



Handicraft Industry: A Review of Literature

¹Dharana Agrawal, ²Dr. Madhulika Agrawal

¹Research Scholar, ²H.O.D of Commerce

¹Department of Commerce

¹Govt. D.B. Girls P.G. College, Raipur, Chhattisgarh, India

Abstract: Handicraft industry, though a traditional, labor-intensive industry, is gradually accepting the technological shift the whole world is witnessing. This study reviews the articles published from 1986 - 2022. Literature review conducted presents a deep understanding of the related topics studied. By analyzing the objectives, findings, future recommendations and limitations of each paper this review analysis gives insight to the future researchers on the areas which have already been studied or which have to be studied. The paper would be of utility to the Government, its agencies working for the welfare of artisans, handicraft artisans and to future researchers.

Keywords: Handicraft industry, Handicraft and Commerce, Handicraft and Marketing, Literature Review.

Introduction

Since the evolution of mankind, humans have always discovered and invented things for their survival and betterment of life. Like the discovery of fire enabled man to cook food and provided comfort in winter days. So, the discovery or designing of various tools and things from a pin to an aircraft or a rocket has empowered man to live a sustainable life. Earlier all the things were produced by men through their hands and now the technology has gained advancement with perfection of everything so made things with the aid of it. Though, today there is one sector where the human hand made products are popular and contributing its role in economy is running, that is the "Handicraft Industry". "Handicraft are goods predominantly made by hand even though some tools or machinery may also have been used in the process, such goods are graced with visual appeal in the nature of ornamentation of in-lay work or some similar work of a substantial nature possesses distinctive features which can be aesthetic, artistic, ethnic or cultural attached and are amply different from mechanically produced goods of similar utility" (GST Council, 2019). "Handicrafts are items made by hand often with the use of simple tools and are generally artistic and/or traditional in nature. They include objects of utility and objects of decoration" (Giyar, 2011). From both the definitions taken above, it can be concluded that handicrafts are those products which are made by hand and they specifically possess a tradition or culture, of a particular tribe or community or region, carried on from generation to generations. These objects can be both of daily use or a piece of decoration. As the technology has developed multiple times, it not only affects an individual's life but has also affected the ways and means of doing business. Although, handicraft industry function on traditional methods but the handmade products of this industry have reached every corner of the globe now-a-days due to improved and more effective marketing platforms using modern technology. "Innovation and technology" have affected the handicraft industry -from its making process to its distribution, both in positive and negative dimension.

This paper is a review analysis of earlier published research papers for the purpose "to study the work already have done and to establish the further scope of work to be done related to the handicraft industry with respect to commerce and management discipline". In this paper, already published 27 papers (mentioned in bibliography), have been analyzed so as to derive the objectives, findings, recommendations and limitations from them. Furthermore, this paper identifies and classifies the handicraft industries on the basis of their regions. To provide a subtle and effective understanding of the work done in the handicraft industry this study includes some tables, diagrams and graphs.

Review Analysis Methodology:

Objectives

1. To review the previous studies done by earlier researchers so as to understand the extent of work done and clarify the lacking areas in their studies.
2. To conduct orderly review and present them in a summarized and legible way.

Data Collection

To attain the above objectives and to establish review procedure, data acquired for only from secondary sources. The papers were retrieved from Google Scholar. The keywords used for browsing on the Google Scholar were like handicraft industry, handicraft and commerce, handicraft and marketing and review of literature.

Review procedure

This paper systematically conducts a review analysis of literature based on handicraft industry in three steps: (1) recognizing the literature (2) review analysis (3) organizing the literature, as suggested by (Sahu A & Deshmukh G.K., 2020).

Step 1: Recognizing the Literature

In the first step the study gathered papers from Google Scholar from the Year 2011 to 2022, which were open access in English language. And these papers were reviewed during June to August 2023. This step resulted in collection of 27 articles from different journals related to the handicraft industry.

Step 2: Review Analysis

All the selected 27 articles were scanned in detail in the purview of the objectives stated earlier in this paper. This review analysis work comprises of various tables and graphs as an important tool.

Step 3: Organizing the Literature

All the 27 articles were chronologically arranged. Tables and graphs are prepared using data given in all articles so as to depict various analyses in a precise and comprehensive way.

Literature Review

As stated in first objective of this paper to present the scope of work done, the review analysis results in finding and presenting the related topics of earlier researchers, also identifying and highlighting the handicraft industries those are covered under their research. Furthermore, an attempt has been made to present a systematic, summarized yet in detail all related important information. In the analysis it has been found that maximum studies have been carried out on the challenges faced by the artisans followed by e-commerce. Also, major studies have been conducted on the Indian handicraft industry. A diagram showing the related topics, the handicraft industry studied, authors' name and year of the study is depicted in the **Figure 1**.



