

Challenges and Opportunities of Satranji Shilpa in Rangpur, Bangladesh

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Abstract: This paper aimed to study the creative evolution of Satranji Shilpa, Satranji Palli, artisans (Satranji Palli people). This study is about the socio-economic context issues that empirically do the challenges and opportunities areas of work. A descriptive type of study uses a set of questionnaires for the entrepreneurs to know the actualities of opportunities and challenging factors. The purposive sampling technique helped the study to make it more comprehensive. There use both primary and secondary data. To analyses the data, there use SPSS-V-23. To facilitate the analysis of issues and criteria. It has been found that there are related factors like finance, economics, workforce, marketing, and raw materials to the challenges and opportunities issues. These factors impact entrepreneurship in a different pathway. There are many weaknesses in this study by keeping many potentialities. Already the government took many initiatives to promote this type of industry. It is suggested that there needs more care to attain sustainable development goals as per the locale's development scale economically.

Keywords: Satranji, Challenges, Opportunities, Economic Potentiality

1. Introduction

Satranji is a creative weaving art form that is technically comparable to modern tapestry. Satranji became regarded as a standing sign of aristocratic homes in the past. Satranji is an artisan-made product [13]. This type of handicraft has no institutional framework; it is entirely carried out with the assistance of an experienced person, known as a "grasp." Seat covers, bedsheets, and wall mats were made from this lovely and colorful fiber yarn for interior design [4]. Even longer, Satranjies were made and utilized to cover an important public gathering place to preserve discussions or singing conferences. Satranji now produces a wide range of unique products, including coin purses, ladies' handbags, and table mats. Shatranj is a century-old traditional method of producing hand-woven colorful carpets that are still practiced in Nishbetganj, Podagonj, and other portions of Rangpur city and other parts of Bangladesh's Rangpur district [1].

The government is now posing a challenge to establish a 'Satranji Village,' which will allow the craft to grow and sell. The government would spend roughly Taka 10 million to build the hamlet, accommodating 116 weaving families from

Nishbetganj, Podagonj, and other parts of Rangpur. Colorful wall-mats, ground-mats, bedcovers, and various other items have been produced by those weavers who work in the unorganized zone [24]. Handicraft accommodations in Bangladesh house tiny production machines and, in most cases, are located in rural areas, where they are run either by the proprietor or by a small crew of 10-20 people [3]. Almost 3 million people work in the textile, jute, wood, leather, cane, and bamboo industries, with over three-quarters of them employed in textile, jute, wood, leather, cane, and bamboo. Metalwork and earthenware are used to follow up on these [22]. According to a rough estimate, exports account for roughly 20% of overall production. Even though many items could find export destinations a bit time again, a prepared endeavor in Bangladeshi promoting handicrafts in foreign areas is a reminiscence of the new past. However, many goods were capable of finding export destinations a bit time again. Furthermore, even though Bangladeshi handicrafts are sold to over 50 countries, Bangladesh is one of the world's poorest countries, ranking third behind India and China in poverty [24].

The population is mainly rural, with around 85% of the

total population living in rural areas. Rural poverty rates are now estimated to be between 53 percent and 43.6 percent. As a result, considering that more than half of the people are malnourished, it is nearly hard to imagine a rural development. Bangladesh is cursed with poverty. Inequality within and between areas is expanding as a few sixty-three million people (half of the population) live in extreme poverty. Even if it is unfeasible to remove poverty from its source in any way, it is not necessarily impossible to minimize the severity of its burden by molding it into manageable confinement. Some NGOs in Bangladesh have taken on the responsibility of aiding handcraft manufacture to provide employment opportunities for rural people. They want to enhance the socio-financial position of rural people by teaching them how to operate [2]. This investigation looks at the role of handicrafts in society. Bangladesh needs to raise awareness of poverty alleviation and enhance rural human resource issues, as they are incredibly intertwined. In today's incredibly competitive world, proper humanitarian aid usage is a hot issue. In this regard, Satranji Shilpa can be regarded as a boon to Bangladesh as a field of employment in which both men and women, educated and unskilled, can quickly and profitably adjust. Satranji Shilpa may be an essential region now, not only in terms of employing a large segment of the population in rural and urban areas but also in generating significant foreign exchange for the United States of America, an excellent way to do so be regarded as a boon for poverty alleviation [27]. The people of Satranji Shilpa are crying out for more rural human resources and how this might be achieved by adequately utilizing the potential to alleviate their financial problems. As a result, people tend to live happy lives and contribute to the poverty alleviation mindset and ensure Bangladesh's excellent future [25]. It will also be aware of how to respond to this critical need for Bangladesh, and if its reach can be expanded, how it would ensure Bangladesh's Elysian future [18, 20].

