

The Study of Gota Patti Cluster at Nayla Village - Jaipur (Rajasthan) India

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Abstract

The Nayla village at Jaipur district of Rajasthan, India is famous for Gota Patti works on formal costume and fabrics . Gota Patti is appliqué work done for fabrics embellishment .This study is carried out to determine the internal factor evaluation (IFE) and external factor evaluation (EFE) by SWOT (strength, weakness, opportunity and threat) analysis of Nayla cluster. IFE and EFE matrix enable to select the influence of key external and internal factors resulting in weighted factor values for each set of variables .

Keywords: Hand embroidery, Gota Patti, SWOT analysis, EFE /IFE matrix

Introduction

Clusters are the speacilzed suppliers, service providers in specefic area that compete but also cooperate at speceific geographic fields.Gota Patti is appliqué work on a base fabrics for design embellishment at Nayla villege and surroundings. Various types of the base fabrics used for applique work like georgette, chiffon in solid dyed, block Printed, tie and dye fabric . Gota is a band of metallic ribbon, gold or silver in color. A *Gota* ribbon is used for Appliqué work using these leaf o similar shaped piece on fabrics .This ribbon consists of metal coated weft yarn, while the warp yarn is made orf fiber like cotton, polyester in ribbon. The work is also carried out in other district of Rajasthan in Kota, Bikaner, Ajmer and Udaipur.



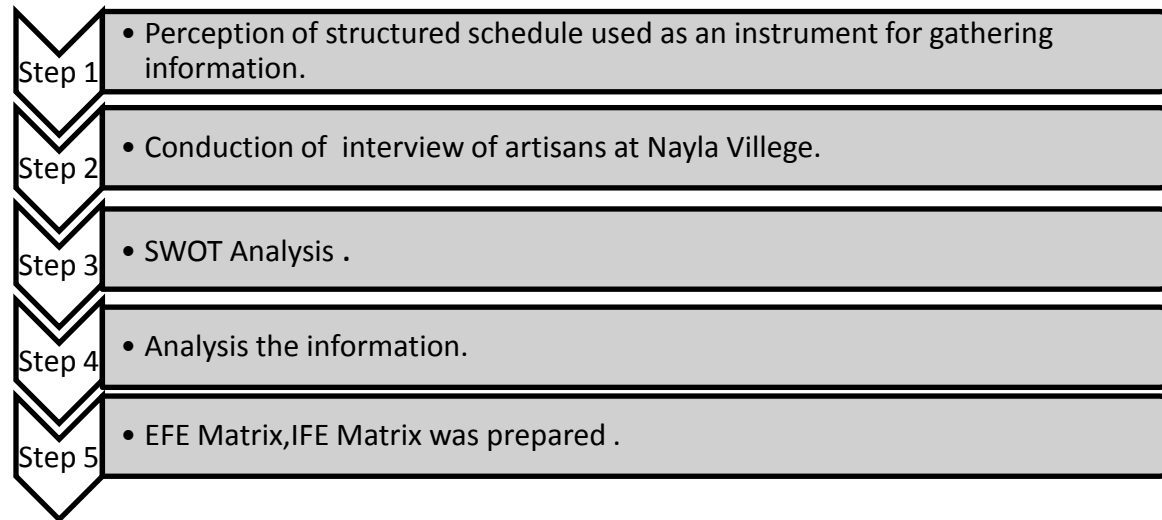
Image 1: Gota Patti Work on Chiffon Fabric at Nayla village, Jaipur District, Rajasthan

Cluster Details

| | | |
|----|----------------|--|
| 1) | Location | Nayla village, Jaipur District(Rajasthan) |
| 2) | Products | Simple tape -Seekhiya, Twill woven tape- Lappa Gota Patti; Striated tape, Siru tape, Heat set tape : Thappa Gota Patti-Crimpled tape: Gokhru |
| 3) | Tools | Needle, Thread, Scissors, Ari-Hook, Wooden Frame |
| 4) | Major Strength | High end domestic markets, skilled artisans, family business |
| 5) | Major Problems | Exporters/ Retailers get more profit where artisans gets less money and reworks for quality problems, unorganized sector. |

Methodology

The study was undertaken at Nayla Village of Jaipur district of Rajasthan. The primary data was collected from artisans through personal interview. The source of secondary data was government websites , internet, newspapers.

