INDIAN CRAFTS $ GOODS SERVICES

Anshika Singh¹, Dr Sheikh Fahad Ahmad², Abhishek Maurya³ , Priyanshu Bharadwaj⁴,

Archit Tiwari⁵

¹B.tech student , Department of CSE, BBDNITM, Lucknow ,India
²Associate Professor, Department of CSE, BBDNITM, Lucknow ,India
³B.tech student , Department of CSE, BBDNITM, Lucknow ,India
⁴B.tech student , Department of CSE, BBDNITM, Lucknow ,India
⁵B.tech student , Department of CSE, BBDNITM, Lucknow ,India

---***--

Abstract – Creative is a platform that provides a great platform to promote VOCAL FOR LOCAL campaign. It is based on technologies such as DBMS , MERN stack for website development and Machine learning to give user a great exposure to the local markets. Indian MSMEs(Ministry of micro, small, and medium Enterprise) contributes only 2% to Indian GDP, hence to improve this contribution, and make people aware of their own cultural handmade crafts, Creative is build.

*Key Words***:** Crafts, Indian Handicrafts, gdp, vocal for local.

1.INTRODUCTION

India is known as the powerhouse of handicrafts. Throughout the world, India is also famous for its rich background and as far as the art and culture are concerned; India holds the top rank amongst the culturally rich countries across the world. People in India are so very skilled that they make crafts out of paper, wood, clay, rocks, shell, metal, stone and the list is endless. Till date, many rural people earn their living from the creative pieces they Manufacture.

In this introductory chapter we present the background of handicraft products and the buying decision of consumer towards such products. Our research outline will be explained, as well as the reason why it is especially relevant to examine factors that affect purchase of handicraft product. The purpose of our research and the research questions will be generated from the problem discussion.

a) Export Promotion Council for Handicrafts (EPCH) is a non-profit organization established under the Exim Policy of Govt. of India in 1986-87. EPCH is the apex organization of trade, industry and government of India for promotion of handicrafts from India.

b) The Council continuously works toward promoting Indian handicraft products and project India's image abroad as a reliable supplier of high quality of handicraft goods and services. The Council has created necessary infrastructure as well as marketing and information facilities, which are availed both by the member exporters and importers.

c) Currently, some of the spectrum of activities that EPCH takes up include, provide commercially useful information and assistance to members Offer professional advice and services to members in areas of technology upgradation, quality and design improvement, standards and specifications, product development, innovation, etc. Organize overseas visits for its members to explore opportunities in international markets. Participate in international trade fairs for crafts and decorative products. Organize Indian Handicrafts and Gifts Fair in New Delhi. Coordinate between exporting community and government, at central and state levels, and so on.

d) The primary result that the Council aims to achieve through all of the aforesaid activities is to increase India's revenues from handicraft exports, penetrate major international markets and increase India's share in world exports of handicraft products.

e) Though this result, the Council aims to address another important issue that has a major economic implication on the country – employment in semi-urban and rural areas. The Council believes that measures taken to drive exports will help in creating and sustaining employment in these pockets of the country.

f) To achieve this, the Council is working on many strategic initiatives that aim to give fillip to export promotion and bring India to the forefront.

2. PROPOSED WORK

2.1 *PROBLEM STATEMENT 1*: No Platform

Social media produces a vast amount of content, so it is almost impossible for a brand to stay visible and keep everyone engaged. Beyond sheer volume of competing posts, businesses also may have trouble keeping up with constantly changing content algorithms. In spite of having thousands of follower's people struggle in marketing strategies and dealing with clients. For a new Small Business to bloom on a social media platform is a time-consuming task.

PROBLEM STATEMENT 2 No Niche Audience

It's very important to know who are your audience and what market portion do you acquire. Blindly posting your product in social media can give you couple of customers but this will let you to fall into losses soon. People having antique skills is not the only requirement!! People should be able to discover it.

PROBLEM STATEMENT 1: No Expansion $ Less profits.

People who run small handmade art business from home needs to have some external source that can promote their art can it can be discovered by lots of people. Adding delivery charges make the cost of product much higher and the customers reject the deal. Adding discounts will also not work as it will throw the seller into losses.

