ISSN: 0369-8963

Handicraft Sector of India: Overview of Production and Export Potentiality

Dipankar Saha^{1*}, Giribabu, M.²

¹Research Scholar, Department of Economics, Mizoram University, ORCID ID: 0009-0002-

7995-5987

²Professor, Department of Economics, Mizoram University, ORCID ID: 0000-0002-7467-6199

Abstract

India is a nation with rich ethnic traditions and cultural heritage, and it is also the center for handicrafts. India's handicraft industry is an unorganized, decentralized, and labor-intensive business in terms of economics. The handicraft industry is extremely important because of its high percentage of value addition, minimal capital investment, and great potential for export and foreign exchange revenues. This study examined the growth pattern of handcraft production and exports as well as their relationship to overall exports by using the data from the annual report of the Ministry of Textile and export of handicraft data collected from Export Promotion Council for Handicrafts (EPCH). Also, the performance of the major government scheme which is promoting the sector has been overviewed. India exported a total of 32,758 crores worth of handicrafts in 2023–2024. The United States of America is the primary trading partner for handicrafts. The percentage of handcrafted goods produced and exported has increased recently, hence it is undeniable that Indian handicrafts will play a significant role in the future of the global handicraft market, especially in terms of employment and income in rural India. Although a sizable percentage of female artisan work in this industry, the study found that their pay is significantly lower than their male counterparts. The analysis found that the main program intended to boost the handicraft industry had fluctuations in its performance.

Keywords: Handicraft, Labour intensive, Export, Artisan.

Introduction

Handicraft Industry is one of the important sectors globally as 78% of unorganized workers are employed in the handicraft industry, which contributes 27.49% of global GDP. Additionally, 87% of women are currently employed in the handicraft industry (World Bank, 2020). Indian

ISSN: 0369-8963

handicrafts include a diverse array of items. This is the second-biggest industry, behind agriculture (Mehrotra, 2019). For the Indian economy it holds prominent place as it is employing more than seven million people in rural and urban areas and generates substantial foreign exchange for the country while preserving it cultural heritage (Deb et al., 2022; IBEF, 2024). Ministry of Textiles manages the Indian handicrafts industry. According to the Ministry of Textiles, "handicrafts" are items that are primarily made by hand, even though some tools or machinery may have been used during the process; they are adorned with visually appealing inlay work or other substantial work; they have unique features that can be artistic, aesthetic, ethnic, or culturally associated; and they differ significantly from mechanically produced items of comparable utility. The handicrafts industry is one that produces goods that are made entirely by hand or with the aid of tools. Decentralized, cottage-based, and extremely labor-intensive is the Indian handicrafts sector. From east to west and north to south, the industry is dispersed throughout the nation, with the majority of its manufacturing facilities situated in small towns and rural areas. Various types of handicrafts use different kinds of raw materials that are sourced from different parts of the nation. These include wood, hand-printed textiles, leather crafts, metallic art ware, carpet, wood designs, shawls, various kinds of stone carvings, hand-printed textiles, and various designer ornamental jewelry (Upadhyay & Jain, 2019). The handicraft industry creates jobs for the prosperity and uplift of all types of people, rich or poor, rural or urban, particularly those living in underprivileged conditions. Furthermore, by making crafts accessible locally, the industry serves as a vital platform for expressing artistic talent and fostering cultural awareness. The handicrafts industry is considered to have a lot of potential to play a significant role in VIKSHIT BHARAT 2047, which aims to make India the global benchmark for inclusive growth rather than merely the growth of a specific industry.

A specific feature that sets handicraft industry apart is the utilization of indigenous raw materials in manufacturing of products. With the support of a robust folk tradition, a benevolent society, and an era that valued individualism and precision, Indian handicrafts flourished over the ages (Chattopadhyaya, 1963). Handicrafts in India have huge potential to create jobs and revenue because they are essential to maintaining not only the millions of artisans who are already employed throughout the nation, but also the growing number of newcomers to the craft industry (AIACA, 2017). Craftsmen and artisans can produce an infinite number of goods without compromising sustainability. The products can be used for a variety of purposes, including

ISSN: 0369-8963

decoration, art, creativity, cultural attachment, ornamentation, functionality, tradition, religion, and social symbolism (Bhat & Yadav, 2016). Indian handicrafts have grown in popularity throughout the years due to its superior craftsmanship, inventiveness, and aesthetic appeal. It has a lot of potential in both the home and foreign markets (Mehra et al., 2019). These crafts are helping artists overcome their issues and poverty also contributes to improving the living conditions of the area's low-income workers (Yadav et al., 2021). This sector has been adversely affected by the economic downturn as COVID-19 pandemic caused widespread unemployment among artisans and reduced market demand (Narendra & Babu, 2023). However, due to growth of digital marketing and e-commerce platforms provides a pathway for recovery and expansion enabling artisans to reach more market and increase their earning potential (Sudha & Supriya, 2023).

