Analysis the Attitude of Rural Women in Divandarreh County toward Handicrafts Sector Employment

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1. INTRODUCTION

One way of empowering rural women employment in small and non-farming activities, these activities will not only increase the national output and employment, but economic independence and social skills and personal development of women in rural areas leads. In developing countries, the share of income from economic activities in rural non farming has grown considerably each year. Therefore, the development of economic activities in rural non farming due to its increasing importance as a source of income and employment across the developing world is good. The advantage of a handicraft, it can be a good tool for the diversification of the rural economy, increase revenues, balancing rural living standards and ultimately provide the basis for achieving sustainable development

A handicraft, sometimes more precisely expressed as artisanal handicraft, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hands and skill, including work with textiles, moldable and rigid materials, paper, plant fibers, etc. Usually the term is applied to traditional techniques of creating items (whether for personal use or as products) that are both practical and aesthetic. Collective terms for handicrafts include artisan, handcrafting, crafting, and handcraftsmanship. The term arts and crafts is also applied, especially in the United States and mostly to hobbyists' and children's output rather than items crafted for daily use, but this distinction is not formal, and the term is easily confused with the Arts and Crafts design movement, which is in fact as practical as it is aesthetic. Handcrafting has its roots in the rural crafts—the material-goods necessities—of ancient civilizations, and many specific crafts have been practiced for centuries, while others are modern inventions, or popularizations

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of crafts which were originally practiced in a limited geographic area. Many handcrafters use natural, even entirely indigenous, materials while others may prefer modern, non-traditional materials, and even up cycle industrial materials. The individual artisanship of a handcrafted item is the paramount criterion; those made by mass production or machines are not handicraft goods. Seen as developing the skills and creative interests of students, generally and sometimes towards a particular craft or trade, handicrafts are often integrated into educational systems, both informally and formally. Most crafts require the development of skill and the application of patience, but can be learned by virtually anyone. Like folk art, handicraft output often has cultural and/or religious significance, and increasingly may have a political message as well, as in craftivism. Many crafts become very popular for brief periods of time (a few months, or a few years), spreading rapidly among the crafting population as everyone emulates the first examples, then their popularity wanes until a later resurgence.

2. METHODOLOGY

This research aims to application, the experimental variable restraining; The method of data collection is field. The population of this study consisted of all rural women above 15 years old in the study area (N=17101). By using Cochran's sampling formula, 120 women were selected and then this sample distributed with applying proportionally stratified random sampling method. The instrument of the study was a questionnaire which its validity was confirmed by a panel of experts and its reliability was established by calculating Chronbach's Alfa Coefficient (α>0.7).

3. DISCUSSION & CONCLUSION

Results showed that attitudes of most rural women towards employment in the handicrafts sector were not positive. Also, results of means comparison showed that there were significant differences between their attitudes towards Employment in the handicrafts sector based on variables include family members, media communication using, handicraft employment Knowledge level, level of Interesting toward handicrafts, level of training in handcraft, family income level, Education level and Participate in training –extension classes. In addition, results of factor analysis showed that to improve women attitude to employment in this sector, categorized in three factors, (1) Supporting, (2) training – exhortative, and (3) creation Association Handicrafts.

4– SUGGESTIONS

- Given the attitude of rural women by attending classes - overall there are significant differences Therefore, it is recommended that training in rural areas - promoted by advocates of women qualified to act.
- Given the importance and role of communication channels is the recommended approach for rural women through communication media such as radio and television
coverage at the community level are being attempting to teach a variety of crafts and related occupations truly income and cultural values are important for rural women during certain times and to take action.

**Key words:** Handicrafts, Employment, Rural women, Rural Development, Attitude, Divandareh County.

**References (in Persian)**


**References (in English)**


