

Abstract

Handicraft industry is the only industry which assembled the traditions and cultures of their own country and which is also an important source of employment generating industry. It is the only industry which has been influenced the people life directly or indirectly. But during last few decayed this industry started losing its importance in the shade of modern industries which has been adversely affects its productivity. During these time the manufacture unit, artisan and customer started losing its interest in this craft product or item.

Craft industry has suffering from many problems like non-availability of raw material, lack of modern technology due to weak financial condition and skill workers etc. during this time. The study based on the burning issue of the craft industry.

The first section speaks about the importance of Indian craft industry for the economical development of the country and the next section focuses on the review of existing literature and which help to find out the existing problem or hurdle in the said industry. The third section is set to deal with the different influential factors which negatively affect the productivity.

Concluding observation would form the last section providing concrete information about the most influential factors and their importance for the development of the craft industry and how it helps to sustain the traditional business of the society.

Key Words: Handicraft, factors, Craft Industry, Market, Customer.

Influencing Factors of Indian Handicraft Industry: A Review of Literature

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Introduction

The economical development of a country directly related to the industrial development. After Agriculture sector, handicraft industry is one of the major employment generating sectors and it has significant role in the economical development. Without the involvement of the artisans in the main stream, it is impossible to think about overall socio-economical development of the country. It has glorious history, which shows the power of this sector in India. This sector spreads throughout the country in which each has its own product specialties and uniqueness, which help them to distinguish from one another. In ancient time, these handicraft products were exported to different country and were the most developed and important source of foreign exchange for India. The production of these craft items has been performed by the artisans at their home and majority of the artisan who has involved in this work because of their family business and which has been transferred from generation to generation. The artisanship backbone of handicraft sector, which help to carry forward their traditional and culture from their forefather.

Handicraft industry has immense opportunities to explore it and our country has their own product specialty in craft world. It gives us enormous opportunities for future growth and provides a medium through which people earn money for their livelihood.

Handicraft industry plays an important role in Indian economy by providing employment and foreign currency but the position of Indian handicraft products in world scenario is not satisfactory because of reducing the demands. We need to identify the basic problem of this industry and try to remove it because many handicraft producing countries like China, Philippines and Indonesia etc. know the demand of handicraft items in the world market and try to capture the market at any cost. The government should work on to remove the existing problems of craft industry and they should call or encourage private organization to work with them and give a new edge to this industry.

Review of Literature

Zhu Yihao (2010) said that Handicraft industry has some negative factors which adversely affect its growth like traditional or complex pattern of Handicraft production, large design flexibility, detached from the modern manufacturing system and so on. He also described the “Longquan swords” in which he studies the Psychology of consumers through modern strategic approach.

Effat and Bhat (2013) described that the handicraft industry has more labor intensive, less capital intensive and eco-friendly in nature which has great significance at the present situation. Handicraft industry of India is not performing well due to many reasons which create a big hurdle in front of it. There are many influential factors which adversely affect the work performance of handicraft artisans like using the traditional methods for production, lack of raw material, less profits, financial problems, lack of skilled workers, lack of market information, lack of information regarding the customer’s perception towards crafts products etc. these problems make this industry inefficient to take a fruitful steps to overcome these problems.

Ananthapadmanabha Achar (2012) opined that the Jewellery artisans facing problems like low earning, unemployment, underemployment and uncertainty about future which bound them to switch in another works.

Maurean & Tirthankar Ray (2003) The Indian handicrafts industries have enormous opportunities in the world market but it has unable to achieve the demands of the market. The demands of the ethnic and culturally specific goods are expending due to the growth of the world economy and increasing the global trends for expenses on home furnish.

B.G.Solosa and Johnson (2005) describe that the Bamboo handicraft enterprise is only the means of earning wage and there are needs to implement management practices in this sectors. The implementation of the management skill is very important for handicraft enterprise to know the actual problems and their solution with efficient manner.

S. Bhattacharjee (2012) said that the role of internet is increases day by day in business world, due to its less capital intensive in nature as compared to the traditional business. So, that person who has a good entrepreneurial skill and retains the discipline regarding work activities through e-business has a great chance for getting success in this area. It is not sufficient for the entrepreneur to display their products on internet but other facilities like easy way of payments, booking or order facilities, timely delivery, replacement procedure and security etc. The entrepreneur needs to provide all these amenities at minimum cost.

Chatterjee (2009) opined that the role of the modern technology is very important for the Handicraft industry because the conventional methods can’t fulfill the demand of market. The significance of the modern technology is very important in different aspects like products design, improvement in quality and manufacturing process with the help of new methods and ideas.

Manjusmita Dash, (2011) states that the handicraft occupied an inimitable place in India but in spite of this it could not receive as much consideration as it deserve because the performance of institutions have not up to the mark due to the lack of basic infrastructure facilities. The financial and marketing aspect of Handicraft is far away from satisfaction and it is the largest employment generating sector after Agriculture, which needs low capita to start the business.

