

Study of Handicraft Industry Strategies and Its Implications in Marketing

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Received: February 14, 2019

Accepted: March 31, 2019

ABSTRACT: *The handicraft industry forms a major part of the rich cultural heritage of the any country. This is an unorganized, decentralized, labor intensive cottage industry in India. Some of the strengths identified are availability of abundant & cheap labor in the country, use of local resources, low capital investment and unique craftsmanship in the manufacturing of products along with increasing the exporting in international market as well as to satisfying the local need of labor and consumer too. This industry also faces problems like a lack of modern / technological skills & lack of adequate finance. Due to that, present the rural producers/suppliers are struggling in to the market to meet performance of the artisans with adequate profit. Artisans are depending on the middlemen for raw materials, finance and market for the finished products. Industrialization in any kind of arts and crafts must be recognized by the market of consumers, through the exchange of commodities in order to make the artistic and ethnic value with a touch of innovation in the Handicraft. This research paper is based on marketing concepts of handicraft industry.*

Key Words: *Handicraft, marketing, artisans, craftsmanship, rural marketing*

1. Introduction

Handicrafts are unique expressions of a particular culture or community through local materials and artisans. Handicraft does not mean that pure product is made by the hands but it includes semi handcrafted accessories as well as machine made goods. As market is dynamic and due to change in preferences of consumer so this industry also influence by fashion trends, consumer purchasing patterns, and economic conditions in markets. In India, this industry considers the major form of employment. In India different states have their own different handicraft patents like Uttar Pradesh, Bihar, Kashmir, Rajasthan, Punjab, Andhra Pradesh, Tamil Nadu, Kerala, Himachal Pradesh, Madhya Pradesh, Gujarat, Orissa, Manipur, Tripura, Haryana, West Bengal and Goa. In these centers, craftsmen as well as artists jointly work out new designs and items in selected craft

UNESCO defines handicraft as artesian product are those produced by artisanal products are those produced by artisan either completely by hand or with help of mechanical devices which are utilities ,authentic, decorative, functional, traditional, religiously, socially symbolic and significant in nature.

Theses all items made by hands, often with the use of simple tools and generally autistics of objectives of utility and decoration. Handicraft products are characterized by

- Made by manual labors.
- Need of minimum machines.
- There is need of substantial level of skills and experiment.
- Indicate the significant level of traditions.

The Handicraft Industry in India:

India is known for its rich culture which includes many art forms. The handicraft industry has a history of several centuries. The artisans in the earlier days were known worldwide for their skill and craftsmanship. The exports of Indian hand crafted goods have taken place from time immemorial. The handicraft sector indicates the, which forms a major part of this rich cultural heritage of the country, utilizes the traditional skill of artisans in various crafts with wooden ware, metal ware, textile weaving & printing, marble & stone crafts, leather works, jewellery etc. This skill is handed down from generation to generation in the form of family tradition means this skill is acquired by the heredity. Following approaches will be promote sustained growth of the handicraft clusters and sustained earnings for the artisans.

- Need of training as per different stages.
- Development of infrastructure facilities
- Promote the sufficient manpower
- Inadequate financial incentives

The Government Initiatives:

For promoting this sector government of India launch the various types of schemes. For development of industry, the major regulatory bodies & government departments involved in the development & promotion of this sector include Ministry of Culture, Ministry of textiles, Ministry of Small & Medium enterprises, Khadi & Village Industries Corporation, Development Commissioner for Handlooms etc.

Indian government also launched Babasaheb Ambedkar Hastashilpa Yojna, Export Promotion Scheme, Bima Yojna for Handicraft Artisans, Gandhi Shilpa Bazaar Scheme, Design & Technical Upgradation Scheme, etc. The main aim of these schemes is providing financial assistance, support in acquiring raw material, health & insurance benefits & technological know-how.

2. Literature Review:

Kashyap and Raut (2006) suggested that craftsmen have lack of understanding about the local demand pattern of the area, market dynamics, market channel, price fluctuation and value addition possibility which can help them to develop a comprehensive intervention plan based on market realities.

V.V.Giri (2009) founded that most of the job losses during the economic slowdown had taken place in unorganized sector was conducted by V.V. Giri National Labour Institute for Department of Commerce, Ministry of Commerce and Industry, Government of India.

The fiber 2 fashion(2010) said that leather industry in Kanpur has been severely affected due to rupee appreciation to 57 from the range of 68 to 70 exchange rate which has reduced the exports to European Countries.

