INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH

Research Proposal for Major/Minor Research Projects (2024-25)

Application Number	ICSSR-RMM-2024-12008
(To be noted down from the online application)	

Applying Under (Put tick mark)			
Major Project Proposals with budget up		Minor Project Proposals with budget up	\checkmark
to Rs.30 lakhs		to Rs.15 lakhs	

Broad research discipline as per ICSSR list	Sociology / Social Work
	Economics / Development Studies
	Commerce

1	Name of Project	Dr.Srividya Prathiba C.S	
	Director		
2	Title of the	EXCELLENCE IN SCULPTURE INDUSTRY: A HOLISTIC	
	Research	APPROACH FOSTERING SKILLS, SAFETY, SUSTAINABILITY,	
	Proposal	AND EXPORT GROWTH ALIGNED WITH SDGs	
3	Abstract	Mahabalipuram, a coastal town in Tamil Nadu, situated about a 50 kms to the	
	(approx. 300	South of Chennai, India, is celebrated for its intricate stone carvings and	
	words)	sculptures. These divine and beautiful sculptures are the most sought after by	
		the Indian diaspora as these exquisite sculptures reflect the region's rich	
		artistic heritage. These sculptors are supposed to have been practising their	
		art here since the 7 th century A.D, the age of Narasimha Pallava. In 1984, the	
		entire collection of monuments in Mahabalipuram was designated a	
		UNESCO World Heritage site and it draws tourists from around the globe,	
		significantly contributing to local tourism and the economy. The region still	
		has around 20,000 sculptors, mostly in the unorganised sector, who form the	
		backbone of this industry. This talented group of people are often confronted	
		with a myriad of challenges that affect their livelihoods and the safety and	
		well-being of their families because the sculpting industry in Mahabalipuram	
		is predominantly unorganised, which means that most of the artisans operate	

		without formal contracts, benefits, or security. This project aims to undertake	
		a comprehensive study of the socio-economic conditions of these artisans,	
		focusing on critical areas such as lack of safety measures when they work	
		with the huge stones, gender equity within their community, literacy rates of	
		their children, consequences of their seasonal employment, their awareness	
		regarding insurance coverage and current schemes available for them, export	
		earnings, whether they upgrade their skills and the knowledge about the	
		sustainability of their practices.	
4	Introduction of	Mahabalipuram, also known as Mamallapuram, was developed primarily	
	the Proposed	under the Pallava Dynasty during the 7th and 8th centuries. It flourished as	
	Study	a major port city under Pallava rule, especially during the reign of King	
	(approx. 400	Narasimhavarman I, who was also known as Mamalla (meaning "great	
	words)	warrior"), after whom the city was named. The Pallavas are credited with	
		building the rock-cut temples and monolithic structures that make	
		Mahabalipuram famous. The Shore Temple and Five Rathas (Pancha	
		Rathas), along with various cave temples and intricate bas-reliefs like the	
		Descent of the Ganges (or Arjuna's Penance), showcase the architectural	
		and artistic achievements of the Pallava period.	
		The phrase "Toward excellence in skills, safety, environment, and exports"	
		can be intricately linked to the context of Mamallapuram and the Pallava	
		architecture, including Kanchipuram, by focusing on the preservation,	
		innovation, and global appeal of these historical treasures. Mamallapuram,	
		known for its ancient rock-cut temples and sculptures, represents a rich	
		tradition of craftsmanship, where skilled artisans continue to carry forward	
		techniques that have been passed down through generations. By	
		emphasizing excellence in skills, artisans can preserve these traditional	
		methods while integrating contemporary techniques, ensuring the	
		production of high-quality sculptures and architectural designs that cater to	
		modern consumer tastes, both locally and internationally.	

		For consumers, especially tourists and collectors, these expertly crafted	
		products offer not just cultural and historical value, but also an assurance of	
		authenticity and craftsmanship. The safety aspect of this sector includes	
		maintaining secure working conditions for artisans, which in turn improves	
		the overall quality of the products Additionally ensuring that the	
		production processes meet international safety standards boosts the appeal	
		of Mamallapuram's sculptures in the global market, where consumers expect	
		a high standard of quality and athical practices	
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		Finally, exports play a key role in expanding the global reach of	
		Mamallapuram's craftsmanship and Pallava architecture. Meeting	
		international standards for quality, safety, and sustainability ensures that	
		these products can compete in the global market. Exporting these unique	
		and heritage-rich products promotes economic growth and connects a global	
		audience to the cultural richness of Mamallapuram and Kanchipuram. By	
		focusing on excellence in these areas, and an initiative to turn this into	
		Towns of Export excellence supports both the preservation of heritage and	
		the growth of a sustainable, global market for these exceptional products.	
5	Major Research	The sculpting tradition of Mamallapuram, renowned for its intricate artistry	
	Works	and unique iconography, faces challenges in skill development, occupational	
	Reviewed:	safety, and environmental sustainability. This review synthesizes key	
	1) International	research insights, focusing on these areas to guide targeted interventions that	
	and	can support both economic and cultural preservation.	
	2) National.		
		Excellence in Skills	
	Not less than 15	Momellonurom's couletons are known for their historical eventias is store	
	to 20 important	annual apuration s sculptors are known for their historical expertise in stone	
	works	carving, as discussed by Kabe (2001), who highlights the artisans' skill in	
	(approx. 600	unique iconographic techniques. However, this tradition has not fully	
	words)	adapted to contemporary skill demands, creating a need for modernized	