The advent of modern technology and increased competition from other nations have presented numerous obstacles for the handicraft sector. Increased production of modernized craft has resulted in loss of traditional rural markets and social standing of the craftsmen (Sirika, 2008). Craft manufacturers are not equipped with the necessary funds, equipment, or facilities to operate their businesses in the growing market of handicraft (Makhitha, 2017). The global market for handicrafts is highly competitive, which affects the artisans who work in this sector. Competition centers on price, deadline compliance time, design, pattern, and quality (Majeed, 2018). Unfortunately, these traditional industries face extinction or decline due to government negligence, the disappearance of craftsmanship, and a growing demand for machine-made items (Mir & Bhushan, 2014). Artisan working in the handicraft sector tend to be in unstable working situations. Artists usually have project-based agreements, and therefore frequently experience periods of unemployment in between engagements. The majority of craftsmen are self-employed, part-time, or work on an irregular basis with little insurance or pension benefits (UNCTAD, 2010). Working in the handicraft sector increases the risk of developing a number of occupational diseases, including lung conditions, accidents, vision issues, nerve disorders, and skin issues. Workers in these handcraft sectors already face issues due to a lack of awareness. By taking the right safeguards, the majority of the illnesses and health risks associated with these industries can be prevented (Upadhyay & Jain, 2019).

ISSN: 0369-8963

The structural factors that influenced the handicraft sector's growth have been the subject of a few studies at the state and national levels, but these studies overlooked at the differences in the growth rates of handicraft production and exports relative to total exports or the implementation of significant government initiatives to support the sector nationwide. Keeping the above facts, the present study made an attempt to examine the trends in production of the handicraft Sector and export performance along with an overview on govt. schemes promoting handicraft sector in India.

Materials and Methods

This study is based on secondary sources for its data which was gathered by exploring variety of secondary sources such as Books, Journals, Annual Reports of Ministry of Textiles, and Website of government organizations etc. For analysis of the data descriptive statistics such as, growth rate percentage, correlation has been used. Furthermore, the data has also been collected from internet sources. Formula used Pearson correlation coefficient is shown below:

$$r = \frac{\sum (x_i - \overline{x})(y_i - \overline{y})}{\sqrt{\sum (x_i - \overline{x})^2 \cdot \sum (y_i - \overline{y})^2}}$$

 $x_i = Individual \ value \ of \ Handicraft \ Production,$

 $y_i = Individual\ value\ of\ Handicraft\ Export\ or\ Total\ Export,$

 \bar{x} = Mean of x,

 $\bar{y} = Mean \ of \ y$

Results and Discussion

Growth of Handicraft Production in India

In recent years the handicraft sector has been diversified and production has also been expanding in manifolds. The handicraft production in India has reached a valuation of Rs. 65,745.58 crores in 2021-22 from 31,940.36 crores in 2007-08. Similarly, the growth rate of the sector reached at 25.17% per annum the year 2021-22, where it showed negative growth as -39.34% in 2008-09. Figure: 1 explains the trend of growth of handicraft production in India. In figure-1, it is evident that the production of handicraft products in India showed fluctuations suggests both periods of growth and decline. Starting with a significant drop in 2008-09, the production values have shown an increased trend till 2011-12. The growth rate of handicraft production has reached in

> peak in the year 2013-14. Afterwards it showed again some upward and downwards trends. It has taken an encouraging upward trend in recent years starting from 2020-21. According to the report of Export Promotion Council for Handicrafts (EPCH), in 2025–2026, the market for this industry is expected to be worth \$5 billion. The Indian government launched numerous programs to promote handicrafts, with a primary goal on increasing exports, creating jobs, and fostering social change (Dixit & Lal, 2019). However, because it is an unorganized industry, the handicraft sector has suffered greatly from factors including inadequate capital, lack of education, lack of market intelligence, lack of exposure to new technology, and a weak institutional framework (Subbiah, 2022).

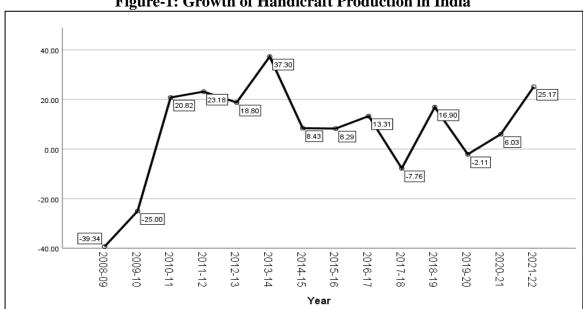


Figure-1: Growth of Handicraft Production in India

Source: Author's estimation from the Annual Report of Ministry of Textile 2015-16 to 2022-23.

