

A study on work life of goldsmith after the influence of modern technology in jewel making with the special reference to coimbatore city

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Abstract

Coimbatore is one of the major gold jewellery manufacturing hubs in India, renowned for making cast jewellery and machine made jewellery. The city is home to about 3000 jewellery manufacturing companies and to over 40,000 goldsmiths. With the highly skilled traditional gold-smiths being available at hand, a strong jewellery manufacturing base evolved to cater to the large purchasing power and habit of buying jewellery in this region

Keywords

gold jewellery manufacturing hubs

1. INTRODUCTION

Coimbatore is one of the major gold jewellery manufacturing hubs in India, renowned for making cast jewellery and machine made jewellery. The city is home to about 3000 jewellery manufacturing companies and to over 40,000 goldsmiths. With the highly skilled traditional gold-smiths being available at hand, a strong jewellery manufacturing base evolved to cater to the large purchasing power and habit of buying jewellery in this region. Jewellery manufacture was also fuelled by the newly enriched Keralites through gulf employment in the last 30 years.

Traditional goldsmiths in Tamil Nadu, who belong to the Vishwakarma community, have been hit badly by the mechanisation in jewellery making. Not too long ago, they led comfortable lives making jewels for established retail outlets and taking orders from families during weddings and other functions. Since a typical Tamil wedding is incomplete without gold jewellery, they got orders almost round the year. All that changed since the late 1990s with the advent of imported jewel-making machines with remarkable progress in terms of design and manufacturing techniques. The high-end technological revolution powered by CAD (computer aided design) software and CAM (computer aided manufacturing) hardware has revolutionized the industry to the highest extent.

E. Manickavelu, part of a federation of goldsmiths' associations, says that "The machines sounded the death knell for us." A machine can manufacture 25 kg of gold chains in an hour but goldsmith can make a chain in ten hours [1-4]. An output the goldsmith cannot produce even if he works throughout the year. It reduced work opportunities for goldsmiths and noted that their wages had fallen over the years. It also pointed out that jewellery shops had started making jewels in-house, employing cheap labour. Two thousand former goldsmiths are now employed in government-run liquor shops as salesmen, in the vegetable market unloading vegetables from Lorries etc. Goldsmiths could not keep pace with technology basic machinery costs Rs 15-20 lakh.

1.1. STATEMENT OF PROBLEM:

1. Lack of training facilities for the youngsters
2. Changing fashion designs
3. Competitive threats
4. Adoption of technology in making modern jewels
5. Time constraints in making handmade jewellery.

1.2. OBJECTIVES OF THE STUDY

The following specific objectives are identified in line with the general objective of the study.

1. To identify the major constraints that faces by Gold smith
2. To identify socio-economic and environmental status of Gold smith after influence of modern technique.
3. To suggest intervention new innovative in hand art jewellery.

2. REVIEW OF LITERATURE

Gidwani Devika (2002) in her paper titled "*Branded Gold Jewellery Market in India*" mentioned that there is definitely a market for branded jewellery especially if something is aimed at the younger generation, which wants to buy fashionable real jewellery. This is the right time to get into the market, as it has just started to take off."The Indian market was witnessing a rapid shift of screening jewellery from investment to artistic appealing ornaments. The focus had shifted to design. The Indian consumer was willing to experiment with new designs [5].

Mckinsey (2005) in his paper titled "*Strategies for Wooing Customers*" mentioned that the branded jewellery industry is still in its infancy, but increasing growth rates show that in a short time it will corner a significant chunk of the market. The best compliment to the branded segment is that traditional jewellers have also begun to design jewellery lines under a brand name.

Schmitt (1999), in his paper stated that today's customers consider functional features and benefits, product and quality, and a positive brand image as given. What they want are products, communication and marketing events that dazzle their senses, touch their hearts, and stimulate their minds. They want products, communications and campaigns that they can incorporate into their lifestyles. They want products, communications and marketing to deliver an experience.

M.lakshmi and Suganya.S (2009) stated that, in their study explores that Indian jewellery sector should focus on developing brands that stand for quality and transparency. The brands are gaining more popularity and customers are expecting more and more transparency apart from the choice to choose from various varieties of designs.

2.1. METHODOLOGY& ANALYSIS

Methodology of the study

i. Area of the Study: The area of the study refers to Coimbatore.

ii. Sources of data: The study uses both primary data and secondary data. For the purpose of collection of data, a detailed Questionnaire has been prepared and data were collected from the traditional gold smith in Coimbatore.

iii. Sample Design: For the purpose of the study, 100 questionnaires were collected from the traditional gold smith in Coimbatore. Convenient random sampling method is administered in this study.

iv. Tools for Analysis

- Chi – Square Analysis.
- Mean Score
- Simple Percentage.

The entire tests were carried out at 5% level of significance.

2.2 DATA ANALYSIS AND INTERPRETATION

i. Chi-square Analysis

H_0 - Null Hypothesis: There is no relationship between Monthly income and working days and hours before and after the implementation of modern technology.

H_1 - Alternative Hypothesis: There is relationship between Monthly income and working days and hours before and after the implementation of modern technology.

Table 1.1 Monthly Income and Working Days and Hours Before and After The Implementation of Modern Technology.

S.No	Parameters	Computed Value	Table Value	Result	Hypothesis Acceptance
1	Monthly income and working days before implementation of modern technology	12.86	12.59	significant	Alternative Hypothesis
2	Monthly income and working hours after implementation of modern technology	13.79	12.59	significant	Alternative Hypothesis
3	Monthly income and working days before implementation of modern technology	12.63	12.59	significant	Alternative Hypothesis
4	Monthly income and working hours after implementation of modern technology	13.25	12.59	significant	Alternative Hypothesis

Note: 5% Level of significance.

