Analytical Model for Sustainable Job Creation Based on Rehabilitation and Development of Rural Crafts

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ABSTRACT

Unemployment and negative social problem resulted from impact on the rural areas more than other areas. Seasonality, low power and the capacity of agricultural activities and the absence and or lack of establishing the large and medium industrial units through the rural areas lead to create the unemployment. Now improving the rural industries especially through the producing crafts is the best way in this field to play the complementary role with rural-agricultural activities by the capabilities which it has. While the macro models have been used in some countries, but the scientific and experimental background shows that no scientific and integrated implemented model has been presented. Through the present article, which is the result of their comprehensive research, as a creative research, which constantly attended to the feasibility study and finding the locations of the production designs and all effective factors and parameters investigations, the researchers presented and described a suitable practical and executive model.

KEY WORDS: Unemployment, Rural Crafts, Conceptual Model, Ardebil,

1- INTRODUCTION

While the poverty is a universal and global problem, but its most perspective is in rural regions and the governed poverty is the result of the rural economical inefficiencies especially the agriculture in supplying the employment opportunities, income and increasing the life level [1]. The poor rural people’s employment opportunities in developing countries are so limit that cannot be separate from poverty [2].

The existent of continued and seasonal unemployment level, the crowd developing value and the young people’s age compounding in both rural and civil regions, the rural young people’s high level of migration to great cities, rural people’s poverty and other reasons are the public bases which make it necessary to know the industrial employment’s creating capability as the approach for solving the unemployment problem and the negative results of it in short-time [3].

In diversity of the rural economy, different activities should be utilized. Since cooperating in rural developing is the multi-dimensional cooperation [4]. One of the ways which has been looked for in rural regions of developing countries and the positive results have been accessed is the activity for industrializing the villages (especially in handicraft field) [5]. Industrializing in this base is the technologic shakeup for presenting the suitable life quality for present and future generation [1] to reduce the rural poverty [6] and it develops the rural and civil households’ equal development and decentralizing [7] and leads to prevent from rural people’s immigration to cities [8] and reduces the social inequality [9]. While, the most attention to villages for increasing the income level by creating the constant local employment for rural efficient forces is certain and necessary, and the continuity and dynamic activities of the health industrial and economical engine in these regions are the important problems these days [10]. Of course, this victory’s necessity is that the undertakers attend more to the rural people’s real need [11].

Surviving and developing the handicrafts, by attention to the effective role which has on developing the economic development, are one of the most important and the most basic solution to overcome the problems of the rural areas. Undoubtedly, for reaching to this goal, a comprehensive and long-term plan, which was formed from a list of priorities for surviving and developing the handicraft, was needed [12].

1-1-Take a look at rural development utilizing theories

Theories of rural economic development inspired by the utilizing economic and cultural theories, and with attention point to universal and deepening poverty in Third World different nations communities rural which always elites favor scientists and international & national planners and has been developed in recent fifty years which the most major theories includes:

- Social Development
- Comprehensive Development Rural Areas
- Basic Needs Perspectives
- Systematic Model for Rural Development

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These theories have applied in different form of styles in different countries. Such as <classic model> in Nigeria, <developing countries model> in Brazil, <independent socialist model> in Tanzania, <closed economic with central planning model> in China, <closed economic model with annual little income resources> in Bangladesh, <depend semi-open economic model with little annual income resources> in India, <open economic with full resources> in Philippine and Indonesia. Both of each development theories and styles includes advantages and limitations. But experimental study of the theories of proportion and development styles with different regions shows that rural development systematic model may have most public condition for widening and generalizing in different regions [13].