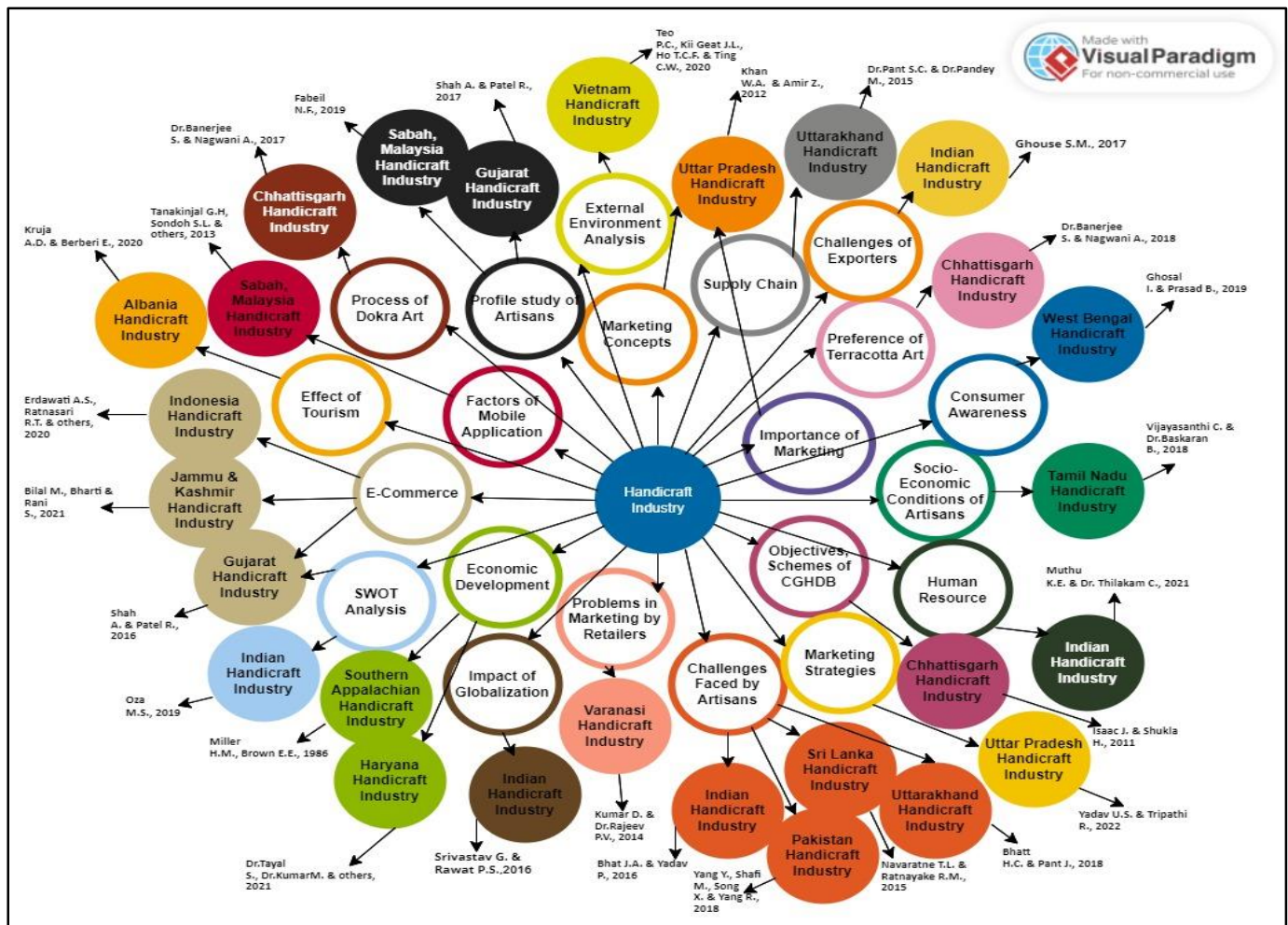


Figure 1: Cluster Diagram- Showing Authors' Name, Year of Publications, Research Topics and Handicraft Industries Studied.

(Source: Prepared by Author)

The literature review is done on various handicraft industries both Indian and foreign. The number of papers reviewed and studied on foreign handicraft industries is 8 and that on Indian handicraft industries is 19 in numbers. The year wise presentation of this data is given in **Figure 2**. Just to provide more clarity, the bifurcation of the industries previously studied (region wise) is presented in the form of pie chart in the **Figure 3**. Furthermore, the key findings, recommendations and major limitations of each paper are presented in a synchronized and systematic form in **Table 1**.

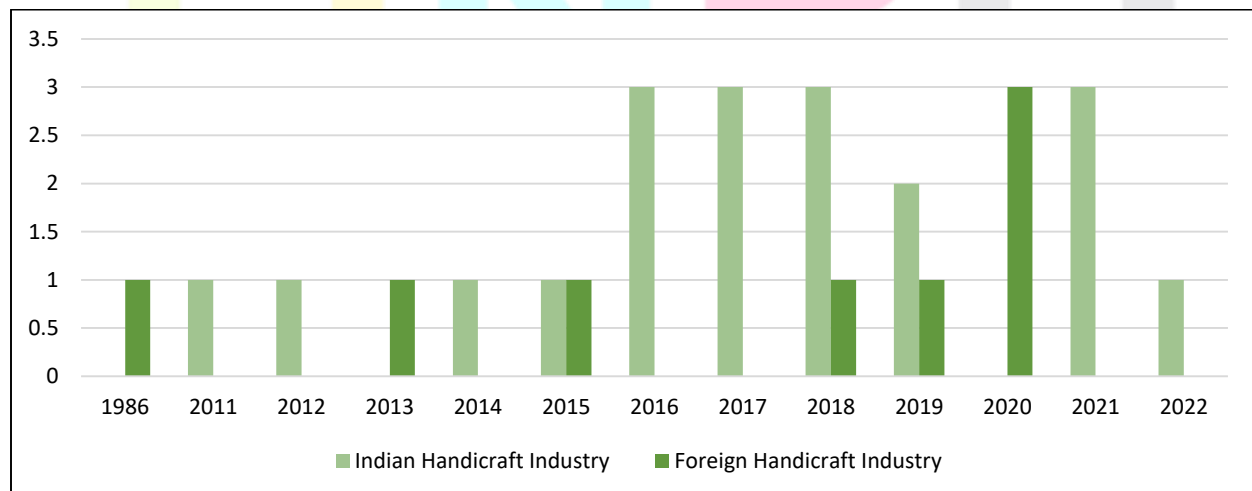


Figure 2: Bar Diagram – Number of Paper Reviewed for the Corresponding Year

(Source: Prepared by Author)