**Literature Review**

The work is carried out by artisans as household activity or within groups in guidance of senior craft mans. Generally a piece rate system is used which depends on design patterns, time required in each appliqué garments. The learning of skill is survived with families. The tradesman's controls this craft, while artisans is mainly paid on job work basis. The Financial conditions of artisans are not sound. There is intense competition among producers due to low margin. From 2007 onward, the intervention of self help groups that organised training camps for skilled up gradation and design development resulted in improvement of financial conditions in this cluster. In 2005, It was recognised as state government cluster.

History: Gota Patti work is also known as Aari tari or zardozi.

Gota Patti work during Mogul and Raj put Periods

Erstwhile, Moghals and Raj puts royals used to wear the clothes in which Silk and Satin were used as base fabric, while Gota Patti work was used to create motifs on royal garments. Gold and silver metallic wires used for Gotta ribbon. The Gota Patti was cut according to natural motifs like birds, human figures, animals and attached to cloth decorated by gold and silver wire. It resembled with the *Kundan* and *Meenakari* jewellery of Rajasthan.

Material, Process and Techniques

The base fabrics used for Gota Patti work are light weight chiffon, georgette , satin solid dyed or printed fabrics. The different styles of printing are used in fabrics like direct (wooden block) , resist style (tie and dye , batiks) or discharge . It depends on seasonal demand and fashion trend of the local market . Normally fast colors like red, green, pink, yellow used for dyeing and printing.

The base fabric is tightly stretched on wooden frame for Gota work. This work involves attaching the Gota ribbon, on base the fabric with metallic wire known as Zari. The ribbon is generally made up of metal coated weft yarn, while the warp yarn is made of fiber like cotton, polyester in ribbon.

Aari Tari : The metal strand is passed through the needle in fabric all the way through chain stitch. The fabric may be chiffon, georgette, cotton stuffing etc can be found according to contemporary design like floral pattern, animals and temple chariot. The single metal wire called " badla" , wound on threads called" kesav".

Ribbon

Polyester ribbon is most commonly used for appliqué work. It is a moisture resistant, cost effective and durable fabric made up of twill/sateen structure in attractive colours. Commercially this ribbon is available in roll form and cost around Rs 500/- per kilogram. Apart from polyester ribbon, the metallic ribbon is also used. This ribbon consists of a metallic weft, while warp is made up of polyester filaments yarn. Commercially, this ribbon cost around Rs 1000/- per kilogram.



Image 2: Gota Patti Work on Base Fabrics at Nayla Village

Material

Following materials and equipments are used

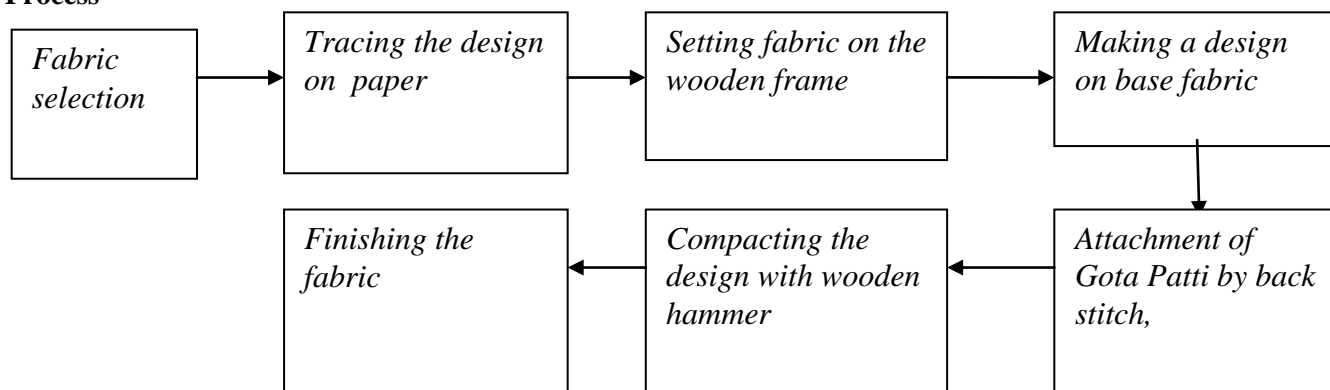
Wooden frame: The Gota Patti work is done on Wooden or metallic Frame also known as *adda* over which base fabric is drag tightly to provide uniform tension and that prevents pattern distortion.