1-2- Handicrafts Definition

Handicrafts include collection of arts - industry which is made by first ethnic material and doing a part of production main levels is done by hand and handy-tools, which in each its unit manufacturer’s artistic taste and intellectual creativity artisan brightened and this factor is main distinction between such products and the other artificial products. Handicrafts has taste and thought which is in it ancient culture and using regional ethnic& technical knowledge in this industry indicates authenticity in that region. Handicrafts including activities those physical and mental human forces play a fundamental role in. Handicrafts in the number of national industries and independent which doesn’t need to any expert and an external expert and consumption raw materials in which produced simple and easy way. Activity in most of the handicrafts doesn’t need instruments so complex and too much capital and actually taste, artisan’s talent and skill is the main and the most important factor of production. Handicrafts are one of the agricultural complementary economy factors especially in rural areas and it prevents the immigration of the permanent or seasonal. Handicrafts reflects the history and every tribe's civilization and nation, and they play an effective role in the field and exchange culture and traditions areas of the country. Handicrafts are collected artistic and traditional industries which produced individually collective in art and taste oriented and rooted in old history of the country [14].

Handicrafts are divided in following three groups [15]:

A- Artistic handicrafts: to that group of handmade is said that a strong aspects of art and in most cases do not have much consumption. Such as : Miniatures

B- Handicrafts art-consumption: normally to that group of handmade is said that while enjoying the value of art, are also aspects of consumption. Such as: carpet-Flop

C- Consumer handicrafts: often to that group of handmade is said that a little artistic value but has aspects of strong consumption such as: all kinds of pottery-local clothing.

2- MATERIALS AND METHOD

2-1- Conceptual model

Conceptual model of the present researchers' article is integrated collection of theoretical point and has executive ability and being. This model is a combination of the requirements comprehensive feasibility studies (economic analysis, technical and financial), utilizing spotting (such selection based on the coefficients, models engineering economy, models based on the lowest cost, in dependence on models with internal models based on the background for deductive and models with the help figure computers) and all factors to choose and the expansion of industry and development approach is based on village system. The Executive aim of this model is the combination of all sources and effective factors for establishing and developing of rural areas handicrafts and at the end to achieve the productive employment and stable. The researchers attended more to the place selection model in base of coefficients because of extent of applying and possibility.
2-2- Research variables
Independent variables in this study include:
- Amount of reachable portion of rural handicrafts market
- The amount of the quantitative and qualitative factors and necessary and effective infrastructures in regeneration and development of rural handicrafts

The dependent variables:
- The scale of possible capacity of production and the number of the rural handicraft workshops
- The scale of potential employment (constant) resulted from surviving and developing the rural handicraft industries

The researchers gathered the information related to effective factors from library investigations and by referring to valid journals and or websites and like them. There are two important factors among different regions which have positive and negative impact on decision making: the first factor is perspectives and motivations toward the investing in rural handicraft field and the other one is the perspectives to handicraft productions. These two factors were in base of consequential statistical science, and the researchers analyzed in statistical society correctly and in base of judging and deciding. As a supplement for the below main model, the factors related to two mentioned factors as the creative investigation are presented according to the below figures.

The analytical model of evaluating the perspectives of villagers to the investment in rural industries
The perspectives of consumers toward the rural handicraft productions

Item's characteristics index
- Quantity and distributional characteristics
- Continuity in distribution
- Distribution density
- Attractiveness
- Technology

Item's utilities index
- Primary needs
  - Entertainment needs
- Secondary needs
  - Main food
  - Welfare needs
  - Connection needs
  - Building equipment
  - Cultural-emotional

Production's cost index
- Cost for final consumer
- Cost for mediocre

Item's characteristics index
- Quality characteristics
  - Quality
  - Healthy
  - Novice

Quality characteristics
2-2 Solution Procedure

For reaching to a reasonable answer in presented conceptual model, the independent variables scores were counted, and in base of it, the scores of dependent variables were accessed. As it was mentioned above, the numbers of independent variable, which are related to quantity and quality criteria and the needed deep structures and effective on and developing the rural handicraft, were gathered as library research, and the numbers of two variables shown in figures 1 and 2 were as field operation, designing and completing the questioner, doing the statistical calculations in selected sample and generalizing it to statistical society.

The contribution rate accessible from marketing (potential-virtual) of the rural handicrafts is independent variables in the model which was evaluated. This evaluation was done for each production. The current and correct method which was used through the present article was the economical analyses and studying the bazaar comprehensively. The output of the analyses is that for each handy traditional production (in 5-year planning horizon) how much production is produced, while it will be attracted.