M.L Meena (2011) found that the Ergonomic factors have adversely affecting the working condition of the artisans in handicraft industries. Ergonomic factors talk about the scientific study of the relationship between the artisans and their working environment. The author trying to focuses on the various factors, which badly affects the efficiency of the workers. Those artisans who engage in this industry generally suffering from backache, hearing problems, joints, breathing problems and lower abdomen pain etc .as compared to the other health problems. This type of problems increases the rate of absenteeism, effects on quality, quantity products and inefficiency to fulfill the demands of the market.

Sonia & Tusshar (2011) found that the motivation play very important role in the life of the artisans may be in the form of incentives, providing training facilities, friendly working environment etc. and due to lack of

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these facilities adversely affecting the working capability of the artisans. Training facilities and skill development program are necessary for the workers to give their 100% efforts in their works.

Singfat Chu (2006) opined that the role of research and development, promotional activities and advertisement are unavoidable importance regarding the creation of brand value in the mind of the customers. The creation of the brands value is not a simple task for the enterprises but it needs continuous efforts for the enterprises at different parameters like expenditure on Research and Development, time management, delivery system and with quality product etc.

Blerim Kola (2012) found that the web marketing has a significant role in the selling of the craft products. A complete separation were found between arts and artisan in a study which had found in the Uyghur's at Turkin central Asian people at the present time due high competition in this sector people needs to modernize their manufacturing pattern of the handicraft products but at ancient time the artisan who involved in the crafts work had sufficient time to participated in the traditional cultural activities with their work.

Vaishali and Manish (2012) in their study he described about Indian economy which need a device which increase employment opportunities, increase incomes and uplift the living standard of the people. Handicraft industry has the control to fulfill all requirement of the economy. If we need to increase or improve the growth of this sector we should work together on these problems & try to solve as soon as possible. Indian Handicraft industry has world famous places in a craft producing icon like Moradabad for Brass craft, Agra for Marble craft, Saharanpur for its Wood crafts, Firozabad for Glass, Kutch for Embroidery, Narsapur for its Lace and Lace goods, Jodhpur for its wrought iron furniture, Bagru and Sanganer for it Wooden crafts, and Sikkim for Bamboo crafts etc. have great potential to explore it and increase their production in a very efficient manner. It is also inefficient to fulfill the world demands of crafts product, so we need to improve all the lacuna of this sectors. This sector needs a continuous governmental support so as to improve the supply chain and add value in each steps of its manufacturing process.

Methodology and Objective

This study based on secondary data which has been taken from different available Journals, Government reports, Annual reports, internet etc. This is conceptual paper which covered different area of the crafts industry like availability of raw material, technology, skilled worker, health issues of artisans, retails and customers orientation etc. which is try to compile at a single platform to know the exact hurdle and tries to give best possible solution.

- To study the major factors which adversely affects the handicraft industry

Significance of the Study: This study tries to explore the influencing factors of the Indian handicraft industry which adversely affected its productivity through review of literature. It helps to give relevant information about the craft industry and it helps the manufacturing units of the handicraft industry to promote the unique crafts production according the customer needs & demands, to highlight the basic problems which has been suffered by the craft sector, to understand the customers' mindsets about craft, it help research scholars and academician for further research.

Finding & Interpretation: Figure no. 1 shown the overall flow of handicraft product from the Procurement up to the final user.



Figure No.1
Flow of Product

Figure No. 1: Flow of Product

Procurement of the raw material is the primary activities of any manufacturing unit of the craft industry and its availability and quality has an influential role in the final products. In the present time the manufacturing

units needs advanced tools and techniques to increase its productivity which is the demand of time because Indian craft industry found itself incompetent to fulfill the demand of the market.

Retails shop provides interlinked between the manufacturing unit and the customer which help to give the actual information regarding customer attitude towards the craft items to the manufacturing units.

Figure no. 2 represent those factors which adversely affected the Indian handicraft industry.

