RECYCLED BEFORE MAKING A PURCHASE?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	127	49.6	49.6	49.6
No	129	50.4	50.4	
Total	256	100.0	100.0	100.0

2) *Explanation of TABLE IV:* The results show that out of the 256 respondents 49.6% consider the product and its package are designed to be recycled however, 50.4% do not consider the product and its package are designed to be recycled before making a purchase.

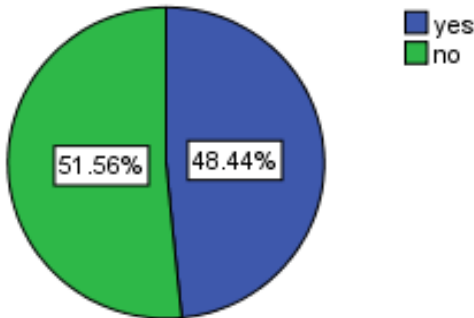


Fig 6. Your purchase decision changes when you see the label of a locally manufactured ecofriendly product?

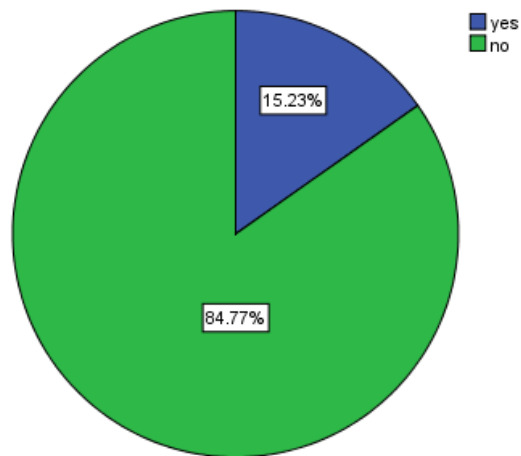
TABLE V

YOUR PURCHASE DECISION CHANGES WHEN YOU SEE THE LABEL OF A LOCALLY MANUFACTURED ECOFRIENDLY PRODUCT?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	124	48.4	48.4	48.4
No	132	51.6	51.6	
Total	256	100.0	100.0	100.0

3) *Explanation of TABLE V:* The results show that 48.9% said that their purchase decision changes when they see the label of locally manufactured eco-friendly product however, 51.6% said that their decision making do not changes when they see the locally manufactured eco-friendly products.

Fig 7. Do you easily find the locally manufactured eco-friendly products



(earthen ware and natural dyed fabrics) in the market?

TABLE VI

DO YOU EASILY FIND THE LOCALLY MANUFACTURED ECO-FRIENDLY PRODUCTS (EARTHEN WARE AND NATURAL DYED FABRICS) IN THE MARKET?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	39	15.2	15.2	15.2
No	217	84.8	84.8	
Total	256	100.0	100.0	100.0

4) **Explanation of TABLE VI:** The results show that 15.2% said that they easily find the locally manufactured eco-friendly products while 84.8% said they do not easily find the locally manufactured eco-friendly products in the market.

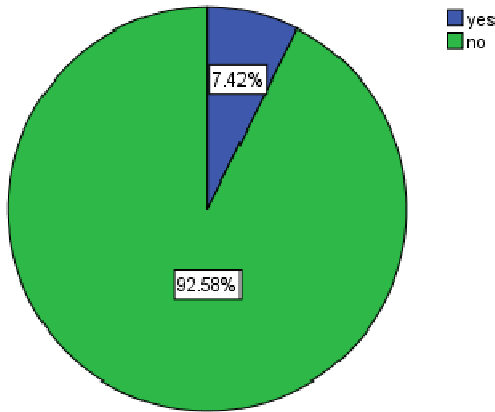


Fig 8. Do you feel there is enough information about the locally manufactured eco-friendly product features while buying a product?

TABLE VII

DO YOU FEEL THERE IS ENOUGH INFORMATION ABOUT THE LOCALLY MANUFACTURED ECO-FRIENDLY PRODUCT FEATURES WHILE BUYING A PRODUCT?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	19	7.4	7.4	7.4
No	237	92.6	92.6	
Total	100	100.0	100.0	100.0

5) **Explanation of TABLE VII:** The results show that out of the 256 respondents 7.4% said that there is enough information about locally manufactured eco-friendly products features while buying the product however, 92.6% said that there is not enough information regarding the locally manufactured eco-friendly products while buying a product.

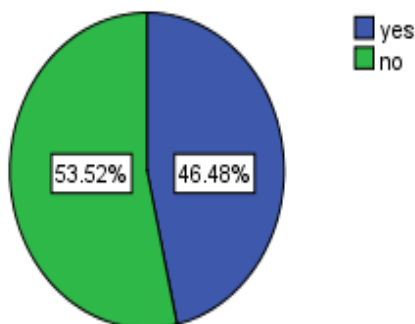


Fig 9. Do you consider the quality/performance of the locally manufactured eco-friendly products is better than the conventional products?

