Promotion and Development Of Handicrafts Through Government Policies

[1]Sunil Kumar Das Bendi, [2]Tushar Kanta Pany
[1]Research Scholar, [2]Reader in Commerce
[1]School of Commerce & Management, [1]Ravenshaw University, Cuttack, India
[2]School of Commerce & Management, [2]Ravenshaw University, Cuttack, India

Abstract : Craft is an important segment of the disorganized sector of our economy. Odisha, the land of enchanting beauty, is known for its exquisite handicrafts. It is estimated that Odisha houses about 1.30 lakh artisans. This study examines the role of government policy in promoting and developing arts and crafts. Study the challenges of the craftsman in developing the craft. The present study is descriptive and the date is compiled from various secondary sources of journals, government publications and books, etc. Crafts are a major source of employment creation and export, but this sector is under-resourced with market information and inadequate institutional frameworks due to its disorganized nature and additional constraints such as lack of education, capital and low exposure to new technologies.

Index Terms **-** Handicrafts, Artisans, Policies, Promotion

INTRODUCTION

Craft is an important segment of the disorganized sector of our economy. It started out as a part-time job in rural areas, but has become a booming business over the years due to the significant market demand. Crafts have great potential because they are the key to preserving not only the millions of existing artisans, but also more and more new craftsmen. At present, the craft sector contributes significantly to employment and exports, but this sector lacks market intelligence due to its unorganized nature and additional constraints such as lack of education, capital and low exposure to new technologies.

Odisha, the land of enchanting beauty, is known for its exquisite handicrafts. The state was known as Utkal, which meant a place of art of the highest order. It has a rich craft tradition, unique in its properties that have developed along with its art and sculpture, temple architecture, folk art, dance and music. The craft is unique for its technical perfection and artistic excellence. The artists of Odia have an old tradition of using their hands to create magnificent works of art and present to the world their impressive masterpieces. Age has not lost the beauty and dynamic diversity of Odisha's traditional arts and crafts. Despite the industrial revolution and the availability of cheap machine-made products, the craft industry has not only survived today, but has also faced fierce competition. It is estimated that Odisha houses about 1.30 lakh artisans. Interestingly, they accounted for 22.78 percent of the total manufacturing, processing, service, and repair workforce in the state. The total production volume of the artisanal sector is around 150.00 crores. The direct export of handicrafts exported to another country is around Rs 5 crores. The government of Odisha approved and recognized 50 crafts.

LITERATURE REVIEW

Singh, J., Srivastava, A., & Awasthi, M. K. (2018), discussed different types of existing value chain models of Lucknow Chikankari in context of the value chain model given by Porter (1985). The study identified stated that the interventions that can be undertaken through collaboration of government, private organizations, and NGOs to improve the situation of artisans and contribute towards sustainability of the craft can be achieved by improvements and modifications in design and execution of activities. The government should work towards educating the progressive artisans in e-commerce and linking them to e-commerce portals. The study suggested that for development of organizations, government, marketers, and producers (artisans), evolving a sustainable value chain in the interest of artisans and the industry is required. Gouda, H., & Manju, H. (2018), explain that tourism and handicrafts go hand in hand. A tourist is always in search of something that is exotic and at the same time authentic to carry back as a memoir of his travel to a distant land. It is estimated that tourists spend around 40 per cent of their budget on souvenir purchases and other craft products (UNEP and UNWTO, 2005). Handicraft production in developing countries now depends in large part on the demand generated by the tourism industry and by the business activities of intermediaries.Gill, P., & Singh, S. S. J. (2018), explains the scope of income generation for rural women through traditional decorative textile handicraft articles of Haryana.

Yu, Z., Yu, W., Li, T., Zhang, Z., & Zhang, Z. (2017), analyses the design and aesthetic form of traditional crafts in many developing. With traditional Chinese handicraft longevity lock as an example, explores the approaches of redesign based on the design with customer involvement. The design elements with greater appeal to consumers; when redesigning the products, these elements should be highlighted. Opportunity trade-off matrix, this thesis allows consumers to evaluate each design plan and the quantized values of selected design elements, so as to figure out the products that are most likely to attract consumers. Pani, D., & Pradhan, S. K. (2017), explained the effects of consumer perception on buying intention towards tribal handicrafts. The proposed model is based on the Theory of planned behaviour. The model proposes that attitude towards the product, perceived subjective norms, perceived consumption status along with cultural motivation predict and justify the buying intention and buying behaviour with specific to tribal handicraft products.

Mishra, S. K., & Roy, S. (2017), in his paper "A Story of Languishing Doll: Revival of Cloth Dolls of India." India has very rich culture of crafts from ancient time; crafts have always been fascinating for human being. Handicrafts have been source of creative self expression, cultural stability and livelihood. Before industrialization, dolls act as an ambassador's of culture, reflecting 5000 years of old tradition. The existence of cloth doll has been as old as cloth itself. In result to industrialization, current scenario reflects the picture where cloth doll of India has fallen in the category of languishing crafts. The aim of this research is to find out the reasons of extinction of cloth doll and to explore some of the factors that could led craft revival and restoration in present scenario. Maurya, A., & Singh, S. (2017), in his paper "Promoting Export of Crochet Laces from India: Role of Export Promotion Council of Handicrafts." Analyzed the initiatives taken by the Export Promotion Council for Handicrafts to promote crochet work in Narsapur and how artisans in the region have benefitted from the scheme.