After 1970, the Satranji Handicraft product from Bangladesh was brought to the market. Furthermore, the product achieved commercial prominence in the 1980s, which became its growth period [21]. The Satranji Handicraft products of Bangladesh had a slow boom in the 1990s, which is the product's mature period. Due to its antiquated and low quality, its sales declined after 2000 [26]. Furthermore, new competitors arrived with a product that was newly created, original, and superb. As a result, Bangladesh's Sarangi Handicraft product has been on the decline for quite some time. Satranji Shilpa is a rising business company in Bangladesh and the United States. People are becoming more knowledgeable about their jobs daily. Due to various internal and external forces occurring in the scene's background, Satranji Shilpa in Bangladesh has a spectacular past, a doubtful gift, and a hazy destiny [7]. There are some predetermined elements, such as a lack of operating capital, a high cost of raw materials, a lack of organizing capability, insufficient technology & efficiency, a loss of policy assistance, a considerable expertise gap, a lack of electricity supply, and a lack of credit centers, that hit the Satranji

Shilpa in different parts of Rangpur city Bangla. The handicraft sector in Bangladesh comprises tiny production businesses, many of which are located in rural areas and are run either by the owner or under little work pressure [5]. In this location, Satranji has been produced for over a hundred years. Bangladeshis have adopted it as a way of life. Satranji was made in Rangpur locations, primarily Nishbetganj, Podagonj, and a few splintering localities. Capital, hard labor, control, marketing, and other concerns are critical in this type of firm. This needs a thorough examination of Bangladesh's Satranjies' underlying challenges, strengths, and expansion methods [9, 27]. Under this context, the investigation will uncover the underlying causes of the pattern initiatives' ineffectiveness in the chosen location. This research will look at the various facets of Staranji's issues in a socio-economic environment that primarily focuses on the workers and businesspeople of Satranji in Rangpur city. The study will also focus on the issues and obstacles that workers and entrepreneurs face. Finally, the research will look into an entrepreneurial profile-based scenario for bettering their business.

2. Method and Material

The research methodology is a way to solve the research problem methodically. The analysis, interpretation, and findings of a research study mainly depend on the accuracy of the methodology. The proposed study was followed by a mixed method of investigation. We have used observation, interview, and survey methods for a better understanding of the research problem. A research design is the arrangement of conditions for collecting and analyzing data that combine relevance to the research purpose with the economic procedure. Sampling tools and instruments, techniques, questionnaires, data collection, data processing, data analysis, time cost budget, etc., will be used in designing the research.

Area: Rangpur City has been selected as our study area where Satranji produced. Rangpur is one of the oldest Municipalities in Bangladesh, which was established in the year 1869. Rangpur town, covering an area of around 28 square kilometers, lies on the bank of the Ghaghat river. There is a large number of Satranji factories in this area. Most of the factories are Nishbetganj, Podagonj, and some splitting parts of Rangpur city, Podagonj, Ghonapirer major, Sordarpara. However, many units in this area were not able to function due to several reasons. Thus, we have decided to locate our study in this area.

Nature and source: both primary and secondary data have been used in this study. A set of predesigned questionnaires will be used for the collection of primary data. To collect primary data, the study followed a stratified purposive sampling technique and two sets of questionnaires, one for the entrepreneur on Likert five-point scales. The secondary data has been collected from the previous related studies done in the area, websites, articles, books, and different documents.

Sampling: Purposive sampling, also known as purposeful

sampling, here used for the study. Purposive sampling is a sampling method in which the researcher chooses members of the population to participate in the study based on his or her assessment. The entrepreneurs have been selected based on the availability of information and their cooperation. So, purposive sampling has been followed.

