

## “Handicraft Product in India: An Analysis of Youth Perception”

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### ABSTRACT

Handicraft products are the art of making functional, decorative and entertainment items in various shapes by hand. Handicraft products are a representation of the culture and history of a region, state, nation, which preserves its traditional art culture etc. and tells its glorious history to the coming generations. This research paper attempts to know the status of handicraft production among the youth. For this, primary data has been collected through convenience sampling with the help of Google questionnaire and this sample has been taken from Varanasi district. This research reveals that Youth are aware of handicraft products. They have good knowledge about the products. They purchase products for their own use and as gifts. This paper also found that Varanasi youth are satisfied after using handicraft products.

**Keywords:** Economy, handicraft industry, youth, perception, India

### INTRODUCTION:

India, which has 28 states, 8 UTs, 22 languages and more than 1600 dialects, they together offer enormous handicraft products to the consumers. The states like Uttar Pradesh, Gujarat, Andhra Pradesh, Jaipur, Bihar etc. are important for the handicraft industry in India. (Syed Khalid Hashimi 2012). The handicraft industry is the oldest industry in India (Ms Shreya Jadhav 2021). It is about 5000 years old i.e. it is from the time of the Stone Age. (Dr. Madhu rai 2017). The Indian handicraft industry is famous all over the world for its skill, grace, quickness, and design. The Indian handicraft industry is a major supplier to the global handicraft product market. Handicraft products represent the country's tradition, culture, heritage and arts and at the same time keep them together. (Kumar D, Rajeev p.v 2013). Handicraft products include carving, pottery, Woodward, and metal ware (Mrs. Sudha N.et al. 2021) Indian hand craftsmen are rich in craftsmanship, they create different designs, mix different colours and add life to the product with their imagination. (Dr. Dashm et al.) Social and economic changes are also affecting the handicraft industry, the changing fashion, preferences, trends and inflation of the market have affected the demand for handicraft products. (Oza Megha s. 2019) India is a country of diversity, whether it is culture or arts, The handicraft industry manufactures products using raw materials such as wood, handmade textiles, leather craft, stone craft, carpet, jewellery design etc. from different states of the country. which reflects this diversity. (Monika Dey 2018) The handicraft industry is very ancient, its history is about 5,000 years old, that is, this industry has been running since the Stone Age (Madhu Rai 2017).

### LITERATURE OF REVIEW

- ✓ **Manjusmita Das (2011).** The handicraft industry provides employment to a large number of people and improves the standard of living of the weaker sections. However, the performance of the government department and the institution set up for the development of the handicraft industry has been very disappointing.
- ✓ **Garg and Walia (2019)** The Handicraft industry has been facing some problems like lack of skilled labour, lack of basic facilities, licenses etc This problem is hindering the development of the industry.
- ✓ **Arindam (2010)** Handicraft industry creates employment, increases foreign trade, and encourages entrepreneurs and apart from this it also works to preserve art-culture and traditional heritage.
- ✓ **Das T.M. (1989)** Handicraft products are facing very tough competition from machine products in the market and this is causing a lot of damage to handicrafts. Along with this, the product is failing in the market due to poor design, insufficient market strategy etc.

- ✓ **Dr. Anupam Vidyarthi (2019)** The researcher found that artisans need to properly showcase their art and craft so that each design, shape, color, and form of their crafts can attract customers. The researcher also found that artisans should keep displaying these products continuously so that the image of the product remains in the minds of the customers.
- ✓ **Dr. Madhu Rai (2017)** The researcher concluded his research paper by saying that the handicraft market is a good source of foreign exchange in the Indian economy. This market is very important to uplift the economy, hence necessary efforts should be made continuously to improve this market.

#### OBJECT OF THE STUDY:

1. To study the concept of handicraft product.
2. To analyse the youth perception towards handicraft product.

#### RESEARCH METHODOLOGY:

This research is based on Primary and secondary data.

##### Research Design

In this research descriptive research design has been used.

##### Sampling method

In research Non probability sampling (convenience sampling) has been used.

##### Data collection and Analysis

Primary data has been collected from google forms. Secondary data have been collected from various sources like research paper, Article, newspaper, magazine etc. For the data analysis and interpretation, chart graph, average and Likert 5- point scale have been used.