Table 1: 50 approved handicrafts of Odisha

Sl. No	Handicrafts	Sl. No	Handicrafts	Sl. No	Handicrafts	Sl. No	Handicrafts	Sl. No	Handicrafts
1	Applique	11	Clay Toys	21	Gopa Craft	31	Palm-leaf Engraving	41	Straw Craft
2	Art Leather	12	Cloth Flower	22	Horn Work	32	Paper Mache	42	Terracotta & Pottery
3	Art Textiles	13	Coconut Shell	23	Jaikhadi works	33	Patta & Tasar Painting	43	Theatrical Dress
4	Artificial Bonsai	14	Coir Craft	24	Jute Craft	34	Root Craft	44	Tribal Jewellery
5	Artistic Footwear	15	Costume Jewellery	25	Keora Leaf Product	35	Sabai Grass Craft	45	Wood Carving
6	Artistic Mat	16	Dhokra Casting	26	Lacquer Work	36	Sea shell work	46	Wooden in-lay
7	Batik Printing	17	Durry Carpet	27	Metal Craft	37	Silver Filigree	47	Wooden painted Toys
8	Betel-nut craft	18	Embroidery	28	Natural fiber craft	38	Soft Toys	48	Woolen carpet weaving
9	Brass and Bell Metal	19	Gem Stone Processing	29	Paddy Craft	39	Solapith	49	Zari works
10	Cane and Bamboo	20	Golden Grass	30	Palm leaf Decorative	40	Stone Carving	50	Cloth Patchwork

Source: Office of Development Commissioner (Handicrafts), Odisha

OBJECTIVES

1. To study the role of Government policies in promoting and developing handicrafts.
2. To study the challenges of artisans in making handicrafts

RESEARCH METHODS

The study is descriptive in nature. This research paper is based on the secondary data by exploring various journals, books, government publications etc.

ROLE OF GOVERNMENT POLICIES IN PROMOTING AND DEVELOPING HANDICRAFTS

At present, the office of Development Commissioner (Handicraft) is implementing the following seven schemes for promotion and development of handicraft sector: (i) Community empowerment (ii) Design and Technology Up-gradation (iii) Marketing Support and Services (iv)Research and development (v) Human and Resource Development (vi) Handicrafts Artisans Comprehensive Welfare Scheme (vii) Infrastructure and Technology Development Scheme.

