

Diversity of Indian Handicrafts and its awareness among Indian Consumers

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Abstract

Handicrafts are the backbone of Indian Economy. The History of Handicrafts is decades old. This has existed from the ancient ages.

Key words: Handicraft; India and its Handicraft; Contribution of Handicraft to Indian Economy; Market for Indian Handicraft

I. Introduction

India is a diverse economy encompasses of agriculture, agribusiness, a wide range of modern industries, and multitude of services sectors, categorized under private and public sectors. To develop through agro based economy exploring agricultural potential is a key for economic growth, agribusiness expansion, which is the dominant source of recent growth, should be seen as a main engine of further development.

Handicraft sector got boost since the new Economic Philosophy of Inclusive Growth has been initiated as a route to success towards sustainability by the government of India. The concept of inclusive growth says for the firmness of Indian economy all sectors of economy including handicraft must be given equal magnitude and for the inclusive growth both rural and urban sector must be given proper attention. Handicraft sector is one of the indirectly agricultural linked sectors of rural economy which provides income for the livelihood with the aim to eliminate poverty and make India self-sufficient in handicraft needs.

Role and Importance of Indian Handicraft Industry

Handicrafts play a very significant role in representing the traditions and culture of any region or country. Handicrafts are a medium to store and preserve the rich traditional art forms and heritage along with the talents which are associated with the people's history and lifestyle. They are hugely important in terms of the economic development of the country. They provide so many opportunities for employment.

Ethnic Indian Handicrafts That Will Steal Your Sight

1. Pashmina Shawls (Kashmir)

Pashmina is a very fine type of wool and Kashmir is where its textiles are first woven. Pashmina shawls are created from cashmere wool, and then these are transported to North India in the valley of Kashmir where the shawls are entirely hand processed. Every step to create the shawls – combing, spinning, weaving, and finishing – is completely carried out by the dedicated hands of craftsmen and women. The major area of this fine fabric production is the old and beautiful city of Srinagar.

2. Phulkari (Punjab and Haryana)

In the regions of Punjab and Haryana, the phulkari embroidery technique means flower work. At one time, the word was used for embroidery which then became restricted to embroidered headscarves and shawls.

3. Bamboo Handicrafts (East India)

Handicrafts made from bamboo are one of the most eco-friendly crafts created in India. Bamboo handicrafts are the oldest crafts to exist. Items made from bamboo are mostly used as household items. Nowadays, artisans create many forms of decorative items from bamboo. Bamboo can be used to create dolls, baskets, toys, mats, furniture, crossbows, wall-hangings, jewellery boxes, and many more..

4. Brass Handicrafts (Rajasthan)

Brass is famous for its durability, and this makes it a very good material to use in making handicraft items. The artisans that deal with the creation of the brass handicrafts are specifically known as kansaris.

5. Marble Stone Craft (Agra)

The fascination with stones has always been prevalent in India. Uttar Pradesh in India is still a rich centre of stone carving and handicrafts. The traces of this royal fascination are present in the intricately carved palaces and forts. This amazing artwork on the stone is an elegant combination of carving, engraving, sculptures and undercuts.

6. Puppetry (Rajasthan)

Also known as kathputli, the string puppet theatre native to the Rajasthan is one of the most famous forms of the Indian puppetry and Indian wooden handicrafts. Since it is a string marionette, the puppets are controlled by a single string that passes from the head of the puppet.

7. Lippan Kaam (Kutch)

Lippan kaam is mud and mirror work. Also known as chittar kaam, it is the traditional mural craft of Kutch. We still do not know much about the origins of lippan kaam, but various communities present in Kutch have their own distinct style of this artwork which makes it harder to trace its roots.

8. Bidri (Karnataka)

Bidar is the centre for the manufacture of these unique metal handicrafts, where 'bidriware' gets its name. Bidriware is really unique and famous because of its striking artwork and the metal used. This metal is a blackened alloy of copper and zinc inlaid with fine sheets of pure silver.