Needle: Awe or ari needle used for the process. it is type of crochet needle.

Base Fabric : The light weight fabric used for this process like Chiffon, Georgette, silk, satin etc.

Other materials: Scissors, Wooden Hammer, Iron tool known as *Pitan Kutan*, beads, stones, crystals, tracing Paper, Chalk Powder.

Process



Techniques

The base fabric stretched on wooden frame by help of cords. It adjusted according to size of base fabrics. At an time 5 to 7 artisans work on wooden frame. The design would be trace by the paper on the base fabrics . The chalk powder used for spreading the design on a base fabrics. Gota Patti is cut according to motif.



Image 3: Tracing Paper for Design Transfer on Base Fabrics

The Gota Patti ribbon is cut , folded and patched over fabric with the help of thread and needle by chain stitch .The other materials used with Gota Patti are dory, sitara, beads, sequins, stones etc. The edging of base fabric made by fringed border known as kinari or *lappe ka kalam*.







| Types of Gota Ribbon used at Nayla Cluster | | | | | |
|---|---|--------|---|--|--|
| Seeki |  | Fool |  | | |
| Bijiya |  | Mothda |  | | |
| Bakhandi |  | Lappa |  | | |

Image 4: Different types of Gota used for design embellishment

Design & Motifs

The design and motifs are inspire by nature like birds (peacock, parrot, sparrow), human figure(Bani thani), animals (elephant, horse). The contemporary design like paisley, geometrical, palanquin, checkerboard are also in fashion. These motifs are structured into buta, butties and cut into various shapes likes flower pot (Gamla), Keri (Mango) and champak flower, and stitched with the base fabrics by chain stitch or by hemming.



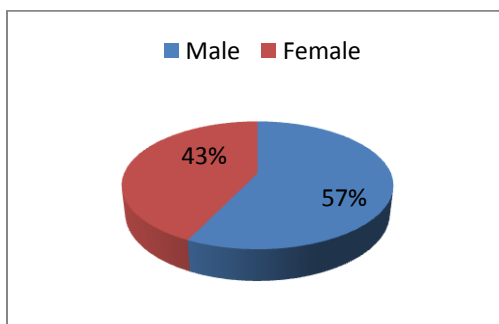
Image 5: Aari Tari (top) and Gota Patti(below) design on georgette fabrics

Variations in the Craft :The variation is inevitable in system, the two major types of variations are common which is inherent in a system and other which is caused by environment, thus creating a variety of textured patterns in the design over the time.