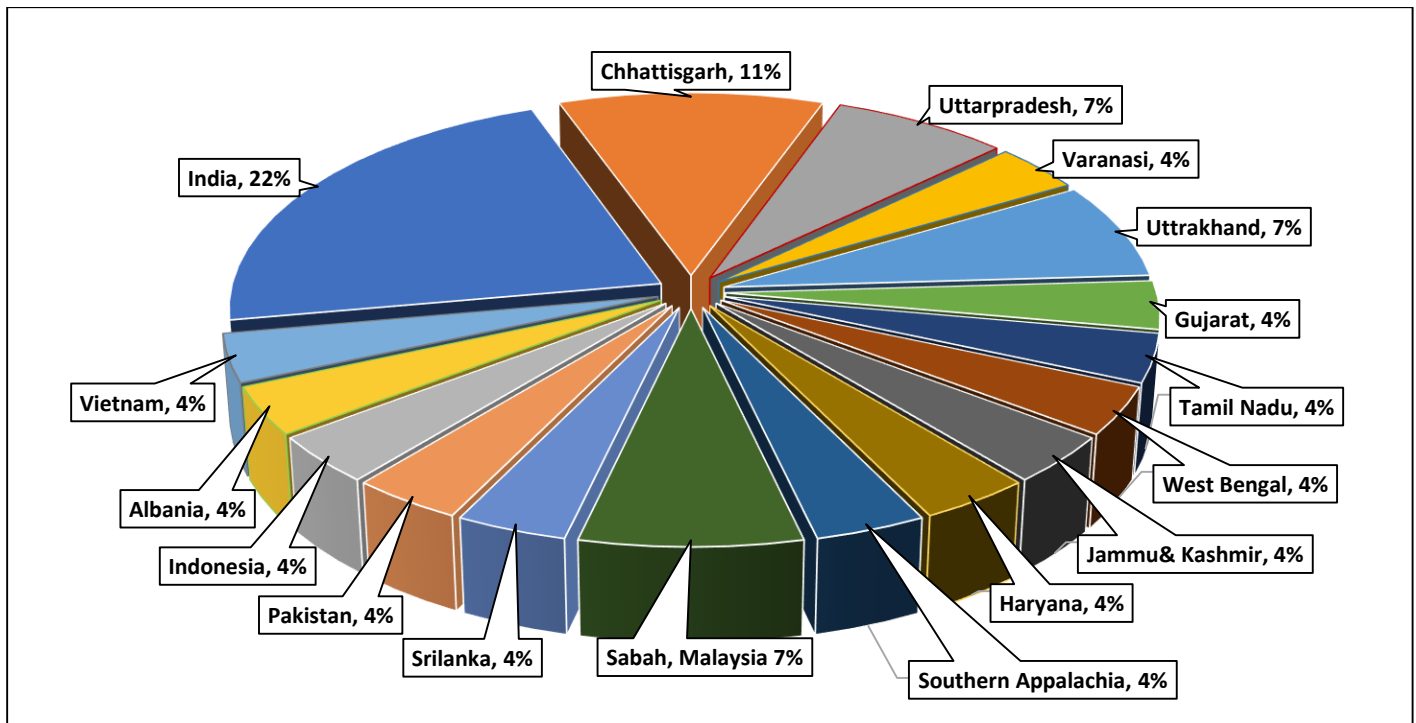


Figure 3: Pie Diagram presenting the number of papers (in percentage) of different handicraft industry reviewed.

(Source: Prepared by Author)

Table 1: Summary of the Findings, Recommendations and Limitations of Each Paper

S no	Author	Objectives of the Paper	Key Findings of Author	Suggestions of Author	Main Limitations found in review
1	Miller H. Brown E.E. Centner (1986)	<ul style="list-style-type: none"> To study the economic development of Southern Appalachian handicraft industry 	<ul style="list-style-type: none"> Occupational entry is not because apprenticeship or inherently transferred knowledge but creative individuals would also be equally qualified to work in this industry. Factors like environment, scenic beauty and tourism are also responsible for growth of the industry in geographical area. 	<ul style="list-style-type: none"> The paper suggests to develop tourism so as to attract more sales for artisans. The government should implement more schemes with wide network so as to reach to the interested individuals for training and development. 	<ul style="list-style-type: none"> Lack of proper analytical tools for data analysis also no statistical methods were used for combining results.
2	Isaac J. Shukla (2011)	<ul style="list-style-type: none"> To analyze objectives, schemes of CGHDB. To do a SWOT Analysis of Indian Handicraft industry. To find the marketing strategies adopted by CGHDB. 	<ul style="list-style-type: none"> Indian handicraft industry is facing tough competition from machine made products. The training schemes by the board are strengths. The marketing schemes adopted by board are beneficial for the artisans. 	<ul style="list-style-type: none"> Major recommendation from authors is that for the board strategically improve logistics transportation of the products handcrafted. 	<ul style="list-style-type: none"> The paper didn't have any primary data as evidence to verify schemes, policies and marketing strategies adopted by CGHDB.
3	Khan W.A. Amir Z. (2019)	<ul style="list-style-type: none"> To study the marketing concepts of Uttar Pradesh Handicraft industry based on primary data of marketing. To study the importance of marketing. 	<ul style="list-style-type: none"> Prices of handicraft articles are fixed by craftsman himself, master craftsman, dealer and co-operative societies, extent of influence of these people in fixing the prices differ from craft to craft. Techniques include demonstrations, exhibitions, samples, premium. 	<ul style="list-style-type: none"> The authors suggest to produce customized products to gain competitive advantage and customer delight. Sales tax to be exempted by the government as suggested. 	<ul style="list-style-type: none"> To study the marketing concept, authors could have obtained primary data from customers to tally the board's strategies with real situation.