Analysis: To analyze and interpret the data, various statistical techniques, such as standard deviation, coefficient of correlation, regression analysis, chi-square test, etc., have been used. Besides, SPSS-20 has been used for statistical representation.

Conceptual Design

Target to find Challenges and Opportunities of Satranji: from the entrepreneur and workers context.

At the entrepreneur context:

Dependent variable=Overall challenges

Independent variable or measure variable:

Conceptual Design

Table 1. Conceptual design.

Finance	Independent Variable	Difficulty in getting credit
		Limited working capital
		Delay sanction loan
		The limited scope of financial aid
		Lack of financial institutions to support
Economic		The interest rate is high
		The unemployment rate pushes the business
		Economic policy restrictive
		Tax pressure
		Labor shortage
Workforce		Unskilled labor
		No cooperative attitude
		Competition
Marketing		Availability of sizeable comparative firm
		Lack of Marketing experience
		Scarcity of raw material
Raw materials		High price
	Poor quality	

3. Literature Review

The literature review offered in this study summarizes theoretical and empirical research that provides the history for know-how, which is one of the most significant components of the handicrafts industry. The importance of improving rural human resources and the implications for Bangladesh's overall poverty alleviation [16]. Artisanal goods and crafts are mass-produced by artisans, either entirely by hand or with hand tools or possibly a machine approach, as long as the artisan's direct guide contribution remains the most significant component of the finished product [15]. Handicrafts are a subculture and business that uses locally sourced raw materials and hand tools to create goods that reflect an artisan's skill in a way that machine-made counterparts do not [8]. Gifts, dwelling wares, home decoration, seasonal products, toys, and personal accessories appear to be the critical markets for our handcrafted products [14]. The handicraft sector is a promising prospect; the current workforce in this field is estimated to be around four

million people, most of whom have relied on traditional craft paintings as a source of income [23]. Traditional Bangladeshi goods that have made a dent in the export market, according to studies, might dramatically enhance their market share. Predictably appealing Jutes (muslin, Naksha Kantha, jamdani), block revealed, vegetable-dyed Jute pieces, artificial plants, woven jute products, cane basketry, ceramics, small leather goods (wallets, purses, and belts), and so on [6, 11]. The Satranjies are known worldwide for their incredible diversity, grace, beauty, and professionalism, as well as the population's high level of craftsmanship. The number of innovative and valuable items were determined there, including family utensils indisputable and painted Shanel added about by the rhythmic implements, ornaments. Satranji varieties have been mass-produced for many years in Nishbetganj, Podagonj, and a few splintering areas of Rangpur city (including my look at regions) [10]. As a result, Satranji is where the impacts of millennia of human patient studies are replicated and preserved. Craft treasures, like artwork, reflect human society's taste through the man or woman and feed the Satranji Palli's collective intellect. Satranji satisfies a man's financial needs as well as his aesthetic desires [11]. Previous research has primarily focused on the shatranj featured point and has largely ignored the circumstantial part. This study, on the other hand, would highlight the problematic component in Bangladesh's socio-economic notion. More specifically, the study would depict Sataranji Shilpa's unique engagement environment.

Categorical Model of the research

Then the categorical Model of the entrepreneur has been set;

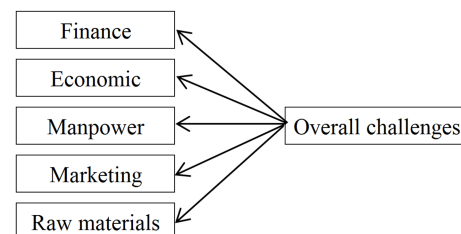


Figure 1. Categorical model.

Hypothesis: Has a good relationship overall challenges and finance, economic, marketing, human resources & raw materials.