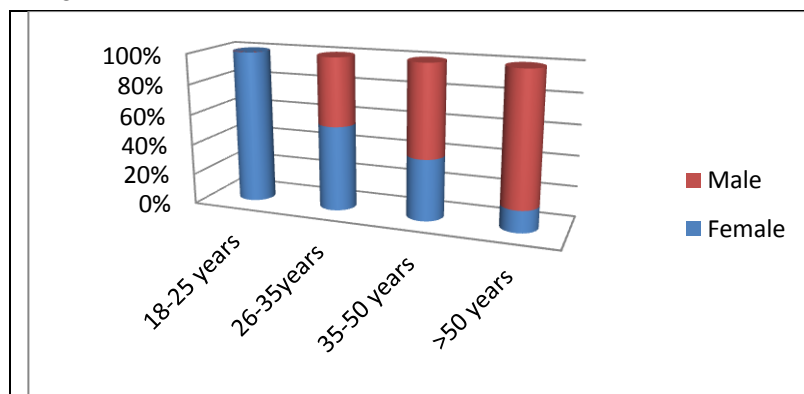
- Pure gold and silver wires have been substituted by the multi coloured polyester ribbon done cost competitiveness has good resistance to moisture and does not tarnish as compared to metal-based Gota.
- Gota is also used as motif or Kinari (edging) that are attach as emblem onto garments ,turbans ,baskets, platter covers, and hookahs etc.
- The basic design involves the folding of tapes into basic rhomboid units, referred as leaves (Patti).
- The crafts also used for products like salwar kurta, lehenga, short kurta, topper, skirts, cholis, ghagras, odhnis, saris, turbans, torans, cushion cover, mobile cover and jooties.

Observations: Analysis of Questionnaire

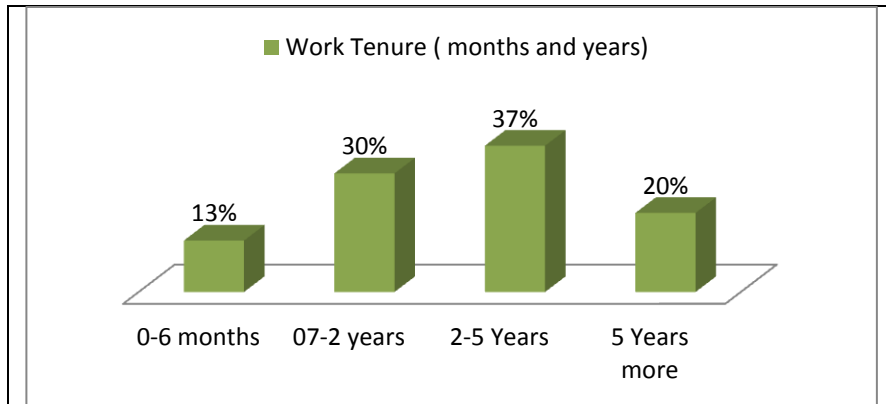
Gender Participation: Total Number of artisans: 3500 approximate at Nayla cluster, Male: 2000 and female: 1500.



2. Age



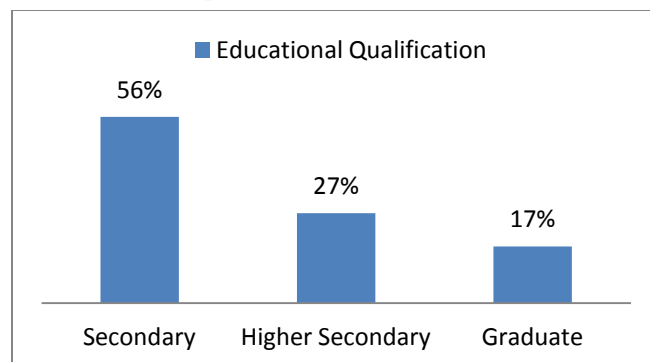
3. Work Tenure:



4. **Type of Job:** Permanent: 60 %, Temporary: 40 %

5. **Skill Oriented Training:** Yes : 95 %, No: 5% (Design and development)

6. **Educational qualification:**



Training : The artisan acquire a formal training in 2007 from Maharana Pratap adhyan avam Jan Kalayan Sansthan, Jaipur. The object this training was cluster formation, skill development with marketing assistance. Though artisans perfected the ability with time and practice only.

Family members & their occupation : Mostly family members of doing this work . While in some cases, the women doing this work while husbands doing leather work or ran petty small business like taxi drivers. All children were attending school and helped in household work.

Alternate mode of living/earning :Leather work, retail shops are other mode of earning at Nayla village.

