



A Review on Craft Work in Present World “With Special Reference to India”

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Abstract: Since ancient times mankind has been crafting things by hand and keeping the traditional workmanship and knowledge alive by passing on the skills and techniques involved from one generation to the next. In most parts of the world, handicraft is a living tradition of ancient skills handed down and perfected over centuries. Country like India, where culture, rituals and tradition still footing a significant worth and status, crafts work have been able to hold its necessary matter in the form of many meanings, according to folks, societies and organizations. Handicrafts normally represent the hand-made artisan crafts or artisan (goods). Skillful persons produce many kinds of things beginning from consumer goods to attractive things of metal, clay, wood (also bamboo), shells, rock, stone, etc. with the help of traditional tools. These types of articles are called handicrafts due to the fact that these crafted items are fully hand-made deprived of the practice of any modern instrument.

Keywords: Handicraft, Tradition, Knowledge, Skill, Artisans.

1. Introduction

Handicrafts are generally defined as articles made by hand, or by using the traditional tool for the production of handicraft goods. Making of handicraft goods is not every body's cup of tea, it need much trained and skilled labor. There is no place for unskilled and modern machinery in this sector nor this sector is effected so much by machine made goods, this sector got its importance from good olden days till now. India is one of the best examples of traditional craft work or we can say that it is the home of craft work. In north India.

2. Main Concept

Handicraft are such products that are created by artisans either completely by hand or with the help of simple tools, in a way that the direct manual contribution of the artisan remains the most substantial component of the finished products. Artisans create handicrafts using the magic of their skilled hands on a variety of materials for example textiles, wood, stone, pottery is few names. “Handicrafts are mostly defined as Items made by hand, often with the use of simple tools, and are generally artistic and/or traditional in nature¹.” They are objects of utility as well as objects of decoration. The term handicraft is used for everything that used to be made by hand before industrialization, and that includes stonework, shoe-making, ceramics, weaving etc². The handicraft industry has a history of several centuries. The artisans in the earlier days were known worldwide for their skill and craftsmanship³. It is a fact that handicrafts have very ancient origin. They have customarily received royal and aristocratic patronage and handicrafts men were honored by other communities⁴. Thus, the promotion of the small enterprise sector (e.g. handicrafts, cottage industries, small-scale rural industries) could play an important role in the implementation of a development strategy⁵. Handicrafts generally require small amounts of capital; their fabrication is low on energy use and the natural raw materials as easily available. And as for man power, the unemployed rural youth, after a short, simple training, can easily be absorbed into the sector. They need proper support from the state, NGOs, cooperative societies or self- help groups⁶.

3. Production

Ahmad and Nengroo (2013) J&K State is famous for the weaving of specialized fabrics like Pashmina shawls, Raffal shawls, Kani shawls, Silk sarees, Kishtwari blankets, Lois, Chashme Bul Bul blankets in hilly areas of the State besides Cotton Check bed sheets and long cloth is produced in Jammu and Kathua Districts. Block printed bed sheets and Masnads of Samba are also very famous. During the year 2009-10, 7.85 million meters of handloom fabrics were produced, having a value worth Rs121.28 crores. In the year 2010-11, 6.73 million meters have been produced with a value of Rs 64.27 crores, during 2010-11⁷. Agasty and Senapati (2015) the important crafts in the state are, applique works of Pipili, pattachitra of Puri, silver filigree and golden green mats of Cuttack and horn work of Paralakhemundi. These sectors have not only kept the rich heritage of the state but also have provided employment to lakhs of artisans⁸. Yasmin and Bhat (2013) the production of handicraft has increased to Rs.1614.59 crores during 2007-08 as against Rs.200 crores during 1990-91. That shows the increasing trend of handicraft production⁹. Singh and Fatima (2015) Major treasures of handicraft items in U.P. are Moradabad and Aligarh for Brassware, Saharanpur for Woodcraft, Kanpur and Agra for Leather goods, Agra again for Marble craft and Stoneware, Bhadohi-Mirzapur, Agra and Hathras for Floor coverings, Glassware from Firozabad, Chikankari from Lucknow, Appliqué work from Rampur and many more cities with unknown treasure of craftwork¹⁰. Khan and Zeeshan (2013) Expansion is increasing the present scale of action by mechanizing the process of production capacity. Expansion is undertaken when there is more demand for the products. It can also be undertaken in hope of future demand. However, involves finance, without adequate finance, enlargement activity cannot be taken. The enlargement of the unit can be done in various ways; that is by mechanization, enhancing the installed capacity and increasing manpower¹¹.

