



Sustainable Development of Traditional Footwear Craft within the MSME Ecosystem of West Bengal

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Abstract : The footwear design in the traditional method of India meets one of people's most basic needs and helps the country grow socially and economically by giving the working class more job opportunities. The leather and footwear sector makes up 2.3% of India's GDP and 12% of its export earnings. It also provides jobs for 45 million people. The eastern region has the third highest number of MSMEs, with 21% of them. The leather and footwear segment is a globally competitive area, and India is the second most popular country for footwear production. However, footwear design MSMEs in West Bengal have been growing slowly, so this research is aimed at finding a better structure for them. To create a roadmap for footwear design MSMEs, the researcher had to look at all the different parts and rules that apply to Micro, Small, and medium footwear design MSMEs and figure out why the leather segment is growing so slowly. The research subsequently focused on the footwear design of West Bengal. A survey was conducted, and the data analysis has been compiled, offering insights from the Micro, Small, and Medium Enterprises (MSMEs) sector in Kolkata to fulfill the requirements for developing a roadmap for the leather and footwear design MSMEs in the city, which was the study's objective.

IndexTerms - MSME Micro, Small &Medium, Kolkata, Roadmap, Develop, Footwear, leather.

1.0 INTRODUCTION

Apparel micro, small, and medium-sized enterprises (MSMEs) play a significant part in the entire manufacturing of leather design in India, which involves the involvement of a significant quantity of manpower and the provision of job opportunities. It is necessary for the leather sector of micro, little, and medium-sized enterprises (MSMEs) to equip their production in such a way that it can develop the manufacturing process from raw materials to the finished product. In order to further simplify the investigation, it was necessary for the researcher to have an understanding of the West Bengal Apparel MSMEs.

1.1 West Bengal Traditional footwear production of MSME: -

West Bengal lies in the eastern part of India. To help the leather industry grow, the West Bengal government comes up with fresh ideas from time to time.

1.2 Traditional Footwear production: - The entire value chain regulates the 6% of GDP of country and is a huge employer of manpower. The main reason Central as well the state Government take initiative to improve it.

A. Planning: - The new collection begins with the main area of the budget, then moves on to the line/range with the designer and assistant. Most of the time, the biggest problem with work flow is finance, which has to be arranged by NBFCs or sent to the bank.

B. Design: - The next stage is to make it a design innovation that fits with the current trend. It follows the guidelines for colour, size, grade, and fabric choice based on what is needed.

C. Develop and Approval: - The purchasers are presented with the approval of colour dips and specifications for colour fastness and wash care as needed. The Approval phase adds to the cost estimate for the parts.

D. Production :- It is in line with what the customer asked for. Finally, the order for clothing is made according to the specifications and sent out. It takes a lot of accuracy to keep an eye on quality and follow the specification sheet.

1.3 Global Opportunity:

Traditional Indian shoe design has a lot of potential around the world because it combines cultural significance, skill, and modern style. A short comment could talk about its history, its potential for exporting, and what it might do in other countries' markets in the future.

Kolhapuri chappals, mojari, jutti, and paduka are all traditional Indian shoes made with fabrics, patterns, and craftsmanship skills from all over India. There is a unique style for each type. This variety lets designers sell Indian shoes as real cultural items in global ethnic and fusion fashion markets.

India is already one of the world's largest shoe makers and exporters. Indian ethnic shoes are very popular in niche boutiques, online stores, and markets for people who live outside of India. This is because more and more people all over the world want cheap, one-of-a-kind, and handmade clothes.

Natural or local materials are used to make shoes by hand in many traditional shoe clusters. This fits with the global trend towards products that are made in a way that is fair and good for the environment. More exports of these kinds of shoes will help rural artisans, protect intangible cultural heritage, create jobs for everyone, and meet responsible consumption goals.

OBJECTIVES

The Traditional Footwear category is a very profitable area for the State and is growing quickly. The group is constantly willing to learn new things and change to grow. The performance of Footwear design MSMEs falls below expectations, even if they get the chance and assistance they need. The primary purpose of this research study is to ascertain the factors contributing to the sluggish development of the clothing sector and to provide recommendations for the Footwear Design MSME sector in West Bengal.