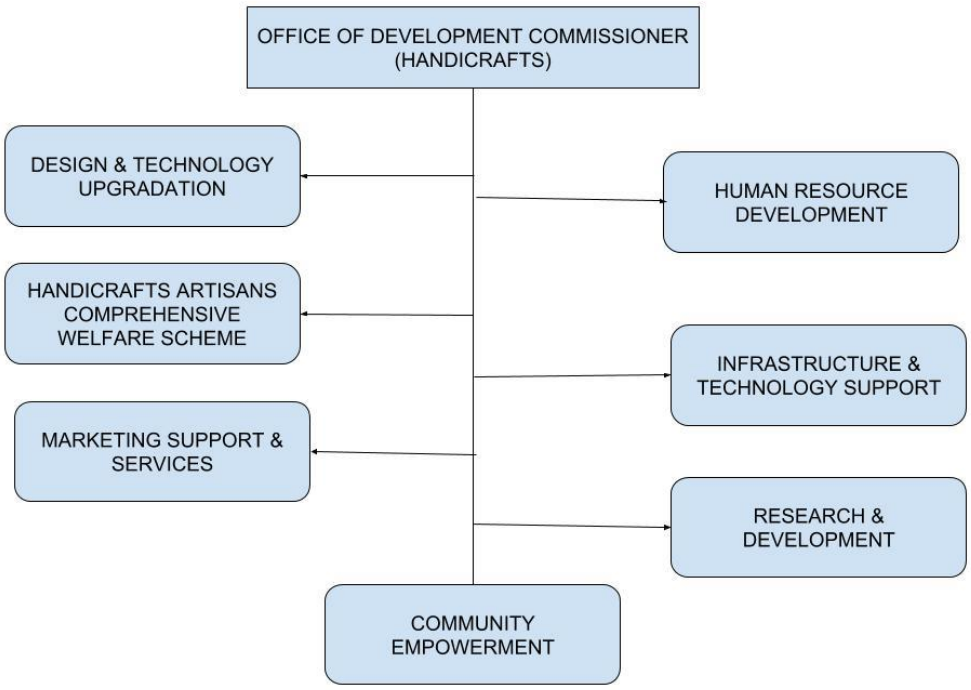


Figure 1: Schemes of Government for promotion and development of Handicrafts

1. **COMMUNITY EMPOWERMENT**

The craftsmen are organized and grouped under SHG / Cooperative to take collective participation in the production and commercialization activities. The SHGs in turn are encouraged to form federations. Craftsmen / entrepreneurs in groups should be encouraged to set up craft businesses. The training of SHG group leaders will be conducted together with the exposure visit in successful clusters. Initially, a management grant may be granted step by step to craft businesses for three years. The mobilization of the beneficiaries takes place in the groups that have to be accepted for development. The geographical identity of such groupings must be clearly stated and limited to a village in rural or urban areas. In special cases, a group may contain adjacent villages within a distance or diameter of three kilometers. This activity includes the mobilization of craftsmen in the SHG, savings and loans, the SHG training in various aspects of the training and operation of the company.

With the introduction of economic reforms through liberalization, privatization and globalization, India has entered a new era of economic development, and therefore the program for strengthening the community for the craft / co-operative / SHG sector must be strengthened by a craftsman turn them into active entrepreneurs. The main development stakeholders and bring them to a visible platform that will help to improve their operational efficiency and competitiveness, to meet the new challenges and make them a viable and self-sufficient economic entity. When mobilizing, care must be taken to use the SHGs that have already been formed in various government-run programs. Only if this is not feasible, new SHG, associations, etc. must be formed.

Cost of project management, including salary compensation for the cluster administrator. The implementing agency is responsible for the general management of the project and the timely and effective implementation of various measures to facilitate mass production and procurement of goods. The Agency is free to appoint a group administrator subject to the conditions for the development of the group and the minimum qualification of the qualification. The technological marketing, enhancement of capabilities, infrastructure and all other requirements of the clusters are fulfilled by the various measures mentioned in the National Craft Program. The eligible agencies may request an intervention, provided that the need and need for intervention in the diagnostic study have been identified. The previously sanctioned craft bundles for which the duration of the project has expired but the interventions have not been initiated or implemented in a ineffective manner will also be considered according to the needs of the cluster. In identifying these groups, the tourist potential of the region should also be taken into account.

2. DESIGN & TECHNOLOGY UP-GRADATION

Reputed designers shall be engaged on a short/long term basis to conduct Design Development and Product Development programmes in clusters to develop market-oriented products. Similarly, financial assistance in the shape of subsidy shall be provided for mechanization and up-gradation of technology for mass production, standardization and quality control.

Design and Technology Development Workshop is conducted to develop new prototypes to suit the tastes and preferences of the contemporary market using the traditional skill of artisans and introduction of new techniques and technologies for enhanced production. The duration and participation are 25 days subject to a minimum of 125 hours of training. A minimum of 30 artisans can participation is required. The financial assistance shall be in the form of a 100% grant. Integrated design and technology

development project has three essential components comprising design development, technology development, techniques/process and formulation and publication of crafts design technology to a large number of artisans for their skill up gradation. The duration of the project is retained at 5 months which is 3 months for design development, 1 month for preliminary survey and 1 month of market testing and refinement of the product and batch production. 40 artisans can participate in this project.

Assistance to exporter and entrepreneur for design prototype programme is to promote the organizations in the export of handicrafts for development of new and innovative items. The financial assistance is provided for the development of design prototypes for exporters and entrepreneurs by selecting or involving reputed designers from India and abroad who will help in the development of a range of products suitable for particular markets. Commercial market intelligence by way of design, trend and technical colour forecast. The increasing need & requirement of the overseas buyers about the new designs & trends has led to the implementation of this scheme. The main objective is to increase the knowledge of the entire handicrafts sector about the new design trends & colour forecasts so as to increase the exports from the country by increasing the new design led product.