TABLE VIII

Do you consider the quality/performance of the locally manufactured eco-friendly products is better than the conventional products?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	119	46.5	46.5	46.5
No	137	53.5	53.5	
Total	256	100.0	100.0	100.0

6) **Explanation of TABLE VIII:** Results show that out of the 256 respondents 46.5% said yes, the quality of the locally manufactured eco-friendly products is better than the conventional product while 53.5% said No the quality of the locally manufactured eco-friendly product is not better than the conventional product.

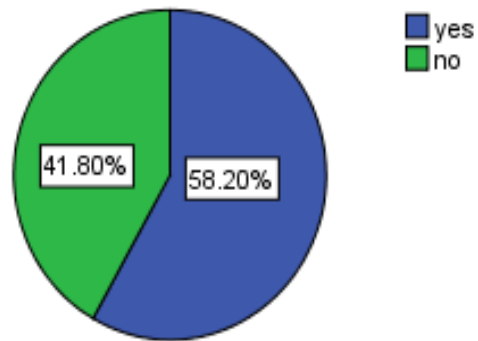


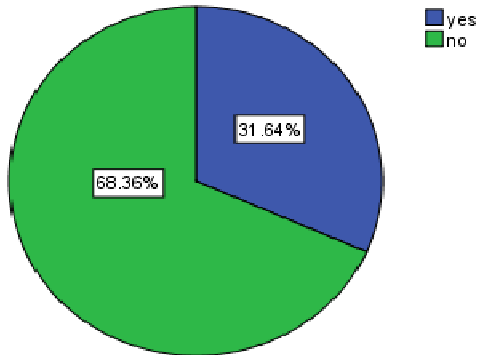
Fig 10. Do you agree the price of the locally manufactured eco-friendly products is supposed to be higher?

TABLE IX

DO YOU AGREE THE PRICE OF THE LOCALLY MANUFACTURED ECO-FRIENDLY PRODUCTS IS SUPPOSED TO BE HIGHER?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	149	58.2	58.2	58.2
No	107	41.8	41.8	
Total	256	100.0	100.0	100.0

7) **Explanation of TABLE IX:** Results show that out of the 256 respondents 58.2% said yes, the price of the locally manufactured eco-friendly products is supposed to be higher.



However, 41.8% said no the price of the locally manufactured eco-friendly products are not higher.

Fig 11. Do you know any local brand that produces eco-friendly products in the market?

TABLE X

DO YOU KNOW ANY LOCAL BRAND THAT PRODUCES ECO-FRIENDLY PRODUCTS IN THE MARKET?

	Frequency	Percent	Valid percent	Cumulative percent
Valid				
Yes	81	31.6	31.6	31.6
No	175	68.4	68.4	
Total	256	100.0	100.0	100.0

8) **Explanation of TABLE X:** Results show that out of the 256 respondents 31.6% said yes that they know any brand that produces eco-friendly products however, 68.4% said No that they do not know any brand that produces eco-friendly products in the market.

IV. RESULTS

To measure the level of awareness among the users about the benefits of eco-friendly. After the data collection. These are the major findings.

1) **Poor marketing:** The results show that due to the poor marketing skills these small-scale businesses (Pottery and

Natural dyed fabrics) could not create the awareness of the end market users. 68.4% somewhat known and 22.3% do not have any awareness about the locally manufactured eco-friendly products.

2) **Limited market size:** The analysed data shows that 84.8% respondents do not easily find the locally manufactured eco-friendly products (earthen ware and natural dyed fabrics) in the market. These small-scale businesses generally sell their products in the nearby markets, at the workshops or middlemen involved in it. Due to the poor income, scarce resources, and low investment they do not access to the potential markets.

3) **Absence of supply chain:** These small-scale businesses (Pottery and Natural dyed fabrics) are generally run by the poor artisans, who are deprived of education. Due to the lack of awareness, they are being exploited by the middlemen. The lack of information is one of the reasons behind their restricted business.

4) **Poor quality education:** These small-scale businesses (pottery and natural dyed fabrics) they do not use any quality measures to avoid the defects. As the results showed that 53.5% respondents said the quality of locally manufactured eco-friendly products is not better than the conventional products. 92.6% of the respondents' results showed that there is not enough information about the features (benefits/Qualities) of locally manufactured eco-friendly products.

5) **Exploitation of middlemen:** 58.2% respondents said that the price of the locally manufactured eco-friendly products (pottery and natural dyed fabrics) is higher. Because they generally purchased from the middlemen who buy these products at low cost and sell it at high price.

6) **To explore the relationship between, the acceptability and accessibility:** From the Analysed Data, the third objective is achieved. There is a co-relationship between the acceptability and the accessibility. The small-scale businesses (Pottery and Natural dyed fabrics) due to the limited resources, lack of education, poor coordination and absence of supply chain, they are unable to access the potential markets. Without proper marketing they failed to create the acceptability of the end market users.