Primary Objective: To study and 'Develop a road map for Traditionally Footwear Design Entrepreneurs in MSMEs of West Bengal' for sustainable development.

SECONDERY OBJECTIVES

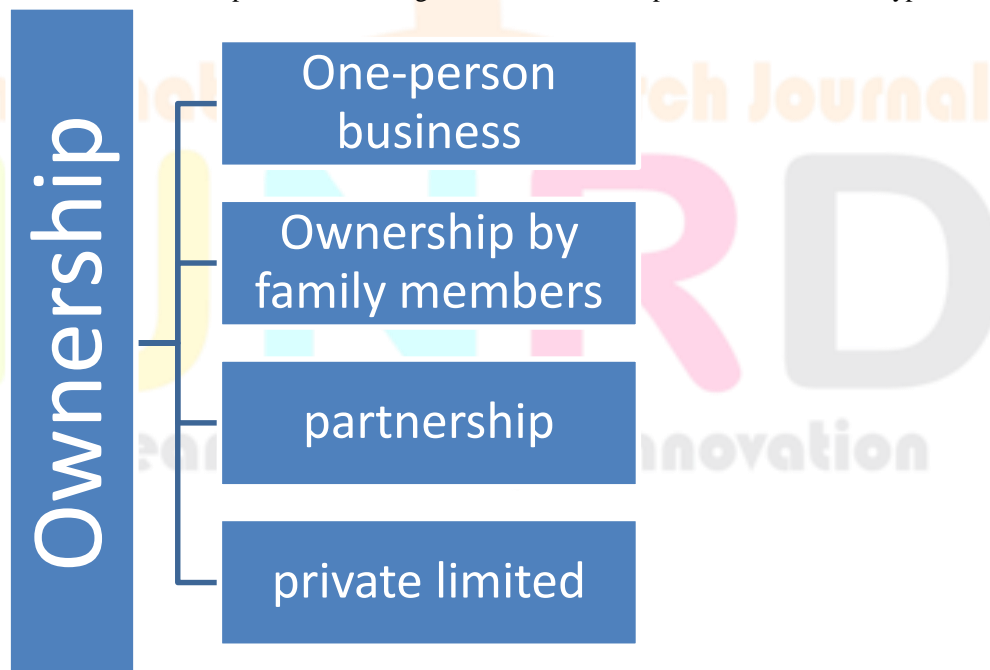
- To study the current segmentation, growth and challenges faced by the Leather segment MSMEs of West Bengal.
- To identify and suggest the means of influencing the factors responsible for developing the profitability for Footwear design MSMEs.

1.4. REVIEW OF LITERATURE

People who can see the future and manage a business. They push individuals to do their best and bring a team together with a common goal. These folks are the ones who are making the new dawn. The study focusses on apparel design entrepreneurs, necessitating a clear definition of entrepreneurs via several publications to foster firm development.

1.5 STEPS TO START A NEW VENTURE

The study must comprehend the Traditional leather product for a business and the many ownership requirements. should choose a product that has a decent market and the entrepreneur. Choosing the kind of ownership: The most common types of ownership are:



1.6 BASIC OBLIGATION FOR STARTUP

To start with the new organizations there are small number permission need to be taken as for the parameter set by state. A few of them are discussed as follows: -

Statutory obligations- Establishment act, 1948, NOC to obtain for State pollution control Board and letter certifying it free from risk and hazard. GST number enrolled from State sales.

Tax department formalities with Income Tax and PAN number to be taken from central I.T Dept. Production unit of garment comes for a permission of Factories Act. Recruitment and training of staff (Pednekar, 2016).

In the recent advancement the Government of India in the financial year of start of 2020 announced the Atmanirbhar Bharat to understand the objectives it is given as follows: -

The concept of “Atmanirbhar Bharat” for the MSMEs due to the Pandemic of Novel Corona-Virus-2019(COVID-19).

