

Analyzing the Parameters Affecting the Handicraft Sector of a Region

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Abstract

In many areas, the handicraft industry plays a significant role in the economy by creating jobs and raising money. In this research article, we analyze the parameters that affect the handicraft sector of a region, focusing on factors such as government policies, access to raw materials, market demand, and the skill level of artisans. Using a mixed-method approach, we conducted surveys and interviews with stakeholders in the handicraft sector, including artisans, business owners, and government officials. Our findings reveal that government policies significantly support the handicraft sector, particularly through initiatives that provide access to funding, training, and marketing support. Additionally, access to raw materials and market demand were identified as key factors influencing the success of artisans and businesses in the sector. Finally, our analysis highlights the need for ongoing skills development to ensure that artisans remain competitive and adaptable in an increasingly dynamic market. Our research provides valuable insight for policymakers, business owners, and other stakeholders looking to support and grow the handicraft sector in their region.

Keywords: Handicraft sector, artisans, marketing support, raw materials, skill development

INTRODUCTION

The Indian economy's handicraft industry, which employs over 7 million people, is a key part of the country's economy. With more than 56% of all artisans being women, this sector has a substantial female presence. India has 744 handicraft clusters, which employ about 2,12,000 artisans and provide more than 35,000 goods, according to the export promotion council for Handicrafts (EPCH) study. Major clusters can be found in Mumbai, Chennai, Hyderabad, Bareilly, Varanasi, and Surat. The majority of these industrial facilities are located in small towns and rural areas, and there is a sizable market both in India and abroad.

Furthermore, the study's conclusions are highly relevant as they provide valuable insights into evaluating the commercial potential of the handicraft sector. It is worth noting that artisans represent the second-largest sector of employment in numerous parts of the world, just behind agriculture, which underscores the significance of this study in promoting this sector.

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Received Date: May 09, 2023

Accepted Date: May 10, 2023

Published Date: May 18, 2023

Citation: Venkat Gautam, Indrani Chakraborty, Prachi Singh. Analyzing the Parameters Affecting the Handicraft Sector of a Region. National Journal of Labour and Industrial Law. 2023; 6(1): 20–28p.

Statement of the Research Problem

The handicraft sector is an important part of the economy in many regions, providing livelihoods for artisans and contributing to cultural heritage. However, this sector is often vulnerable to external factors that can affect its growth and sustainability. To understand and address these challenges, it is necessary to analyze the parameters that influence the handicraft sector in a specific region. Therefore, the research problem of this study is to identify and

examine the key parameters that affect the handicraft sector, and to determine how these factors can be leveraged to support the growth and development of this sector. By addressing this research problem, this study aims to contribute to the knowledge and understanding of the handicraft sector and to provide insights that can inform policy and practice in this area (Table 1).

Table 1. Total exports from India and share of handicraft.

Year	Total export from India (<i>In crore</i>)	All India Exports of handicrafts (<i>In crore</i>)	Growth over previous year (<i>in %</i>)	Share of handicraft (<i>in %</i>)
1990-1991	32,553	712.99		2.2
1995-1996	106,465	3207.54	350	3
2000-2001	201,674	8409.16	162	4.2
2005-2006	454,800	14526.85	73	3.2
2006-2007	571,779	17288.14	19	3
2007-2008	625,471	14012.05	-19	2.2
2008-2009	655,864	8183.12	-42	1.2
2009-2010	840,755	8718.54	7	1
2010-2011	1,142,922	10533.96	21	.9
2014-2015	1,465,959	12975.25	23	0.9
2018-2019	1,633,635	17970.12	38	1.1

Objective of the Research

- The objective of this study is to give a better understanding of different types of handicrafts.
- Identify the parameters that affect the handicraft sector.
- To identify the problems that affect the handicraft sector in Indian cities.

Significance

The craft sector is an important source of income and employment for many people in different parts of the world. However, this sector is often overlooked in economic policies and strategies, and artisans face many challenges in terms of marketing, access to credit, training, and quality standards. By analyzing the parameters that affect a particular region's craft sector, this research provides valuable insight into that sector's strengths, weaknesses, opportunities, and threats, and helps guide strategies to support its growth and sustainability. Furthermore, this research contributes to a broader understanding of the cultural and social dimensions of economic development and helps advance the recognition and appreciation of traditional and indigenous knowledge.