9. The Art of Pattachitra (Odisha)

Pattachitra is the art of cloth-based, traditional handicrafts scroll painting that originated in the state of Odisha. These paintings mostly depict the traditional stories of Hindu deities and are based on the ancient Hindu myths and legends. Every colour used in the paintings is natural and they are traditional in style.

10. The Art of Madhubani (Nepal and Bihar)

Mithila painting or Madhubani painting is a style of art that is commonly practised in Bihar and the Mithila region of Nepal in India. The exact time of origin of the Mithila art is not known.

11. The Art of Gond (Madhya Pradesh)

The art of Gond is a form of painting from tribal and folk art that is practised by Gond artists, one of the biggest tribes in India. These tribes are predominantly from Madhya Pradesh but are also found in some areas of Maharashtra, Andhra Pradesh, Odisha, and Chhattisgarh.

12. The Art of the Warlis (Maharashtra and Gujarat)

The Warlis or the Warlis are a tribe living in the coastal as well as the mountainous areas of Gujarat and Maharashtra. The tradition of the artistic expression of the Warlis is said to stretch back to 2500 or 3000 BCE.

13. Leather (Maharashtra)

The well-established tradition of the manufacture of leather in India is demonstrated by the monks and old sages. Leather was utilised in creating footwear and garments as well as in making bags, tops, shield, saddles, and many more. India is famous all around the world for its leather items. Madhya Pradesh is particularly known for its leather items like bags, shoes, and clothing.

14. Shells (Gulf of Mannar, Odisha)

There are three types of shells from which craftsmen make shell handiwork in India -tortoiseshell, conch shells, and seashells are used in making various products like forks, bangles, bowls, curtains, chandeliers, and many others. The areas present near the sea like Goa, Gulf of Mannar, Odisha, and many other areas are the centres of this craftsmanship.

15. Terracotta Works (Assam)

Terracotta work is the art of making figurines and statues from clay, mud, or earth. The terracotta Indian village handicrafts in Assam have amazing imprints of its ancient and unique culture. Many years ago, the craftsmen of Assam used to mainly focus on making statues of religious symbols. Today, they are mostly focussed on designing toys, pots, dolls, artefacts, and vases. The major centre of the terracotta market of the world is the village of Dhubri in the Goalpara district of Assam.

16. Pottery Craft

Pottery in Different states of India

Every village of almost every state of India has a potter (Khumbar or Kumhar) who 'wheels' out an amazing variety of household utensils and other objects of utility. They sit outside their huts, spinning their wheels, creating bowls, mugs, plates, urns, for storing and carrying water, flowerpots, foot-scrubbers, small pots and a myriad other articles required by an Indian household.

17. Flower Making

Flower Making is a craft which is ignored in India. Dye Making is another use of the waste flowers.

Dry flower production involves two important steps.

1. Drying
2. Dyeing

II. Methodology

The qualitative interview that was conducted is based on the social constructionist paradigm. To research topics where extensive interviews and surveys are done to see if the handicrafts have significant demand and usage in the Indian market.

The most appropriate approach is the use of a qualitative exploratory interview (Creswell, 2003; Patton, 2002). Its focus is on social processes, rather than social structure (Yin, 2003). This approach explains the usage and demand pattern of the handicrafts in India. The interview will focus in multiple segments of the society based on their earnings. Chi Square Test, T Test, Z Test and other was used to study and analyze the impact of the Indian Handicrafts on the Indian society.

The study is explanatory and is therefore based on secondary data sources. In order to clarify the communication techniques for handmade companies, secondary data would be gathered and analyzed from a range of sources, including articles, newsletters, studies, surveys, papers, the Internet as well as current literature.

A) Craftsmen / professional craftsmen in such crafts.

DATA COLLECTION

The interviews were conducted and the interviews have concluded that there is an ample requirements and demand of Indian Handicrafts in India .

The purpose of the study is to explore and describe the views and perspectives of the Indian Handicraft buyers and the influence of the Indian Handicraft on the buyers market. Stakeholder involved in this interview are skilled artisans who work in rural and urban cities. Also the interviews were been conducted from the craftsman and professional craftsmen from the art school.