		marketing in industry.	coupons, games and contests, disp and package inserts.		
4	Tanakinjal G.H, Sor S.L., Ha R.A. & ot (2013)	<ul style="list-style-type: none"> To identify factors affecting the use of mobile application in Sabah Handicraft industry. 	<ul style="list-style-type: none"> Comparability, credibility are significant factors affecting the use of m-applications. Self- efficiency is an important determinant for behavioral intention to use the m-application. 	<ul style="list-style-type: none"> The authors suggest to innovate message displayed in the m-apps to attain more credibility of customers with regards to the advertisement on mobiles. 	<ul style="list-style-type: none"> The sample size was small in present research, it can be taken more and from different states for future researches.
5	Kumar D. Dr.Rajeev (2014)	<ul style="list-style-type: none"> To study the problems faced in marketing Handicraft retailers in Varanasi. 	<ul style="list-style-type: none"> The main hurdles of the retailers are fluctuations in demand and lack of facilities. Major factors of having more than one product in retail outlet are occasional increase in sales, motivational factors, business type. 	<ul style="list-style-type: none"> The authors recommend to motivate young generation to participate in retail activity to gear up the handicraft industry's performance. Government should take proactive actions to spread awareness about related schemes, provision of financial assistance, opportunity for entrepreneurial skills development. 	<ul style="list-style-type: none"> Sample size of research is not accurately known.
6	Dr.Pant S. Dr.Pandey (2015)	<ul style="list-style-type: none"> To study the supply chain of Uttarakhand Handicraft industry. To suggest for improvement. 	<ul style="list-style-type: none"> The Nepali itinerant sellers practice door-to-door marketing. Artisans have created SHGs and cooperative societies with government agencies. 	<ul style="list-style-type: none"> It is an immediate need to develop new markets apart from the limited local market. 	<ul style="list-style-type: none"> Could have used more sophisticated statistical tools for analysis of data.
7	Navaratne & Ratna R.M.A.K. (2015)	<ul style="list-style-type: none"> To explore the socio-economic conditions and challenges of artisans engaged in Sri Lankan Handicraft industry. To find the impact of these conditions and challenges on them. 	<ul style="list-style-type: none"> The major economic challenge of the Lankan handicraft industry is the absence of the proper market for its products. The social challenge before the artisans is that the residents value the modern products more than the traditional handicraft items. 	<ul style="list-style-type: none"> The government should promote handicraft industry through various schemes and conducting various programs. Further it was recommended that handicraft industry should adopt modern marketing trends and techniques to stand in modern markets and world market at large. 	<ul style="list-style-type: none"> The sample size is too small for study. The authors could have done further analysis.
8	Srivastav C. Rawat (2016)	<ul style="list-style-type: none"> To study positive and negative impact of globalization on Indian handicraft. To study the export of Indian handicraft industry in comparison with other countries. 	<ul style="list-style-type: none"> Indian handicraft items are good quality although it is getting better blending with artisans across the world. Indian pottery handicraft is suffering from tough competition from the Chinese pottery industry. 	<ul style="list-style-type: none"> A framework model should be suggested for development of handicraft industry further. 	<ul style="list-style-type: none"> Could have collected primary data from exporters, only secondary data is used. Crafts from Chhattisgarh, Gujarat and few other states are not considered.
9	Bhat J.A. Yadav (2016)	<ul style="list-style-type: none"> To analyze the reasons as to why the Indian handicraft industry is not so much promising productive sector in Indian economy. 	<ul style="list-style-type: none"> The major hindrances of Indian Handicraft Industry are unavailability of adequate and standardized raw materials, improper pricing, inefficient implementation of government schemes and weak channels to urban markets. 	<ul style="list-style-type: none"> Artisans must not only rely on traditional tools and equipment but also must collaborate with technology and innovation to compete in modern markets. 	<ul style="list-style-type: none"> First hand data not obtained and analytical tools applied.
10	Shah A. Patel R. (2016)	<ul style="list-style-type: none"> To study how e-commerce uplifts socio-economic condition of artisans. To conduct SWOT Analysis of adoption of e-commerce by artisans. 	<ul style="list-style-type: none"> The office of D.C.H. (Development Commissioner Handicraft) provides online platform for its e-marketing of products through Central Crafts Industries Emporium. Garvi-Gurjari, Mahila e-haats, women entrepreneurs, SHGs, NGOs are the prominent platforms for training, development, and promotion. 	<ul style="list-style-type: none"> The paper recommends that artisans should start their own e-commerce websites at individual levels; at group level they should conduct collective e-commerce activities with NGOs and other private entrepreneurs. Government should since implement schemes and programs. 	<ul style="list-style-type: none"> Could have used proper variables and tested the relation between dependent and independent variables. Although, the scope of the paper is that of whole rural India but Government and non-government schemes taken is that of only Gujarat government.