training. Chok et al. (2007) emphasize the role of handicrafts as both cultural expressions and economic assets, urging a balance that strengthens market value without sacrificing tradition. They identify a lack of government-supported initiatives that train artisans in modern skills, which could help them meet global market demands.

Darcy et al. (2023) further note the role of tourism in fostering skill growth, providing local artisans with global exposure and opportunities to upgrade their skills. Prasad and Thomas (2018) suggest that adaptive training can support artisans in navigating modern markets while preserving traditional techniques. A study by Li and Zhang (2019) on Chinese artisans proposes public-private training partnerships, which could be applied to Mamallapuram to combine traditional skills with contemporary demands.

Excellence in Safety

Occupational hazards are a major concern in traditional art sectors, particularly in stone sculpting, which involves physical strain and dust exposure. Parsa et al. (2015) emphasize the need for targeted safety protocols but do not address specific risks in stone sculpting. Silvestri (2015) highlights sustainable practices for worker safety; however, his research lacks application to high-risk fields like stone sculpting, which has unique health and environmental concerns due to material weight and dust.

Ahmed (2014) underscores the importance of targeted safety measures, linking them to economic benefits by reducing injuries and absenteeism, which is relevant for the high-risk stone-sculpting sector. Similarly, Anand and Srinivasan (2019) highlight a lack of access to personal protective equipment (PPE) among traditional artisans, suggesting community collaboration in enforcing occupational safety as essential for sectors like Mamallapuram.

		Excellence in Environment
		Sustainable practices are critical for preserving the Mamallapuram sculpture
		industry, which faces environmental challenges from stone quarrying and
		dust production. Bandinelli et al. (2020) analyze sustainability practices in
		the Italian wine industry, proposing consumer-driven initiatives adaptable to
		traditional arts. While insightful, their findings lack specificity for stone-
		sculpting practices. Smithson (1973) explores "art as ecological
		reclamation," suggesting that traditional crafts like stone sculpting could
		incorporate eco-friendly practices. However, his work doesn't address the
		environmental impacts of stone dust or quarrying.
		Goeldner and Ritchie (2005) discuss tourism's potential to boost local
		handicrafts, identifying opportunities for Mamallapuram's sculptures to
		reach global markets. However, their study lacks tailored strategies for this
		sector, particularly in handling environmental impact. Sinha and Kapoor
		(2018) advocate for sustainable material use in Indian handicrafts but note
		that alternatives are limited for stone-based crafts, further emphasizing the
		need for eco-conscious practices.
		Brown and Thompson (2022) argue that sustainable practices can enhance
		artisan communities' appeal to eco-conscious tourists, a promising
		perspective for Mamallapuram. These insights collectively underscore the
		need for sector-specific strategies that address environmental impact while
		maintaining market viability.
6	Identification of	While the Mamallapuram sculpture industry boasts a rich heritage, it faces
	Research Gap	challenges related to skill enhancement, safety, environmental
	(approx. 300	sustainability, and export readiness. Existing studies focus on general
	words)	handicrafts but lack specificity for the unique needs of stone sculpting. This
		study addresses these gaps by proposing a consumer-centric, skills-driven,