Wages/ Salary : The payment depend upon types of work, type of design. The piece rate system is followed. The price per piece range start from Rs. 200/- to Rs. 2000/- as per design and amount of work. The wages not depend on experience.

Challenges at Gotta Patti / aari tari cluster development project, Nayala, Jaipur

- Low wages ranging from Rs. 200 per day for 10 to 12 hours of work.
- Work is seasonal, have variations in demand according to season. The zardozi works have lower demand due to high price.
- Design Limitations. The artisans are producing dresses with obsolete design and no link to seasonal forecasts. Lack of investment to set up their own business.
- Health problems in the form of weak eyesight due to prolonged working hours and increasing age. Weak eyesight limits the work tenure of artisans up to 35 years only.

SWOT Analysis

The SWOT matrix is a starting point of the stage two, which confronts environmental threats and opportunities with internal strength and weakness of a cluster. SWOT analysis is one of the most useful tools for defining company strategic action by analyzing company internal capabilities and external environment for recognizing opportunities and threats (Comen & Romen 2000).

| | |
|--|--|
| <p>Strengths</p> <ol style="list-style-type: none"> 1. The Gota Patti ribbons are machine made, easily available. 2. High demand for Gota Patti appliqué work in domestic market. 3. Artisans are easily available. 4. Presence of highly skilled artisans. 5. Minimum electricity consumption in the process. 6. Flexible working hours and work from home provisions to motivate employees. Not gender specific. 7. Easily availability of raw materials and other inputs. | <p>Weaknesses</p> <ol style="list-style-type: none"> 1. Low wages for the artisans. 2. Government schemes and benefits are not reaching the grass root artisans. 3. Less technical modernization and up gradation. 4. Irregular sales during the off-season is a negative factor in this market. 5. No geographical indication 6. Intermittent work due to seasonal demands. 7. Inadequate working capital with artisans. 8. Limited access to markets. |
| <p>Opportunities</p> <ol style="list-style-type: none"> 1. Availability of traditional & national promising markets. 2. Participation in trade fairs and training programme organised by government. 3. To enhance knowledge of new design, colour combination and mix the Aari tari, zardozi and Gota Patti works. 4. To orient artisans in product designing and task completion. 5. Banking Credit facilities. Government sponsored activities and schemes. | <p>Threats</p> <ol style="list-style-type: none"> 1. Fluctuating raw-material prices. Increasing cost of transportation and raw material cost. 2. Increasing popularity of non loom techniques and other appliqué techniques 3. High cost of supply chain for National fairs and exhibitions in the absence of retail outlets for direct selling. |

External Factor Evaluation (EFE) / Internal factor evaluation (IFE): It is a strategic tool for identifying the organization's macro conditions like opportunity, threats and internal factors like strength, weakness. EFE matrix envisages and prioritizes opportunities and threats for a system facing in economical, social, technological, political, and competitive environment. The external factors are threats and opportunities. The IFE matrix tool summarizes and evaluates the major strength and weakness in the functional area of organization. The internal factors are marketing, promotion, product quality, cost and promotions.

Steps: The IFE and EFE matrix processes use subsequent 5 steps.

1. Identify critical success factor.
2. Assign weight to each factor, ranging from 0 (not important) to 1.0 (very important).
3. Assign a 1-4 rating to each critical success factor to indicate how effectively the firm's current strategies respond to the factor. (1 = response is poor, 4 = response is extremely good)
4. Multiply each factor's weight by its rating to determine a weighted score.
5. Sum the weighted scores: The final value of total weighted score should be between range 1.0 (low) to 4.0 (high). If average weighted score of EFE/IFE matrix is 2.5 or above, have *strong position* for future growth. Any company total weighted score fall below 2.5 consider as *weak*.