4. Marketing

Naseem (2013) Agencies or department of handicrafts enables artisans find markets for selling their products. Organizing craft bazaars in almost all commercially viable cities in India has been one of the main features of the Department. In 1991, the scheme has been launched which benefited hundreds of artisans and small-scale unit holders in terms of sales worth lakhs of rupees. Each craft bazaar accommodates 25 participants for 15 days in accordance with the norms of selection of stall holders. Such craft bazaars were organized in Bangalore, Hyderabad, Udaipur and many other places¹². Kumar and Rajeev (2013) to making right decision is very tough job for marketing field without market research, which decided which types of new products must be develop, at what price, where to sell the products how much money spend on advertisement, and through internet. Internet marketing is one of the important medium through firm can provide all information regarding firms and their products. Marketing play very important role in the present scenario of the market because the firm want to make more familiar their products among the customer. Internet marketing is one of the main aspects of marketing. With the help of internet marketing firm provide all information for customer like in term of moderate prices, design, style, looks etc¹³. Sarvamangala (2012) small-scale and cottage industries faced the sharp problem of marketing their products. The problems arise from such factors as small scale of production, lack of consistency of products, not enough market knowledge, rivalry from technically more efficient units, deficient demand, etc. Apart from the inadequacy of marketing facilities, the cost of promoting and selling their products too is high¹⁴. Jayant and Singh (2010) author proposes handicraft marketing as important dimensions to boost this sector, different things exchange between different people. Marketing may refer to the weekly/monthly handicraft shopping trip to the market place-the most visible tip of the Handicraft marketing iceberg¹⁵. Kumar and Rajeev (2014) Major issues faced by handicraft sector are information dissemination. This has led to a situation where customers have no information related to the craft products. The starting point of any organization should be to assess the demand and acceptability for their products. Accordingly, industries produce the products to meet the need and demand of the customer. But the Indian craft industry is in dire need of a strong marketing information system¹⁶. Hashmi (2013) India is one of the important suppliers of handicrafts to the world market. The Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country in rural and urban areas. EU member states and Asian countries, China and India in particular, are major suppliers of giftware and handicrafts to the German market¹⁷.

5. Income and Employment

Dhingra and Dhingra (2012) handicraft sector provides livelihood to over 130 lakh weavers and artisans, a large percentage coming from the marginalized sections of the society. This industry is largely ecofriendly and low energy consumption¹⁸. **Pandey (2014)** huge numbers of artisans is engaged in sector since long. The industry provides employment to more than six million artisans (including those in carpet trade), which include a large number of women and people belonging to the weaker sections of the society¹⁹. **(Hamid, 2014)** the Gross returns per rupee of investment in shawl industry on an average accounts to Rs 2.47. And further the Net returns per rupee of investment are high accounting to Rs 1.47, which implies that every one rupee of investment fetches a profit of one and a half rupee²⁰. **Agasty and Senapati (2015)** Odisha state in fact is considered as the land of handicrafts which are an integral part of our cultural heritage. During 2013-14, 1,204 cottage industries have been established and gone into production with an investment of Rs. 3.45 crore and providing employment to 1,507 persons²¹. **Singh and Fatima (2015)** in some rural areas, handicraft is the only and major source of income. Mainly this sector is decentralized and many of the manufacturing units are located in rural areas and small towns and where there is huge involvement of women who has to feed the family in each and every way. The state has 44.03 lakh enterprises (including both registered and unregistered), which has simultaneously provided employment to 92.36 lakh people (both in registered and unregistered enterprises) and has been the leading state both in terms of enterprises and employment. There is a direct relationship between employment in handicraft and economic development of the state. As it a labour intensive sector with great potential of employment opportunities both in the rural as well as urban areas²². **Hashmi (2013)** numerous artisans are engaged in crafts work on part-time basis. The industry provides employment to over six million artisans including a large number of women and people belonging to the weaker sections of the society. The Handicrafts Sector has an important role in the upliftment of country's economy. It provides employment to a huge segment of craft persons in rural & semi urban areas and generates suitable income²³. **Ahamad and Yasmin (2012)** handicraft sector has a large potential to generate a gainful employment opportunity to unemployed people and has a great potential for economic development of a country/region like Kashmir, which is known all over the world with its traditional crafts²⁴. **Reza and Arshad. (2012)** bamboo handicraft helps to develop and upgrade the various nodes in the value chain and its direct impact could be observed in socioeconomic development of rural poor and small producer groups²⁵. **Dar and Hussain (2013)** the handicrafts industry of J&K is an important sector contributing to overall development of current and other allied sectors in terms of wealth and employment creation, this occupying an important place in the economy of J & K. It is basically a cottage industry and provides direct and gainful employment to more than 3 lakh people and has the potential to facilitate the path of raising the living standards of citizens residing within and outside the boundary of state²⁶. **Dash (2011)** there are about 3500 handicraft items produced in the country and the sector employs 60 lakh artisans working independently or in small co-operatives or firms²⁷.