Aithal (2012) founded that on the aims to understand the distribution channel in rural areas, starting from the village retailer onwards to the channel intermediaries in the nearest small town Author tries to understand the influence of the external environment and rural retailer purchase preference on the length of channels in rural areas in India. He concluded that channel length varies in regions based on variations in the external environment.

Khan, W. A and Amir. Z (2013) as per him in his paper “Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications “that handicrafts depend on how well the artisans can produce the articles and introduced in the market keeping with the tastes and preferences of consumers. This research paper is based on marketing concepts of four P’s i.e., Product, Price, Place and Promotion.

3. Objectives of study:

- To study the importance of marketing in handicraft sector.
- To study the marketing concepts based on four P’s and try to relate with handicraft
- To identify SWOT Analysis.

4. Research Methodology

This research paper is based on the secondary data only. By exploring various secondary data resources such as old research papers, various journals, books internet, some of the governmental data too.

5. Importance of Handicrafts:

Handicraft sector occupies a prime position in the Indian economy because it indicates the heritage of India. It is the largest employer sector, next to agriculture sector. The sector, while providing livelihood for thousands of artisans, provides avenues for realization of social and cultural potential of millions of people of rural areas of Gujarat as well as India.

This sector also provide high employment potential, low per capita investment and high value addition, involvement of women and weaker section, eco friendliness. The handicraft industry also include art metal ware, wood ware, hand printed textiles and scarves, leather crafts, hand knotted, carpets and embroidered goods, wood design, shawls as art ware, stone carvings, imitation jewellery and miscellaneous ,other handicrafts.

6. Marketing Practices in Handicraft:

Marketing is soul of any business and its activities. Marketing involves a large number of activities such as marketing research, product development, distribution, pricing, advertising, and personal selling, and sales, promotion, packaging and branding. Marketing combines of all activities.

Product:

A product is a combination of goods and services. Product is base of any marketing activities because on the product other 6P's of marketing is depends.

Product-Line: Handicraft:

Product line is total of the product manufacture by Firm. Today, most firms offer a product line. The products which are losing making are usually deleted from the product line.

Handicrafts designs:

The Design of a handicraft product should be in accordance with heritage as well as tastes and preferences of customers.

Pricing:

Price is a monetary value earned by the seller by exchanging its product to the consumers. For the better return follow that fixing the price in Handicraft to insure minimum profit to artesians as well as to the middlemen too Because due to remote areas craftsmen are unable to estimate the exact cost so prices are fixed by master craftsman, dealer and co-operative societies, the extent of influence of these people in fixing the prices differ from craft to craft as per uniqueness of craft.

Place:

Distribution is concerned with the activities involved in transferring goods from producers to the consumer by help of transportation.

Promotion:

Basically, it is communicating the information to buyer by seller with help of promotion-mix includes advertising, sales promotion, personal selling, publicity and packaging

7. Marketing problem in Handicraft:

- Artisans face several problems in marketing like....
- Shortage of financial resources
- Small scale of operation;
- Unorganized marketing
- Inadequate infrastructure facilities
- Shortage of raw material

8. SWOT for Handicraft industry:

To co-up with this problems SWOT is given...

Strength Rich tradition Development of strong supply chain Acceptable social standard Employees skill Highly export-driven foreign exchange	Weakness Unorganized market Inadequate information Law technique guidance Inadequate raw material and infrastructure facility
Opportunities Large trained skill Skill manpower Investment facility	Threats High price of hand made products Low quality Child labor Wars Production export

9. Suggestions:

- In order to make handicrafts reach the top spot the following suggestions may be implemented.
- Organizing marketing network of Handicraft with help of supply chain management
- Provides Copy right on Handicraft:
- Price Uniformity in Handicraft by the traders based on unique production:
- Creation of awareness by the promotion-mix
- Need research and development in Handicraft
- Foreign Collaboration with designers and artisans with help of technological innovation:
- Value addition in Handicraft by various designees' in product
- Promoting in Handicraft
- Exports of Handicraft for earn the foreign exchange:

- Window display of Handicraft products at tourism point as well as on shop
- Positioning of handicraft Products in mind of consumer by identifying its benefits

10. Conclusion

Handicraft is such a product that when a buyer likes it, consumer is ready to pay a price because it indicates unique style with rich culture. Handicraft product may be categorized on the basis of price, export on domestic market, ease of maintenance, ease of storage, utility value or decorative value and modernity or traditional orientation of place.

Handicraft is the standard mark of creativity and the essential differentiator for a country in the sweeping wines of globalization at world level. Most importantly, craft has to become a fountainhead for both industrial design and communication design, for deriving the differential advantage of Indian design in the global market place of the world.

From the above given suggestion as well as from SWOT industry directed on right directions.

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