There is a significant difference between the monthly income and working hours and days before and after implementation of modern technology in jewelry making. From the above table, it is found that working days before and after the influence of modern technology affect the monthly income.

II. Mean Score Analysis

The Goldsmiths were asked to express their opinion which was coded and the mean score of their opinion is depicted in the table given below. It was structured according to the study under 6 heads namely.

Table 2.1: MEAN SCORE OF WORK LIFE OF GOLDSMITH

S. No.	Particulars	Mean	SD
1	Nature of the Job	24.5	19.14
2	No. of years in present Job	28.5	10.80
3	Work schedule	25.2	17.3
4	Alternative Job	25.5	16.9
5	Adopting modern technique	24.8	10.5
6	Job for next generation	24.9	13.49
	Average Mean Score	25.5	14.68

The overall mean score of the Work life of Goldsmith is 25.5. From the above table it is inferred that, Nature of the job (28.5) is high, alternative job also high (25.5), thirdly the Work schedule takes place (25.2). The same work for next generation is quite difficult (24.9), Nature of the job is optional (24.5) and adopting modern technique (24.8).

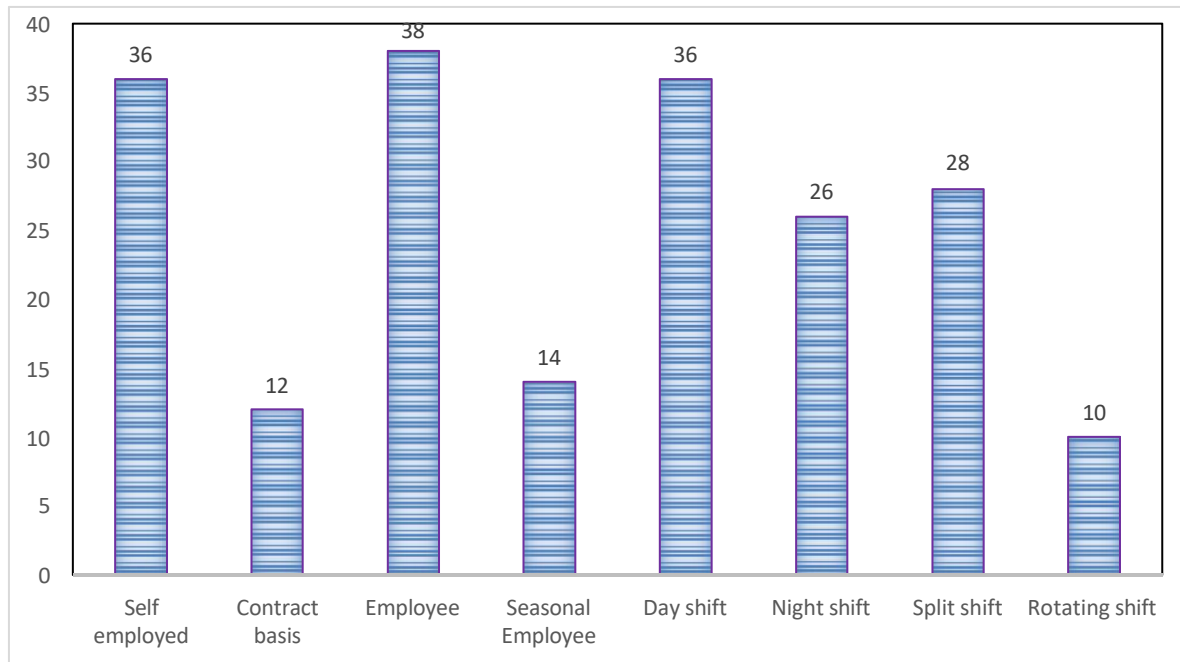
III. Simple Percentage Analysis

Table 3.1: Distribution of Respondent by their Nature of Job and Work Schedule

Nature of the job	Count	%	Work Schedule	Count	%
Self employed	36	36	Day shift	36	36
Contract basis	12	12	Night shift	26	26
Employee	38	38	Split shift	28	28
Seasonal Employee	14	14	Rotating shift	10	10

Source: Primary Data

The above table shows that maximum (38%) of the respondents are employed, (36%) are self-employed. The Respondents shows greater interest to work in day shift or to work according to their convenience.

Chart 3.1: Distribution of Respondent by their Nature of Job and Work Schedule

3. FINDINGS

- There is a significant difference between the monthly income and working hours and days before and after implementation of modern technology in jewelry making.
- The overall mean score of the Work life of Goldsmith is 25.5. From the above table it is inferred that, Nature of the job (28.5) is high, alternative job also high (25.5), thirdly the Work schedule takes place (25.2). The same work for next generation is quite difficult (24.9), Nature of the job is optional (24.5) and adopting modern technique (24.8).
- The above table shows that maximum (38%) of the respondents are employed, (36%) are self-employed. The Respondents shows greater interest to work in day shift or to work according to their convenience.

4. CONCLUSION

We conclude the study that, the life of gold smith is miserable after the influence of modern technology in jewel making. The people is still making handmade jewellery only for their renowned work. But it found that the work for the handmade is less, so they are adopting alternate job for their challenge in their day to day life.

This study is suggested that the Goldsmith can adopt and switch over to technological make, thus it helps their wellbeing in the society. And also it is suggested to the Government for providing technological skills for the upcoming generation and to sustainability in their Jewel making business.

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