6. Export

Ahanger (2014) the quality, art and design of kani shawls fetches huge amount of money in domestic and international market. Keeping in view its domestic and international market demand it can provide employment to the rapidly growing unemployed youths of the state. It can also be adopted as subsidiary occupation to boost the living standard of rural people of the state.²⁸. **Pandey (2014)** India is one of the leading suppliers of handicrafts to the world market. Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country both in rural and urban areas²⁹. **Sofi (2015)** the establishment of Mughal rule in Kashmir became the centre of handicraft production. The Mughal annexation made the Kashmiri craftsmen famous all over the world. The Mughal rulers maintained the trade routes, constructed bridges and serais to provide shelter to the travellers and this promoted to a great extent, the export of handicrafts in the Mughal suba of Kashmir. The handicrafts of Kashmir, through these trade routes went throughout India and beyond³⁰. **Yasmin and Bhat (2013)** the sector makes conspicuous contribution in sustaining export trade of the state. The handicraft activities are especially carried out in Kashmir Valley which is called the home of handicraft goods and has earned a unique place in the world of handicraft scenario. The exports in the handicraft sector have increased to Rs.1200.47 crores during 2007-08 as against Rs.34.60 crores during 1990-91 and their growth rate is also at a satisfactory level³¹. **Singh and Fatima (2015)** importance of this sector lies in it requiring low capital investment, high value addition, and negotiable import content and high potential for export earnings. The export of handicraft items from the state of (UP) also plays a significant role, inviting foreign investments and earning foreign exchange. The state comprises of about 60% of the total

export from the handicraft sector³². Hashmi (2013) the sector is economically important from the point of low capital investment, high ratio of value addition, and high potential for export and foreign exchange earnings for the country³³.

7. Weaknesses and Challenges

Dhurana and Paliwal (2014) Globalization has made the survival of the traditional form of art difficult. Besides this, many other problems such as lack of skilled labourers, raw materials, handmade machines, proper funds and marketing channel. Therefore, it may be seen that there are lot of changes taking place in the market of traditional handicrafts in Jaipur and the labourers are facing problems in perpetuating the traditional heritage. And also due to lack of education these people are not linked with the information channel properly and remain unaware of the recent advancements and techniques in their field. Though government has introduced some easy loan plans and financial schemes for this group in its recent five-year plan but because of improper information channel and linkage they are unaware of these plans to avail them³⁴. Dhingra and Dhingra (2012) there are some issues and problems regarding the handicraft sector they are, dependable and affordable sources of finance for the artisans, taking good care of their health, skill up gradation, bringing in new and useful technology and innovations in designs³⁵. Agasty and Senapati (2015) handicraft sectors in recent times face challenges due to development and modernization of production technique of large production houses. These sectors are unorganized and they have poor exposure to new technologies for which they fail to compete with other organized sectors. In the absence of marketing facilities, poor infrastructure and institutional frame work their growth paralyses³⁶. Rizwana (2015) the main problem faced by the handloom industry in the present market scenario is the imitation of handloom designs by the other mill made cloth producers. Though the government has reserved some products exclusively for handloom industry, the fake handloom products which are produced by mill made and power loom cloth producers is posing a serious threat to the handloom sector³⁷. Sarvamangala (2012) village and cottage industries have a popular role in the Indian economy the scarcity of physical capital, unemployment, underemployment, regional imbalances and disparities in the distribution of income and wealth. Un-utilization or underutilization of rural resources, evolved as the big challenges before growth of this sector³⁸. Khan and Zeeshan (2013) artisans are depending on the middlemen for raw materials, finance and market of the finished products because of their illiteracy, ignorance and poverty. These reasons made our handicraft ill effected³⁹. Hari Krishnan (2015) tribal handicrafts of Kerala are specialized skills which are passed on from one generation to another and these handicrafts are means of livelihood of the artisans. However, in absence of any organized activity in this sector the products are not being adequately remunerative; there is a possible likelihood of the artisans taking up alternate livelihood options (which may involve migration as well). In such a case this age-old activity will die its own death⁴⁰. Hashmi (2013) The Handicraft sector has, however, suffered due to its being unorganized, with the additional constraints of lack of education, low capital, and poor exposure to new technologies, absence of market intelligence, and a poor institutional framework⁴¹.

8. Conclusion

The Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country in rural and urban areas. Numerous artisans are engaged in this industry as part-time basis, which provides employment at least six million artisans. So far as this research review paper is concerned, it is divided into four parts i.e. production, marketing, export and weaknesses of handicraft industry. The review shows the current scenario of the handicraft industry with special reference to India. This industry provides square meals to large number of artisans both in rural and urban areas. The famous crafts from the different regions of our country earned lot of fame in international markets. So it is the concern of our Government to boost this ecofriendly sector by supporting the artisans and also appreciate their hard work.

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