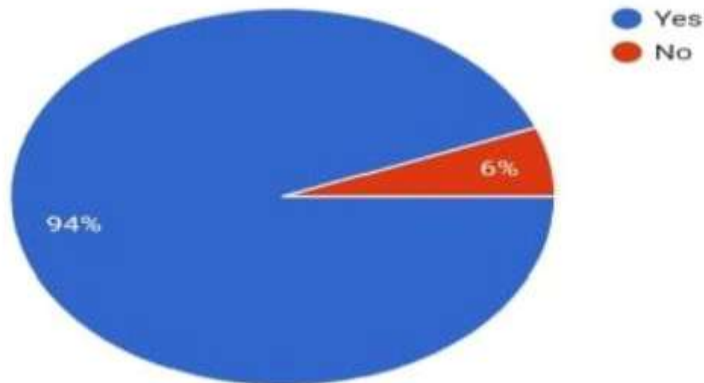
#### IMPORTANCE OF THE HANDICRAFT INDUSTRY IN INDIAN ECONOMY:

India, which has 28 states, 8 UTs, 22 languages, and more than 1500 dialects, has an enormous variety of handicraft products available. India's major handicraft industry states are Uttar Pradesh, Gujarat, Andhra Pradesh, Jaipur, Bihar etc. **(Syed Khalid Hashmi 2012)** Handicraft industries use local raw materials and use them properly, their crafts are unique, do job creation, and keep the art, culture, and traditional heritage of the country together, most of the weaker sections in the handicraft industry. By employing women and men, it also improves their standard of living. **(Waqar Ahmad Khan 2013)** The handicraft industry is making a significant contribution to providing employment in the country. There is a lot of potential in this industry and this industry is increasing exports and foreign trade. This industry is very economical as compared to other industries because it takes less capital investment and adds high value to it. **(Dr Madhu Rai 2017)** Handicraft industries are labour-intensive industries and come second in employing agriculture. **(Ms. Shreya Jadhav 2021)**

#### DATA ANALYSIS AND FINDING

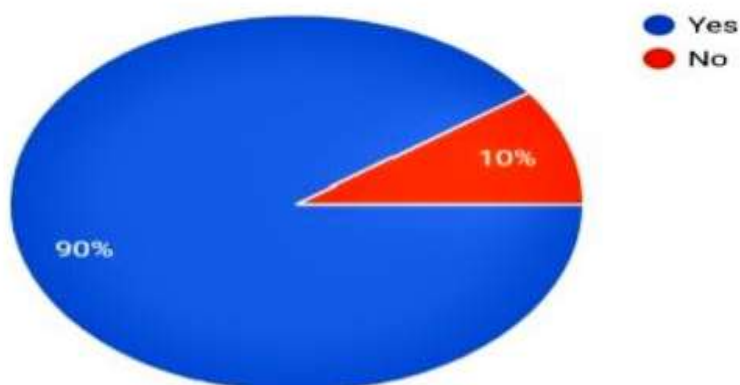
### 1. Are you aware with handicraft products ?