				promotion of Gujarat handicraft industry.	
11	Shah A. Patel R. (2017)	<ul style="list-style-type: none"> To study the profile of artisans engaged in Gujarat handicraft industry. To study the challenges faced by the artisans in Gujarat handicraft industry. 	<ul style="list-style-type: none"> The artisan's association with membership in any kind of organization does not impact the income level of artisan. There is no significant relation between awareness and educational level of artisans and the opportunities offered by the government and other private platforms through exhibitions and fairs. 	<ul style="list-style-type: none"> To protect the artisan's interest there should be a recognized organization who establishes standardized prices and quality so as to ensure transparency and fair competition. The paper recommends that although there are good and effective schemes and programs run by government it must focus on creating awareness about these schemes amongst artisans. 	<ul style="list-style-type: none"> Sample size was too small.
12	Ghouse (2017)	<ul style="list-style-type: none"> To Study challenges faced by exporters of Indian Handicraft industry. 	<ul style="list-style-type: none"> The biggest challenge faced by exporters interpreted in this paper is lack of proper and adequate subsidies provided by the government in aid of promotion. The second biggest problem in front of the exporters is that of infrastructure problems related to market awareness. 	<ul style="list-style-type: none"> The authors suggest to collect responses from more exporters of diverse industries so as to conduct comparative study about the human in export. 	<ul style="list-style-type: none"> Number of exporters as respondents could have increased.
13	Dr.Banerjee & Nagwan (2017)	<ul style="list-style-type: none"> To study the process of dhokra art. To examine challenges faced by artisans practicing dhokra craft in Chhattisgarh handicraft industry. 	<ul style="list-style-type: none"> There are five major steps in dhokra such as, modelling, molding, de-wax casting and finishing. The problems that the artisans practicing this art face are, lack of adequate material, lack of working capital, gap in the marketing channel, also practicing art causes depletion in natural resources. 	<ul style="list-style-type: none"> The government should help artisans in adopting technology, social networking, etc. The paper also suggests the need to advertise the products worldwide through internet. 	<ul style="list-style-type: none"> Based only on secondary data would have yielded more varied result if primary data was used.
14	Dr.Banerjee & Thakur (2018)	<ul style="list-style-type: none"> To study the preferences and familiarity of Terracotta jewelry amongst college going girls. 	<ul style="list-style-type: none"> The study found that 49% of the respondents didn't know about the existence of terracotta art. It was found that 69% of girls are willing to adopt terracotta jewelry. Also, the study found that ornaments of terracotta art in Indian outfit preferred by 51% of the girls and the preferred in western wear. 	<ul style="list-style-type: none"> The study suggested that respondents' size could be increased and a comparative study could be conducted on the various other forms of Chhattisgarh. 	<ul style="list-style-type: none"> Only college going girls were considered for the study and research area was restricted only Raipur, Chhattisgarh. The statistical tools used in paper for analysis were descriptive not analytical.
15	Yang Y., Song M., Song X. & Yang R. (2018)	<ul style="list-style-type: none"> To suggest the policies and practices to overcome challenges faced by artisans of Pakistani Handicraft Industry. 	<ul style="list-style-type: none"> The paper found that the younger generation of Pakistan is not as interested in learning the traditional of handicraft also there it is very difficult to find a good mentor who will teach them everything from developing a starting to earn a livelihood through it. Lack of infrastructure leads to increased cost of production. The artisans take loans at high interest from private moneylenders which shows inadequacy in raising finance in handicraft industry. 	<ul style="list-style-type: none"> The policies and practices for handicraft challenges, suggested in the paper are: <ol style="list-style-type: none"> 1. To differentiate between handmade and technology made products. 2. To maintain records and analyze them. 3. To appraise the artisans and their creativity. 4. To adopt an appropriate balance between innovation, technology and traditional techniques. 	<ul style="list-style-type: none"> Lack of enough and beneficial statistical data the study is based on empirical and secondary data from various literatures.
16	Vijayasanthi & Dr.Baskar B. (2018)	<ul style="list-style-type: none"> To analyze the Socio-economic condition of Tamil Nadu Handicraft industry. 	<ul style="list-style-type: none"> The paper finds that the handicraft industry is the second largest industry after agriculture. The industry provides for development of standard of living of artisans. The industry advances for technical know-how to skilled artisans who export their products internationally. 	<ul style="list-style-type: none"> The paper recommends for use of development of new tools and equipment in the industry so as to aid in further development of industry. The paper suggests to create a niche market for the industry to raise living standard of the artisans. 	<ul style="list-style-type: none"> The study does not use primary data it is based on previous literature reviews and government data.

17	Bhatt H.C Pant J. (2019)	<ul style="list-style-type: none"> Factors to research challenges faced by craftsmen. To develop a conceptual model clearly showing the relationship between the factors found in raw material processing, output activities. 	<p>The fourteen factors found in the paper were:</p> <ol style="list-style-type: none"> 1. Refinement in resources, 2. Intrusion of government in purchase between the states, 3. Conserve natural habitat, 4. Innovation in terms of adopting absorbing technology in the industry 5. Structural development of economy 6. Enhancing production process satisfy consumer needs, 7. Expanding the industry to private sector, 8. Variation in goods, 9. Distribution channels funded assisted by government. 10. Appropriate promotion advertisement 11. Politicking marketing 12. Place reservation (in market) 13. Distribution of goods as sample. 14. ICT (Information and Communication Technology) <ul style="list-style-type: none"> The above stated points 4,5,7,8,9,10,11,12,13,14,15 strongly affect output of the industry. While, points 4,5,6,7 strongly affect production process and 1,2,3,5,7 points significantly affect input activities of industry. 	<ul style="list-style-type: none"> The paper suggests to open industry to private entrepreneurs. The paper suggests to a information and communication technology in marketing. 	<ul style="list-style-type: none"> The paper uses statistical data to analyze the general data finding the factors but the relationship established between the factors production activities are based on secondary data.
18	Oza (2019)	<ul style="list-style-type: none"> Study marketing importance concepts in handicraft industry. Also consists a SWOT Analysis of handicraft industry. 	<ul style="list-style-type: none"> The handicraft industry involves employment of women artisans. Some of marketing problems faced by artisans are like, under developed infrastructure, small scale production 	<ul style="list-style-type: none"> The paper suggests to create awareness amongst the customer by adopting proper marketing-mix. It also recommends to organize marketing networks through supply chain management. 	<ul style="list-style-type: none"> The paper is based on secondary data therefore it lacks actuality.
19	Ghosal I. Prasad (2019)	<ul style="list-style-type: none"> To check whether customer awareness is a factor responsible for increasing sales in handicraft industry To find out whether online portal is important factor for promotion of handicraft industry 	<p>Through the paper it is known that online portal positively and strongly affects promotion motive of the industry and reaches to wider public, enable marketing flexibility and in turn helps increase in profits of customers.</p>	<p>The study sees an opportunity to increase handicraft industry turnover by accelerating the growth of tourism industry.</p>	<p>The study is very narrow in terms of area conducted only considering residents of Kolkata.</p>
20	Fabeil (2019)	<ul style="list-style-type: none"> To give a detailed profile of handicraft artisans of Kota Bharu Sabah, Malaysia so as to aid government policy formation. 	<p>Through cluster analysis it was found that in Sabah there are 80/210 full time entrepreneurs earning highest profit, 55/210 part time professionals earn lowest profit and 75/210 part time handicraft workers enjoying medium profit.</p> <ul style="list-style-type: none"> It was curious to find out that the cluster earning medium profit is the cluster exhibiting lowest turnover while the cluster having a medium market share earning lowest profit. 	<p>The paper suggests that the handicraft industry has the capacity to attract nominal income which is equivalent to a paid clerical in government service. none the less, it is required that government should formulate strategies for the all-round welfare of artisans.</p>	<p>The paper gives only detailed descriptive analysis of the socio-economic conditions of the artisans but it lacks to suggest points for improving their conditions.</p>