4. Findings and Analysis

Traditional artisans are fading out of modern fashion and designs simultaneously as they are innovating at their best. A sophisticated research and development machine is required to create new international brands or bring existing local businesses into the global arena. At the moment, everyday items are geared toward India to some extent. The ability to export to other markets must be developed. The government should create "inexperienced merchandise" to express distinctive price increases and incentives for the commodities, whether public or private. Even though our employees' competencies are up to par, they fall behind in

capturing the current generation due to a lack of government infrastructure assistance). The products generally take a long time to create due to the utilization of traditional techniques. Employee profits are minimal due to low production. As a result, many of them are looking into other areas of expertise. In many clusters, only older adults weave on handlooms, and people do not pursue weaving as a job. People might be encouraged to join the industry by providing education and skill development and exposing them to current designs. The urgent attempt to integrate handlooms and their supply chains under the 'green' banner will open up an outstanding technology for the industry and the individuals involved and solve significant Satranji enterprise problems. The Satranji people who form the backbone of the Satranji Handicraft enterprise in Nishbetganj, Podagonj, and a few other sections of Rangpur city are endowed with natural talent, method, and traditional Satranji man-deliver, but this is more than enough for the primary platform. However, to convert the worldwide marketplace, those Satranji humans will require an institutional guide at their places, i.e., Satranji pockets for value addition and the threshold with diverse competition, such as China, Korea, Thailand, and so on [12].

Customers ordered the only kinds of Satranji worrisome to their design size, form, shade, and outlook to spread Satranji products worldwide. This product is achieving the one's nations who are a call for through delivery, such as delivery, Aero-aircraft, and so forth. After receiving Satranji's goods, they pay using Western Union, PayPal, and other online methods. The recurrent artisan's merchandise is Satranji [12]. Satranji is becoming the most recognizable product worldwide [19] because of the innovative artwork of artisans, professionals, and skillful persons. The ladies are usually active in Satranji manufacture to help alleviate their poverty. The fact that this business is on the verge of extinction daily is quite concerning. If essential efforts to tackle these challenges are not made, many people will lose their jobs, and the United States will lose its distinctive culture.

As a result, if want to be highly useful for policymakers, planners, researchers, employees, and marketers of Satranji of our country [17], the recommended approach will produce predicted outcomes. Recently, the current administration has taken some steps to promote handicrafts in the Indus Valley, such as the project area of Nishbetganj and Radhakrishnapur, and Rangpur. The project's cost is estimated to be 387.30 lakh. Taka, The project's goal and its implementation are to grow Satranji Shilpa through talent development education for socio-economic betterment and poverty alleviation in Satranji Shilpa. About Tk. 200.00 lakh taka may be granted to some of the Shatranj industry's artisans as credit centers, and around 660 men and women may be skillfully trained as part of this project's production cum display center to aid in the advertising of produced items [18]. Twenty-six training guides have trained a total of 390 men and women, and some Shatranj artisans have distributed forty-favela taka under this project since its commencement. The project is being implemented in the Rangpur district's Nishbetganj and Radhakrishnapur.

Data collecting entails systematically recording statistics; fact evaluation entails searching records devices for patterns and trends, and information interpretation entails describing those styles and inclinations. As a result, reading survey data is an essential and fascinating part of the survey process. It is now that can examine critical information about r clients, find trends that might not have been noticed otherwise, and present convincing evidence to support r strategies. Making in-depth data comparisons can help discover links between various pieces of information, allowing to learn more about respondents and guide them to better decisions. Data gathered based on a questionnaire survey is correct right here. Social and economic conditions of Satranji Palli Nishbetganj, Podagonj, and other areas of Rangpur city, Bangladesh. The data gathering process has been split into two sections: entrepreneurship and other worker roles. The format of analysis and examples is shown below.

It has been assumed that the entrepreneur is the one who takes the initiative and owns the handcraft main. This research examines the various components of the entrepreneur's challenges factor. There are 30 entrepreneurs there, with the average length of time in business being 40% less than five years. 23.3 percent of those aged 6 to 10 years, 20% of those aged 11 to 15, and 16.7% of those aged more than 15 years. The central business establishment has been seen to be between 0 and 5 years. A single person runs the majority of firms, and nearly all of them are owned by a single person. About 23.3 percent of those who work in this industry have a master's degree, 16.7% have a bachelor's degree, 36.7 percent have a high school diploma, 10% have an SSC diploma, and 13.3% have a below SSC diploma. In this industry, it has been noticed that the majority have an HSC level of education. There were 22 males and females in all. It results in a male-to-female ratio of 73 percent to 26.7 percent. The goal of this inquiry was to determine gender distribution. Male respondents are more numerous than female responders, as can be determined. According to the graph above, the majority of Satranji Palli residents are male entrepreneurs.