50 responses



### 2. Have you ever bought handicraft products ?

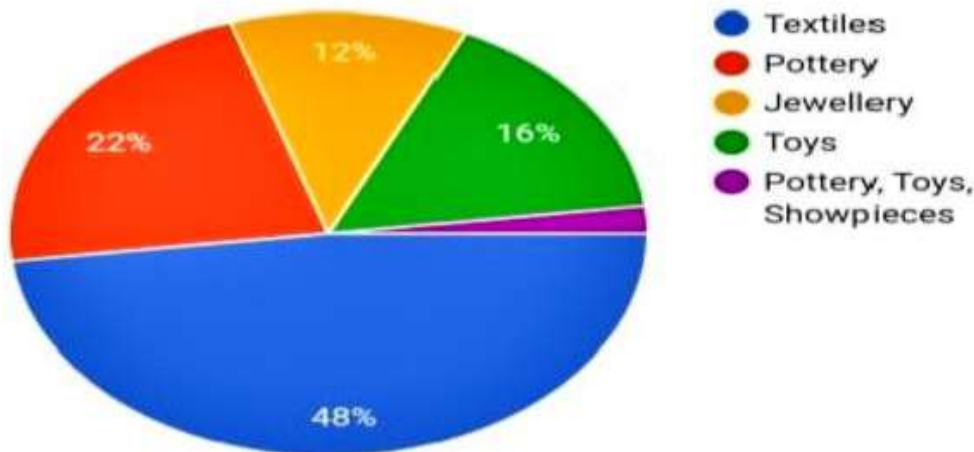
50 responses



### 3. What types of handicraft products do you prefer ?



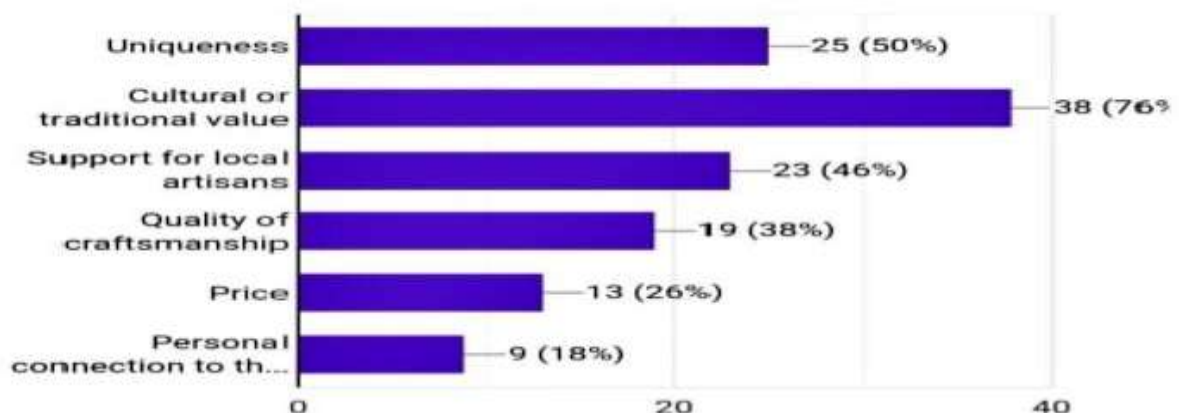
50 responses



### 4. What factors influence your decision to buy handicraft products ? (Select all that apply)

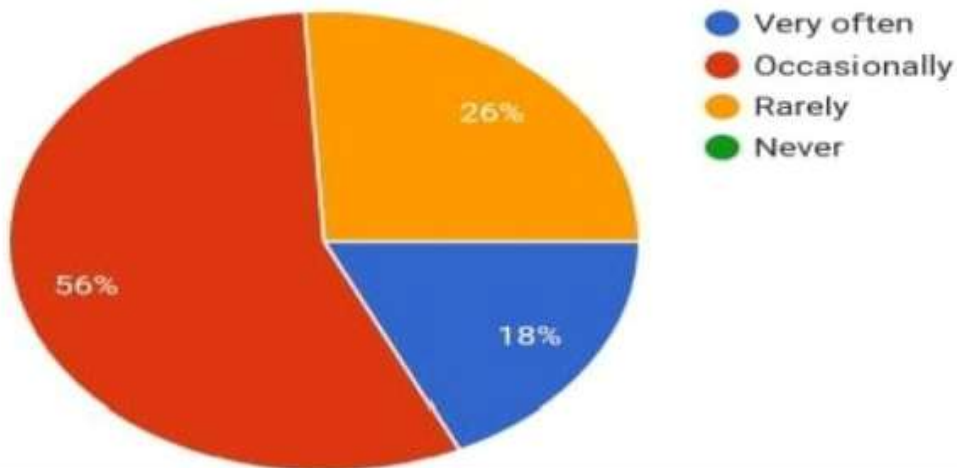


50 responses



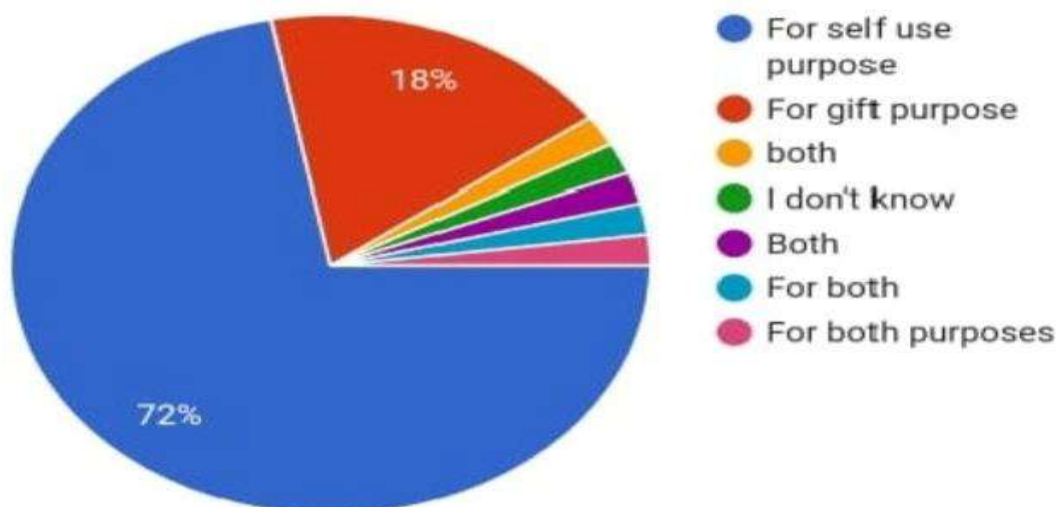
## 5. How often do you buy handicraft products ?