		and sustainable approach that also conside	ers the socio-economic welfare of	
		and sustainable approach that also conside	ers the socio-economic wentere of	
		artisans and their families.		
7	Objectives of the	•To understand the background and	examine the living and working	
	Proposed Study	conditions of unorganised sculptors in I	Pallava dynasty	
	(approx. 200	• To assess the skill levels of the sculpto	r community and the scope of their	
	words)	work based on traditional and modern techniques that enhances employability		
		•To investigate the willingness and upskilling of future generations for		
		adoption as source of employment		
		• To evaluate current safety protocols and	nd health practices in the industry,	
		especially for artisans working under ha	azardous conditions.	
		• To analyze awareness and utilization of	insurance policies and government	
		schemes by artisans to ensure financial	security and social welfare.	
		• To evaluate environmental practices in	the sculpture industry and introduce	
		sustainable production methods to mini	mize ecological impact.	
Q	Major Decoareb	Personal Question	Uynothosia	
o	Major Research	Kesearch Question	nypotnesis	
	Ouestions /			
	Questions /	How can training programs combining	Skill enhancement initiatives	
	Hypotheses	How can training programs combining traditional and modern techniques	Skill enhancement initiatives lead to improved product quality	
	Hypotheses (approx. 200	How can training programs combining traditional and modern techniques improve artisans' skills and	Skill enhancement initiatives lead to improved product quality and marketability.	
	Hypotheses (approx. 200 words)	How can training programs combining traditional and modern techniques improve artisans' skills and innovation?	Skill enhancement initiatives lead to improved product quality and marketability.	
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	Hypotheses (approx. 200 words)	 How can training programs combining traditional and modern techniques improve artisans' skills and innovation? What are the current safety challenges, and how effective are new safety protocols in reducing workplace 	Skill enhancement initiatives lead to improved product quality and marketability. Enhanced safety protocols reduce workplace injuries and improve productivity.	
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		What strategies and quality standards	Improved marketing strategies
		what strategies and quanty standards	improved marketing strategies
		can improve export volume and	and quality standards increase
		economic growth in Mamallapuram's	export volume and economic
		artisan industry?	benefits.
		How does educational awareness and	Increased awareness and
		community programs impact literacy	programs lead to higher literacy
		rates and child development in artisan	rates and improved child
		communities?	development.
		What are the strengths, weaknesses,	Targeted sector-specific policies
		opportunities, and threats in the local	and funding improve local
		artisan industry, and how can they be	industry growth and
		addressed for sustainable growth?	sustainability.
		How can a bottom-to-top approach in	Localized training and funding
		skill development and resource	lead to increased economic
		allocation empower grassroots artisans	empowerment and skills
		and lower-income groups?	development at the grassroots
			level.
9	Proposed	The research methodology for this study v	will be a mixed-methods approach,
	methodology for	combining both qualitative and quantitative	ve techniques to assess the skill
	the research	levels, safety standards, environmental practices, export potential, and	
	work (approx.	community development in the traditional sculpture industry in	
	400 words)	Mamallapuram. This approach will enable a comprehensive understanding	
		of the issues at hand and help to propose effective strategies for	
		improvement.	
		1. Quantitative Research	
		The quantitative component will primaril	y involve surveys and statistical
		analysis to gather numerical data on vario	us factors such as skill levels,

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	safety standards, environmental impact, and export performance. Key tools
	and methods include:
	• Surveys and Questionnaires: Structured surveys will be distributed
	to local artisans, cooperative heads, and trade associations. These
	will focus on assessing skill development needs, safety practices,
	environmental awareness, and the utilization of government schemes.
	• Statistical Analysis: Data collected from surveys will be analyzed
	using various statistical methods, including:
	• ANOVA and Regression Analysis for evaluating the
	effectiveness of training programs on skill enhancement and
	the marketability of products.
	• Chi-square tests and Factor Analysis to examine the
	relationship between safety measures, health outcomes, and
	productivity.
	 Correlation Analysis and Structural Equation Modeling
	(SEM) to explore the relationship between environmental
	practices and their impact on sustainability in the sculpture
	production process.
	• Time Series and Trend Analysis to analyze export growth
	trends over time and their economic impact on the region.
	2. Qualitative Research
	The qualitative aspect will be centered around interviews, focus groups, and
	case studies to understand the deeper, contextual factors influencing the
	industry. These will provide insights into the cultural and community
	dynamics at play, as well as the perspectives of artisans on safety, skill
	enhancement, and environmental sustainability.
	• Interviews and Focus Groups: In-depth interviews will be
	conducted with artisans, industry experts, and local authorities to

		gather rich, detailed insights into the challenges faced by the	
		sculpting community. Focus groups will be used to understand the	
		community's attitude towards education, training programs, and	
		government schemes.	
		Case Studies: Detailed case studies will be conducted on select	
		artisan groups to understand their current practices, skill levels, and	
		environmental impact. These case studies will help identify best	
		practices and potential solutions to the challenges faced	
		practices and potential solutions to the chanenges faced.	
		3. Data Curation and Analysis	
		The data collected will be curated systematically. Quantitative data will be	
		analyzed using statistical software (e.g., SPSS, R) for trend analysis,	
		correlation, and regression analysis. Qualitative data will be analyzed	
		through thematic coding to identify patterns and themes that emerge from	
		interviews and focus groups. The integration of both data sets will allow for	
		a deeper understanding of the multifaceted issues surrounding the traditional	
		sculpture industry.	
10	Innovation/path-	This study is innovative in its consumer-centric, skills-driven, and	
	breaking aspects	sustainable approach to preserving Mamallapuram's sculpting heritage. By	
	of the Proposed	combining traditional techniques with modern, eco-friendly practices, it	
	Research	meets both cultural preservation and contemporary market demands. The	
	(150 to 200	study also emphasizes artisans' welfare, creating a holistic development	
	words)	model that promotes economic and social growth, supporting the broader	
		"Viksit Bharat" vision.	
12	Expected Output	The study will produce journal articles on skill enhancement and safety in	
	such as papers in	traditional crafts, an edited book on sustainable practices in traditional	
	journals, edited	industries, and policy papers to guide government initiatives. Initial	