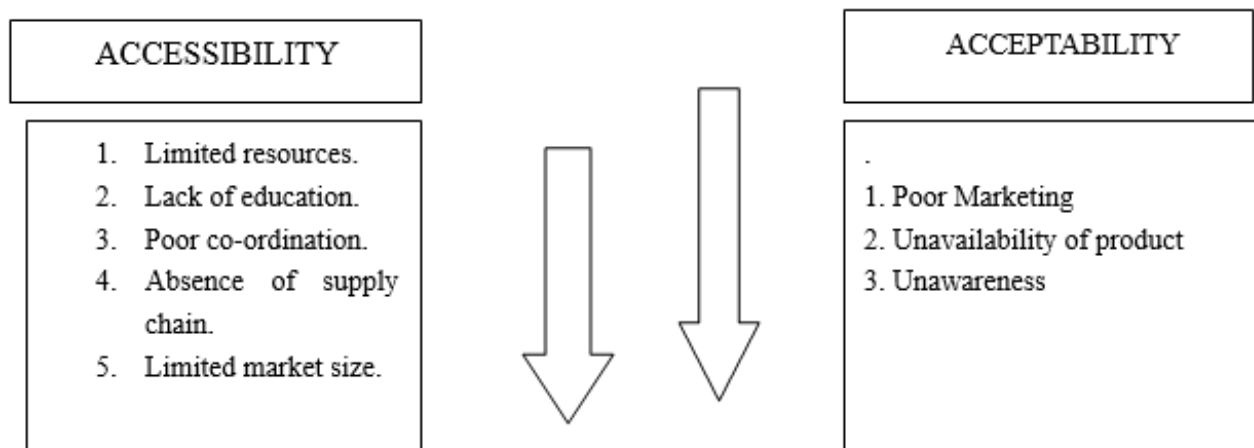


Fig 12. The Co-Relationship between accessibility and acceptability

V. CONCLUSIONS

This study was conducted to investigate the decline of small-scale businesses (pottery and natural dyed fabrics) through the lens of eco-friendly products for its acceptability and accessibility of end market users Hyderabad, Sindh.

The research study was analysed through the mixed research methods quantitative and qualitative. 16 small scale business artisans of pottery and natural dyed fabrics were interviewed. Out of which 7 artisans belonged to natural dyed fabrics and 9 belonged to pottery (kashikari) inquired the internal and external factors that causes the decline.

Analysed results of the study revealed that lack of finance is one of the major problems in the internal factors, which affects the product quality and production quantity. Cheap raw material affects the quality of the product. Due to the limited financial resources, they do not afford to purchase quality raw material that will ultimately improve the product quality. Pottery artisans do not afford to purchase the machinery for the production process. These financial constraints also restricted the business. Out of the 16 small scale business (Pottery and Natural dyed fabrics) artisans only two were educated. One had bachelors in ceramics and design. Only one participant was using social media

marketing and he had a website. This shows that most of the participants were deprived of education, and they had lack of knowledge and awareness to properly market their products. Due to the poor marketing skills, they could not generate the acceptability of the end market users. It's a common saying in marketing "away from the sight away from the mind." There was lack of co-ordination among these small-scale businesses of pottery and natural dyed fabrics artisans that means poor knowledge sharing and unhealthy competition. They usually sell their product in the nearby markets or at the workshop. The middlemen also involved in selling. Due to the scarce resources and unawareness the supply chain is not involved in the process. Due to which the small-scale businesses (Pottery and Natural dyed fabrics) are not accessible to the potential market. Beside all this, the role of government for this sector is also negligible. These small-scale businesses (Pottery and Natural dyed fabrics) are in the rural areas, deprived of necessities, poor infrastructure in the rural areas, water and electricity problems make it worse to continue their work. The artisans of natural dyed fabrics face the problem of water channels where they wash their clothes it's a process in cloth making. The water in the channels and canals move in rotation, which is handled by the irrigation department. When there is no water in the channels for the four to five days it delays their work and the payments that they had taken in

advanced to complete their orders on time, due to this they could not complete it. It also affects those artisans of (natural dyed fabrics) who work on the daily wages in those days they do not earn anything. So, the government should construct a pond for them and change the water once a year so it would not affect the work of these small-scale businesses of (Natural dyed fabrics). There are many people who relate to them they are generating employment in the rural areas. Another problem faced by the small-scale businesses of natural dyed fabrics is the shortage of raw material due to the absence of proper markets. They purchase the raw material in black which is costly they do not revise the price of the product accordingly. Hence, they bear loss. Many small-scale businesses of natural dyed fabrics closed their workshops because of the shortage of raw material, so there should be a proper market for them. These rural industries are considered very beneficial for the economy of the developing countries worldwide.

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