50 responses



## 6. Why do you buy Handicraft Products ?

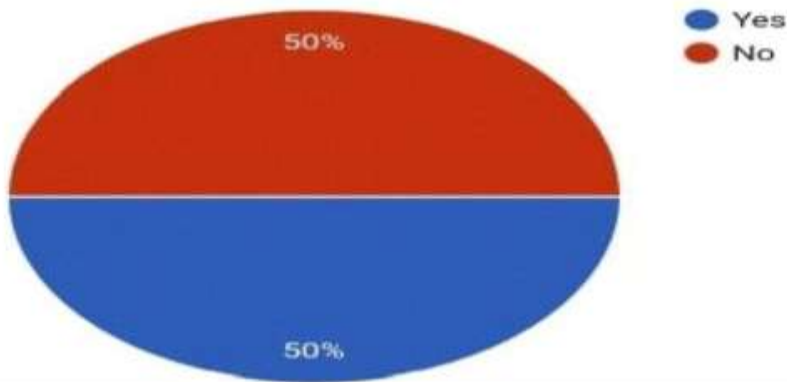
50 responses



### 7. Do you find handicraft products easily available in the market ?



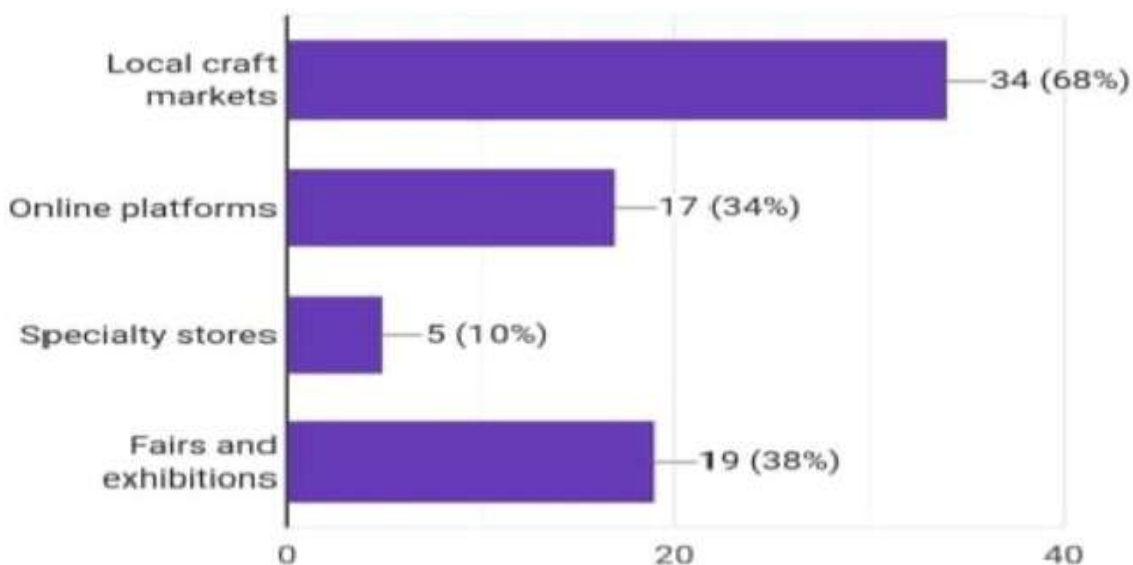
50 responses



### 8. Where do you usually purchase handicraft products from ?



50 responses