	book/(s), book,	publications are expected within the first year, with further dissemination in
	policy papers,	industry forums and international craft and cultural heritage conferences.
	document,	
	dataset etc. with	
	proposed	
	timeline and	
	place of	
	publications (300	
	words)	
13	Any new data to	Primary data on skill levels, safety standards, environmental impact, and
	be generated	export potential in Mamallapuram's sculpture industry will be collected.
	where data	This data addresses deficiencies in existing datasets, especially regarding
	deficiency is felt	sector-specific training and safety needs.
	(100-150 words)	
14	Relevance of the	This study offers actionable insights for policy makers to support
	proposed study	sustainable practices, skill development, and social welfare for artisans. It
	for policy	aligns with national goals of Viksit Bharat 2047 for economic growth and
	making	cultural preservation, guiding policies that foster both domestic and
	(approx. 200	international growth for the traditional crafts sector.
	words)	
15	Relevance of the	This research contributes to social welfare by improving safety,
	proposed study	economic security, and educational opportunities for artisans' families. By
	for society	emphasizing sustainability and community development, it ensures the long-
	(approx. 200	term viability of the Mamallapuram sculpture industry, benefitting society
	words)	culturally and economically.
16	Milestones set	4 months: Completion of Review of Literature, Questionnaire and pilot
	for each	study

	successive	4 months: Field Work and Analysis		
	quarter of the	4 months: Writing of Research Report		
	study (100 words)	Completion of project in 12 months		
17	Total Grant	15,00,000		
	expected for this			
	study (in Rs.)			
18	Duration	12 Months		
	Proposed			
	(months)			
19	Number &	Tamil Nadu		
	Names of the			
	States your study			
	covers			

20. Proposed budget of the study under expenditure heads with justification

Heads of Expenditure	Number	Months	Rate	Amount
1. Research Staff: Full-time/part-time/ Hired services				682000
(a) Research Associate	1	5.5	47000	
(b) Research Assistant	1	5.5	37000	
(c) Field Investigator	2	5.5	20,000	
2. Fieldwork				525000
3. Research Equipment and study material (Computer,				143000
Printer etc.)				
Computer/Laptop	2		40000	
Software(SMART PLS)	1	6	3000	
Printer	1		20,000	
Books	5		5000	
4. Contingency				75000

Total			
5. Workshop/ Seminar/Publication	2	37,500	75,000
This will be decided by the ICSSR depending upon the			
requirements of the project. (The allocation for publication			
amount will be retained by the ICSSR for publication of the			
final report if it is found to be high quality by the			
Expert/experts appointed by the ICSSR)			
Grand Total			15,00,000
Affiliating Institutional Overhead Charges @ 10% over and			Rs. 1,50,000
above on the awarded grant of the project, subject to a			
maximum limit of Rs.2, 00,000/- for Major and Minor			
Projects will be released by the ICSSR after the successful			
completion of the project.			

21. Justification of different heads of budget (write in 30 words each)

1. Research Staff

The research personnel play a key role in the success of the project, supporting data collection, analysis, and interpretation. Their expertise will significantly contribute to the accuracy and reliability of the research findings.

2. Field work

<u>Fieldwork expenses include the costs associated with data collection activities, such as travel and</u> <u>logistical support. These are essential for accessing a diverse range of populations and ensuring thorough</u> data gathering from different geographic areas.

3. Equipment and study material

The acquisition of necessary equipment and study materials, such as computers and printers, is crucial for effective data management, analysis, and documentation. These resources will streamline research activities and improve overall productivity.

Declaration

- 1. I am not a defaulter of any previous ICSSR grant.
- 2. I have neither been subjected to any disciplinary action nor found guilty of any offence in my career.
- 3. The Research Proposal and its contents are entirely original and as per the standard ethical practices.
- 4. I have not concealed any information in my application. If ICSSR finds any contrary information at any stage, it may cancel the study out rightly and/or impose any penalty as it deems fit.

Place: Chennai Date: 09.11.2024

Signature of the Candidate

Confidential

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