21	Erdawati A. Ratnasari & (2020)	<ul style="list-style-type: none"> To study the factors which are responsible for social-media use in Indonesian Handicraft industry. 	<ul style="list-style-type: none"> It is concluded that Perceived Relative Advantage (PRA) has significant relationship with Export performance (EP) and Marketing performance (MP). It is found that subjective norms (SN) do not affect EP and MP. Perceived Ease of Use (PEU) impacts EP strongly not MP. 	<ul style="list-style-type: none"> To increase their marketing exports level the paper suggests formulate policies relating PRA, SN and SN factors of social-media. 	<ul style="list-style-type: none"> The paper could have used the methods and techniques which are more advanced. As there are more variables involved in the study it is possible that there is wide spread deviation and in turn results decrease in the importance of each variable.
22	Kruja A.D. Berberi (2020)	<ul style="list-style-type: none"> To explore the effects of tourism in Albanian Handicraft industry and also see the challenges faced by artisans. 	<ul style="list-style-type: none"> The study found that, in summary, sales of the handicraft industry increased when the number of tourists increased in the region. The challenges faced by the artisans found in the study are that off, difficulties in availability of raw materials, lack of potential and active artisan, lack of knowledge of promotion and e-marketing techniques to artisans. 	<ul style="list-style-type: none"> The authors recommend to enable the new generation with traditional techniques of handicraft so that they can with their technological competency and knowledge of the industry can take the industry to next level. Also, the paper recommends to regulate the functions of organizations and associations related to the handicraft industry. 	<ul style="list-style-type: none"> The authors could have employed more intensive tests and techniques for more specific analysis.
23	Teo P.C., Geat J.L., T.C.F. & C.W. (2020)	<ul style="list-style-type: none"> To study forces that affect the external environment of Vietnam Handicraft industry. Also, to examine the industries competitive forces. 	<ul style="list-style-type: none"> For identifying the external environment PEST Analysis was done. It was found that the Vietnam handicraft industry is a large exporter after Asia. To analyze the competition in Vietnam Handicraft industry, Porter's five forces model analysis is done which shows that the industry invites new entrances as the cost of production is low. 	<ul style="list-style-type: none"> The industry must develop a better understanding about the design of handicraft products including the industry should work on the design software used for making them. 	<ul style="list-style-type: none"> The research is based on secondary data therefore it is not reliable. No test or statistical tests are applied.
24	Muthu K.R. Dr. Thilak C. (2021)	<ul style="list-style-type: none"> To study the training and skill development schemes for Handicraft Resource Development Handicraft Industry. 	<ul style="list-style-type: none"> The trainings schemes provided are both technical work (mould making, pattern making, stencils making, product designing) and non-technical work (entrepreneurial skill development, packaging and export training, preparation of project report and documentation etc.). There are training programs for trainees and mentors also like product management, costing, and economic commercial and packing intelligence. 	<ul style="list-style-type: none"> The major recommendations of the authors are that the programs should reach to all artisans even in critical areas and everyone is benefited with them, these schemes help in raising their livelihood. 	<ul style="list-style-type: none"> The paper lags in testing whether the schemes are being properly implemented by the commission, i.e., it fails to collect the evidence from artisans' side about the schemes and programs.
25	Bilal M., Bilal & Rani (2021)	<ul style="list-style-type: none"> To investigate the challenges faced by artisans of Jammu and Kashmir Handicraft industry. To suggest an e-commerce model for the handicraft industry. 	<ul style="list-style-type: none"> It was found that the source of income from handicraft products is not the only option for earning a living for the artisans but they work on seasonal basis as labor in farm land also. The biggest marketing challenge to the handicraft industry in J&K is threat to security to both buyer and seller. Other marketing challenges faced are lack of motivation in young generation to carry out the traditional art, the designers are unable to satisfy consumer needs. 	<ul style="list-style-type: none"> The paper suggested the model of AI enabled data analysis at back end then data segmentation, after that products will be moved to physical stores at retail and wholesale level and e-commerce operators at local and international level. 	<ul style="list-style-type: none"> The findings and suggestions of the paper could have been supported by primary data through questionnaires and in-depth analysis by using statistical techniques.
26	Dr.Tayal Dr.Kumar Dr.Sharma Dr.Kumar Dr.Kumar (2021)	<ul style="list-style-type: none"> To identify the development factors of the Haryana handicraft industry that enhance economic growth. 	<ul style="list-style-type: none"> The factors identified which importantly affect the economic growth of Haryana industry are: <ol style="list-style-type: none"> 1. Effectiveness of administration. 2. Proper implementation of Employment schemes. 3. Seller and consumer relationship. 4. Quality product. 	<ul style="list-style-type: none"> To create awareness amongst artisans about the schemes, sites etc. by the government for promotion of products like GeM, Local handmade. Providing good working conditions, investing in after sales services, good behavior of shopkeeper. 	<ul style="list-style-type: none"> The study was only related to Haryana only, the authors recommend that a comparative study of different states could be done.

