



An Examination Of The Influence Of Handicraft Promotion And Marketing On Rural Handicraft

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ABSTRACT

Indian handicrafts have been renowned around the globe for ages, and the country of India in particular offers a vast collection of unique handicrafts. Handicrafts that are vibrant and have been deeply ingrained in this area for many years. Handicraft craftsmen operating on tiny and micro scales in Surendranagar district are less focused, less recognised, and underprivileged in terms of economic and social advantages, which has resulted in occupational change. Governments have been attempting to grow this sector and support craftspeople for a long time, implementing a slew of plans and programmes. NGOs, private businesses, and people are all putting forward different kinds of efforts. However, the reality in this area is less than adequate. As a result, the current research focuses on numerous government and non-government initiatives aimed at promoting, revitalising, and preserving handicrafts, as well as the effect of these initiatives at the grassroots level.

Keywords: Handicrafts, Rural Artisans, Handicraft Promotion, Rural Development, Sustainable Entrepreneurship

I. INTRODUCTION

When we think about handicrafts, the very term HANDICRAFT conjures up a lovely image in our minds' eyes, one that is full of aesthetic beauty, artistic delicacy, and a visually appealing aspect. Each civilization's unique characteristics are reflected in its handicraft, which also communicates the psychic vibrations of its creators. In this way, handicraft artists serve as silent ambassadors for the cultural assets of any community or country, nourishing their communities and nations' cultural richness by applying the manure of excellence via the use of their hands (talent), heads (creative reasoning), and hearts (involving sensations). In this way, the handicraft industry is not just an economic indicator, a source of employment, or an export-oriented enterprise, but it also extends well beyond any of these narrowly defined ideas.

This poetic-ornamental description, philosophical explanation, and historical relevance of handicrafts paint a delightful and gorgeous picture; however, when we look at the rural handicraft artisans of India who are starving in some of the country's darkest corners, we see the pathetic and harsh reality of grassroots level. Reality is not as glamorous or elegant as it is represented in the verbal-fabulous realm of imagination, philosophy, and spirituality, nor is it as simple as it seems on the surface. A serious attempt must be made to rethink and redesign the concept of handicrafts in this age of heavy industrialization and globalisation as well as technological advancements and a rapidly changing socio-economic

environment. The Heirs of Handicrafts, i.e., handicraft artisans, must be kept in mind as they rethink and redesign the concept of handicrafts. Other than that, their long-term viability is in doubt today.

The government, both at the federal and state levels, has been making concerted attempts to encourage handicrafts via a variety of schemes and programmes, including giving craftsmen and entrepreneurs with technical, marketing, training, and financial help, among other things. However, the results have not been seen in the manner in which they are specified in policy goals.

As a result, the current research focuses on numerous government and non-government initiatives aimed at promoting, revitalising, and preserving handicrafts, as well as the effect of these initiatives at the grassroots level.

II. OBJECTIVE OF THE RESEARCH STUDY

In this research study, the primary objective is to explore the effectiveness of different government and non-government initiatives for the promotion, resuscitation, and preservation of handicrafts, as well as the influence of these initiatives at the grassroots level.

III. GOVERNMENT EFFORTS FOR HANDICRAFTS DEVELOPMENT

There are a plethora of schemes and programmes being planned and implemented by both the Central and State governments for the promotion, revival, and preservation of handicrafts by assisting and empowering artisans who are involved in them. Central and state governments are implementing these schemes and programmes.

A. All India Handicrafts Board

Currently, the Development Commissioner (Handicrafts) and the Development Commissioner (Handloom) are two wings of the Board, both of which are under the supervision of the Ministry of Textiles in the Indian government.

All handicrafts' programmes of the Central Government are implemented via the Office of Development Commissioner Handicrafts (D.C.H.), which is the key agency for the whole process. It provides assistance to the government in the creation and execution of programmes aimed at promoting and developing handicrafts. In addition, it finds new/less well-known or dying handicrafts, as well as the challenges that craftsmen are experiencing; it gives marketing, financial and technical aid to artists, empowering them via a variety of development programmes.

B. The Central Cottage Industries Corporation of India Ltd.

With locations in New Delhi, Mumbai, Kolkata, and Chennai, the Central Cottage Industries Corporation of India Limited operates the Central Cottage Industries Emporium (also known as "Cottage," "CCIC," "CCIE," and "Cottage Emporium") to offer the country's handicrafts and other handicraft items. The emporium serves as a direct market for handcraft makers, and it strives to assist them in reclaiming their pride in their work and realising their own potential. In its showrooms, it makes an effort to display the historic and cultural history of India. Through its e-marketing connection, it has begun to sell its products and services online (www.cottageemporium.in).