Performance of Total Export and Handicraft Export

Figure-2 shows the trends in growth rate of total export of India. The line exhibits a highly volatile pattern of total export from India. The lowest point observed in the 2015-16 where the growth rate of export shown significant dip. Conversely, the highest point recorded in 2021-22 indicates peak of growth of total export. The recent trend suggested that there has been a substantial reduction in the growth of export value from 2021-22. There are number of interrelated causes including as changes in domestic policy, movement in global demand, fluctuations in exchange rates have contributed to decline in growth rate of export in recent years. Export competitiveness was weakened by a notable 20% increase in real exchange rate

between 2014 to 2017, which resulted in a drop of export volumes (Chinoy & Jain, 2019). The high income elasticity of Indian exports, which is strongly impacted by the income levels of trading partners, indicates that the downturn in global economic activity has negatively impacted demand for Indian exports (Sahu & Barik, 2020).

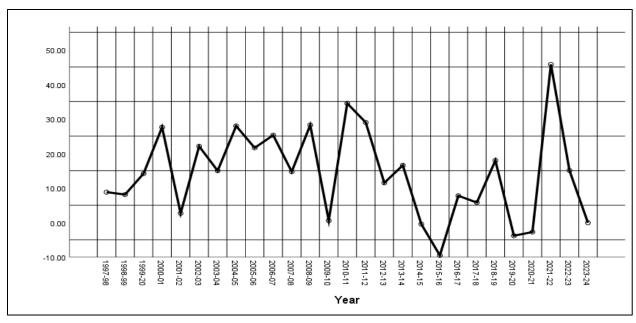


Figure-2: Growth of Total Export of India

Source: Author's estimation from the data available at Ministry of Commerce and Trade, Government of India. Trade Statistics. Retrieved from https://tradestat.commerce.gov.in/

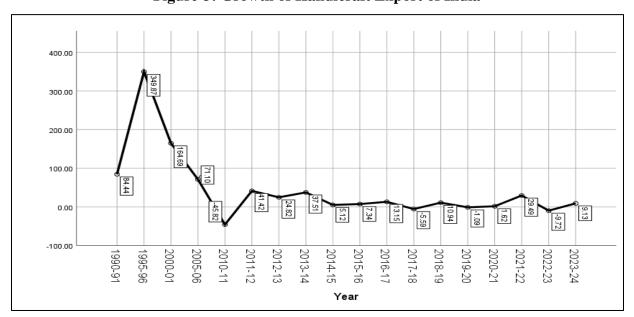


Figure-3: Growth of Handicraft Export of India

Source: Author's estimation from Export Promotion Council for Handicrafts (EPCH). Retrieved from https://www.epch.in/

According to data from the Ministry of Textiles, 40% of the handicrafts sector's total production (including carpets) is consumed domestically, with exports accounting for the remaining 60% (Ministry of Textiles). Handicraft exports are monitored by EPCH. Figure-3 shows the pattern of export of handicraft products (other than hand knotted carpets) from India which suggest fluctuations during the reference period. The export of handicraft products has recorded low growth in 2010-12. The export value of handicrafts in 1986-87 was Rs. 386.57, which has risen to Rs. 32,758 crores in 2023-24, indicating a remarkable enhancement in the handicraft market. The expansion of the handicrafts industry during the globalization period is equivalent to the rise in demand for goods that are specific to a certain ethnicity or culture due to the expansion of international tourism. Additionally, global spending on home furnishings was on the rise, and there was a growing outcry against the homogenization of mass-produced goods, not to mention a growing desire to replace products made of synthetic materials with environmentally friendly natural raw materials (Subrahmanian, 2006). Indian handcraft exports had a notable increase in 2020–21 following the pandemic's cessation. According to IMARC Group's predictions, the sector is expected to reach US\$ 7,817.8 million by 2032, growing at a compound annual growth rate (CAGR) of 6.9% from 2023 to 2032 (IBEF, 2024).

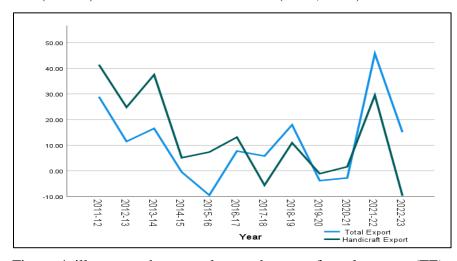


Figure-4: Growth of Total Export and Handicraft Export of India

Source: Author's estimation from the data available at https://tradestat.comme rec.gov.in/ and https://www.epch.in/

Figure-4 illustrates the annual growth rate of total export (TE) and handicraft export (HE) between the period of 2011-12 to 2023-24. Both lines exhibit fluctuating trends indicating significant growths followed by decline. Comparing both lines, total export is less volatile than

handicraft exports as it's exhibiting sharp peak and troughs indicating handicraft sector is more sensitive to the external and internal forces as well as policies.