3. MARKETING SUPPORT AND SERVICES

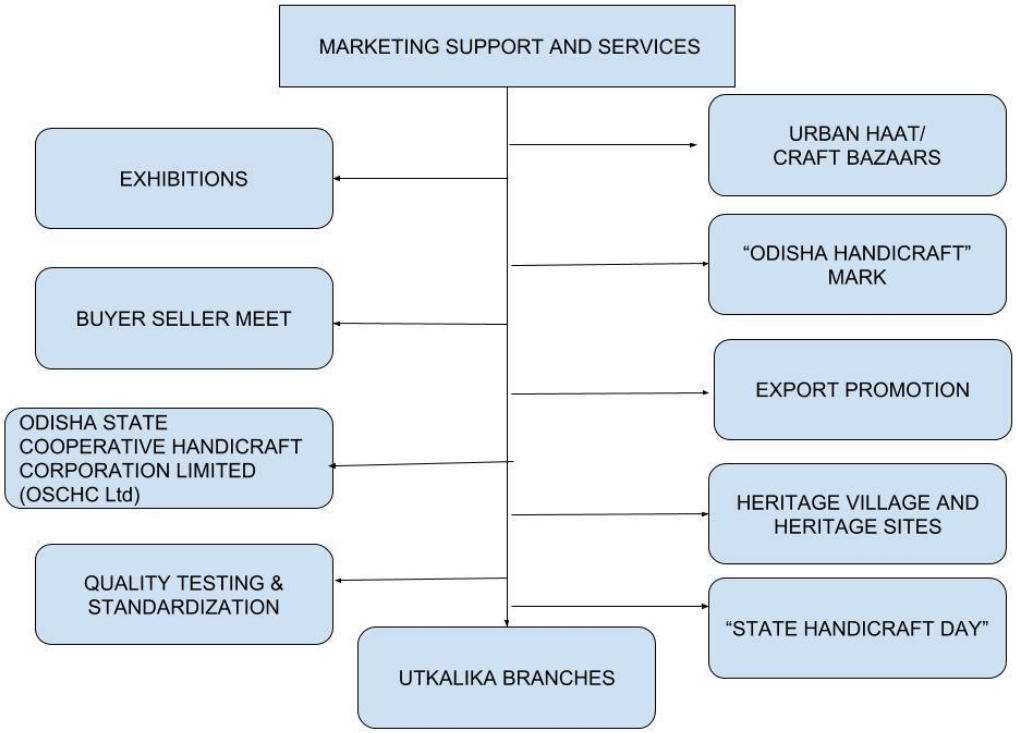


Figure 2: Marketing support and Services Schemes for handicrafts

Generally, handicrafts produced by artisans have the market in urban areas. The artisans have limited scope and capability to access the market. The support provided for marketing will be strengthened to have a greater share of the market. Tourist Guides will be sensitized to bring tourists to handicraft markets. In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Craft Exhibitions in metropolitan cities/state capitals/places of tourist or commercial interest/ other places. This will provide a direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country.

a. **Exhibitions:** Exhibitions shall be conducted by Government regularly inside and outside the state for which a calendar should be drawn. Craft specific exhibitions shall be conducted. The artisans shall also be given assistance for participation in exhibitions organized by different agencies. Assistance shall be provided to artisan organizations/NGOs to conduct exhibitions inside and outside the State. Clear-cut terms of reference/ guideline shall be laid out for participation in exhibitions.

b. **Buyer-Sellers Meet**: Buyer-Sellers Meet shall be organized for the interface of producers and buyers to understand the market trend.

c. **Marketing through OSCHC Ltd**.: Proper restructuring of OSCHC LTD shall be made with the renovation of existing showrooms and opening of new Utkalika branches. Assistance shall also be provided for renovation/ opening of branches, printing of product catalogue/brochure, website, publicity and brand building of Utkalika. OSCHC Ltd. shall have a Procurement Policy and shall set up procurement centres at different locations.

d. The opening of Sales out-let by SHGs/Cooperatives: Financial assistance shall be provided to SHGs/SHGs Federation/ Co-operatives for the opening of sales outlets. Shops in market complexes developed by urban bodies/ Panchayat Samities shall be earmarked for sale of handicraft goods. Existing marketing cooperative societies shall be provided with assistance for strengthening marketing infrastructure/ providing discounts to customers.

e. Urban Haat/Craft Bazars: An autonomous organization shall be constituted under Societies Act, 1860 to look after effective management of existing urban haats at Bhubaneswar, Puri and Konark. Further steps shall be taken for establishment of new haats/craft bazaars in potential towns/tourist places. District level craft complexes for handicrafts shall be established. In order to promote and Market Handicrafts financial assistance will be provided to different eligible organizations to organize Gandhi Shilp Bazaars (GSB)/Crafts Bazar in metropolitan cities/state capitals /places of tourist or commercial interest/ other

places. This will provide direct marketing platform to the handicrafts artisans/SHGs/entrepreneurs from various parts of the country. The opportunities to organize the Gandhi Shilp Bazar will not be adequate to cater to the marketing needs of the sector therefore the financial assistance for organizing crafts bazaar will also be considered for eligible organizations in order to provide maximum marketing opportunities to the handicrafts artisans and their product.

f. "Odisha Handicraft" Mark: Handicraft goods produced in Odisha and as per quality standards to be laid out shall be marked as "Odisha Handicrafts".

g. Govt. Approved Show Rooms: Show Rooms dealing in exclusively handicrafts of Odisha with prescribed quality standards shall be approved by Directorate/ SIDAC to facilitate sale of genuine products to the tourists.

h. Export Promotion: Although there is huge potential for export of handicrafts, the direct export from Odisha is very meager. Steps shall be taken for aggressive international marketing with special focus on export-oriented crafts.

i. Promotion of Exporters: Potential entrepreneurs shall be motivated to come to handicraft sector. Capacity building of the entrepreneurs shall be made to undertake production and export activities. Facilities and incentives shall be provided to set up export-oriented production units with modern pieces of machinery for mass production of quality products. Design support shall also be provided through Design Cell. Financial support shall be provided to exporters for participation in international fairs.

j. Handicraft Export Park: A handicraft export park shall be set up in and around Bhubaneswar on PPP mode to house production units with other facilities like CFCs/Raw material Bank/Testing facility/Packaging facility etc.