			5. Adequate financial assistance. 6. Consumer satisfaction and delight.	customers during the sales increase customer satisfaction.	
27	Yadav U.S. Tripathi (2022)	To study Handicraft ODOp's impact tribal and rural people also suggests strategies for development industry.	<ul style="list-style-type: none"> During pandemic ODOp scheme enable the women of Uttar Pradesh to earn livelihood and help them to develop entrepreneurship skills. The ODOp scheme impacted the artisans in developing more their entrepreneurial skills, packing and branding the products using the technology for marketing advertising their products. 	<ul style="list-style-type: none"> The author recommends conducting brainstorming session commercialization and branding products. There should be workshops integrate technology and product methods. 	<ul style="list-style-type: none"> The authors could have adopted more exhaustive tests and statistical tools for data analysis. The authors could have collected some more data depicting artisans' point of view on the impact of ODOp scheme.

(Source: Prepared by Author)

Inference from the Review

The Present scenario can be named as race of information and technology, and due to continuous invention and discovery, the technological advancements have reached to their next level, with better machinery, production process and techniques consequently leading to quality, customized and fast delivered goods. However, in this race somehow the goods which are handmade, Handicraft or hand crafted, are left behind in terms of quality, production, utility and also delivery. When, reviewing the above scholarly articles concerned to handicraft industry it is found that the handicraft industry, although based on traditional ways of working, is trying to upgrade itself by joining hands with technology and innovation. And in this process the artisans generally from the backward background find it hard to accustom themselves with technology and apply it in combination with their art on a daily basis. However, the artisans all over the globe are on the path of adopting this change gradually. The organizations formed by Government for handicraft industries have also aided their artisans in coping up with different business challenges such as production, promotion, training and development, distribution, finance, innovation and joining hands with technology by implementing various schemes and policies for the sustainable development of industry. In all it can be implied that the industry is in its evolutionary and growth phase which is supported by both private and government entities.

Conclusion

Through this review analysis we have tried to summarize the related areas in which different handicraft industries have been studied. Most of the studies were based on secondary data, however, studies from primary data have also been considered. From the review it is found that the Indian handicraft industry is in a competitive advantage from the rest of the industries after China. The Government formed organizations for various handicraft industries are also working to preserve the traditional heritage of that region. Also, in the review it has been established that for the marketing of products the artisans are using varied e-commerce-based platforms. In some of the papers reviewed above, conceptual models have been suggested by the authors for production, distribution and promotion of the handicraft products, while other papers constitute factors to reduce the challenges faced by craftsmen. Additionally, a few studies above provide measures to improve the socio-economic conditions and to raise the standard of living of the artisans. Finally, it can be said that this review gives a detailed insight on the matters studied on varied handicraft industry and factors, ways and areas for its improvement which may be helpful to Government, related Governing boards and future researchers.

Limitation and Future Research Scope

This review paper considers 27 papers from open sources; however, in future review analysis can also be done of the papers which are from reserved sources. This review analysis is done without help of any kind of software. The review paper is based on analyzing the papers individually by the researcher and developing the graphs and tables using primary tools of MS Office and an online tool specifically for a cluster diagram. In future the review analysis can also be done using various software like VOS viewer, Biblioshiny etc. This review paper only considers the old papers on handicraft industry; it fails to include thesis related to handicrafts which can also be included in future studies.

References

1. Banerjee, S., & Nagwani, A. (2017). Dhokra the tribal art of Chhattisgarh state. *Journal of Rural Development Review*, 3(3), 45-69.
2. Bhatt, H. C., & Pant, J. A Conceptual Model for Sustainable Development of Woolen Handicraft in Almora District of Uttarakhand.
3. Bilal, M., Kumari, B., & Rani, S. (2021, May). An artificial intelligence supported E-commerce model to improve the export of Indian handloom and handicraft products in the World. In *Proceedings of the International Conference on Innovative Computing & Communication (ICICC)*.
4. C. M. Rogerson (2000) Rural Handicraft Production in The Developing World: Policy Issues for South Africa, *Agrekon*, 39:2, 193-217, DOI: [10.1080/03031853.2000.9524938](https://doi.org/10.1080/03031853.2000.9524938)
5. De Silver, G., & Kundu, P. (2013). Handicraft products: Identify the factors that affecting the buying decision of customers (The Viewpoints of Swedish Shoppers)