Data provided in the Appendix-1 (Table-1) shows the contribution of Handicraft Export in Total Export of India. It is seen that the export of handicraft as well as overall export of India recorded remarkable growth during the 2001-02 to 2023-24. The share of handicraft export in total export shown remains steady and stable during the 2012-13 to 2021-22. Afterwards it showed a slight dip between 2022-23 to 2023-24. The same is illustrated in figure-5.

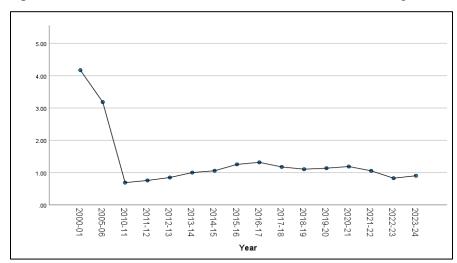


Figure-5: Export of Handicrafts in Total Export

Source: Author's estimation from the data available at https://tradestat.commerce.gov.in/ and

https://www.epch.in/

Table-2: Correlation Among HP, HE and Total Export

Variables	HP	HE	Total Export
HP	1	0.919**	0.828**
		(p < 0.001)	(p = 0.001)
HE	0.919**	1	0.834**
	(p < 0.001)		(p = 0.001)
Total Export	0.828**	0.834**	
	(p = 0.001)	(p = 0.001)	

Note: p < 0.01 (2- tailed), N=12, HP= Handicraft Production, HE= Handicraft Export.

To explore the relationship between handicraft production, handicraft export and total export value for 2011-12 to 2022-23, a Pearson correlation analysis was performed (Table-2). The results indicate a strong, positive relation between handicraft production and handicraft export (r=0.919, p<0.001) as well as significant positive correlation between handicraft production and total export (r=828, p=0.001). All correlations are statistically significant at the 0.01 level,

suggesting that handicraft production are closely associated with the increase in handicraft and total export.

Distribution of Handicraft Export in Major country

The Handicraft sector's crafts and craftsmen play a vital role in the economy and are establishing India's presence on the international stage. Furthermore, its worth in the global market has increased due to its rich cultural heritage, outstanding workmanship, and art (Bhat & Yadav, 2016). Figure 6 shows share of handicraft exports in major countries and region. From the figure it is clear that in 2023-24, the Indian handicraft export market majorly concentrated in USA with 40.85%. India's strong market potential is demonstrated by the \$ 4.3 billion in handcraft exports it made in 2021, primarily to the United States (Singh & Singh, 2023). From the graph it can be noted that the craft is widely accepted globally.

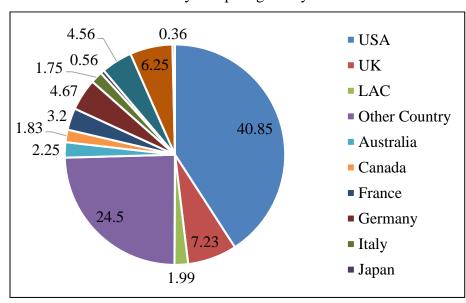


Figure-6: Handicrafts Export from India to Major Country in 2023-24.

Source: Data has been extracted from Export Promotion Council for Handicrafts (EPCH).

Employment Patterns of Handicraft Artisan

According to annual report of Ministry of Textile 2022-23, the handicraft sector employs 68.86 lakh artisans, of which 30.25 lakh are men and 38.61 lakh are women. Women are more involved in this field than males are. Working in the handicraft industry has a big impact on women's life since it allows them to support their families (Debbarma, 2020; Udensi et al., 2014). They all reached their full potential, became independent, and successfully balanced job and family obligations (Sharan & Mittal, 2020). They also established a sustainable environment free from poverty and inequality (Shimoda, 2022). The government is implementing different schemes like ODOP (One district one product) to represent the area-specific products as well as to promote

ISSN: 0369-8963

women entrepreneurs in the handicraft sector. ODOP has greater scope in fostering rural development and local employment creation (Marhaeni et al., 2019; Oyekunle & Muchie, 2020).

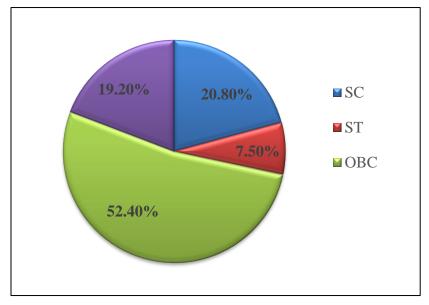


Figure 7: Social **Category of Handicraft** Artisan.

Source: Annual Report of Ministry of Textile, 2022-23.

Additionally, efforts to promote the geographical indication (GI) tagging of certain crafts have sought to preserve and enhance the distinctiveness of local handicrafts, protecting them from unfair competition and imitation in the worldwide market (Kalshetti et al., 2024). Access to employment by social category is shown figure-7. When it comes to employment in the industry, the OBC community has been in the lead, while the ST community has the fewest jobs.