Reliability test of the challenges factor of the Data Analysis:

By using the statistical software here found the reliability test output. It has considered some significant factors like Finance, Economics, Manpower, Marketing, Raw materials, overall, and challenges.

Table 2. Reliability test.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.433	.452	6

4.1. Reliability Statistics

Cronbach's alpha is a handy take at estimating the reliability, or internal consistency, of a composite score. the Reliability statistics, which provides the Cronbach alpha, is .433 and reflects the high unreliability of the measuring instrument. Moreover, it indicates a high degree of internal inconsistency with recognition to the particular sample. From

the item test statistics, it has been found that that other than the Finance variable (1), if one deletes every other query, then the reliability will result in higher Cronbach Alpha. that means if there deleted the finance item the consistency degree will be high other are external objects. However, the Corrected item-total Correlation value (which denotes the correlation among each item or variable in the questionnaire and total reliability score of the questionnaire) for variable on one may be inadequate, i.e., in the negative (-.301). Therefore, the low correlation suggests that we need to consider eliminating the object from the comprehensive questionnaire.

Factor Test:

Factor Test about the selected variables, Factor analysis is a statistical technique for identifying which underlying factors are measured by a (much larger) number of observed variables.

Table 3. KMO and Bartlett's Test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.623
Approx. Chi-Square		44.433
Bartlett's Test of Sphericity	df	15
	Sig.	.000

4.2. KMO and Bartlett's Test

Typically, $0 < KMO < 1$. If $KMO > 0.5$, the sample is ok. $KMO = 0.623$, which suggests that the sample is adequate and can also continue with the evaluation. Bartlett's test of Sphericity Taking a 95% level of significance, $\alpha = 0.05$. The p-value (Sig.) of .000 < zero .05, consequently, the factor analysis is valid as $p < \alpha$, we reject the null hypothesis H_0 and accept the alternate hypothesis (H_1) that there may be a statistically significant interrelationship between variables. The Kaiser-Meyer Olkin (KMO) and Bartlett's check

measure of sampling adequacy become used to study the appropriateness of factor analysis. The approximate Chi-square is 44.433 with 15 degrees of freedom, which is significant at a 0.05 level of significance. The KMO statistic of 0.623 is also large (extra than 0.50). Hence factor evaluation is considered as the right technique for similar analysis of the data. Meaning there may be an interrelationship between the variable that is right.

Hypothesis result:

H_1 : Has a good relationship overall challenges and finance, economic, marketing, human resources & raw materials.

H_0 : Has no relationship overall challenges and finance, economic, marketing, human resources & raw materials.

Decision: Null Hypothesis rejected.

In the communalities test of statistics, Communalities suggest the amount of variance in every variable accounted for. Preliminary communalities are estimates of the variance in each variable accounted for by using all components or factors. For essential components extraction, this is constantly equal to 1.0 for correlation analyses. Extraction communalities are estimates of the variance in every variable accounted for with the aid of the components. The communalities in this desk are all high, which suggests that the extracted components represent the variables well. Only the economic variables extraction value and overall challenges price are under .50, which could eliminate that enable to contribute plenty to measuring the underlying factors. If a variable's Communalities are low (between 0.0-0.4), then that variable may conflict to load significantly on any factor in that case, all Variables are significantly crucial to the examination.

When the researcher used the total variable explained method, then:

Component	Initial Eigenvalues			Extraction Sum of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.496	41.600	41.600	2.496	41.600	41.600
2	1.262	21.039	62.640	1.262	21.039	62.640
3	.863	14.384	77.024			
4	.762	12.706	89.729			
5	.390	6.494	96.223			
6	.227	3.777	100.000			

Extraction Method: Principal Component Analysis

Figure 2. Total variable explained.

The variance explained by the initial solution, extracted additives, and turned around components is displayed. This first section of the table suggests the initial Eigenvalues. The whole column gives the eigenvalue, or amount of variance in the original variables accounted for by every issue. The % of Variance column offers the ratio, expressed as a percentage, of the variance accounted for by each thing to the total variance in all the variables. The Cumulative % column gives the share of variance accounted for by using the primary n additives. The second issue's cumulative percentage is the

sum of the proportion of variance for the first and 2d components. There are as many components as variables for the initial solution, and in a correlation analysis, the sum of the eigenvalues equals the number of components. Eigenvalues were greater than one be extracted, so the first, foremost additives form the extracted answer. The second segment of the table indicates the extracted components. They explain almost 62% of the variability within the original six variables, so can considerably lessen the complexity of the information set by using these additives,

with only a 21% loss of information.