By evaluating accurately the independent variables and by utilizing the related experimental information, the dependent variables' values were calculated, and the number of production workshops and the number of direct works were recognized.

3. RESULTS

For presenting the functional ability of the conceptual model of the article, a determined region was viewed and the needed calculation was done on it.

3-1- Numeral Example

To indicate the operational aspect of the model, Ardebil from Iran was defined as the statistical population. The mentioned province was consisted 10 cities, 69 districts and 2210 villages and located in the North-West of Iran. This province has 10 rural handicraft branches which some of them are mentioned because of the number of producers and also the production volume as the overcome branches. Among the overcome branches (here) the carpeting is viewed.

The library information and data gathered for effective impacts on the possibility of creating production workshop of this branch showed that different regions of the mentioned province included different facilities with needed under-structures.

The descriptive and inferential statistic related to the viewed statistical population also indicates that:

The general conclusion derived from attitude surveys indicates a slightly positive attitude to the rural handicrafts products.

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<th>Of 5</th>
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<td>9/3</td>
<td>Price of product</td>
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<td>3.07</td>
<td>Quality of product</td>
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<td>3.43</td>
<td>Quantitative and Qualitative Characteristics of Product</td>
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</table>

The general conclusion derived from attitude surveys indicates villagers’ good relatively mental preparation to invest in rural crafts. (81/3out of 5)

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<tr>
<td>4.86</td>
<td>Motivation</td>
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<td>3.66</td>
<td>Capital Security</td>
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<td>3.45</td>
<td>Product Infrastructure and Resources</td>
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<td>Consuming market</td>
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<td>3.15</td>
<td>Comparing the Crafts Profitability with other Activities</td>
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</table>

These results indicate that the mentioned province has comparative advantages for establishing carpentry workshops. Therefore, according to the theory of localization in base on coefficients and like the following table (village or district), the suitable place would be determined for creating the workshops.
Table (1-5): a sample of finding a place method of establishing the handicraft in rural regions of Ardebil Province – corded-woven (Glim, Varnished, Jajim, and Carpet)

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Summarizing the accessed results in terms of evaluated volumes of the dependent variables like the below table:

<table>
<thead>
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<th>the name of region name</th>
<th>the handicraft working proposed branches</th>
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<tr>
<td>Ardebil:纫 (Central:Eastern Arshgh, Baleghlu, Eastern Sardabeh, Kalkhuran) Carpeting, Carpet weaving, Fancy-work, Sewing, traditional local clothes</td>
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4-DISCUSSION

As it was pointed through the previous discussions, in most societies like developing or un-developing countries, the existent production activities in villages don't include the suitable capacity for attracting and continuously using the active people because of different reasons like seasonality and gradual mechanization and need to reduce the human force. This supplies the field for some negative and unsuitable economy and social results. The experience of some countries show that attention to rural handicraft especially creating and developing the industry of producing the art and handicraft products in rural has effective impact in reducing the problems in villages and even cities. Utilizing the rural handicrafts need the special scientific and practical delicacy and accuracy. Also, the successful requirements in this application is that the motion completely is in base of scientific studies and in base of systematic approach; that is, each motion should be done in base of the comprehensive designed model to not only be able to consider all effective factors on the possibility of creating and developing an industry in a region, but also have the maximum impact on long-term planning period. These goals and the quality of reaching to them are the main goal of the present article and it is considered that the present article could supply the mentioned requirement.

5- CONCLUSION

The present research (for the first time) has presented a conceptual model in base of real world for creating, surviving and developing the rural handicraft and can be used in each region. The present model tried to answer these main questions which are for creating the continued employment in rural regions, in each village, what industry for producing what production and with what capacity can be viewed and its amount impact from production workshops increasing, productions increasing and creating the employment points of view. For this and for doing the calculation and needed analyzing, possibility comprehensive studies and specially the private studies in marketing field have been utilized. The presented model was in systematic approach and in base of experiences and rural developing theories. For proposing the research, the researchers and the article researchers can function as new and complete perspectives on the presented conceptual model by mathematical and statistical sciences approaches.
REFERENCES