Rating: It is response of the firm towards external & internal factors. Which range from 1.0 to 4.0 and can be applied to any factor whether it comes under opportunities or threats.

| Rating | Response |
|--------|---------------|
| 1.0 | Poor |
| 2.0 | Average |
| 3.0 | Above average |
| 4.0 | Superior |

Weight: it attribute the relative importance of the factor of being successful.

| Weight | Value |
|--------|---------------|
| 0.0 | Not important |
| 1.0 | Important |

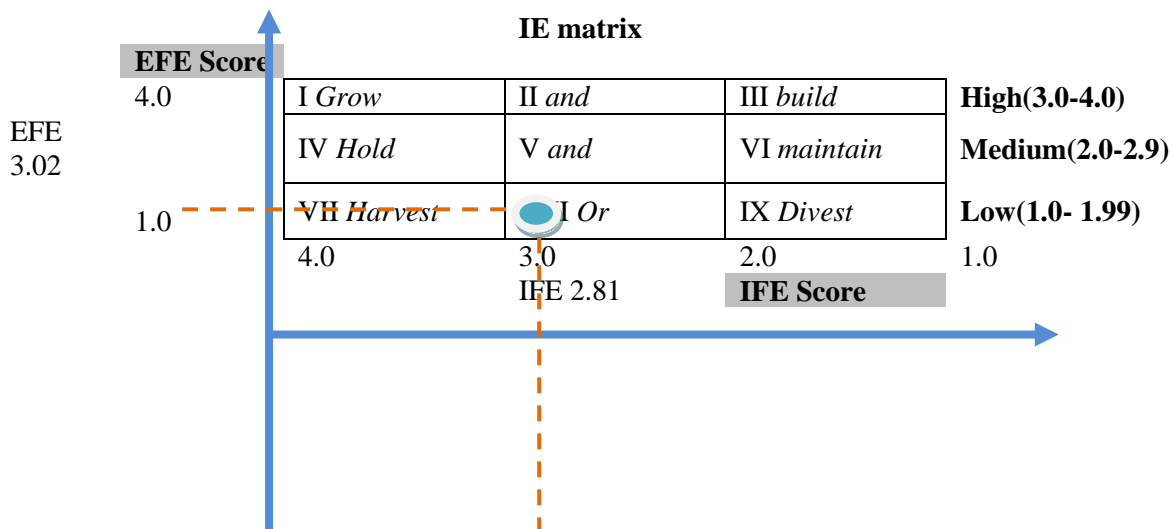
Sum of all assigned weight to factors must be equal to 1.0 otherwise the calculation would not be consider the correct.

EFE/ IFE matrix for Gota Patti cluster :

| External Factor Evaluation | Weight | Rating | Weighted Score |
|---|--------|--------|----------------|
| Opportunity | | | |
| 1.Availability of promising traditional and national markets. | 0.08 | 4 | 0.32 |
| 2.Participation in trade fairs and training programme organised by government. | 0.06 | 3 | 0.18 |
| 3.Long-term sustainability of weavers for employment generation. | 0.09 | 2 | 0.18 |
| 4. Skill up-gradation. | 0.08 | 3 | 0.24 |
| 5. Banking Credit facilities. | 0.06 | 4 | 0.24 |
| 6. Government sponsored activities and schemes. | 0.09 | 3 | 0.27 |
| Total weighted score | | | 1.43 |
| Threats | | | |
| 1.Stiff competition from machine made products. | 0.08 | 3 | 0.24 |
| 2.Limited scope for mobilising funds through private placements and public issues, as many businesses are family-owned. | 0.09 | 2 | 0.18 |
| 3.Fluctuating raw-material prices. | 0.07 | 2 | 0.14 |
| 4.High end design made in other products. | 0.03 | 2 | 0.06 |
| 5.Increasing cost of transportation& Exhibitions supply. | 0.07 | 4 | 0.28 |
| 6. Taxes on raw material. | 0.04 | 3 | 0.12 |
| 7.Increasing popularity of other handicraft products and other types of weavings. | 0.07 | 3 | 0.21 |
| 8.Invasion of power looms in making. | 0.09 | 4 | 0.36 |
| Poor(1),below average(2), above average (3), superior (4) | | | |
| Total | 1.0 | | 3.02 |

