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METHODOLOGY

It was an empirical study based on primary as well as secondary data. The primary data were collected through well designed and structured questionnaire. Through Personal interview data was collected from the beneficiaries and officials of social enterprise. For secondary data, reports of social enterprise, journals and books were used.

SAMPLING DESIGN

The sample size for the study was 30 from Coastal Karnataka and Malnad Region.MS excel was used for analysis of data collected. As they are scattered all over Karnataka, purposive sampling was done.

ORGANISATIONAL PROFILE

Canara Bank Sponsored CE Kamath Institute for Artisans (CEKIA) was established in 1997 with an object of creating and generating self-employment opportunities by offering training in the field of wood and stone carving, Metal embossing and Kumbha art. This Institute is located in Miyar near Karkala at a cost of Rs. 1.25 Crore. It is commendable that the institute provides training by bearing all the expenses of food, accommodation and raw material required for training, educational tour to the students free of charge. Interested candidates should have passed 7th standard, and age limit should be 18 to 35 years The duration of training in wood, stone carving and metal sculpture is 18 months. Training is provided by a team of skilled teachers.

About 984 students are trained in handicrafts in this institute and 98 percent of them are gainfully employed. In addition to this, more than fifty students who have studied in this institution have been honored with national and state level awards.

RESULTS AND ANALYSIS

Table No 1: Personal profile of the respondents

Variable	Options	Frequency	Percentage
Age	Below 30 years	8	26.67
	30-40 years	17	56.67
	41-50 years	4	13.33
	51-60 years	1	3.33
	Total	30	100.0
Religion	Hindu	30	100
	Total	30	100.0
Educational qualification	High School	15	50
	Pre-University	11	36.6
	Graduate	2	6.7
	ITI/ Diploma	2	6.7
	Total	30	100
Marital status	Single	12	40
	Married	18	60
	Total	30	100.0

Table No 1 shows the age profile of the respondents. Majority of the respondents (56.67%) are belonged to 30-40 years, 26.675 of them from below 30 years and only 13,33% of them belong to 41-50 years whereas only 3.33% of them are from 51-60 years. The above table states that all the respondents belong to Hindu religion.

It is observed that the educational qualification of the beneficiaries is very less. 50% of them are having only High school education, whereas 36.65 of them are having Pre university qualification. Only 6.7% of them are degree holders as well as ITI/ Diploma holders. It is fact noticed that 60% of respondents are married and 40% of them are still single

Table No 2: Sources of Information about the social enterprise

	No of respondents	Percentage (%)
Newspapers	4	13.3
Beneficiaries	17	56.7
Family members	9	30
Total	30	100.0

From table No 2, it is observed that the main source of information about the social enterprise is beneficiaries. 30% of them opined that their source of information is family members and only 13.3% of the got the information about the social enterprise from newspaper.

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Table No 3: Earlier Position (Before Involving in IGA) of the respondents.

	No of responses	Percentage (%)
Employed	12	40
Un employed	10	33.3
Self Employed	8	26.7
Total	30	100.0

It is clear from the table No 3 that 40% of the respondents are employed with others before involving themselves in Income generating activities whereas 33.3% of them are unemployed and 26.7% of the respondents are already involved in IGA.

Table No 4: Reasons for involving in IGA

	No of respondents	Percentage (%) out of 30
Low earnings earlier	17	56.7
Possibility of improving income	30	100
Any other (Passion)	8	26.7

It is crystal clear from Table No 4 that, 100% of the respondents opined that reason for involving in IGA is possibility of improving income whereas 56.7% of them told that earlier they had low income and to increase them income they involved in IGA and very interesting part is that 26.7% of them involved in IGA out of their passion.

Table No 5. Motivational factors for joining social enterprise

	No of responses	Percentage (%) Out of 30
For Economic Empowerment-Placement/ Self employment	30	100
For participating in Training and development programme	30	100
For social empowerment	30	100

From the table No 5, all the respondents stated the motivational factors for joining Social Enterprise are economic empowerment, for participating in training and for social empowerment.

Table No 6. How did the respondents involve in income Generating Activities

	No of respondents	Percentage (%)
Have started IGA by own	21	70
Have inherited it from family	9	30
Total	100	100.0

From table no 6 it is found that 70% of the respondents started their IGA on their own whereas for 30% it was inherited from family.