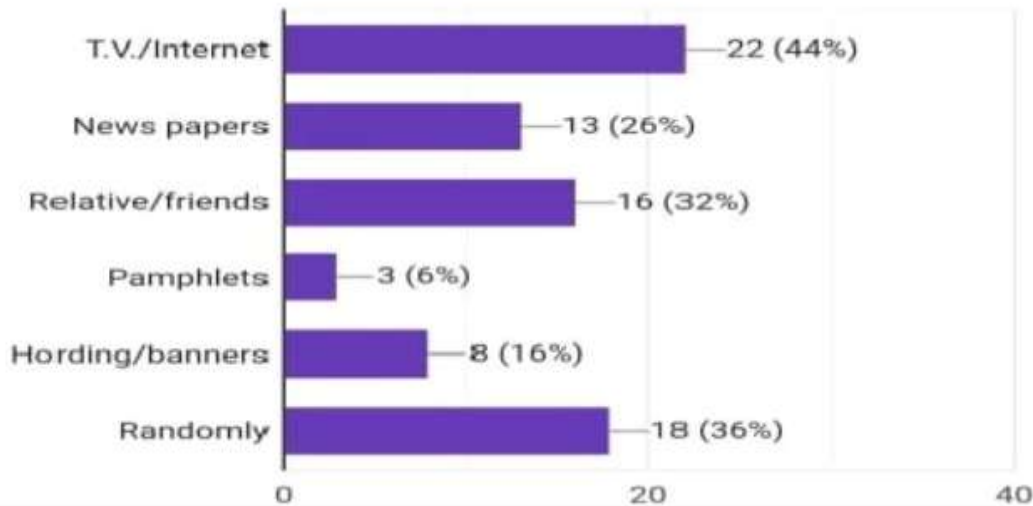




## 9. Where do you get information about handicraft products ?



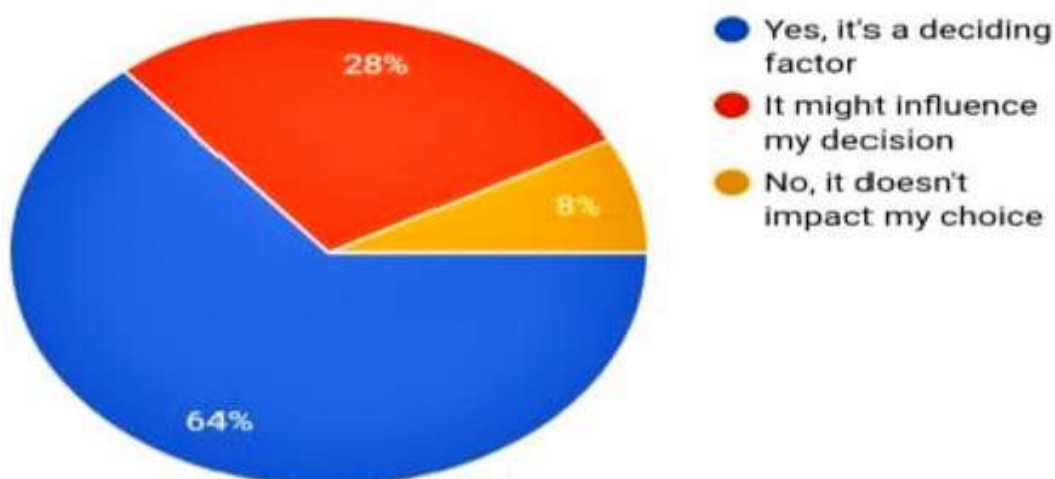
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## 10. Are you more likely to buy handicraft products that are eco-friendly or sustainable ?