Multiple Regression Analysis:

$$y = \alpha + \beta x_i + \dots + \epsilon$$

Here y=Dependent variable

α is the constant

β is the slope of the line

ϵ is an error term

x_i =independent variables

The Study assumptions is: Dependent variable is overall

challenges that means

Y=Overall Challenges,

and the independent variables are five i.e.

X_1 =Finance,

X_2 =Economic,

X_3 =Manpower

X_4 =Marketing

X_5 =Raw Materials

Then the ultimate regression model will be

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon \quad (1)$$

Table 4. Model Summary.

Model Summary					
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate	Durbin-Watson
1	.625 ^a	.391	.264	.33085	2.105

a. Predictors: (Constant), Raw Materials, Manpower, Economic, Finance, Marketing

b. Dependent Variable: Overall Challenges.

This table provides the R and R² values. The R-value represents the simple correlation and is 0.625 (the "R" Column), which indicates a high degree of correlation. The R² cost (the "R rectangular" column) indicates how a great deal of the whole variation in the dependent variable, every day demanding situations, may be explained through the independent variable, finance, economical, human resources, marketing, raw materials, in this case, 39.1% can be

explained, which is a reasonable rate. The shows the multiple linear regression model precis and overall fit data. We find that the adjusted R² of our Model is .264 with the R²=.391. This means that the linear regression explains 39.1% of the variance within the statistics. Moreover, the Durbin-Watson d=2.105 is among the two critical values of $1.5 < d < 2.5$. therefore, we can assume that there is no first-order linear auto-correlation in our multiple linear regression data.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.688	5	.338	3.084	.027 ^b
1 Residual	2.627	24	.109		
Total	4.315	29			

a. Dependent Variable: Overall Challenges

b. Predictors: (Constant), Raw Materials, Manpower, Economical, Finance, Marketing

Figure 3. ANOVA.

This table indicates that the regression model predicts the dependent variable significantly well. Look at the "Regression" row and go to the "Sig." column. This indicates

the statistical significance of the regression model that was run. Here, $p < 0.0005$, which is much less than 0.05, indicates that, overall, the regression model statistically significantly

predicts the outcome variable (i.e., it is an excellent match for the data). That is the table that shows the output of the ANOVA analysis and whether or not there is a statistically significant distinction between data. We will see that the significance price is 0.027 (i.e., $p=.027$), which is below 0.05. Moreover, there is a statistically significant difference between the dependent variable ordinary challenges and the Independents Variables Finance, economic, Manpower, marketing & raw substances. Thus, there is a significant relationship between the dependent and independent variables.

4.3. Coefficients

The b coefficients tell us how many units' overall challenges will increase for a single unit increase in each

predictor. Like so, 1-point growth on the finance element assessments corresponds to 0.332 points growth on overall challenges. Inside the case of economic, marketing, and materials that increase the rate or slope rate .05, 208 and .448 and it has been observed that of workforce case there may be poor slope rate it is the most helpful thing of the changes there seen negative slope that is -.028, we will expect activity performance via The column "Sig." holds the significance degrees for our predictors. as a rule of thumb, we say that a b coefficient is statistically significant if its p-value is smaller than 0.05. except for economic and human resources factors, all are the value is usual. Furthermore, beta coefficients permit us to compare the relative strengths of our predictors.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
(Constant)	.615	.831		.740	.466
Finance	.332	.161	.422	2.063	.050
Economic	.015	.090	.027	.163	.872
Manpower	-.028	.131	-.036	-.215	.832
Marketing	.208	.169	.265	1.225	.232
Raw Materials	.448	.189	.576	2.373	.026

a. Dependent Variable: Overall Challenges

Figure 4. Coefficient.