Table-3: Average Daily Wage Rates for Handicraft Workers by Gender in Rural Areas of India (in Rs.)

Ye	ear	2013- 14	2014- 15	2015- 16	2016- 17	2017- 18	2018- 19	2019- 20	2020- 21	2021- 22	2022- 23
Gender	Men	296.77	328.05	338.00	364.17	380.69	384.05	366.99	384.03	387.66	408.17
Gen	Women	148.56	175.07	181.86	197.57	208.16	213.72	182.79	249.85	250.22	260.81

Source: Author's estimation from Indiastat. "Wage Rates for Handicraft Workers." Retrieved from www.indiastat.com

Table-3 presented average wage rate for handicraft workers in rural India between 2013-14 to 2022-23. Although a significant portion of female artisans around 56% employed in the handicraft sector, their remuneration is lower than that of male artisans throughout the reference period. The wage gap was recorded highest in 2019-20 followed by 2017-18 and lowest in 2020-21. The reason may be attributed to noticeable skill gaps among artisans, especially in high-quality production complicated abilities required and women's are lacking it (Dadheech & Sharma, 2024).

Registration of Handicraft Artisans

India is renowned as the "land of handicrafts," with a large number of craftsmen working parttime to create a wide range of crafts using materials that are readily available in the country,
including ceramics, baskets, stone and glassware, handmade paper goods, and other practical
items. Govt of India has launched the PEHCHAN scheme in 2016 to provide the identity of
handicraft artisans as well as to facilitate the direct benefit of schemes designed for them. A total
of 31,14,468 artisans were registered under the new initiative as of June 30, 2023. Additionally,
during 2022–2023, 1.17 lakh craftsmen benefited from various programs run by the Office of
Development Commissioner (Handicrafts¹). Table-4 shows the percentage share of handicraft
artisan region wise of India, where northern region leading in terms of registration of artisans.

Table-4: Share (%) of Artisan Region Wise

Region	% Share of Artisan
Norther Region	42.72
Eastern Reion	23.67
Western Region	12.36
Southern Region	9.41
North Eastern Region	7.53
Central Region	4.31

Source: Author's estimation from the data available at https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1945169

Major Schemes of Govt. of India to Promote Handicraft Sector

¹ Press Information Bureau. Press Release, Ministry of Textile, Government of India. Retrieved from https://www.pib.gov.in/PressReleaseIframePage.aspx?PRID=1945169

ISSN: 0369-8963

Government of India to support and promote the handicraft sector implements various schemes through National Handicraft Development Program (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for upliftment of handicrafts sector and artisan in a holistic manner. The NHDP and CHCDS has following sub schemes:

1. National Handicraft Development Program (NHDP)

The NHDP scheme aims to support artisans in small clusters and individually (up to 1,000 artisans) through its interventions, which include marketing assistance, skill development, cluster development, business environment promotion through the establishment of producer Companies, direct benefits to artisans, infrastructure and technology support, and assistance with research and development for both cluster and individual artisans. NHDP is an umbrella scheme which has the following sub components:

a) Marketing Support & Services: Under this initiative to promote the Market of Handicrafts, financial assistance is provided to different eligible organizations to organize/participate in domestic and international Craft Exhibitions/seminars in metropolitan cities/state capitals/places of tourist or commercial interest/other places to promote the craft in domestic and international markets. Table-5 demonstrates that the number of artisans benefiting from this initiative has risen from 2019-20 to 2022-23.

Table-5: Marketing Support & Services

Year	No. of Artisans Benefitted
2019-20	8809
2020-21	9895
2021-22	18748
2022-23 (upto February)	21370

Source: https://www.data.gov.in/resource/stateut-wise-details-number-handicraft-artisans-benefitted-marketing-support-and-services

b) Skill Development in Handicraft Sector: This sub scheme has been conceptualized to promote standardized production processes, skilled manpower, design database for handicraft products, quick & efficient prototyping, communication skills and other soft skills. This scheme has the four elements which is shown in table-6.

ISSN: 0369-8963

Table-6: Components of Skill Development in Handicraft Sector

Schemes	No. of Programme conducted / Tools Kit Distributed (upto 31.12.2023)
Design and Technology Development Workshop	352
Guru Shishya Hastshilp Prashikshan Program	81
Comprehensive Skill Upgradation Program	
Improved Toolkit Distribution Program	14169

Source: Annual Report of Ministry of Textile, 2022-23.

c) Ambedkar Hastshilp Vikas Yojana (AHVY): Through community empowerment and ensuring the sustainable growth of handicrafts craftsmen nationwide, the AHVY plan aims to establish craft clusters as centers of excellence and promote social uplift. Table-6 demonstrates the year wise fund sanctioned and number of artisans benefited under the AHVY scheme. Table-7 illustrates that fund sanctioned for the scheme have generally increased over the years with significant jump in 2021-22 and 2023-24. The number of artisans benefitted from the scheme has also shown increasing trend suggesting that scheme has growing focus in supporting artisan and promoting traditional craft.