k. International Marketing Cell:The International Marketing Cell set up in SIDAC with the objective of promoting export of handicrafts shall be strengthened with the induction of professionals to provide handholding support to the local exporters in procuring orders & execution thereof, settlement of disputes etc. The cell shall provide proper guidance on pricing/ costing of products. The cell shall also facilitate warehousing of handicraft goods at foreign locations. Logistic provider companies like FEDEX, GATI etc. shall be tied up for transportation of handicrafts to foreign locations for participating in International Exhibitions.

l. Quality Testing & Standardizations: SIDAC shall be the nodal agency for issue of quality certificate for handicraft goods for which a quality testing laboratory will be established. Marketing Support through participation in different exhibitions inside and outside the state.

m. Heritage Village and Heritage Sites: A number of important craft centres shall be declared as "Heritage Village" similar to Raghurajpur for focused development. Highly skilled artisans shall be involved for restoration of heritage sites by organizations like ASI, INTACH etc.

n. Observation of "State Handicraft Day" : "Karigari Diwas"-State Handicraft Day shall be observed and celebrated every year. Following measures shall be taken for brand building of Odisha handicraft. Research & Development & Mix-media Application Centre, Advertisement through electronic and print media. Publicity hoardings shall be put up on Express Trains, Railway Stations, Airports, and Market Places & Tourist Centers.

4. RESEARCH AND DEVELOPMENT

The office of the Development Commissioner (Handicrafts) an attached office of Ministry of Textiles, Government of India which formulates & Implements various schemes for the development of Handicrafts in the country. The schemes formulated for continuation from one plan to another, are based on the evaluation/ Research Studies conducted from time to time & for this, we have an in house scheme called 'Research & Development' in force since a long time. Research & Development Scheme was introduced in 1956-57 as Central Sector Scheme. This scheme was introduced to generate feedback on economic, social, aesthetic and promotional aspects of various crafts and artisans in the sector. This offce has been implementing the scheme called Research & Development on all India basis since the time it was introduced to conduct surveys and studies of important crafts and make in-depth analysis of specific aspects and problems of Handicrafts in order to generate useful inputs to aid policy, planning and fne tune the ongoing initiatives; and to have independent evaluation of the schemes implemented by this office.

The scheme has been continued for implementation during the Twelfth five year plan, enlarging its scope to include some more components & their salient features without making any major modification in its parameters, are as under: The following interventions will be carried out under this component: (i) Surveys & Studies on different topics a. Surveys/ Studies of specific crafts for which adequate information is not available. b. Problem relating to availability of raw material, technology, design, common facilities, etc. c. Living and working conditions of artisans in specific areas of crafts. d. Market evaluation studies of specific crafts for either domestic or overseas markets. e. Techno-economic feasibility studies and post evaluation of the various promotional projects programmes under taken in the handicrafts sector. f. Areas requiring special study for uplift of the weaker sections viz. scheduled Castes and Scheduled Tribes. Development of Crafts linked to Jagannath Culture A number of Sebawats are engaged in performing different art and craft activities for Lord Jagannath. Steps will be taken to ensure continuance of the activities in collaboration with the Temple Administration.

5. **HUMAN AND RESOURCE DEVELOPMENT**

The Human Resource Development (HRD) Scheme has been formulated to provide qualified and trained workforce to the handicraft sector. This workforce shall contribute to a strong production base leading to production of high quality products that cater to present day market requirements. This scheme also aims to create human capital for the sector in terms of trained cadre of designers for the handicrafts by providing relevant inputs through its components. There is also a provision made for the imparting soft skill considered necessary for the artisans to enable them to undertake their own business successfully.The scheme has the following five components:

1. Training through established institutions
2. Handicrafts training program
3. Training through Guru Shishya Parampara
4. Training of the trainers
5. Design mentorship and apprentice program

Training through established institutions the component aims at upgrading/imparting skills in different trade of Handicrafts in a continuous and sustainable manner by creating an institutional framework. This shall be achieved through regular training courses run by institutes as specified in the eligibility section. These programmes provide an opportunity for the artisans to upgrade their skills, interact with other craftsmen and at the same time create livelihood opportunity for the masses by skilling them through training programmes in different crafts.

Skill up-gradation training shall be provided to the artisan as per the need. The artisan shall be deputed to state level/ national level training institutes for advanced training and exposure visit of the artisans will be organized to reputed clusters inside and outside the state and to the marketing events. Temporary training centres shall be opened by engaging master craft persons for imparting training at grass root level for skill up-gradation of existing artisans and for transfer of skill to unemployed youth. Master Craft Persons in different crafts shall be empanelled by Directorate/ SIDAC. Orientation training will be provided to the trainers/ master craft-persons to update their knowledge on change in technology, market demand and on the present schemes of Government.