2.2 PROPOSED APPROCH

Based on the terms of reference, Frost & Sullivan defined the objectives for the study as follows: -

a) To study the world market for crafts and decorative products and arrive at the current effective market for crafts and decorative products, in value terms, over the last 5 years.

b) Further, study the world market for in detail in order to

- ✓ Arrive at the world market for various individual crafts and decorative product categories, and assess their rate of growth over the last 5 years.
- ✓ To identify the major markets (importing nations) for the various craft and decorative product categories across the world
- ✓ To understand the trend in imports of various product categories in the major markets over the last 5 years.
- ✓ To gain comprehensive insights into what products categories are in demand in the major markets and who are the major suppliers of these product categories.

c) This exercise intends to identify the top markets for various specific product categories to facilitate the 'product-market mapping' exercise.

d) To identify the major exporters (exporting nations) for the various craft and decorative product categories across the world. Confidential To Export Promotion Council for Handicrafts.

e) To gain comprehensive insights into the portfolio of craft and decorative product categories exported by the major nations, and which product categories form bulk of the exports of these nations.

f) To examine trade data of various countries to decipher the underlying pattern of export and import by value, of different product categories. This aids in identifying and categorizing countries in different leagues for the purpose of benchmarking and drawing up strategies specific to markets and competition.

g) To assess and evaluate the level of competition among the major exporters of various craft product categories, especially the threat and degree of competition that India faces from other Asian countries over the last few years.

h) To gain comprehensive insights into the various aspects of the consumers in the major markets, such as,

✓ Consumer preferences
✓ Impact of standard of living and availability of disposable income
✓ Influence of cultural, social factors, etc.

i) To understand the distribution structure, and different trade channels that exist in the markets, new and alternate channels that have come up in the last few years in the target markets.

j) To obtain information on the nature and quantum of market development and product promotion efforts that are required to do well in the major markets, and new and innovative platforms that have come up in the last few years.

k) To understand the role of showrooms in the major markets in the US and Europe, in terms of

✓ The extent of impact it has on the sales of craft and decorative products
✓ The impact it has on promoting the country of origin as a brand
✓ How good a platform it is to promote a brand?
✓ Whether effective are showrooms in bringing buyers and sellers on one platform Based on answers for the above, and assessment of the markets, the aims to identify appropriate locations for setting up showrooms in the major markets

l) To obtain information on market access requirements, tariff and non-tariff barriers, and other entry barriers that exist, if any. Confidential To Export Promotion Council for Handicrafts

m) To understand the requirements and competencies that an exporting nation should possess in the areas of logistics and warehousing in various markets.

n) To provide other inputs that will aid in evolving a winning marketing and competitive strategy for the handicraft sector in order to

✓ Grow the market for its products
✓ Penetrate the major markets at a faster pace than competition and establish itself in such markets
✓ Offer the ideal mix of products in terms of what the market demands
✓ Maximize return on efforts by distributing products through right trade channels
✓ Adopt new and innovative product promotion measures to increase sales
✓ Develop a sound and effective brand building exercise

Accomplishment of research objectives was done by selecting novel 'Vocal for Local' campaigns launched by Indian FMCG companies. Selection of campaigns was done on parameters such as: objective of launching new advertising campaigns (Supporting indigenous brands), companies having famous FMCG brands, Indian origin and reach of products in terms of acceptance of those products in every household. Based on these criterions the new campaign done by

ITC Limited (Proudly Indian campaign),

Dabur India Limited (Proudly Indian campaign),

Patanjali (Swadeshi Online Venture – Order Me E-Commerce Platform);

Mother Dairy (Dhara - Desh ki Dhara Anthem) and Parle Agro Products (Series of 'Bharat ka Apna')

were selected, a summary of fulfilment of the above-mentioned criterions has been presented in form of a table below

S. NO.	Parent Companies	Advertising Campaigns	Popular Products
1.	ITC Limited	Proudly Indian campaign	Bingo! Chips, Yippee! Noodles, B-Natural Juices, Body Washes, Fiama Shower Gel, Hygiene Products, Classmate Notebooks, Agarbatti, etc
2.	Dabur India Limited	'Ye Bharat Hai Hamara, Ye Dabur Hai Hamara' Anthem	Dabur Red Toothpaste, Dabur Amla Hair Oil, Real Fruit Juices, Digestive Tablet Glucose, Dabur Lal Tel etc.
3.	Patanjali	Swadeshi Online Venture – 'Order Me E-Commerce Platform'	Herbal Medicines, Cosmetics, Homecare, Personal Care Products, Vegetables, Organic Fruits, Pulses, Dairy Products and Confectionary Items etc
4.	Mother Dairy	Dhara – 'Desh ki Dhara Anthem'	Edible Oils (Dhara), Forzen Vegetables (Safal), Milk Products etc.

