

# Exploring Market Networks for Dignified Women Livelihoods in Barmer District, Rajasthan

*By*

*Ajay Sharma*

*Dissertation submitted for the partial fulfillment of the  
MBA Rural Management*

*Academic year, 2017-2019*



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**TO WHOMSOEVER MAY CONCERN**

This is to certify that AJAY SHARMA student of MBA Rural Management from The IIHMR University, Jaipur has undergone dissertation and internship training at Society to Uplift Rural Economy (SURE), Barmer, Rajasthan from 25/02/2019 to 03/05/2019.

The Candidate has successfully carried out the study assigned to him during dissertation and internship training and his approach to the study has been sincere, scientific and analytical.

The Dissertation and Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dean In Charge  
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*Sure*

# society to uplift rural economy

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Date: 23/05/2019

## Certificate of Dissertation

This is to certify that Mr. **AJAY SHARMA** student of **MBA Rural Management, Indian Institute of Health Management Research (IIHMR)** has successfully completed internship and Dissertation under the **Society to Uplift Rural Economy (SURE), Barmer**, the topic of dissertation was **Dignified exploring markets networks for women handicraft workers of Barmer** under the guidance of **Ms. Lata Kachhwaha, Joint Secretary, SURE, Barmer.**

He participated in the fieldwork with enthusiasm and contributed towards comprehensive understanding and reporting regarding the theme and our organization as a whole.

We hope, his learning exposure will be of good use in his career prospect.

We wish him, the best of success in his future endeavors.

Effective Date: 25/02/2019

Relieving Date: 03/05/2018

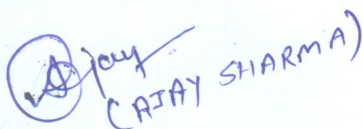


**Lata Kachhwaha**  
**Joint Secretary**  
**SURE, Barmer**

**THE IIMMR UNIVERSITY, JAIPUR**

**CERTIFICATE BY SCHOLAR**

This is to certify that the dissertation titled **Exploring market networks for dignified women livelihoods in Barmer district, Rajasthan** and submitted by AJAY SHARMA Enrollment No 0021 under the supervision of Prof. Rahul Ghai for award of MBA in Rural Management of the University carried out during the period from 25/02/2019 to 03/05/2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

## **ACKNOWLEDEMENT**

The dissertation opportunity I had with Society to Uplift Rural Economy (SURE), Barmer, was a good chance of learning and professional development. I am also grateful for having a chance to meet so many wonderful people and development professionals who led me through this dissertation period.

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I perceive this opportunity as a milestone in my career development. I will strive to use gained skills and knowledge in the best possible way and I will continue to work on their improvement in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

Place: Jaipur

**AJAY SHARMA**

Date:

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## Introduction

Handicraft is all about the processing materials by hands with hand tools. Material, which used in the making product it, could be natural; industrial processed or may be recycled. These products based on the different themes like cultural, regional, traditional or fashionable. Handicrafts is a way to preserving and sending traditions.

India is well known for its exotic craft legacy and traditions. It is the land of art and crafts, country of rich culture, history and traditions. A wide range of Indian crafts represents the diversity of crafts tradition in India. Variety of designs and finishes are available in Indian market that reflects excellent artistic skills of artisan are great in demand globally.

India is the one of the important suppliers of handicrafts to the world market. The indian handicrafts industry is spread all over the country in rural and urban areas. Thousands of skilled artisans are engaged in craft works. Handicraft industry is playing an important role in development of Indian economy. Thus, sector is economically important from the point of low capital investment. Handicraft is second largest employment sector in India, second only to agriculture.

The Indian Thar is known for its rich and diverse heritage of craft and handicraft traditions. Whether it is weaving, carpentry, woodwork, pottery, terracotta, tie and dye, hand printing, carving, embroidery, basket making, braiding, leatherwork, stonework, lakh work, metal work, etc. to name a few of the salient craft traditions, all have one thing in common- an exuberance, vigor and a desire to celebrate life.

The handicraft of Rajasthan are world known. The Rajasthani handlooms and crafts are liked and sought by most markets across world. Rajasthan is the largest producer of handicraft items in India. The art and craft of Rajasthan is known around the world. Tourists visiting India always desire to take back souvenirs of Rajasthani handicrafts. Many bright colored and patterned crafts of the state are used to adorn household as interior decoration. Whereas there are, other crafts that produces utility products of daily use, garments, accessories and miscellaneous items.

Types of work in handicraft – Needlework, tribal crafts, fiber and eco-friendly crafts, fashion accessories and festal decorations.

## About the Barmer

Barmer, which is situated in western Rajasthan bordering Pakistan, is a part of Thar Desert. Water scarcity and lack of rains has made situations worse for this particular district. There is rainfed agriculture; therefore, animal husbandry is the main source of income. Drought is a regular feature of the area. Thus, the people of the region are largely dependent on secondary source of income.