Rationale

The handicraft sector has been identified as an important area for economic development, poverty reduction, and cultural preservation. However, the sector is facing many challenges, including globalization, competition from cheap imports, lack of access to markets, and inadequate infrastructure. Therefore, it is important to conduct research that can identify the key parameters that affect the handicraft sector of a region, and that can help inform policies and interventions aimed at promoting the growth and sustainability of this sector. By analyzing the economic, social, cultural, and environmental factors that affect the handicraft sector, this research can provide a comprehensive understanding of the dynamics and challenges facing this sector and can help identify innovative and context-specific solutions that can support the livelihoods of artisans and contribute to the overall economic and social development of the region.

Methodology

This study utilizes a qualitative research design that involves a systematic review of existing literature on parameters that affect handicrafts in India. From these studies, we can identify the parameters that are affecting the Indian handicraft sector.

We can extract these parameters from the case study of Moradabad and Kishangarh handicrafts, and other documents or generals. These documents can help me conclude my article [1].

LITERATURE REVIEW

- History of the Indian handicraft sector
- Case study

History of the Indian Handicraft Sector

Handicrafts have a long history in India and play a significant role in the culture of the country. India's handicraft industry is distinguished by the wide variety of goods produced by experienced craftspeople employing a range of materials, including wood, metal, textiles, clay, stone, and other natural resources [2]. The industry is dispersed throughout several states, each with its distinctive designs, methods, and styles.

Many rural and urban communities in India, particularly those comprised of women and other marginalized groups, rely heavily on the handicraft industry for employment and income [3]. Over 7 million artisans are employed in the handicraft industry, which brings in about \$15 billion annually, according to the Ministry of Textiles.

Despite the vast potential and significance of the handicraft sector in India, it faces several challenges, including inadequate infrastructure, lack of access to credit and markets, and competition from cheap imports. Additionally, the COVID-19 pandemic has hurt the industry, causing a decline in demand and a disruption in the supply chain.

To address these challenges and support the growth and sustainability of the handicraft sector, the Indian government has launched several initiatives and programs, including the establishment of handicraft clusters, the promotion of e-commerce platforms, and skill development and training programs for artisan (Table 2).

Table 2. History of the handicraft sector in India.

S.N.	Period	Description
01	2500 BCE	The Indus Valley Civilization showcases a rich tradition of handicrafts, including pottery, jewelry, and textiles.
02	300 BCE	The Mauryan and Gupta empires promote handicrafts as a means of livelihood for artisans and craftsmen.
03	1200-1800 CE	The Mughal Empire reigns, bringing a renewed focus on arts and crafts, including textile weaving, embroidery, and metalwork.
04	1851	The first World's Fair is held in London, where Indian handicrafts, particularly textiles, receive international recognition, and appreciation.
05	1922s	Mahatma Gandhi promotes the use of Khadi, a traditional Indian fabric, as a means of economic independence and self-sufficiency for rural communities.
06	1950s–1960s	India's handicraft sector experiences a decline due to industrialization and modernization.
07	1980s	The government launches various initiatives to promote the handicraft sector, including the establishment of the Handicrafts and Handlooms Export Corporation of India (HHEC).
08	2000s	The Indian handicraft sector continues to grow, with a renewed focus on sustainability, innovation, and technological advancements, while also preserving traditional crafts and techniques. The sector also benefits from increasing global demand for handmade, eco-friendly, and ethically sourced products.

Case Study

There are three case studies, from which we are going to do an analysis:

- Moradabad
- Kishangarh

- Jalesar

Moradabad Case Study

There is a cooperative society that helps the artisans raise their problems in front of stockholders and the Government. The government and business sectors have both taken several actions to improve the brass handicraft industry in Moradabad during the past few years (Figure 1). First, to assist and promote the industry, the government has offered subsidies through the ODOP program. Due to this, there are now more skilled people in the region with a background in the production of brass.



Figure 1. Location of Moradabad.

Additionally, the existence of both large- and small-scale industries with cutting-edge technologies has aided in raising the standard and output of brass products [4]. As a result, Moradabad is now a significant supplier of raw brass to various places.

The region's transport infrastructure has also been crucial to the development of the industry. Rail connections between Moradabad and other cities are excellent.

Additionally, private industrial groups who are actively promoting sustainable practices proposed and set up the area for waste management. Even as an ice mine, they have promoted tourism using their waste.

By stimulating the development of new industrial sites, fostering tourism, and expanding job opportunities, all of these initiatives have contributed to boosting the local economy [5]. The success of the brass handicraft business in Moradabad illustrates how focused assistance and investments may significantly enhance the expansion and development of a particular industry.