6. De Silver, G., & Kundu, P. (2013). Handicraft products: Identify the factors that affecting the buying decision of customers (The Viewpoints of Swedish Shoppers).
7. Ghosal, I., & Prasad, B. (2019). Inspiring digitalization of handicraft market: An empirical approach. *Parikalpana: KIIT Journal of Management*, 15(1/2), 199-209.
8. Ghouse, S. M. (2017). Export challenges to MSMEs: A case study of Indian handicraft industry. *International Journal of applied business and economic research*, 15(10), 339-349.
9. Guha, S., Mandal, A., & Kujur, F. (2021). The social media marketing strategies and its implementation in promoting handicrafts products: a study with special reference to Eastern India. *Journal of Research in Marketing and Entrepreneurship*.
10. In *European Conference on Innovation and Entrepreneurship* (pp. 614-XXI). Academic Conferences International Limited.
11. Isaac, J., & Shukla, H. (2011). Chhattisgarh Handicrafts Development Board-Success through Market Coverage Strategy: A Case Study. *Review of Professional Management*, 9(2), 93-104.
12. Ishida, M. (2019). Prologue: With the aim of realizing collaborations between handicraft industries in Lao PDR and traditional craft industries in Japan. *Empirical research to examine the effectiveness of supporting policies to SMEs of handicraft Industries in Lao PDR as to realize some collaborations with traditional craft industries in Japan*, Chiba: IDE-JETRO, 1-10.
13. Joshi, G. and [Dhar, R.L.](#) (2022), "Female workers' career success in the handicraft industry: a study of Uttarakhand, India", *Personnel Review*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/PR-01-2019-0003>
14. Joshi, P., Singh, A. B., & Saxena, M. (2014). Success through Entrepreneurial Marketing of Rural Handicrafts: Cases of Ajrakh Print and Bagh Print. *Asian Journal of Research in Social Sciences and Humanities*, 4(11), 147-156.
15. Kazungu, I. (2020). Network linkages and performance of exporting micro and small enterprises in Dar Es Salaam, Tanzania: Perspectives in the handicraft industry. *Global Business Review*, 0972150920934433.
16. Kruja, A. D., & Berberi, E. (2020). Tourism and handicraft industry: Opportunities and challenges of operating in the Albanian market. *Cases on global leadership in the contemporary economy*, 119-136
17. Kumar, D., & Rajeev, P. V. (2014). Marketing challenges of handicraft retailers in changing environment. *Zenith International Journal of Business Economics & Management Research*, 4(10), 22-33.
18. Kumar, D., & Rajeev, P. V. (2014). Marketing challenges of handicraft retailers in changing environment. *Zenith International Journal of Business Economics & Management Research*, 4(10), 22-33
19. Kumari, G., & Srivastava, A. R. (2016). Role of e-tailing in boosting the Indian Handicraft Industry. *International Journal of marketing & Financial Management*, 4(4), 27-36.
20. Lisa M. Grobar (2019) Policies to promote employment and preserve cultural heritage in the handicraft sector, *International Journal of Cultural Policy*, 25:4, 515-527, DOI: [10.1080/10286632.2017.1330887](https://doi.org/10.1080/10286632.2017.1330887)
21. Marion C. Markwick (2001) Tourism and the development of handicraft production in the Maltese islands, *Tourism Geographies*, 3:1, 29-51, DOI: [10.1080/14616680010008694](https://doi.org/10.1080/14616680010008694)
22. Matsenjwa, G. N., & Musiiwa, E. (2016). The globalization of the rural Swazi weaver: Lavumisa women in the commercial handicraft industry, 1981-2013. *Journal of International Women's Studies*, 17(1), 102-116.
23. Mukhlis, I., Utomo, S. H., & Soesetio, Y. (2015). The role of taxation education on taxation knowledge and its effect on tax fairness as well as tax compliance on handicraft SMEs sectors in Indonesia. *International Journal of Financial Research*, 6(4), 161-169.
24. Munawar, F., Rahayu, A., Disman, D., & Wibowo, L. A. (2019). *Management Commitment and Partner Relationship Program toward Export Performance of Handicraft Industry*. Paper presented at the 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018).
25. Musa, H., Li, S. C. H., Abas, Z. A., & Mohamad, N. (2016). Factors influencing the adoption of mobile marketing in small medium enterprises (SMES) in Malaysia.
26. Muthu, K. E., & Thilakam, D. Role of Human Resource in Handicraft Industry. *International Journal of Research and Analytical*, 6.
27. Navaratne, T. L., & Ratnayake, R. M. A. K. (2015). Sustainability of Small-Scale Traditional Industries in Sri Lanka–With Specific Reference to the Handicraft Industry. *Volume IV*, 214.
28. Oluwayemisi Adebola Abisuga-Oyekunle & Ian Ronald Fillis (2017) The role of handicraft micro-enterprises as a catalyst for youth employment, *Creative Industries Journal*, 10:1, 59-74, DOI: [10.1080/17510694.2016.1247628](https://doi.org/10.1080/17510694.2016.1247628)
29. Sahu, Asha, and G. K. Deshmukh. "Mobile banking adoption: A review." *Journal of Critical Reviews* 7.2 (2020): 860-872.
30. Santosa, A., Ratnasari, R. T., Palupiningtyas, D., & Balaka, M. Y. (2020). Determinants of social media use by handicraft industry of Indonesia and its impact on export and marketing performance: an empirical study. *International Journal of Innovation, Creativity and Change*, 12(9), 1-21.
31. Shafi, M., Yin, L., & Yuan, Y. (2020). Revival of the traditional handicraft enterprising community in Pakistan. *Journal of Enterprising Communities: People and Places in the Global Economy*.
32. Shah, A., & Patel, R. (2016). E-Commerce and rural handicraft artisans. *Voice of Research*, 5(3), 24-29.

33. Sharma, A., Bhowmick, B., & Patnaik, J. (2020, September). Innovation Through hub and Spoke Model: E-Commercializing Regional India's Handicraft Industry.
34. Shrivastava, A., Kulshrestha, N., & Shrivastav, R. (2018). SHABARI EMPORIUM: A STUDY OF CUSTOMER SATISFACTION.
35. Srivastav, G., & Rawat, P. S. (2016). Indian handicraft and globalization: the export context. *Designing and Implementing Global Supply Chain Management* (pp. 175-184). IGI Global.
36. Sulastri, H., Sevtiyuni, P. E., Rahmatulloh, A., & Sanjiwani, N. M. K. (2020, May). The effect of implementing web push notification and customer relationship management in e-commerce of silver craft MSME. In *Sriwijaya International Conference on Information Technology and Its Applications (SICONIAN 2019)* (pp. 581-585). Atlantis Press.
37. Szydlowski, R. A. (2008). *Expansion of the Vietnamese handicraft industry: From local to global* (Doctoral dissertation, Ohio University).
38. Tanakinjal, G. H., Sondoh Jr, S. L., Abd Hamid, R., Lim, M. F., Andrias, R. M., Boniface, B., & William, J. J. Mobile Marketing Channel: The Case of Sabah Handicraft Industry.
39. Tayal, S., Sharma, S., Kumar, S., & Kumar, R. Indian Economic Development in Handicraft industry In Haryana: An Exploratory Scanning of Problematic Factors in Handicraft Industry & it's effects on Economic Development
40. Vijayasanthi, C., Socio-Economic Potential of Handicraft Industry in Tamil Nadu: Opportunities and Challenges.
41. Yadav, U. S., & Tripathi, R. Role of One District One Product (ODOP) Of Uttar Pradesh: Strategies and A New Initiative for Developing Global Handicraft Index.