6. **HANDICRAFTS ARTISANS COMPREHENSIVE WELFARE SCHEME**

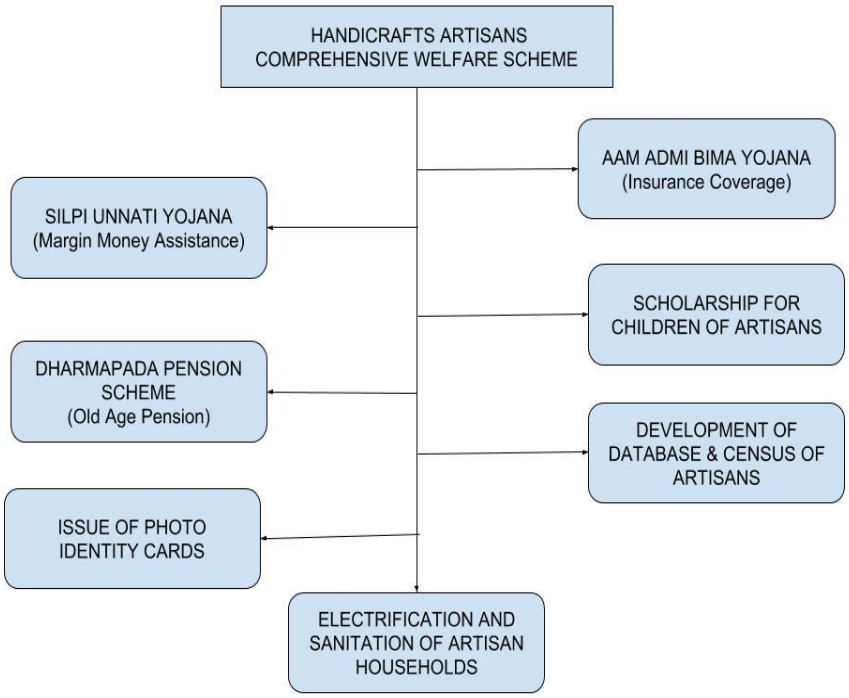


Figure 3: Handicrafts artisans comprehensive welfare scheme

Silpi Unnati Yojana (SUY): Margin Money Assistance shall be made available to eligible artisan organizations for availing bank finance. Margin Money Assistance shall be provided for availing bank finance to set up handicraft enterprise. Sanction & disbursement of loan to the entrepreneurs will be facilitated by the State Govt. Welfare and social security of the artisans is most vital for continuance of this traditional craft sector.
Insurance Coverage: The govt. will facilitate coverage of handicraft artisans in various life & health insurance schemes such as Prime Minister Jeevan Jyoti Bima Yojana/ Prime Minister Suraksha Bima Yojana / Aam Admi Bima Yojana. 100% of the premium contribution of artisans shall be paid by the State Government.
Distribution of Solar Lanterns: Each handicraft artisan family shall be provided with one solar lantern to minimize stress on artisan's eyes as support to their continuous works so that they can work for more time to increase productivity for their sustained livelihood.
Old Age Pension: Pension to artists as provided by Culture Department shall be extended to handicraft artisans in the name & style of "Dharmapada Pension Scheme".
Scholarship for Children of artisans: Scholarship will be paid to artisans/children of artisan family for pursuing higher studies in NID/ NIFT/ART Colleges recognized by government.
Creation of Artisan Welfare Fund: An artisan welfare fund shall be created to pay premium for insurance coverage, old age pension, scholarship for higher studies, medical treatment for critical illnesses such as cancer, heart disease, lungs disease etc. Besides, State Award to three handicraft artisans and Life Time Achievement to one handicraft artisan shall be provided every year for their outstanding contribution in the field of handicrafts. State Design Award shall be revived. Priority will be given for electrification of artisan house-holds under ongoing programmes.
Development of Database: Data is important for formulation and effective implementation of different schemes for development of handicraft sector.
Census of artisans: Census of artisans shall be taken up to develop data base of artisans with mapping of villages. It shall be

regularly up dated.

Issue of photo identity cards: All the artisans of the state will be issued with Photo Identity Cards.

Other Databases: Other database like database of clusters, artisan organizations, MCMs, entrepreneurs, exporters, marketers, designers, buyers, machine suppliers, handicraft promoting agencies, NGOs , Raw Material with their availability etc will be developed.

Online data entry & reporting

A dedicated website for online data entry & reporting shall be developed.

7. INFRASTRUCTURE AND TECHNOLOGY DEVELOPMENT SCHEME

Financial assistance shall be provided for establishment & management of Common Facility Centres/ Raw material banks by artisan organizations or on PPP mode. It is felt that entrepreneurs should be involved in this sector to take it forward to the national and international level. Enterprise Development is necessitated in order to increase the production base, self & wage employment, create a pan-India presence for Odisha handicrafts and also boost export. Craft Tourism (Fusion of handicraft with tourism & culture) shall be treated as an enterprise to promote integrated craft centres at strategic locations with facilities like production, sales, spa etc. Registration of handicraft enterprises shall be made similar to that of MSME sector. Additional incentives shall be provided to women/ handicapped entrepreneurs over & above the IPR incentives. Entrepreneurs with aptitude and financial soundness shall be identified and groomed through capacity building trainings to set up handicraft enterprises. At the same time capacity building of the existing entrepreneurs/ key personnel of handicraft enterprises will also be taken up. A robust administrative set-up shall be put in position by strengthening the Directorate of Handicrafts & Cottage Industries with its field establishments, SIDAC and Odisha State Co-operative Handicraft Corporation Ltd. "Odisha Handlooms and Handicrafts Development & Promotion Council" has been constituted to advise Government for framing policies for development of handicrafts sector.