The Coefficients table provides us with the necessary information to predict the overall challenges of the Satranji through considering the overall challenges and some significant factors like Finance, Economics, Manpower, Marketing & Raw materials.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon \quad (2)$$

$$\alpha = .615$$

$$\beta_1 = .332, \beta_2 = .015, \beta_3 = -.028, \beta_4 = .208, \beta_5 = .448$$

And $\varepsilon = .831.831$

Model with set value:

$$\text{Overall Challenges} = .615 + (0.332 \times \text{Finance}) + (0.015 \times \text{Economic}) + (-0.028 \times \text{Manpower}) + (.208 \times \text{Marketing}) + (0.448 \times \text{Raw Materials}) + .831 \quad (3)$$

Mean value of independent variable and dependent variables into five points scale based.

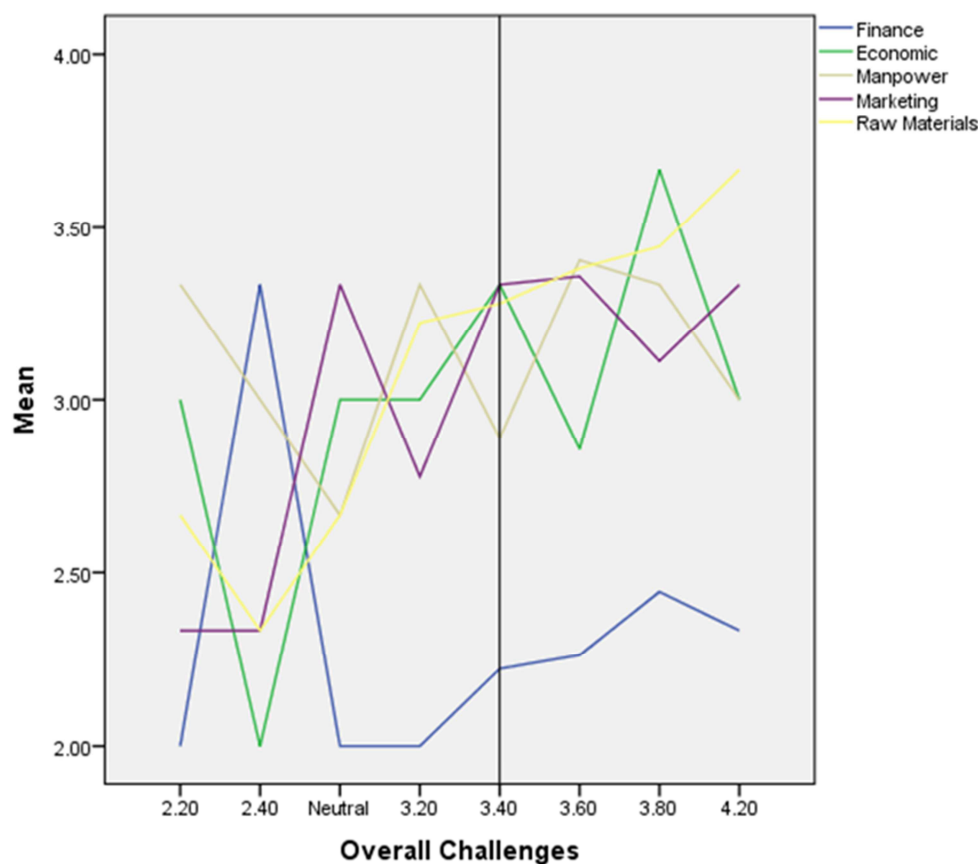


Figure 5. Mean Value plot.

The above figure explains the overall challenges mean value with five componential independent variables factors. The straight line shows the overall challenges mean level and cure line of different colure are the five componential factors.

4.4. Summary of Findings

Conventional crafts, visible arts, and conventional cultural expressions are closely related to indigenous and nearby communities' identification, heritage, and socio-cultural. Way of life referring to cultural expression was first created a long time ago, transmitted from generation to technology,

and seemed to touch on a particular person or territory. Craft as such is a supply of life that has been handed on from one technology to the other. It is miles our duty to continue this craft technology, a skill to be preserved and sold. The Craft's Village tries to attain this continuation of generation. It will area an area for craft and craft people to different residence craft in an unmarried network. It is going to continue the subculture of craft and encourage people to be indigenous. Modernization has crept into the scene; however, it is also true that forgetting our tradition and subculture is like losing our identity. Therefore, each should move hand in hand - maintain and expand. Craft's Village is a cutting-edge

achievement; however, the elements furnished are traditional and based totally on lifestyle and society. As a result, the Handicraft Village has tried to obtain a communicable area for craft, artisans, and site visitors. Compared to competitors, Satranji is the maximum visited keep to save. Because of opposition, respondents have distinctive favourite stores consistent with their taste and choices. The best range of responses is attributed to Satranji for attracting humans of many income groups.