Table-7: Overview of AHVY Scheme Implementation

Year	2014 -15	2015- 16	2016- 17	2017- 18	2018 -19	2019 -20	2020 -21	2021 -22	2022 -23	2023 -24
Funds Sanctione d (Rs. In Lakhs)	-	1883.0 4	1451.6 1	900.7	1291	1699	2990	5386	4325	5618
Artisans Benefitted	-	70987	130649	77850		100937			157554	

Source: www.indiastat.com, https://sansad.in/rs/questions/questions-and-answers and https://pib.gov.in/PressReleseDetailm.aspx?PRID=1781768®=3&lang=1

ISSN: 0369-8963

- d) Direct Benefits to Artisans (Welfare): The schemes envisage for welfare initiatives including life and health insurance, recognition, credit extension, and the provision of tools and equipment to artists, among other things. This program helps the craftspeople in their old age by providing assistance in the form of a lump sum payment, monthly stipend, or both starting on October 9, 2021. However, the aid cannot exceed Rs. 5,000/-(Rs. five thousand only) per month. Under the Scheme Rs. 7.63 Crores have been sanctioned upto 31.12.2022.
- e) Infrastructure and Technology Support: Establishing a stable marketing infrastructure in the forms of Urban Haat, Emporia, Marketing and Sourcing Hubs, Craft Based Resource Centre, Common Facility Centre (CFC) etc. in towns and large cities to offer direct marketing facilities to handcraft artisans is the aim of this component. The scheme interprets an increase and drop pattern in funds sanctioned. For instance, in 2014-15, the amount sanctioned under the project was Rs. 1105 lakhs, which decreased to Rs. 525 lakhs in 2017-18. The Scheme has sanctioned a total of Rs. 4859 lakhs for the establishment and implementation of infrastructure projects as of December 31, 2022.
- f) Research and Development: The program was created to gather opinions on the promotional, artistic, social, and economic elements of different crafts and craftspeople in the handicraft industry. The number of projects and funds approved under the scheme increased gradually between 2014-15 and 2016-17, from Rs. 281.16 lakhs to 613.57 lakhs. However there has been a decrease in the number of projects (from 137 to 83) and artisans covered (3170 to 2360), despite an increase in funds indicating the need for adjustment in projects scope and targeted outreach strategies.

2. Comprehensive Handicrafts Cluster Development Scheme (CHCDS)

The goal of the CHCDS project is to expand the production chain and infrastructure in a number of locations, particularly in areas with a high concentration of craftspeople (at least 10,000 artisans). This plan includes two elements, such as Mega Cluster and Integrated Development and Promotion of Handicrafts Projects (special projects), to establish handicraft clusters with first-rate infrastructure. The interventions of schemes include baseline Survey and activity Mapping, Skill Training, Marketing events, Improved Tool Kits, Publicity, Seminars, capacity building, Design workshops, etc. The funds approved (from Rs. 13550 lakhs to Rs. 9205 lakhs)

ISSN: 0369-8963

and the craftsmen who benefited (from 109300 to 57695) from the program have significantly decreased during 2014-15 to 2016-17.

Conclusion

The handicraft sector is one of the sectors which can contribute to the success of VIKSHIT BHARAT 2047. India is one of the important suppliers of handicraft to world market and has shown its important since years. Handicraft sector is major source of employment, particularly in rural areas, forming the second largest sources of unorganized sector employment in India. Despite this, the production and exports of the handcraft sector have been on the rise recently. But there were a lot of ups and downs throughout that time. There has been observed a strong correlation between handicraft production with total export and handicraft export. Hence, the role of the handicraft sector is very important in order to increase the country's foreign exchange reserves. Govt. has implementing various initiatives to promote the sector, however, there have been fluctuations in the sanctioned and utilization of funds for initiatives that also include the artisans. However, this sector suffers mainly due to its unorganized nature, skill gaps among artisans, lack of financing, competition form machine made products, lack of database, lacks in changing marketing dynamics etc. Policy should be aimed at conducting the regular survey for maintaining the database of handicraft workers along with socio economic characteristics of the worker so that proper implementation of the initiatives can be made.

Author's Contribution

This manuscript has been the original work of Dipankar Saha and Prof Giribabu M. Dipankar Saha participated in conceptualization, methodology, data curation, writing – original draft. Prof Giribabu M. participated and contributed to the instrumentation, validation, formal analysis, writing- review and editing.

Conflict of Interest

The authors declares that there is no conflict of interest with respect to research, authorships and publications of the case.

Funding Acknowledgement

No funding was received for this work.