The COVID-19 outbreak is a human tragedy for the entire world. The Pandemic COVID-19 and the consequent lockdown for whole country found to be highly disruptive for business in all segment

The Central Government announced the relief measure introduced under the Rs.20 lakh Crore for boosting MSMEs of India

1. Global tenders disallowed-Government is not going to allow global tenders up to Rs.200 crores making necessary amendments of 2017 so as to boost the MSMEs.
2. Interest Equalization Scheme-The Government of India to boost export in MSME sector has approved the extension of Interest Equalization Scheme for pre and post shipment Rupee export credit, with same scope and coverage, for one more year i.e., up to March 31, 2021.
3. Enroll the company under DC-MSME_ The enrollment under DC-MSME, New Delhi help the company for marketing in the manufacturing of COVID related items to Central Public Sector Undertaking (CPSU)
4. MSMEs to be provided with loan Without Collateral- To empower the stressed MSMEs the bank loan provided without collateral will ultimately benefit the Apparel MSMEs of West Bengal at the same time.
5. An Introduction of Rs. Three lakh crore Collateral free loans- Bank and NBFCs will offer up to 20 percent of outstanding credit as on February 29, 2020 to MSMEs as they are eligible for taking these loans will have a four-year tenor with a moratorium of twelve months of twelve months for the repayment of the principal.

To understand the Apparel designer of Kolkata, West Bengal related to the research few of the Apparel entrepreneurs are studied from the secondary data.

1.7 RESEARCH METHODOLOGY

The Research design methodology was progressed on a exploratory and descriptive manner. Exploratory research is conducted to have a better understanding of the existing problem but does not look to the conclusive results. The exploratory research is carried out in the preliminary stage. I initially had telephonic interviews with around 60 leather entrepreneurs of Kolkata. This gave a clear picture on the ongoing situation of the leather entrepreneurs.

To gain additional information to the topic I visited to the Government head office of MSME, West Bengal as its working in relevant field and met the director related to the leather segment.

As part of the concern research topic to get a clear understanding of the problem in the leather segment, I visited the leather entrepreneur of three segment in Micro, Small and Medium. The interview conducted and a brief description is as given below about the problems as follows: -

In order to achieve appropriate answers to the research questions it was administered with more than 60 respondents of various organizations;

Structured Questionnaires [close ended questions]. In a convenient sample selection Administered to design entrepreneurs in West Bengal with a Sample size of 60 interviews

- 20 in micro; -20 in small; -20 in medium

Purposive sampling method will be used closed ended structured questionnaires for the convenience of the respondents as progressed will be used to collect data in conclusive research. The questions were made to choose at different alternative. The data generated were analyzed through appropriate univariate, bivariate and multivariate statistical tools.

The potential use of exploratory research is to investigate a problem. As it could not be clearly defined and bringing a step wise solution. It is going to extract the advantage could lead a definite investigation.

The interviews are conducted with the entrepreneurs in the segment of Micro, Small and Medium Leather segment of West Bengal. Attending conferences was also a part of the research. It is first progressed with personal interaction of the entrepreneurs in leather segment of West Bengal.

1.8 SAMPLING PROCEDURE

Both primary and secondary data collection were used to get responses to the specified study questionnaire. The secondary data pertinent to the issue was systematically gathered from journals, published studies, reports, and articles. We used a non-probability purposive selection strategy to acquire primary data from clothing businesses. Interviews were conducted using a standardized questionnaire. The sampling technique was the most important part of the investigation since it was necessary to get the final explanation with the data. For this reason, it was extremely important to choose the sample from the entrepreneurs in the Micro, Small, and Medium leather footwear category. The sources used for the research in the selected subject segment are systematically arranged and presented in the Harvard style format in the Bibliography.

1.9 PRIMARY RESEARCH

The Primary Research allowed the Apparel Design MSME of West Bengal to pinpoint the specific feature of the primary issue segment and its severity. There were numerous rating scales utilized for the survey, such as Likert, Itemized Approach, Comparative Weights, and Rank Order. The scale creation helped move the structured questionnaire-based survey forward. It required engaging with the professional and obtaining input on pertinent topics via comparison analysis in relation to the responses to the study questions.