Identified Advertising Campaigns of Selected Indian FMCG Companies

INITIATIVES TAKEN BY SELECTED INDIAN FMCG COMPANIES TO SUPPORT 'VOCAL FOR LOCAL' CAMPAIGN:

1. ITC:

ITC developed more than 20 posters and videos to connect with 'Swadeshi concept'. ITC's 'Proudly Indian campaign' illustrated the brands' Indian ethos and larger contribution to the nation. These brands truly reflect the spirit of "Make in India" with the IP developed in India by Indian scientists, made with produce grown in India by Indian farmers, manufactured in India at world-class Indian facilities and specially crafted for the Indian consumers. In a recent influencer campaign, ITC's B Natural juices focused on the product's ingredients and the brand's concern about farmers

2. Dabur:

Inspired by 'Vocal for Local' mantra, FMCG Company Dabur India Ltd. has launched a campaign which showcase its connectivity with Indian roots with the 'Ye Bharat Hai Hamara, Ye Dabur Hai Hamara' Anthem for its various brands. Dabur is the 135-yearold well established brand dedicated to the health and well-being of every household, Dabur is the oldest and most trusted ayurvedic and natural healthcare company in India. Since its inception in 1884 in Kolkata, Dabur has transformed into a multi-location transnational business. The company has a manufacturing presence across eight overseas locations and products reaching over 100 countries across the globe.
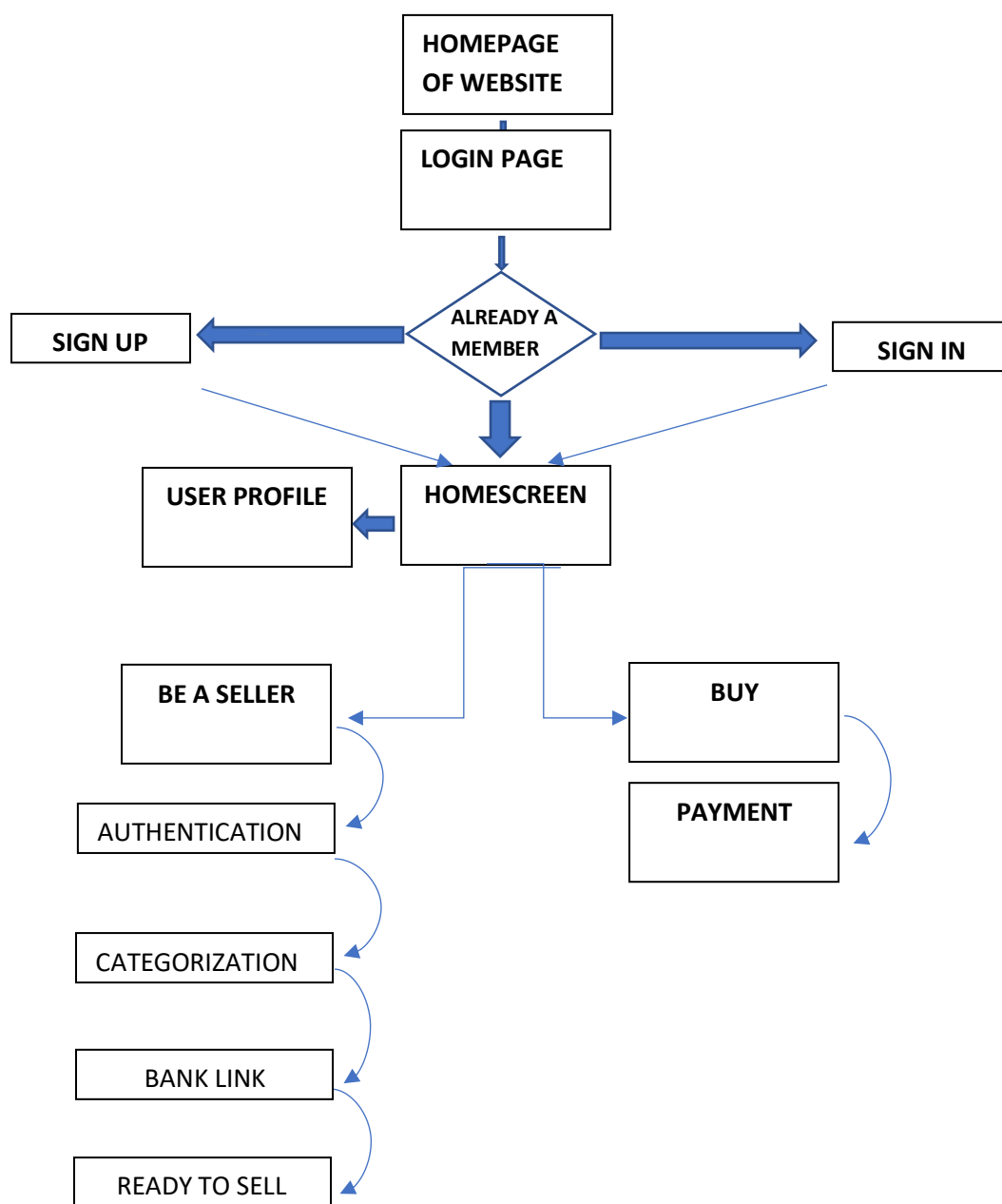
3. Patanjali:

Based on the research it has been estimated that e-commerce market in the country is expected to touch $84 billion in 2021 from $24 billion in 2017. Increasing alertness among consumers towards consuming indigenous products, easier availability and changing patterns of lifestyles have been the significant growth drivers for the FMCG sector. As per IBEF Report, May 2020', the number of online users in India is expected to reach the figure of 850 million by 2025.The online GMCG market is forecast to reach US$ 45 billion in 2020. At the time when these promising reports are available, Swami Ramdev's Patanjali entered into e-commerce through its app 'Order Me'. The app derives its name from a spiritual symbol and sound in Indian religions, 'OM' (O for Order and M for Me). To support PM initiative, Patanjali has promoted this online e-commerce platform to sell only local brands and foreign brands would not be sold through this digital application.

4. Parle Agro Products:

Parle, a brand synonymous to an Indian's identity since 1929, has come out to promote the Prime Minister's inspiring message to the nation - supporting local brands. By highlighting a series of 'vocal for local' narratives across its social media handles, Parle Agro aims to highlight and connect with its Indian roots while inspiring consumers about indigenous consumption. Parle Agro continues to be an India first brand. Since inception the brand is working for uplifting the lives of local Indians by procuring raw materials from them. 5. Mother Dairy: Mother Dairy is also present into edible oils segment under the brand name Dhara. It has also supported 'Be Vocal Buy Local' initiative with its new campaign 'Desh Ki Dhara' and recommended to accept 'Zara sa Badlaav' (a little change) in our lifestyles to stay fit and extend support to 'Made in India' goods. The campaign also aims to show how a little change can bring-in a lot of changes for the country as a whole. The principal theme of 7 the campaign is: "This is not about us, this is about our promise of being 100% Indian. Come be a part of this change."

2.3 MYTHODOLOGY

1. **Log-in/Sign-up**: The users would land on this page the first time opening the website. They would have the option to either create a new account or use their existing email to signup. If their account already exists, they can just log in.
2. **Home Screen:** Here products form various craftsmen will be shown ,user can apply filter accordingly.
3. **Buy:** If you want to buy any product you can browse to its details page and proceed towards payment.
4. **Payment:** The amount paid by the user will be directly transferred to the seller of the item after deducting the nominal fees.
5. **Become a Seller:** If user is a craftsmen that want to sell his/her goods online, they are simply go to this page to register themselves.
6. **Authentication:** Before registering someone as a seller, "Creative" needs to check whether they are eligible for it or not. Documents submission and examination of documents takes place in this section. Usually it take some days to check and verify the docs submitted.
7. **Categorization.** Once the authentication is done the user is registered as a seller and he/she can list their products onto our page.
8. **Bank Link:** To accept payments from the buyers seller needs to attach their bank accounts to the portal.
9. **Ready to Sell:** Now the seller can make their page attractive my show casing many products and earn well.