Result of EFE: Score more than 2.94 means strong external position in terms of opportunity.

| Internal Factor Evaluation | Weight | Rating | Weighted Score |
|---|--------|--------|----------------|
| Strength | | | |
| 1.The Gota Patti is handmade work. | 0.08 | 4 | 0.32 |
| 2.High demand for Gota Patti appliqué work in domestic market. | 0.07 | 4 | 0.28 |
| 3.Easy availability of artisans. | 0.06 | 3 | 0.18 |
| 4.Presence of highly skilled artisans. | 0.06 | 3 | 0.18 |
| 5.Less electrical consumption. | 0.08 | 4 | 0.32 |
| 6.Flexible working hours and work from home provisions. | 0.04 | 4 | 0.16 |
| 7.Comfortable availability of raw materials and other inputs. | 0.03 | 2 | 0.06 |
| 8.Institutional training for technical services, designing and development. | 0.03 | 2 | 0.06 |
| 9. Tax incentives by Government. | 0.09 | 1 | 0.09 |
| 10 Job opportunity for both men and women. | 0.06 | 2 | 0.12 |
| Weaknesses | | | |
| 1.Low wages of Artisans | 0.07 | 2 | 0.28 |
| 2.Government schemes and benefits are not reaching the grass root artisans. | 0.06 | 1 | 0.24 |
| 3.Less technical modernization and up gradation | 0.05 | 3 | 0.15 |
| 4. Irregular sales during the off-season is a negative factor in this market. | 0.08 | 4 | 0.32 |
| 5.No Geographical indication | 0.05 | 2 | 0.10 |
| 6.Less number of organised manufacturing units. | 0.03 | 3 | 0.09 |
| 7. Intermittent work due to seasonal demands. | 0.03 | 1 | 0.03 |
| 8. Limited access to markets. | 0.03 | 3 | 0.15 |
| Major weakness(1), minor weakness(2), minor strength(3), major strength(4). | | | |
| Total | 1.0 | 3.13 | 2.81 |



Internal External matrix of Nayla Cluster

Limitations

The total weighted score ranges from a high of 4.0 to low of 1.0. The IFE matrix is subjective by numbers in that model. The decision are required in population the IFE matrix with factors, but having to assign weights and rating to the individual factors brings a fragment of empirical nature into the model.

Recommendations

1. To provide systematic support and assistance of different handicraft schemes, programmes of government.
2. New designs intervention for Gota Patti cluster by making design studio with involvement of professional designers.
3. Supply of good quality and sufficient quantity of raw material.
4. Better provisions for employee welfare programs, pension and health care activities. The government should start making cooperatives for meticulous development.
5. Skill up-gradation for design development, capacity building with planning and registration for workers for holistic development.
6. The benefit is directly transfer to the artisan for better improvement of cluster, and removal of middle men from retailer and producer.
7. To arrange awareness camps, workshops, raw material ware house for sourcing activities for the entire cluster at same places.
8. High end retailers such as Fabindia and Anokhi could play an important role by working directly with artisans for better product diversification and financial assistance.

Conclusion

Study conducted using EFE/IFE analysis showed a significantly good strength (3.02 out of 4.0 for EFE/ 2.94 out of 4.0 IFE). This provided a ray of hope where future is full of opportunities and may result into an improved livelihood to the artisans The government should make effective plan for upgrading of this cluster by product diversification, and financial assistance. The work should be popularized outside states boundaries for export markets for high fashion ladies garments.

Acknowledgement

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Glossary

Gota: It is an Indian term referring to thin ribbon made of gold/ silver/ metal thread.

Zari: The metallic wires (gold, silver or copper) are used to make a design on the base fabric.

Georgette: A sheer light weight, plain weave silk or manufactured fiber fabric with fine crepe surface.

Chiffon: A very light weight sheer silk or manufactured filaments in plain weave with fine, hard spun yarn of approximately the same size in warp and filling.

Satin: A smooth, lustrous fabric with thick, close texture made of silk or filament yarn in a satin weave.

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