Barmer has a long tradition of Crafts. This is another tradition, which is passed on by the elder of the family to the younger generation. The continuity of crafts is seen as a survivor of traditions. There are eight type of typical stitched of embroidery in this region. But unfortunately today



most of western Rajasthan artisans are struggling for survival. Many have given up and moved away from their traditional occupations, others cling on desperately not knowing what else to do or to whom to turn. Their skills, evolved over thousands of years. Are being dissipated and blunted. Their progeny are not willing or able to carry on the family tradition, and a rich culture is on verge of extinction



In the 1970's a large section of meghwal community migrated to Chotan, Barmer up to Gadra. The women of this community are experts in intricate embroidery of various kinds. They embroidery for their own family and this art was transferred from one generation to other. Women in this region face restriction on mobility, Purdah, Lack of Education and are not included in decision-making.

### About the organization (About the SURE)

Society to Uplift Rural Economy (SURE) has come in to being in the year 1990 & it is the result of inspiration of late Sanjay Ghosh and the aspiration of Padmashree Magraj Jain to work for the rural suffering masses at large in this border desert of Rajasthan. This organization upliftment and to enforce self-dependency by improving the livelihood conditions of the rural poor, especially rural artisans & relentlessly working with these masses and artisans, helping them in getting the recognition of their work and culture.

The organization is working in the Barmer and Jaisalmer districts of Rajasthan, Which are situated on Indo-Pak border. Our focus areas are Livelihood, Income Generation, Natural Resource Management, Agriculture, Animal husbandry, Education, Health, Women Development and Socio-Economic rehabilitation of blinds/physically challenged persons as well as poor community. The Meghwals, Bhils (Dalit Community) and the migrants from Pakistan are the major target groups of the organization.

A handwritten signature in red ink, appearing to read 'SURE', is displayed on a light background.

### SURE's Vision is a society where

- ❖ All social and economic relationship must be non-exploitative.
- ❖ There is a “just” social order.
- ❖ Women are empowered.
- ❖ There is opportunity for the downtrodden to develop by their own efforts.

### SURE's Mission is

To work for sustainable development of the village and the improvement in quality of life of deprived people (tribal, SC and other backward communities, especially women of all castes and class) through capacity building and appropriate program interventions.

## Goal

To ensure the participation of the poor and marginalized in the development process through collective decision making and development of democratic leadership within the ambit of local community institutions and Panchayati Raj institution and to ensure that the process of development is sustainable.

## Review of Literature

Handicraft has been working in Barmer for several decades. It is the only resort to running the livelihood of the people there and keeping their art. Handicraft Work Here migrated people do more, because there is not much resource in Barmer. Therefore, the people there used to use handicrafts for their livelihood. Embroidery and patchwork are used here most. Many people give the vision of this art as a gift in marriage. Which transfer art from one place to another. Females do most of the work. Most of the works in handicraft work such as elephants, horses, camels etc. prints which is closely touched to culture. Income is very low in handicraft work, while the work is very time consuming. Income range is 200-5000 per month getting the artisans. Today, the biggest challenge for handicrafts is the market demand and working cost. Artisans are not able to get money according to their work. While this art reflects our culture. To save this art, we have to find some way to artisans and to promote handicrafts.

The women of Dandkala village in kolayat administrative block of Bikaner district in Rajasthan are a class apart. Although they are refugees from Umerkot district in Sindh province of Pakistan, they fought displacement by taking ownership of their traditional embroidery skills, which has enabled them to be breadwinners for their families. In 1980's, when these artisans migrate from the Pakistan to India that time they had nothing for survive. Their women knew the work of handicraft and they start the work by hands. They did encompassed various styles such as Taanka nharat, Soof, Pakka, Kambiri, Kharak, Kachcha and Sindhi.(Syed **Khalid Hashmi December-January 2012**) Many types of problems was came but they faced them. That time the intermediaries were exploiting them dfor a long time by giving them very less for our exquisite hand embroidery. Then Urmul trust and Rangсутra was helps to artisans. They provide them trainings many technical supports and help them to earn a good amount of money. However, with the time it was comes now. Artisans are not getting amount according to their work and intermediary and many other external agency exploit them. Now it is very necessary to safe our culture and artisans so we need to explore the market for the artisans. Increase the income range, which is 4000-5000 per month now it can be increased. (**Tarun Kanti Bose**, May 16, 2017).

Majority of such artisans now are at saturated position and do not wish their children to continue with such occupation. The present research study concentrates on the problems and challenges as well as the strength and prospects for the artisans engaged in handicraft sector (**Amisha shah et. al 12(3):72-85 · December 2018**). Some of the strengths identified are availability of abundant & cheap labour in the country, use of local resources, low capital investment and unique craftsmanship in the manufacturing of products along with increasing appreciation by international consumers. Despite the strengths, the industry faces a number of problems in the country such as low literacy and education levels, lack of modern/technological skills & lack of adequate finance. The planning commission acknowledge the fact that the unorganized sector that constitutes about 93% of the workforce does not have a structured system to support acquiring or upgrading of skills. The 12<sup>th</sup> Five year plan's vision for the handicraft sector includes creation of globally competitive handicrafts and provision of sustainable livelihood opportunities to the artisans through innovative product design, better product quality & use of technology while preserving traditional art. (**Ms. Shreya Jadhav** e-ISSN:2278-487X,p-ISSN: 2319-7668 PP 07-13).