Kishangarh Case Study

The handicraft sector in Kishangarh has been experiencing significant improvements in recent years. Several factors have contributed to its growth and development (Figure 2).

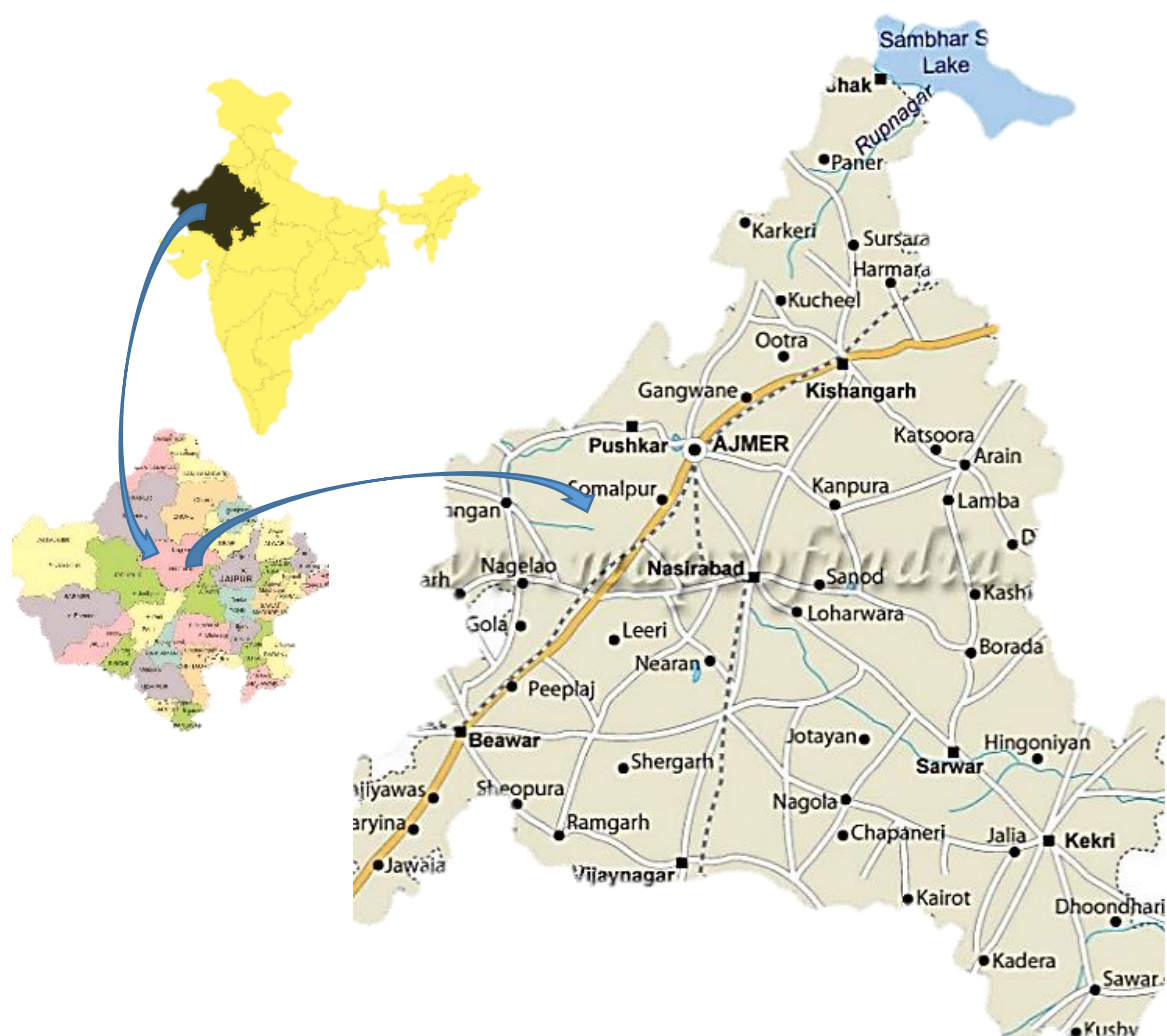


Figure 2. Location of Kishangarh.

First, there has been a focus on infrastructure development in Kishangarh, including the establishment of dedicated craft clusters and industrial areas. These initiatives have provided a conducive environment for handicraft artisans to work and showcase their skills.

Second, there has been an emphasis on skill development and training programs for artisans. These initiatives have helped enhance their craftsmanship and enabled them to create high-quality and innovative handicraft products [6].