The sample for my focus group on "Developing a Roadmap for Leather footwear Design MSMEs in West Bengal" will be selected from the following locations:-

- Alumni of NIFT (AINA) - Alumni of NIFT Association Kolkata
- WBGMDA, or the West Bengal Garment Manufacturing Development Association, is a group that helps set up meetings between buyers and sellers in the apparel industry.
- Alumni of the International Institute of Fashion Design (INIFD).
- A list of Lakme Fashion Week members and picking out the ones from West Bengal.
- List of people who are part in India Fashion Week.
- FDDI is for the Footwear Design and Development Institute.
- CLRI stands for the Central Leather Research Institute.
- KLC Kolkata leather complex

1.10 RESULTS AND DISCUSSIONS

The goal was to analyse the interviewee's answers before the COVID-19 pandemic, which were broken down into four parts: the design process, staff retention, and capital availability. Leather and Footwear Design MSMEs responders have a variety of options for the design process since most of them are qualified experts from design schools and are sure of the consumers they work with. The survey found that 67% of people prefer to use utility Leather with an anti-viral finish, whereas just 12.6% prefer to use solely anti-viral leather and 7% want to use utility fabric. It is clear that the leather sector of MSMEs want to modify the kind of cloth they use after the pandemic to better serve their customers. To evaluate the significance of the market shift for the Pandemic following the COVID-19 concept, methodologies used were modified to get acceptability. Leather and footwear MSMEs find it hard to get rid of all they are working on and start over from scratch. But the Footwear MSMEs went along with the transition since there was a lot of demand. The idea is to modify the very first step, which is to start with Leather.

1.11 Measures taken for Skill Development: -

The Ministry of Micro, Small, and Medium has put out a strategy to help people learn about fashion design and making clothes. The goal to improve the workforce by hiring unskilled and semi-skilled workers in the garment industry includes teaching them to operate machines so that manufacturing is error-free. According to the expert, if there is no waste in the design process, it might save 20% of annual sales.

1.12 Measure for selecting the Location Proximity: -

As per the opinion by experts it was very evident that with the location proximity there can be a 10% saving on the logistics so it should be at the Kolkata leather complex as to avail the facility of logistics saving for over time duration and other commercial facilities.

1.13 Measure on Finances: -

The new Mudra loan and PMEGP loan are meant to help small and medium-sized businesses (MSMEs). To get the loans, Leather design entrepreneurs need to fill out an application and provide an estimate for the approvals

1.14 Strategy Development: -

The business has to improve its technology so that it can make things quicker and assess their quality. In a similar vein, to better adapt to the present pandemic crisis, it is advised to use textiles with two plans: a) Utility fabric and b) Anti-Viral finish Leather, Finally to have fewer amounts of unsold pieces the focus should be On-demand distribution and Retail Sales.

CONCLUSION

The research aims to facilitate the accelerated growth of the Traditionally Manufactured Footwear sector among MSMEs in West Bengal. The study paper elucidates "Developing a Roadmap for Footwear Design MSMEs of West Bengal," detailing the obstacles, requirements, and governmental assistance essential for the development of these firms. It was important to choose a location based on the following factors:

1. The current segmentation, growth, and problems faced by MSMEs in the Leather and Footwear sector in West Bengal.
2. The MSME sector in West Bengal's leather and footwear design industry gets a lot of help from the government, including training and money.
3. How to make the parts of leather footwear design MSMEs that effect their profits better, such how to plan sales without having to purchase additional fabric.

It is clear how to go ahead with the financial significance and the demand for the leather footwear design entrepreneur based on data from both primary and secondary research. There are several job opportunities in the leather and shoe design MSMEs. It is suggested that the financial sector work with government entities to come up with a plan for the future. The new guidelines for leather MSMEs will create a system that works and meets the demands. Leather Design MSMEs may do well in the Kolkata leather complex and the Shantiniketan leather cluster since they are nearby and the infrastructure is already in place. The leather and footwear design MSMEs may also start working on how to use the new materials that are currently accessible and will be available in the future. The pandemic will change the demands of the market totally, which is why. They could even adjust their ideas depending on what they know about how people live and what they require. The study showed how much research was needed to go forward in the leather industry and how much planning was needed to change the design and strategy for the fast growth of small and medium-sized leather and footwear design businesses in West Bengal.