Monitoring: State level/ district level committees for handicraft shall ensure proper coordination among different development agencies for convergence of schemes, formulation of Action Plan, mobilization of fund, monitoring implementation of programmes, formulation of policy, guidelines etc. Artisans shall be taken as members in all state level & district level committees.

Artisan Grievance Redressal Forum & Helpline: A State Level Artisan Grievance Redressal Forum shall be set up at Directorate with a dedicated hipline number.

Infrastructure: Lack of infrastructure is also a major bottleneck. So it is proposed to create proper infrastructure in clusters and strategic locations by Govt. or on PPP mode.

Development of SIDAC as "Centre of Excellence": The infrastructural need of SIDAC will be addressed to develop it as Centre as Excellence.

Infrastructure for Craft Schools: Proper infrastructure shall be provided for the Govt. craft schools/ outreach training centres running in different districts.

Common Facility Centres in Clusters: Facilities such as common work-shed, go-down, Processing of raw material, finishing of products, testing & quality control, packaging etc. shall be created in craft clusters. CFCs shall be also provided with basic amenities like toilets & drinking water facilities.

Handicraft Park: A handicraft park shall be established in and around Bhubaneswar on PPP mode.

Infrastructure for Marketing: Following infrastructure shall be created for promotion of marketing by govt. or on PPP mode. Establishment of handicraft mall/ Urban Haats, Establishment of Craft Centre/ Souvenir Shops at important tourist places.

Raw Material: Govt. shall facilitate easy availability of raw materials required by artisans of different crafts at reasonable price. Financial assistance shall be provided to different Agencies to set up Raw material Bank in clusters or at strategic locations.

Reservation of decorative stone quarries for the artisans: There are limited decorative stone quarries which are used by the artisans for making sculptures/statues. Such quarries shall be reserved for use by the artisans only to prevent industrial use.

Housing-cum-Work shed

Handicraft artisans below poverty line and not assisted under I.A.Y. shall be provided with financial assistance for construction of housing-cum-work-shed to have a congenial environment to work

CHALLENGES OF ARTISANS IN MAKING HANDICRAFTS

Old production techniques of handicrafts lead to higher cost. It leads to compromise in quality of products. Production Schedules not in synchronization with orders. Product design and development not based on the craft/ craft person and the market. The non availability of raw material with proper standards and specifications. No standardization in the pricing of the products. Lack of Convergence & lack of capital (lack of access to credit for working capital requirements). The absence of adequate handicraft marketing outlets for direct marketing and difficulty to access urban markets.

Table 2: Challenges of Artisans

Shortage of skilled workers	Cable & Jeston (1982)
Unaware about new technology	Brahmananda, Narayanan and Kallappa (1987); Ernst & Young (2012)
Exploitation of Middlemen due to illiteracy, poverty	Patel & Chavda (2013); Pandit (2000)
Financial assistance	Joy & Kani (2013)

Change in Consumer lifestyles	John, Mano & Selvaraj (2007); Kesari & Srivastava (2012)
Lack of awareness about Central and State Government schemes	Sharma, S., & Sharma, P. (2017),
Outdated designs does not attract buyers	Dash (2010)

Table 3: Suggestions for sustainable practices for handicrafts

Central and State Government assistance is to protect the artisans and crafts.	Ahmed, (1987); Karpagavalli (2013); Jain (2016); Ona, J. G., & Solis, L. S. L. (2017),
Customized Designs	SEEDS (2006); Frances et. al. (2009), Cable et. al. (1986)
Export promotion	Ahmed, (1987); Saraf (1985); Biradar (2009); Jena, (2010); Hashmi (2013); Sathe & Bhatia (2014),
Marketing of handicrafts, Global Marketing, Commercializing of crafts	Saraf (1985), Reardon, Stamoulis, & Balisacan (1998); Nagori & Saxena (2012); Raghuvanesh (2007); Dash (2010); Craig & Douglas (2011); Sathe & Bhatia (2014),
Distribution channel	Panda, (1984); Brahmananda, Narayanan and Kallappa (1987), Aithal (2012);Karpagavalli (2013);
Training and Skill up gradation	Vijayagopalan (1993); Biradar (2009)
Linkage between tourism and handicrafts, Tourism promotion	Gaur (2007); Mittal, Tripathi, & Sethi,(2008)
Participation of Self Help Groups, Cooperatives, N.G.O	Herschel (2009); Jadav (2014),
Financial assistance	Joy & Kani (2013)
E commerce, E marketing	Conti, G. M., & Mancini, A. S. Z. (2014); Shah & Patel (2015)