References

- AIACA. (2017). *NATIONAL HANDICRAFTS POLICY REPORT*. All India Artisans and Craftworkers Welfare Association (AIACA).
- Bhat, J. A., & Yadav, P. (2016). The sector of handicrafts and its share in Indian economy. *Arabian Journal of Business and Management Review S*, *3*, 2016.
- Chattopadhyaya, K. (1963). *Indian Handicrafts*. Allied Publishers. https://books.google.co.in/books?id=BlUIAQAAIAAJ
- Chinoy, S. Z., & Jain, T. (2019). What Drives India's Exports and What Explains the Recent Slowdown? New Evidence and Policy Implications. https://www.semanticscholar.org/paper/What-Drives-India%E2%80%99s-Exports-and-What-Explains-the-Chinoy-Jain/848675fe55f9b44b6ced2e90f9a06f3cde65e354
- Dadheech, R., & Sharma, D. (2024). Skill Gaps in Casual Working by Women in the Indian Handicraft Sector. In A. M. Thake, K. Sood, E. Özen, & S. Grima (Eds.), *Contemporary Studies in Economic and Financial Analysis* (pp. 49–82). Emerald Publishing Limited. https://doi.org/10.1108/S1569-37592024000112A017
- Deb, S. K., Mohanty, P. P., & Valeri, M. (2022). Promoting family business in handicrafts through local tradition and culture: An innovative approach. *Journal of Family Business Management*. https://doi.org/10.1108/JFBM-10-2021-0131
- Debbarma, S. (2020). A study on the socio economic status of rural handicraft artisans in Hezamara RD Block West Tripura District, Tripura. https://www.academia.edu/download/109421702/IIPA_2019_dissertation_0051.pdf
- Dixit, P., & Lal, R. C. (2019). Inclusive Growth and Social Responsibility-A Critical Analysis of Indian Textile Industry. *MERC Global's International Journal of Management*, 7(2), 202–210.
- IBEF. (2024). *Indian Handicrafts Industry & Exports*. India Brand Equity Foundation. https://www.ibef.org/exports/handicrafts-industry-india
- Kalshetti, P., Patil, S., & Jadhav, B. (2024). ANALYSIS OF GOVT INITIATIVES TO BOOST HANDICRAFT INDUSTRY IN INDIA. *ShodhKosh: Journal of Visual and Performing Arts*, *5*(1). https://doi.org/10.29121/shodhkosh.v5.i1.2024.853
- Majeed, I. (2018). Indian handicraft industry and globalization: An analysis of issues and challenges. *American International Journal of Research in Humanities, Arts and Social Sciences*, 25(1), 129–135.
- Makhitha, K. M. (2017). Challenges affecting small craft producer business growth and survival in South Africa. *Journal of Business and Retail Management Research*, *11*(3). https://jbrmr.com/cdn/article_file/content_68036_17-04-22-10-55-41.pdf
- Marhaeni, A. A. I. N., Yuliarmi, N. N., & Setiawina, N. D. (2019). Empowering small industry of wood carving handicraft in Bangli district. *Asia Pacific Journal of Innovation and Entrepreneurship*, *13*(1), 121–136. https://doi.org/10.1108/APJIE-07-2018-0045

- Mehra, A., Mathur, N., & Tripathi, V. (2019). Sahaj Crafts: The challenge of alleviating poverty in Western Rajasthan. *Emerald Emerging Markets Case Studies*, *9*(1), 1–45. https://doi.org/10.1108/EEMCS-06-2018-0099
- Mehrotra, M. A. (2019). Poverty Reduction Through Pro-Poor Tourism: A Case Study of Handicraft Sector of Varanasi. https://doi.org/10.5281/ZENODO.2651153
- Ministry of Textiles. (n.d.). Working group report on Handicrafts for the 12th Five Year Plan.

 Ministry of Textiles.