DEVELOPING A ROAD MAP

Finally, a flowchart of the whole roadmap was made to show the main aspects of the research. This was done so that the reader could easily find the crucial variables from the plan to establish a business in the leather and footwear industry. Finally, the strategy for creating the technology needed to make plans for the end product's development so that manufacturing may begin with less inventory.



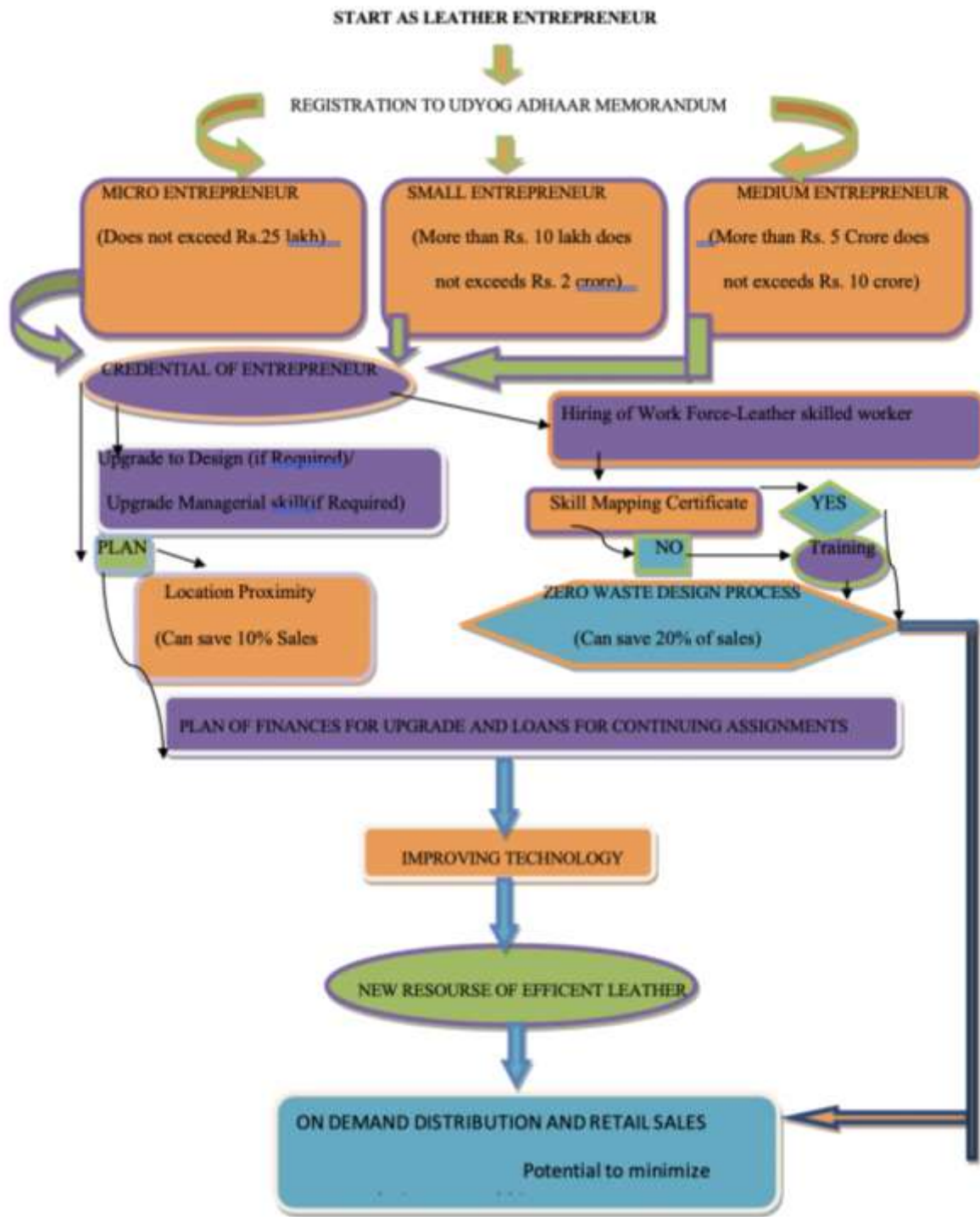


Table 1.0 Road map for leather and footwear entrepreneurs of West Bengal.

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