In most cases, clients are happy with the carrier provided through the Satranji shops. Shops were performing nicely in attracting clients. Satranji products give a better purchasing experience. The majority of customers are aware of Satranji merchandise advertisements, product shows, notions from buddies and spouses, and children, and there is much scope to promote through print media. Rate, abundance, and variety are the most important factors to consider while making a buy in a desired save. Many individuals cross for impromptu shopping. The product's pricing and pleasantness largely determine satisfaction with Satranji stores. Giving items, offers and reductions have an extra impact on purchaser shopping for decisions. The maximum quantity of respondents buying in Satranji outlets shows that the destiny trend and increase of the Satranji sector may be excessive. The satisfaction degree of respondents on Satranji products indicates that it has top exceptional merchandise. Customer support provided by using the Rangpur Satranji Rangpur is best. However, most respondents are willing to visit the Satranji outlet. Satranji Palli is the most endorsed shop with the aid of the respondents to their pals and loved ones for purchasing. It has been observed that there in total 30

entrepreneurs there, the length of the business establishment 40% below five years 23.3% 6-10 years a, 20% 11-15 years and more than 15 years is 16.7%. It has been observed that the significant business establishment is 0-5 years.

It has been observed that about 23.3% come in this business gained master-level education, 16.7 percent are honors level, 36.7% are HSC level, 10% entrepreneur has the SSC level education, and 13.3 percent has the Below SSC level education. It has been observed that most have HSC level education in this sector. There was a total of 22 males and females. It gives a percentage of 73% males and 26.7% females. This question was intended to recognize the distribution between the two genders. It can be deduced that male respondents are more as compared to female respondents. The above figure shows that most of the Satranji Palli people are male entrepreneurship in type. Has a good relationship overall challenges and finance, economics, marketing, workforce & raw materials, and overall challenges and finance, economics, marketing, workforce & raw materials (H1). They explain almost 62% of the variability within the original six variables, so can considerably lessen the complexity of the information set by using these additives, with only a 21% loss of information. The R-value represents the simple correlation and is 0.625 (the "R" Column), which indicates a high degree of correlation. The R2 cost (the "R rectangular" column) indicates how a great deal of the whole variation in the dependent variable, every day demanding situations, may be explained through the independent variable, finance, economic, workforce, marketing, raw materials in this case, 39.1% can be explained, which is a reasonable rate.

The overall challenges model has found:

$$\text{Overall Challenges} = .615 + (0.332 \times \text{Finance}) + (0.015 \times \text{Economic}) + (-0.028 \times \text{Manpower}) + (.208 \times \text{Marketing}) + (0.448 \times \text{Raw Materials}) + .831$$

5. Conclusion

Diverse economic establishments have identified financing promotion and improvement of the Satranji quarter as one of its thrust areas and have delivered numerous measures to amplify and diversify the credit and developmental sports of development. An extensive range of NGOs have found out the importance of profits producing activities for rural, bad, and poor They had been presenting refinance to banks towards the loan for manufacturing and providing activities in the production of ground mats, carpets, desks mats, showpieces. RDRS, CARE Bangladesh, Proshikha, and many others could develop a near and enduring courting with the rural people. These NGOs articulate the local people's desires and aspirations, translate them into robust action/plans, and implement them with their lively participation. The shortcomings of the handicrafts industry are disorganized production bases, a lack of working capital at the producer's end, a diversity of input demands that makes co-relativization complex, market intelligence, and the mindset that craft is primarily decorative non-critical. The profile of a character

with remarkable talent, originality, and functionality for self-employment, but lacking in finances and doubtful of the market, is represented by Satranji craftsmen. The challenges and threats to the Satranji and Artisans are from growing opposition in the export marketplace given WTO endured low return weaving artisans away from their conventional occupation. The planning technique should be aimed at maintaining the strength and growing to opportunities, and putting off the weak point can be converting them to strength and dealing with the threats.

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