Third, the promotion and marketing of Kishangarh's handicrafts have received increased attention. Efforts have been made to create awareness about the unique artistic heritage of Kishangarh's handicrafts through exhibitions, trade fairs, and online platforms. This has helped in expanding market reach and attracting domestic and international buyers.

Moreover, the government has introduced various schemes and incentives to support the handicraft sector in Kishangarh. These include financial assistance, subsidies, and capacity-building programs. These initiatives have provided the necessary resources and support for artisans to sustain and grow their businesses.

Last, collaborations between artisans, designers, and entrepreneurs have played a crucial role in fostering innovation and diversification within the handicraft sector. By combining traditional

techniques with contemporary designs, Kishangarh's handicrafts have gained recognition for their uniqueness and aesthetic appeal.

Overall, the concerted efforts of stakeholders, government support, skill development initiatives, marketing strategies, and collaborations have contributed to the continuous improvement and growth of the handicraft sector in Kishangarh.

Jalesar Case Study

Jalesar is a town in the Etah district of Uttar Pradesh, India, known for its brass handicraft industry. It is famous for *Ghungroo & Ghanti*. Jalesar brass crafts have long been an important source of income for the local people. However, the industry has faced various challenges in recent years, including (Figure 3). The emergence of cheap mechanical products and a lack of modernization.

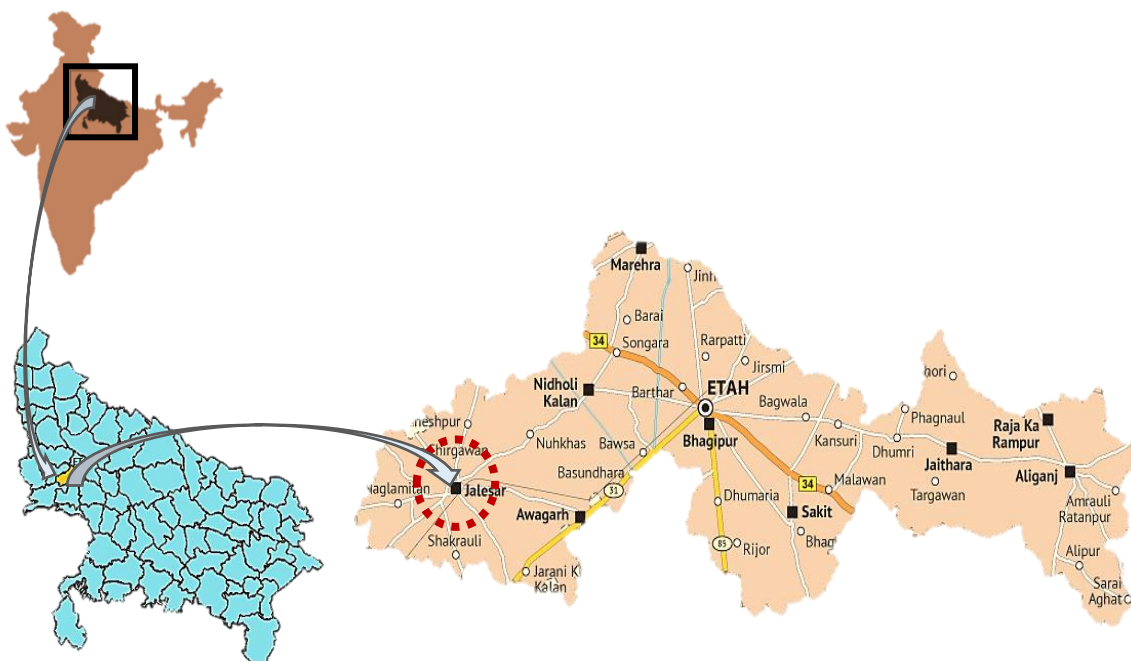


Figure 3. Location of Jalesar.

Various efforts have been made to improve the Jalesar brass craft sector. The government has provided support through programs such as the One District One Product (ODOP) program aimed at promoting traditional industries in each district of Uttar Pradesh. Through this program, the government provides artisans and entrepreneurs with financial support, skills development, and market connectivity assistance.

In addition, private industrial groups have taken the lead in modernizing production processes and improving industrial infrastructure. They have introduced new techniques and devices such as CNC machines to improve the quality and efficiency of their production.

Additionally, efforts have been made to promote Jalesar brass handicrafts both in India and abroad. Governments and the private sector have taken steps to participate in international trade fairs, exhibitions, and events to showcase Jalesar's handcrafted brass wares and attract buyers from different parts of the world.