Table No 7: No. of employees working in Income Generating Activities

	No of respondents	Percentage (%)
None	2	6.7
1-2	10	33.3
3-5	7	23.3
6-10	8	26.7
More than 10	3	10
Total	30	100.0

The above Table No 7 states the number of employees working in their organisation. In 33.3% respondents' business 1to 2 employees are working, 26.7% of the respondents opined that 6 to 10 employees employed in their business and 23.3% of them working with 3 to 5 employees and only 6.7% of them are working on their own without workers. As it is a wood work or stone work majority of them are provided employment opportunities for unemployed.

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Table No 8: Area of Training provided

	No of responses	Percentage (%) out of 178
Accounting and Financial Management	0	0
Marketing	24	80
Skills Training	30	100
Income Generating activity (IGA)	30	100
Personality Development Training	30	100

From Table No 8, it is clear that the training program given mainly on IGA, skilled based training and for personality development. 80% of them opined that there were session on marketing of products manufactured by them.

Table No 9: Opinion on effectiveness of the Training Program

	No of respondents	Percentage (%)
Very useful	30	100
Total	30	100

The above table No 9 states the effectiveness of the training program conducted by the social enterprise. All the respondents are very much happy and satisfied about the quality of training program and the opined that it was very useful for them.

Table No: 10: Monthly income of the respondents

Income Level	Before involving in IGA		After Involving in IGA	
	No of respondents	Percentage (%)	No of respondents	Percentage (%)
Below Rs. 10,000	21	70	-	-
Rs.10,001 to 15,000	2	6.7	-	-
Rs. 15001 to 20000	2	6.7	-	-
Rs 20001 to 30000	4	13.3	2	6.7
Rs. 30001 to 40000	1	3.3	10	33.3
Above 40,000	-	-	18	60
Total	30	100	30	100

The income of the respondents before and after involving in IGA are stated in Table No 10. It is clear from the table that 70% of respondents' income was below 10,000 earlier, 6.7% of them had only 10,000 to 15,000 and 6.7% of them had 15,001 to 20,000.13.3% opined that their income before involving in IGA was between 20001 to 30000. Because of training program obtained from social enterprise their income has increased drastically. Majority of them earn more than 40,000 income per month. 33.3% of them gets income between 30001 to 40000.

Table No 11: Level of Satisfaction about the Social Enterprise

	No of respondents	Percentage (%)
Satisfactory	1	3.3
Highly Satisfactory	29	96.7
Total	30	100.0

From the table No 11, it can be seen that 96.7% of the respondents are highly satisfied about the performance of social enterprise whereas only 3.3% of them are satisfied with the activities of social enterprise.

HYPOTHESIS TESTING

Hypothesis was tested by using non-parametric test Wilcoxon signed Ranks.

Wilcoxon signed Ranks

	N	Mean Rank	Sum of Ranks
Negative Ranks	0	.00	.00
Positive Ranks	30	15.50	465.00
Ties	0		
Total	30		

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TEST STATISTICS

Z	-4.824
Asymo. Sig (2 -tailed)	.000

RESULT

Significance value (0.000) is less than 0.05, we can Reject the null hypothesis or we can accept the alternative hypothesis i,e. there is a significant difference in the monthly income before and after involving in Income Generating Activities.

SUGGESTIONS

1. The handicraft art training program given by the social entrepreneur for a period of 18 months. It is advisable to organise the training program to upgrade and update themselves in the prescribed field.
2. It is recommended to provide extensive training on marketing skills for the artisans.
3. It is noticed that government support is very minimum for rural artisans. Hence, the government should extend its helping hand to rural artisans.

CONCLUSION

The study has observed that even though the educational qualification is low among rural artisans, empowerment of artisans took place at a higher level. this is only because of the training program provided by the social enterprise. The success rate of trainees is also around 98%. By providing the training to women artisans and also in other fields it is possible to uplift the rural economy and it can reduce the migration of people to urban area in search of job. It is advisable to use of social media to create an awareness about the institution and also publish the success to reach the needy and interested artisans.

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