 http://164.100.161.239/aboutus/committee/wrkgrp12/wg_handi1101.pdf
- Mir, L. A., & Bhushan, S. (2014). An analysis of current scenario and contribution of Handicrafts in Indian economy. *Journal of Economics and Sustainable Development*, *5*(9), 75–78.
- Narendra, S., & Babu, M. (2023). IMPACT OF COVID-19 PANDEMIC ON HANDICRAFTS SECTOR IN KRISHNA DISTRICT OF ANDHRA PRADESH. *INDIAN JOURNAL OF APPLIED RESEARCH*, 53–57. https://doi.org/10.36106/ijar/8509726
- Oyekunle, A., & Muchie, M. (2020). Handicraft small enterprises as an instrument for rural economic growth and poverty eradication. *Problems and Perspectives in Management*, 18(4), 25–36. https://doi.org/10.21511/ppm.18(4).2020.03
- Sahu, J. P., & Barik, A. (2020). Exports Dynamics of India: A Cointegration Analysis. In A. Gupta & N. N. Dalei (Eds.), *Energy, Environment and Globalization* (pp. 265–275). Springer Singapore. https://doi.org/10.1007/978-981-13-9310-5_16
- Sharan, V. D., & Mittal, V. (2020). Working condition of women artisans in India. *European Journal of Molecular & Clinical Medicine*, 7(10), 3604–3614.
- Shimoda, Y. (2022). Unpacking the influence of business approaches to development on the expansion of women's choices and empowerment: A case study of a handicraft business in the Kyrgyz Republic. *JICA Ogata Sadako Research Institute for Peace and Development Working Paper*, 231, 1–53.
- Singh, K., & Singh, D. R. (2023). Handicraft Sector in India: An Instrument for Rural Economic Growth and Women Empowerment. *Advances in Research*, 24(5), 238–246. https://doi.org/10.9734/air/2023/v24i5974
- Sirika, B. (2008). Socio-economic status of handicraft women among Macca Oromo of West Wallaga, Southwest Ethiopia. *Ethiopian Journal of Education and Sciences*, *4*(1). https://www.ajol.info/index.php/ejesc/article/view/42987
- Subbiah, R. (2022). Handicrafts Industry in India. *International Journal For Multidisciplinary Research*, 4(5), 1659. https://doi.org/10.36948/ijfmr.2022.v04i05.1659
- Subrahmanian, K. K. (2006). An overview of the handicrafts industry. *The Handicraft Industry in Kerala: Blending Heritage with Economics. Delhi: Danish Books.*
- Sudha, N., & Supriya, M. (2023). DIGITALIZATION OF HANDICRAFTS MARKET FOR FUTURE TRENDS. In Dr. D. Arora, Dr. V. D. Malagatti, Dr. K. Rawal, Dr. V. Sajan, Dr. P. Knowles, Dr. Z. Pasha, A. J. Bhondave, S. Chowdhury, Dr. R. Patel, Dr. Pratibha, P. D. K. S. Gupta, M. S. T, R. B. Chauhan, Dr. R. Mishra, R. Sinha, Dr. M. Khan, Dr. A. Bhatia, M. S, Dr. S. Choudhury, ... A. W S (Eds.), Futuristic Trends in Management

ISSN: 0369-8963

- *Volume 2 Book 5* (pp. 38–45). Iterative International Publishers, Selfypage Developers Pvt Ltd. https://doi.org/10.58532/V2BS5P1CH5
- Udensi, L. O., Igbara, F. N., Paago, J. K., & Chieke, E. O. (2014). The Role of Craft and Artisan Cooperative Societies in the Socio-Economic Advancement of Its Members in Abia State, Nigeria. *Mediterranean Journal of Social Sciences*. https://doi.org/10.5901/mjss.2014.v5n2p483
- UNCTAD. (2010). *Creative Economy Report 2010*. 2010. https://unctad.org/system/files/official-document/ditctab20103_en.pdf
- Upadhyay, M., & Jain, U. C. (2019). MANAGERIAL CHALLENGES OF HANDICRAFT INDUSTRY: AN INDIAN PERSPECTIVE. *International Journal of Research GRANTHAALAYAH*, 7(11), 122–126. https://doi.org/10.29121/granthaalayah.v7.i11.2019.3719
- World Bank. (2020). *The World Bank report*. World Bank. https://documents.worldbank.org/en/publication/documents-reports/documentredirects
- Yadav, U. S., Tripathi, M. A., & Kumar, A. (2021). Artisan in India to boost the economy: A way for developing global handicraft index. *British Journal of Administrartive Management*, 57(145), 81–101.

Website

- 1. www.indiastat.com,
- 2. https://tradestat.commerce.gov.in/
- 3. https://www.epch.in/
- 4. https://www.ministryoftextiles.gov.in/
- 5. https://handicrafts.nic.in/

Appendix-1

Table-1: Share (%) of Export of Handicrafts in Total Export

Year	Total Export	Handicraft Export	Share of Handicraft Export in Total Export (in %)			
1 car	(in Crore)	(in Crore)				
2000-01	203,571.01	8,490.16	4.17			
2005-06	456,417.86	14,526.85	3.18			
2010-11	1,136,964.26	7,870.31	0.69			
2011-12	1,465,959.40	11,130.04	0.76			
2012-13	1,634,318.29	13,892.59	0.85			
2013-14	1,905,011.09	19,103.98	1.00			
2014-15	1,896,348.42	20,082.53	1.06			
2015-16	1,716,384.40	21,557.12	1.26			
2016-17	1,849,433.55	24,392.39	1.32			
2017-18	1,956,514.53	23,029.36	1.18			
2018-19	2,307,726.19	25,548.97	1.11			
2019-20	2,219,854.18	25,270.14	1.14			
2020-21	2,159,043.22	25,679.98	1.19			
2021-22	3,147,021.49	33,253.00	1.06			
2022-23	3,621,549.88	30,019.24	0.83			
2023-24	3,618,952.27	32,758.80	0.91			