3 TECHNOLOGY

3.1 Front-end
Many front-end frameworks and libraries support JavaScript because of the V8 engine's innovation, so to search out the leading front-end frameworks and libraries below the business normal, we tend to collect usage information using GitHub, which is the largest Git repository hosting service globally. Its usage statistics will replicate international front-end developers' tendency on every front-end framework and library.

3.2 Website
We built a website using ReactJS, a declarative, fast, and flexible JavaScript library for creating reusable UI components. It's an open-source, componentbased front-end library that is just responsible for the view layer of the application. The MVC (model view controller) design is being used by the majority of websites. React is the 'V' in MVC architecture, which stands for view, while Redux or Flux provides the architecture. A ReactJS application consists of several components, which are responsible for producing a short, reusable piece of HTML code. All React applications are built around components. These components can be stacked with one other to create complicated applications out of simple building blocks. To insert data in the HTML DOM, ReactJS uses a virtual DOMbased technique. The virtual DOM is efficient for it simply modifies individual DOM elements rather than reloading the entire DOM every time.

3. CONCLUSIONS

The aim of our study was to identify the factors that influence the Swedish consumer to purchase handicrafts product that is represented by our research question - "What are the determinant factors that influence their decision to purchase handicrafts product?". As the research is designed for the exploratory purpose so the idea has been generated and followed by hypothesis and ended up with the result from the primary data. So, from the result of our study it is clear that each of the hypothesized factors have influences on making consumers decision about purchasing handicrafts which has its own interpretation. The summary of the interpretation of the result of our three hypothesis shows that our research question is answered. From our study we explored that friends and family have the highest influences on their decision making while Swedish customers purchase any hand made products. The product appearance also has an impact on their decision making but compare with the friends and family influences product appearance has lower impact. In addition, we have discovered that Swedish people buy hand-made product to show up their social status too. These three influential factors are described and supported by three key elements of theory of planed behavior. First of all, normative belief shows that Swedish customers are motivated by the social pressures from important social groups. Secondly, behavioral believe explains that they are also motivated by the outlook and the quality of handmade crafts. Last but not the least, Swedish handicraft customers judgment about their social level is described by the control.

REFERENCE

Aaker, D. A., Kumar. V., & Day. G.S. (2004). Marketing Research. 8th Edition. Hoboken, N.J.: Wiley & Sons, Inc.

Ajzen, I. (1988). Attitudes', personality, and behavior. Chicago: Dorsey Press.

Ajzen, I. (1991). The Theory of Planned Behavior. Organizational behavior and human decision processes, University of Massachusetts at Amherst, 50, 179-211.

Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, N.J.: Prentice-Hall.

Ajzen, I., & Fishbein M. (2005). The influence of attitudes on behavior. In D. Albarracín, B.T. Johnson, & M.P. Zanna, ed. The Handbook of Attitudes. Mahwah: Lawrence Erlbaum Associates.

Armitage, C. J. & Conner M. (2001). EYcacy of the Theory of Planned Behavior: A metanalytic review. British Journal of Social Psychology, 40, 471–499

Aug, R. P. & Teo, J. C. (1995). Philippine Export Promotion Policies and Their Responsiveness to European Market Conditions: A Case Study of Philippine Handicraft Exports to Belgium and Germany. In: Ateneo, de Manila University, Philippian, Sep 1 – 18.

Bal, R. K. & Dash, M. (2010). A Study on Factors Determining Buying Behavior of Handicraft Items - With Reference to Handicrafts of Orissa. IUP Journal of Management Research, 2 (2), 24 – 34.

Bamberg, S., (2002). Implementation Intention versus Monetary Incentive Comparing the Effects of Interventions to Promote the Purchase of Organically Produced Food. Journal of Economic Psychology, 23 (5), 573 – 587.