C. The Khadi and Village Industries Commission (KVIC)

The KVIC has been set up with the economic objective of producing saleable articles; the social objective of providing employment; and the wider objective of creating self-reliance amongst the poor and

building up of a strong rural community spirit. The KVIC is engaged in planning, organizing, promoting and implementing various programmes for the development of khadi and village industries in the rural areas in coordination with other agencies working for rural development.

D. The Handicrafts and Handloom Export Corporation of India Ltd. (HHEC)

Its mission is to promote the export of Indian handicrafts and handlooms while also building possibilities for future growth. HHEC has developed a strong working relationship with Craft Cooperative Societies and Weavers Associations in a number of Indian states, and as a result, it can provide a diverse range of handcraft and handloom items. It has been working hard to link more and more rural businesses and artisans so that they may all profit from the possibilities presented by the global market since its inception.

E. National Center for Design and Product Development (NCDPD)

The National Center for Design and Product Development collaborates with a wide range of national and international organisations, exporters, and manufacturers in order to close the gaps in the handicraft sector's design/product development and technological capabilities. Product design and development, design research and dissemination, design promotion, image building and branding, product standards and excellence, package design, graphic design, technology up-gradation, exhibition design, showroom and store development, industry linkages, tie-ups, and networking are some of the areas in which NCDPD is involved.

F. Council of Handicrafts Development Corporations (COHANDS)

In the field of handicrafts, the Council of Handicrafts Development Corporations is the apex body representing state government handicrafts development corporations. It also provides assistance to organisations working at the grass-roots level, such as small entrepreneurs, Self-Help Groups, non-governmental organisations, and other organisations that are involved in handicrafts. In order to promote handicrafts in both the local and international markets, COHANDS has joined forces with other organisations.

G. Export Promotion Council for Handicrafts (EPCH)

Handicrafts exporters' apex organisation, the Export Promotion Council for Handicrafts (EPCH), has the mission of supporting, promoting and increasing the export of handicrafts. EPCH is comprised of representatives from the handicrafts industry. Among other things, the Council offers members with relevant information, guidance, and support in the areas of quality and design improvements, technical up-grading, innovations and standardised manufacturing, among other things. A handicraft fair or exhibition is organised in India, and workshops are held to prepare participants for participation in international trade fairs. As a result, it strives to establish a trustworthy image and reputation for Indian handicraft exporters on the international stage.

Other important initiatives of the Government of India in the field of handicraft development include the Carpet Export Promotion Council (CEPC), the Indian Institute of Carpet Technology (IICT), the Metal Handicraft Service Center, the Bamboo & Cane Development Institute (BCDI), the Gem and Jewellery Export Promotion Council (GJEPC), and the Gem and Jewellery Development Institute (GJEI). Furthermore, handicraft craftsmen may take use of a variety of initiatives and programmes offered by different departments and ministries of the government of India. Some examples are as follows:

Table 1: Schemes/Programmes of Government of India

Ministry of Government	Schemes/Programmes
Ministry of Micro, Small and Medium Enterprises	Schemes of Development Commissioner (DC-MSME) such as Credit Guarantee Scheme, Credit Linked Capital Subsidy for Technology Upgradation, Micro Finance Programme, National Manufacturing Competitiveness Programme; National Small Industries Corporation (NSIC) Schemes; and ARI Division Schemes such as Prime Minister's Employment Generation Programme (PMEGP), Janshree Bima Yojana for Khadi Artisans, Coir Vikas Yojana, etc.
Ministry of Rural Development	Swarnjayanti Gram Swarozgar Yojana, Aajeevika-National Rural Livelihoods Mission (NRLM), Deendayal Antoyday Yojana, Schemes of Council for Advancement of People's Action and Rural Technology (CAPART), Deen Dayal Upadhyay Gramin Kaushalya Yojana (DDU-GKY), etc.
Ministry of Skill Development and Entrepreneurship	National Skill Certification & Monetary Reward (STAR Scheme), Pradhan Mantri Kaushal Vikas Yojana
Ministry of Labour and Employment	Apprenticeship Training, Craftsmen Training, etc.
Ministry of Minority Affairs	Nai Roshni (Leadership Development Programme) for minority women, Nalanda Project, Seekho aur Kamao (Skill Development Programme)
Ministry of Minority Human Resource Development	National Scheme of Apprenticeship Training, Technology Development Mission
Niti Aayog	Self-Employment and Talent Utilisation (SETU) Scheme
Ministry of Finance	Pradhan Mantri Mudra Yojana, Schemes of SIDBI and NABARD
Ministry of Textiles	Schemes of Development Commissioner (Handlooms) and Development Commissioner (Handicrafts)
Ministry of Tribal Affairs	National Scheduled Tribes Finance & Development Corporation Schemes

IV. STATE LEVEL INITIATIVES OF GOVERNMENT

The majority of the country's population resides in rural regions. As a result, the state government is concentrating on creating large-scale job opportunities for underemployed or unemployed craftsmen via a variety of ways and initiatives. At the state level, the Department of Cottage and Rural Industries administers different schemes and programmes via its boards and companies, which work in collaboration with other departments and implementing agencies to achieve success.