Objective of the Study

1. Indian Handicrafts contributes substantially to the Indian economy
2. Most of the Handicrafts are region specific
3. Traditional craftsman use a complete different set of techniques and tools as compared to professional craftsman

HYPOTHESIS

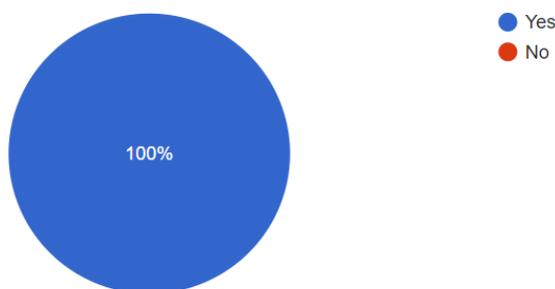
H1: Customers prefer Indian traditional Handicrafts over machine made art pieces

H2: Most of the Handicrafts are region specific

III. Data Analysis

1. Do you purchase Indian Handicrafts over machine made artifacts?

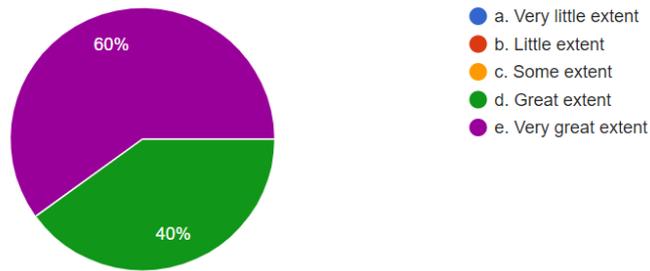
10 responses



From the above response, it was evident that every individual purchases Indian Handicrafts.

2. Do you think Indian Handicrafts are region specific

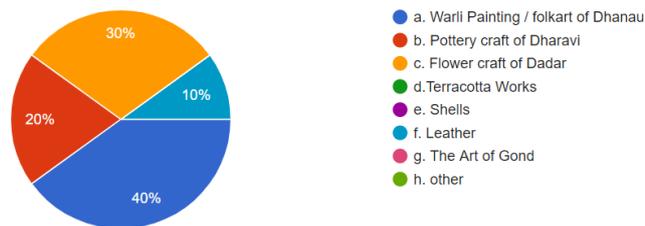
10 responses



Based on the response, it can be seen that 60% of the population believes that the Indian Handicrafts are region specific.

3. Which of the following craft would you prefer as a consumer?

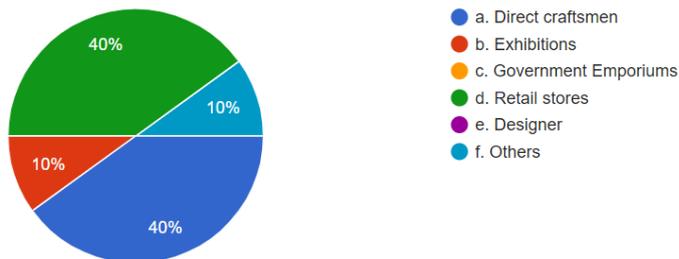
10 responses



Looking at the responses form the users, there is a varied list of handicrafts that users purchase.

4. Where do you buy handicraft products from?

10 responses



While interviewing, it was seen that the purchase and buying market is varied. Few prefer Direct craftsmen or few prefer exhibitions. There is no specific buying source.

5. While buying any craft, do you consider if the craftsman is professional or not?

10 responses



Looking and analysing the responses, it is clearly witnessed that the buyers generally do not consider the education of the craftsmen. Whether the craftsman is educated or not, it barely matters for the buyers.

IV. Conclusion:

The enterprise should keep the customer preference on top priority before manufacturing a product. Today, the market is driven by customer's choice rather than the seller's. The customer is very clear about the requirements and indulges into a purchase very consciously and wants the product to be dual purpose, thus it becomes imperative for the export organization to focus on the customer's need and choices before manufacturing the product. The world is going to witness an economic slowdown soon as most of the advanced countries are highly affected due to economic problems, ultimately leading to decrease in the consumer spending. The exporters should focus on dual purpose handicrafts having utility value so that the customer is benefited by purchasing a product serving two purposes.

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