INFERENCES FROM THE CASE STUDY

The case study highlights the factors that contribute to the growth and success of the handicraft sector in Moradabad and Kishangarh. First, Moradabad has a large number of manufacturing products, a good

transportation system, and a significant number of experienced handicraft workers, which help meet the demand for brass products in India and other countries. The presence of large and small-scale industries with advanced technologies and the government's support through subsidies under the ODOP scheme are also important factors that facilitate the growth of the handicraft sector in Moradabad.

Furthermore, the involvement of private industrial groups in waste management and their innovative use of waste to promote tourism is another significant factor in the economic development of the area. Proper management of solid and water waste is also essential for the sustainable growth of the handicraft sector.

In Kishangarh, the presence of a planned industrial area accommodating stone handicraft setups is another factor contributing to the success of the handicraft sector. Additionally, rail connectivity and the availability of transportation facilities help export marble products all over India.

Identified Factors Affecting the Handicraft Sector

Market demand

The market's appetite for handmade products is a crucial variable that might influence the sector's expansion and long-term viability. Factors that influence market demand include changing consumer preferences, economic conditions, and competition from other products.

Access to credit and financing

Artisans and small businesses in the handicraft sector often face challenges in accessing credit and financing to invest in their businesses, purchase raw materials, and expand their operations.

Infrastructure

The level of infrastructure's accessibility and effectiveness, such as transportation, storage facilities, and access to raw materials, can significantly affect the handicraft sector's growth and profitability.

Government policies and regulations

Both favorably and negatively, government policies and regulations can have a big impact on the handicraft industry. Policies that promote the sector, provide financial incentives, and create a supportive business environment can help the sector grow. However, regulations that are burdensome or restrictive can negatively affect the sector.

Access to a trained workforce

This is a very important issue that can affect the quality and productivity of the handicraft sector. Access to training and skill development programs can help artisans develop new techniques and designs, which can help increase their competitiveness.

Cultural and social factors

The cultural and social context within which the handicraft sector operates can have an impact on its growth and sustainability. Factors such as the availability of traditional knowledge, cultural heritage, social networks, and community dynamics can influence the sector's development.

International trade and competition

The handicraft sector faces competition from cheaper imported products from other countries, which can negatively affect the growth and profitability of the sector. Additionally, trade policies and agreements can have an impact on the sector's ability to export products to other countries.

RESULTS AND ANALYSIS

The study aimed to identify and analyze the parameters affecting the handicraft sector of the region. The data collected from primary and secondary sources were analyzed using descriptive statistics and content analysis.

The survey results revealed that the availability of raw materials is the most significant parameter affecting the handicraft sector of the region. Almost 60% of the respondents indicated that the unavailability or high cost of raw materials limits their production capacity. Access to finance and marketing channels were also found to be critical parameters, with 45% of the respondents indicating that they faced challenges in accessing finance, and 40% faced challenges in accessing marketing channels.

The study found that technological advancements are crucial for the growth of the handicraft sector. However, only 30% of the respondents reported using modern technologies in their production process. Furthermore, the study revealed that there is a lack of awareness among handicraft artisans about the potential benefits of using modern technologies.

The content analysis of secondary data revealed that government policies play a significant role in the handicraft sector's growth and development. However, there is a need for more effective implementation of policies to enhance the sector's growth. The study also found that there is a lack of coordination between various stakeholders in the handicraft sector, which limits its growth and development.

CONCLUSION

After conducting an exploratory study on the handicraft sector of the region, it can be concluded that several parameters influence the sector's growth and development. The primary factors affecting the handicraft sector are the availability of raw materials, access to finance and marketing channels, technological advancements, and government policies.

The study also revealed that there is a lack of awareness among handicraft artisans about the potential benefits of using modern technologies in their production process. There is also a need to develop and strengthen marketing channels to enhance the reach of handicraft products beyond local markets.

The research recommends that policymakers and stakeholders should create policies that provide support for handicraft businesses, including improving access to finance, providing training and skill development programs, and enhancing marketing channels. Moreover, creating awareness among handicraft artisans about the benefits of modern technologies and providing them with access to these technologies can significantly improve their productivity and the quality of their products.

The handicraft sector has the potential to be a significant contributor to the region's economy, and with the right policies and support, it can thrive and grow sustainably. This study provides valuable insights into the parameters affecting the handicraft sector and offers recommendations to improve the sector's growth and development.

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