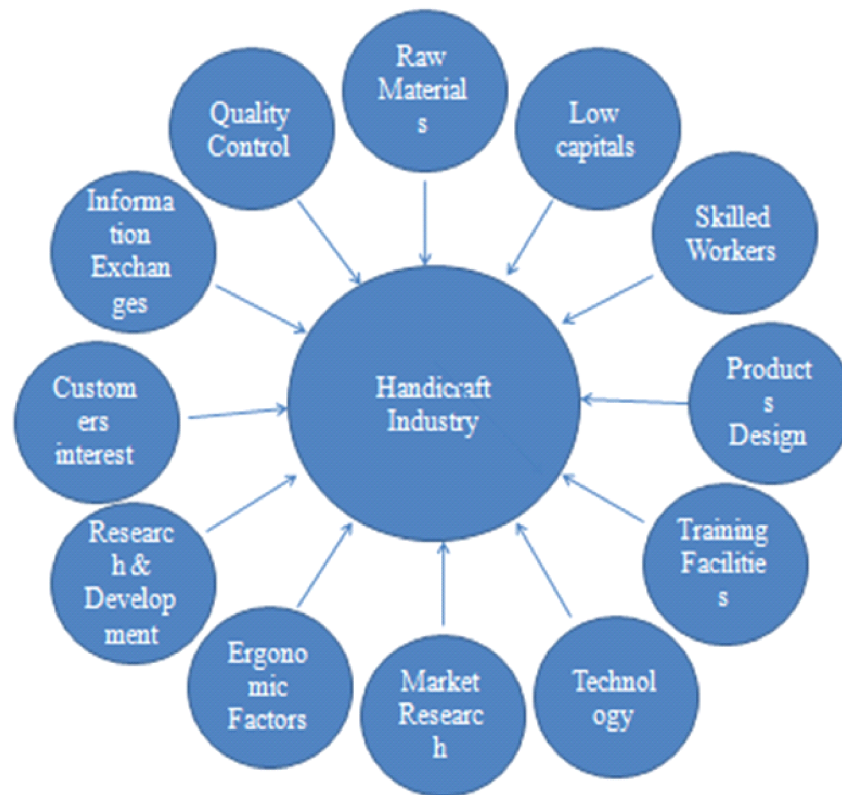


Figure No. 2: Influencing Factors

1. **Raw Materials:** Raw material is the primary and essential source for manufacturing process and a good quality raw material is played crucial role to maintain the quality of the final products. The craft industry suffering from non availability of raw materials in their local and adjacent market place due to these reasons they are bound to go another state for the searching and procurement of the said products.
2. **Low Capital:** This work needs low capital to start the business but those people who involved in this work experiences very less profits due to this reason they found themselves in competent or helpless to improved it manufacturing process and to take some expert help to improve its products deign. The maximum profits have been earned by mediators of the crafts industry.
3. **Skilled Workers:** More than 80 lakhs artisans engaged in Indian handicraft industry, in which majority of the people belongs to the minority community, women and people from Schedule cast and Schedule Tribe. The majority of the craftsmen are skilled in their own craft field but they don't want to continue this work in future because of low wages and easy availability of some other alternative work like MNREGA etc.
4. **Products Design:** Product designer has a significant role to give a unique shape to the crafts items but the varieties in crafts items decreases year wise which adversely affects the demands of products and customers interest. Indian crafts industry is suffering from scarcity of good products designer.

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This industry need of proper market research to know the customers perception about the craft products.

5. **Training Facilities:**The government of India has been formulated trained and qualified workforce to provides training to Artisans, Self Help Group members and NGO etc. through existing vocational institutions, industrial training institute, polytechnic, Seminar and Workshop etc but still they are not getting qualitative training through these training facilities.
6. **Technology:**Indian Institute of Carpet Technology(IICT), Bhadohi is a premium institute which is working on to provides a advanced technology to our Handicraft and Handloom industry but it is not alone capable to provides technical support to the different sectors of the craft Industry which has know for the diversity in the world. There are needs some more new institute which provides and guide them according to the needs and demands of the markets.
7. **Market Information:** This is the era of information technology which helps to provides updates information regarding market and customer orientation, it helps to explore the hidden & relevant field of handicraft industry which give a proper direction to the production unites to manufacture the items according to the mindset of the consumers.
8. **Ergonomic Factors:**The Ergonomic factors related to the working condition or environment of artisans which adversely affects their productivity of the workers. The non-availability of the healthy or hygiene condition at the working place like lack of proper light causes sight problems, Wrong and continues setting body posture causes Back Pain and Head ache, Bronchitis disease caused by continuous dust during work etc. kinds of problems easily found in the artisans which adversely affects it quality and productivity during the manufacturing.
9. **Research & Development:**We can call it “Think tank” or “Innovative” departments of any organization which helps to lead and providein-depth analysis of specific aspects and problems of industry to provide a secured and unique ways of doing work. We know those organization which have strong Research & Development unit are much more capable to provides and direct their organization. Handicraft industry conduct survey to know the exact problems related from procurement of raw material to customers approach.
10. **Customers Interest:** Every organization tries to manufacture products according to the customers need and demands because the consumer is the end user of the any goods. The knowledge about customer orientation through survey has an essential parts of the research & development department to know the exact customers perception regarding craft items in the domestic as well as international markets.
11. **Information Exchange:**Information Exchange help to circulate the relevant information regarding raw material, availability of modern technology, market demand, customer attitude etc. which is the demand of the time because in this information age every things move on the basis of demands.
12. **Quality Control:** Quality control is the demand of the time. Those organizations which is capable to maintain the quality of their products in the market has more chance to compete with their competitors. Indian craft industry is known for their quality products in the domestic and international market but it is tough to maintain the quality of these products because craft units are unorganized in our country.

Conclusion

As we know the economical development of any country depends upon the availability of employment to their citizen because it is directly proportional to the living standard of the people. Handicraft industry has capable to provide maximum jobs to the people of our country but due to lack of proper guideline and a strong strategically approach which has been adversely affectits productivity. The government should take serious and strict steps to solve the existing problems in craft industry which hinder the hidden potential of the industry. The private organization should invest their money through CSR because this is the second

largest employment generating industry and it is a good way to improve the life standard. Market research is the demand of the time which give the exact information regarding customers and market demands to the manufacture unit of the industry. Through review of literature it is found that the craft industry has suffered many problems related from procurement up to end user. So, there is need of value chain analysis of Indian handicraft industry to give a new horizon to do work in effective and efficient way.

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