REFERENCES

[1] Abisuga-Oyekunle, O. A., & Fillis, I. R. (2017). The role of handicraft micro-enterprises as a catalyst for youth employment. Creative Industries Journal, 10(1), 59-74.
[2] Abuelenain, e., & yahia, s. (2015). The impact of handicrafts on improving the tourist experience, case study: uae handicrafts industry. International journal of science research and technology, 1(2), 32-37.
[3] Ahmad, N. (1987). Problems and management of small scale and cottage Industries. Deep & Deep Publications.
[4] Amanian Bidokhti, P., & Sadeghinia, S. (2015). the role of rural cooperatives in increasing income and investment in handicrafts domains (case study: hand-woven carpet cooperatives of Khorassan Razavi Province). Journal of Research and Rural Planning, 4(3), 101-113.
[5] Cable, V., & Weston, A. (1982). The role of handicrafts exports: problems and prespects based on Indian experience. Overseas Development Institute.
[6] Dāsa, J. P. (1982). Puri Paintings: The Chitrakara and His Work. Prafulla.
[7] Dash, M. (2011). Marketing of Orissa Handicrafts: A study on challenges and opportunities. Excel International Journal of Multidisciplinary Management Studies, 1(2).
[8] Gill, P., & Singh, S. S. J. (2018). Traditional decorative handicraft articles of Haryana: A way to improve economic well-being of rural women. Indian Journal of Health & Wellbeing, 9(2).
[9] Gouda, H., & Manju, H. (2018). The role of handicrafts and souvenir industry in women empowerment: a study in karnataka state. International journal of scientific research, 7(3).
[10] Haro-Zea, K. L., Gutiérrez, K. S. B., Vázquez, B. H. M., & Laguna, O. A. F. (2018). Impact of Chiapanecan Handicrafts. Journal of Modern Accounting and Auditing, 14(6), 333-342.
[11] Husa, L. (2015). The commodification of handicrafts in Southeast Asia–a social and economic historical analysis. SDU Research Journal, 75-86.
[12] Jain, R., & Sharma, S. (2018). Impact of Government Policies on Marketing Strategy of Indian Handicrafts. Journal of Commerce and Management Thought, 9(1), 25-32.
[13] Jena, P. K. (2007). Orissan Handicrafts in the age of globalization: Challenges and opportunities. Orissa Review, 64(4), 16.

[14] Jha, S. K. (2016). Heritage Craft in Crisis: a Case Study of Flexible Brass Craft of Bellaguntha, Ganjam District of Odisha. Chitrolekha International Magazine on Art & Design, 6(2).
[15] Lin, P. (2018). Living Protection and Development of Traditional Artistic Handicrafts: A Case Study from "Bamboo Weaving by Family Liu" in Quxian County of Sichuan Province. Art and Design Review, 6(03), 160.
[16] Maji, P. Handicraft Promotion Vis-A-Vis Tourism Development: A Study on Bankura District, West Bengal.
[17] Maurya, A., & Singh, S. (2017). Promoting Export of Crochet Laces from India: Role of Export Promotion Council of Handicrafts. FIIB Business Review, 6(4), 20-24.
[18] Mitra, A., & Paul, A. K. (2017). Entrepreneurial Transformation: A Study on Rural Handicrafts in the District Of Birbhum, West Bengal. Jharkhand J. Development & Mgmt. Studies, XISS, Ranchi, 15(1), 7211-7226.
[19] Pani, D., & Pradhan, S. K. (2017). Integrating effect of Consumer Perception on buying Intention: A Conceptual Model of buying behaviour for Tribal Handicrafts Products. Asian Journal of Management, 8(4), 1149-1158.
[20] Reddy, B. A., Venkateswarlu, M., & Rao, K. S. (2018). Growth and Development of Handicrafts in India: A Case Study of Crochet Lace Industry in Andhra Pradesh. International Journal, 6(4).
[21] Sarkar, T. (2017). Handicrafts and the 'Cluster Development Approach': The Hand Block Printed Textiles Cluster of Jaipur 1. In Indian Industrial Clusters (pp. 171-194). Routledge.
[22] Shah, A., & Patel, R. (2017). Problems and Challenges Faced by Handicraft Artisans. Voice of Research, 6(1), 57-61.
[23] Sharma, E. K. T. A. (2015). Tribal folk arts of India. Journal of International Academic Research for Multidisciplinary, 3(5), 300-308.
[24] Sharma, S., & Sharma, P. (2017). Indian handicrafts: Challenges and opportunities. Quest-The Journal of UGC-HRDC Nainital, 11(2), 101-108.
[25] Singh, J., Srivastava, A., & Awasthi, M. K. (2018). Study of Value Chain of Indian Textile Handicrafts: A Case of Lucknow Chikankari. Prabandhan: Indian Journal of Management, 11(5), 28-41.