A. Commissionerate of Cottage and Rural Industries

In the United States, the Cottage and Rural Industries department is led by the "Commissionerate of Cottage and Rural Industries" and is overseen by the Department of Industries and Mines of the United States government. With the help of its subordinate offices, it is putting numerous plans into action. It is the goal of the Cottage and Rural Industries Policy 2016 to preserve, strengthen, promote, and support traditional and environmentally friendly cottage and rural industries for the socio-economic upliftment of those involved in the sector, as well as for inclusive economic growth and development. Their primary initiatives are the preservation and revival of endangered crafts, skill development and up-grading, marketing support and crafts tourism, credit support, infrastructure development, technology and innovation, equipment, tools, and production support, social security, special incentives for women, environmentally friendly products, and recognition and awards.

The following organisations are part of the Cottage and Rural Industries framework, and they are all involved in the execution of numerous plans and programmes in the area.

B. Industrial Extension Cottage (INDEXT-C)

Industrial Extension Cottage (INDEXT-C) has been established to give information and advice, as well as for coordinating the Cottage & Rural Industrial sectors of the country. In collaboration with its sister boards and organisations, it engages in a variety of programmes to improve job opportunities in the cottage and rural industries sector. A few of the primary objectives of INDEXT-C are to organise public awareness campaigns about the Cottage and Rural Industries Policy, to coordinate efforts among Boards/Corporations, District Industries Centers, and voluntary organisations, to organise exhibitions and sales, to host public open houses and to publicise products of cottage and rural industries through various media in order to increase sales of their products. A total of 2229 handmade goods from different categories are available for purchase online, and 602 craftsmen have registered with the site. An effort like this gives artists a sense of self-identity and a forum to sell their wares.

V. NON-GOVERNMENT EFFORTS

In addition to the efforts of the Central and State governments, there are several other businesses that are active in the work of handicraft development, including non-governmental organisations (NGOs), private firms, individual merchants, and online retailers. Kala Raksha, SAATH, Manthan and Craftroots are just a few of the non-governmental organisations (NGOs) and fashion institutions in Gujarat that have been working to provide rural artisans with an effective and efficient platform to manage their businesses. Other notable fashion institutions in Gujarat include the National Institute of Fashion Technology (NIFT) and the National Institute of Design (NID). In addition, the Shri Vardhman Gruh Udyog Mahila Mandal in Wadhwan, the Jagat Bharti Charitable Trust in Chotila, the Limdi Gram Vikas Vanatkam Trust in Karol, the Darshak Gramin Vikas Trust in Patdi, the Aashirvad Vikalang Trust in Sayla, the Khadi Gramodyog Seva Mandal in Chotila, the Mahila Samakhya

VI. IMPACT OF GOVERNMENT AND NON-GOVERNMENT EFFORTS FOR HANDICRAFT PROMOTION

A. Awareness and Satisfaction about Role of Government in Promoting Handicrafts

The government develops and executes a variety of policies and programmes aimed at enhancing technical knowledge, socio-economic situations, and the overall well-being of craftsmen. However, in order to be eligible for benefits, potential beneficiaries must be provided with accurate and complete information regarding such efforts. In this study, an effort has been made to determine whether or not the respondents are aware of and satisfied with the role that the government plays in supporting handicrafts or not.

Table 2: Awareness and Satisfaction about Role of Government in Promoting Handicrafts

Satisfaction about the Role of Government in Promoting Handicrafts		Awareness about the Role of Government in Promoting Handicrafts		Total
		NO	YES	
NO	No.	250	131	381
	% Column-wise	100.0%	87.3%	95.2%
YES	No.	0	19	19
	% Column-wise	0.0%	12.7%	4.8%
Total	No.	250	150	400
	% Column-wise	100.0%	100.0%	100.0%

As shown in Table 2, 62.5% of artisans are completely unaware of the role played by the government in promoting handicrafts, while only 37.5 percent of craftsmen are aware of the numerous plans and programmes offered by the government. However, it has emerged from the conversation that the majority of the craftsmen only have rudimentary knowledge of a few of the programmes at their disposal. They said that they had never seen any government-sponsored awareness programmes or initiatives.