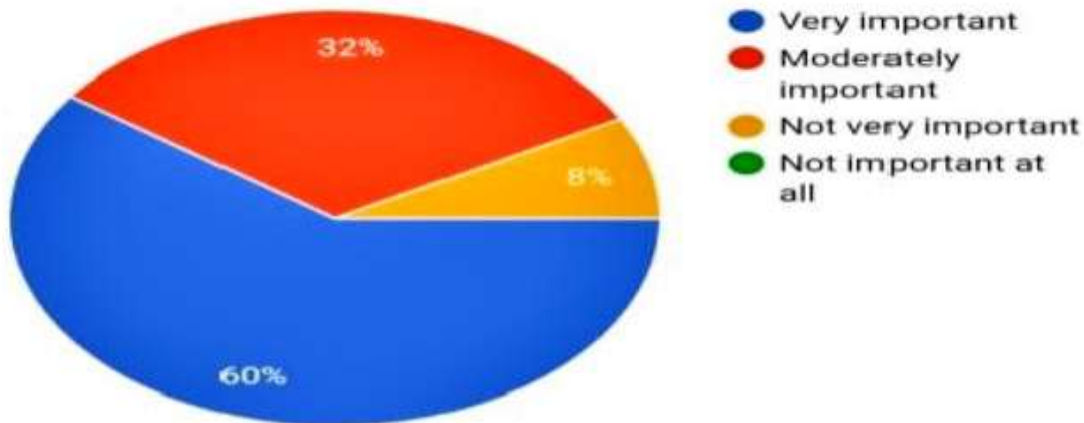
50 responses



### 11. How important is the quality and durability of a handicraft product to you ?



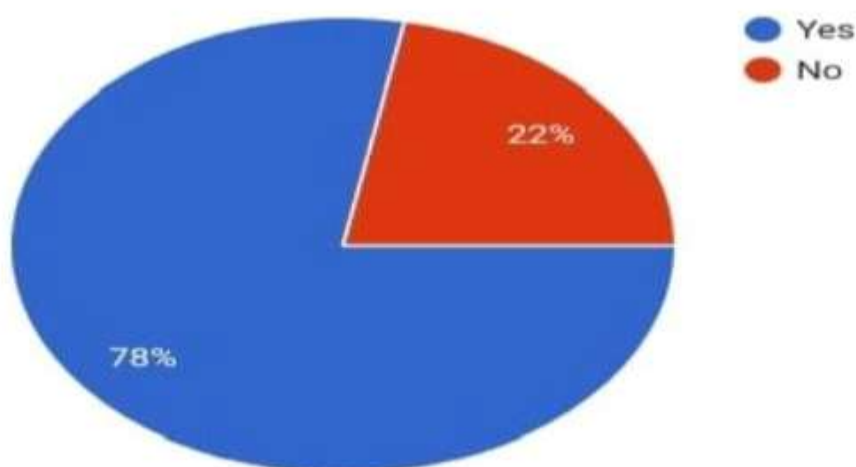
50 responses



### 12. Have you (ever) recommended to your friends/relative to use handicraft products ?



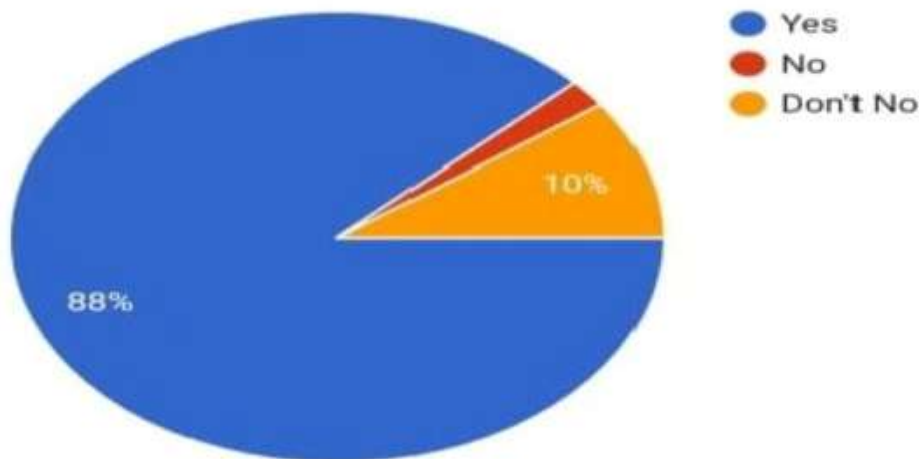
50 responses





### 13. Are you satisfied after using the handicraft products ?

50 responses



## FINDINGS

- Respondents (48%) prefer to purchase textile products among handicraft products.
- The uniqueness of the product and its cultural and traditional value (76%) are the factors that influence respondents to buy the product.
- Respondents buy handicraft products occasionally (56%) and for self-use (72%).
- Respondents (67%) purchase handicraft products from the local market.
- Respondents purchase products for their quality and durability (60%), and they (88%) feel satisfied after using the product.

## DISCUSSION AND CONCLUSION

After analysing, the primary data it is evidently showing that most of the respondents are aware of handicraft products (50%) and they purchase handicraft products for self use (72%). In which textile handicraft products (48%) are purchased the most. Respondents handicraft products are purchased from the local craft market (68%). In which the uniqueness factor of this product (50%) influences them the most. Respondents get information about the product mostly through TV and Internet (44%). respondents were very attracted by the durability quality (60 %) of the handicrafts products. We can say that handicapped products are familiar among the youth and they also buy them, but youth buy handicraft products occasionally and not regularly.

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