When asked whether they were satisfied with the role of the government in supporting handicrafts, just 19 people (4.8 percent) responded favourably, with the vast majority (95.2 percent) expressing their unhappiness with the role of the government. Surprisingly, 87.3 percent (131) of all craftsmen who are aware of government programmes are dissatisfied with the role that government plays in promoting handicrafts, according to the findings of this study. They also said that the creation of policies and programmes does not always result in the desired results, and that an effective system of monitoring and guaranteeing efficient execution of the policies and programmes is required.

B. Membership with Formal Association or Group

The power of unity cannot be overstated. The formation of an organised identity for craftsmen may provide them with a more promising future since it opens the doors to success via collective efforts. A major campaign dubbed "Mission Mangalam" was launched by the Honourable Chief Minister Shri. Narendra Modi to mark the Golden Jubilee Year Celebrations. The mission is to organise the poor into Self-Help Groups / Sakhi Mandals, link them with banks, develop their capacities, and guide them toward a sustainable way of life. For the purpose of carrying out this Mission, the Ghana Livelihood Promotion Company Limited (GLPC) was established in April 2010. Co-operative societies, as well as numerous non-governmental organisations (NGOs), play an important role in providing rural handicraft craftsmen with a sense of belonging and organisation. Various programmes and plans of the Department of Handicrafts (DC Handicrafts), Ministry of Textiles (GOI), and other organisations support the development of clusters and the formation of groups for the purpose of giving collective assistance.

Table 3: Membership with Formal Association or Group

S. No.	Variables	Particulars	No.	Percentage
1	Having Membership	YES	114	28.50%
		NO	286	71.50%
		Total	400	100.00%

2	Formal Association or Group	Self Help Group	82	71.93%
		Co-operative Society	13	11.40%
		Non-Government Organization	52	45.61%
		Total	114	100.00%
Note: Multiple answers were found.				

3	Assistance Received from the Association or Group	Financial Assistance	40	35.09%
		Marketing/Selling Assistance	46	40.35%
		Training Assistance	42	36.84%
		Other	18	15.79%
		No Assistance	25	21.93%
		Total	114	100.00%
Note: Multiple answers were found.				

Table 3 demonstrates that 62.5 percent of artisans are completely unaware of the role of the government in promoting handicrafts, while only 37.5 percent of craftsmen have been found to be aware of the numerous schemes and programmes offered by the government, according to the findings. However, it has emerged from the conversation that the majority of the craftsmen only have rudimentary knowledge of a few of the programmes at their disposal. They said that they had never seen any government-sponsored awareness programmes or initiatives.

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C. Participation in Fairs and Exhibitions for Handicrafts

The Ministry of Textiles' Office of Growth Commissioner (Handicrafts) administers a number of major programmes to aid in the development of the handicraft industry. Entrepreneurship Development Program (EDP) provides chances for artisans from all across India to participate in events such as Crafts Bazar, Gandhi Shilp Bazar, Exhibitions, National Handicraft Fair and Buyers-Sellers Meet, Workshops/Seminars, etc. on a national and international level. SARAS One of the most successful projects of India's Ministry of Rural Development is the National Mela, which provides a platform for rural artisans to promote their wares in a national arena, allowing them to get valuable exposure to market dynamics.

Apart from that, the Department of Cottage and Rural Industries administers numerous marketing support initiatives at the state level via the Industrial Extension Cottage (Indext-C) and the State Handicraft & Hand-loom Development Corporation Ltd (SHHDCL) (GSHHDC). Exhibitions conducted both inside and beyond the country are encouraged by the corporation in order to raise awareness of the handicrafts and to broaden the company's reach to the top clientele of current life. The goods made

by the artists are available for purchase, and live demonstrations are held to help visitors understand the significance of such handicrafts.

VII. CONCLUSION

Many people believe that "Indian handicrafts are well-known worldwide, having achieved international recognition and commercial penetration," yet the issue remains, "What about the craftsmen and creators?". There are a plethora of government schemes and programmes aimed at improving the socio-economic situation of the people by offering a large number of job possibilities to craftsmen working in the handicraft industry. However, the reach, accessibility, and practicality of the solution are constantly in doubt. The reality on the ground is pretty poor, which allows for gaps to be exploited from both sides. The craftsmen seem to be quite unsatisfied with the government's programmes and policies in the research sector, whilst the organisations in charge of executing them blame the beneficiaries for a variety of different reasons. This discussion will continue indefinitely until a robust feedback, monitoring, and evaluation mechanism is implemented in real life.

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