The handicraft industry is spread all over the country in rural and urban areas. The industry provides employment to over six million artisans, which include a large number of women and people belonging to the weaker sections of the society. (**Anil S Borkar** 25 June 2013) the handicraft sector is economically an important sector, from the point of view of low capital investment, high ration of value addition, and high potential for export and foreign exchange earnings for the country. (**A. Balasubramanian** April 2017)

Handicraft sector is directly related to the economy of the rural India that means its growth, and Downfall is the mirror image of rural economy as well as the economy. (**Jahangir Ahmad Bhat et al** December 28, 2016). Handicraft manufacturing is a low technology fragmented and predominantly labor intensive one. This art was learned and transferred from one generation to the next. This sector has undergone significant changes due to the ever-increasing global competition, technological advancement and economic development (**S. Venkataramanaiah** July-September, 2011).

In India, handicraft industry is a major source of income for rural communities employing over six million artisans including a large number of women and people belonging to the weaker section of the society. (**Suhail M.Ghouse**, July 2012). The handicraft product have very wide market in the world due to its growing potential. Handicraft have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country. (**Monika Dey** ISSN 2307-453).

Over the years the Indian handicraft sectors has been facing enormous pressure due to the advent of mechanized articles as a substitute for the traditional crafts and endangering the Indian handicraft products. The problem faced by the handicraft industry are manifold. It starts right from the procurement of the raw material due to non-availability of requires standard input, unavailability of skilled craft products. One of the major issues faced by handicraft sector is in information dissemination. **(Dilip Kumar, January 2014)**

The crafts man produced many types of craft to their sustainable living through craft revival. Jammu & Kashmir crafts famous not just like local market, but also the global market. However, it is observed that now a day's Kashmir craft slipped through many cracks and many artisans left their traditional occupation and turned into other sector because of low level of income and time consuming. They still produce their products in traditional technologies. The old technologies are time consuming, more labour requirement, and low level of income and so on. **(Mohd Arif Bhat)**

Craftsmans are relying upon the middle people for crude materials, fund and market for the completed items as a result of their lack of education, numbness and destitution. The accomplishment of painstaking work relies upon how well the craftsmans can deliver the articles and presented in the market with regards to the preferences and inclinations of customers. Industrialization in any sort of expressions and artworks must be perceived by the market of customers, through the trading of products so as to make the masterful and ethnic incentive with a bit of advancement. **(Waqar Ahmad Khan et al February 2013)**

## Objective

1. To study the general profile, weaknesses or problems of handicraft artisans.
2. To study the situation of handicraft in the organization and market.
3. To study the gapes and opportunities in handicraft. (Community, institute and market level)

## SURE handicraft program (Income generation program):

From the dry spell of 1987, SURE began the look for elective job (Non-Farm) in the territories of Barmer, Jodhpur and Jaisalmer. The locale is well known for its rich customary art. In Barmer, the SURE, this was dynamic for the sake of "Society to Uplift Rural Economy" began work with a gathering of displaced people from the indo-Pak war of 1965 and 1971. They exile individuals were not the guide from the administration but rather have no entrance to work. They have what it takes of art yet they were doing at local reason not for business reason. Beyond any doubt began for the ordinary occupation of these displaced people and started for specialty advancement with activity help since 1991, with the outcasts from the Pakistan who carried create action with them, yet the neighborhood dealer misused them. Beyond any doubt composed these craftsman's, redesigned their abilities through trainings, and gave them showcase through arranging displays.

Beyond any doubt chose to mediate in this circumstance. The principle point of the handiwork program was to expand the benefit of the ladies laborer and urge them to wind up noble business people from being simply easygoing breadwinners.

## Procedure and steps of Handicraft work

Appliqué, which is a French expression, is a strategy of framing a solitary example with various bits of material. Bits of texture are connected over another for embellishing or utilitarian purposes.

### 1. Design

Most appliqué structures are appeared full-estimate illustrations for the finished plan. The illustrations show spotted lines to demonstrate where one piece covers another. Different imprints demonstrate situation of weaving fastens for embellishing purposes, checking such highlights as eyes, lips, blooms, trees and so on. Before the real appliqué process starts, the foundation square is cut and arranged for sewing. Some of the time the foundation texture is set up by joining different molded texture swatches (squares, square shapes, different geometric shapes and so on and afterward over this base the appliqué work is finished. Most appliqué structures are focused on the square. To locate the focal point of the foundation square, it is collapsed down the middle and into equal parts once more; and after that wrinkled with fingers. It is then unfurled and the procedure rehashed along the diagonals.



### 2 Tracing

A real estimated illustration of the plan is exchanged on to a huge bit of following paper. Following paper is put over the structure and the plan is followed out. Openings are punctured on the following paper along the plan and water erasable ink is using along the dabbed line to exchange the structure on to the texture.

### 3 Cutting of shapes / design

When the texture is readied and the required plan is followed on it, 1/2" space is left between structure themes to take into consideration the crease when removing the shapes. The shapes are removed leaving 1/8"- 1/4" all around the drawn line for turning under.



### 4 Pasting

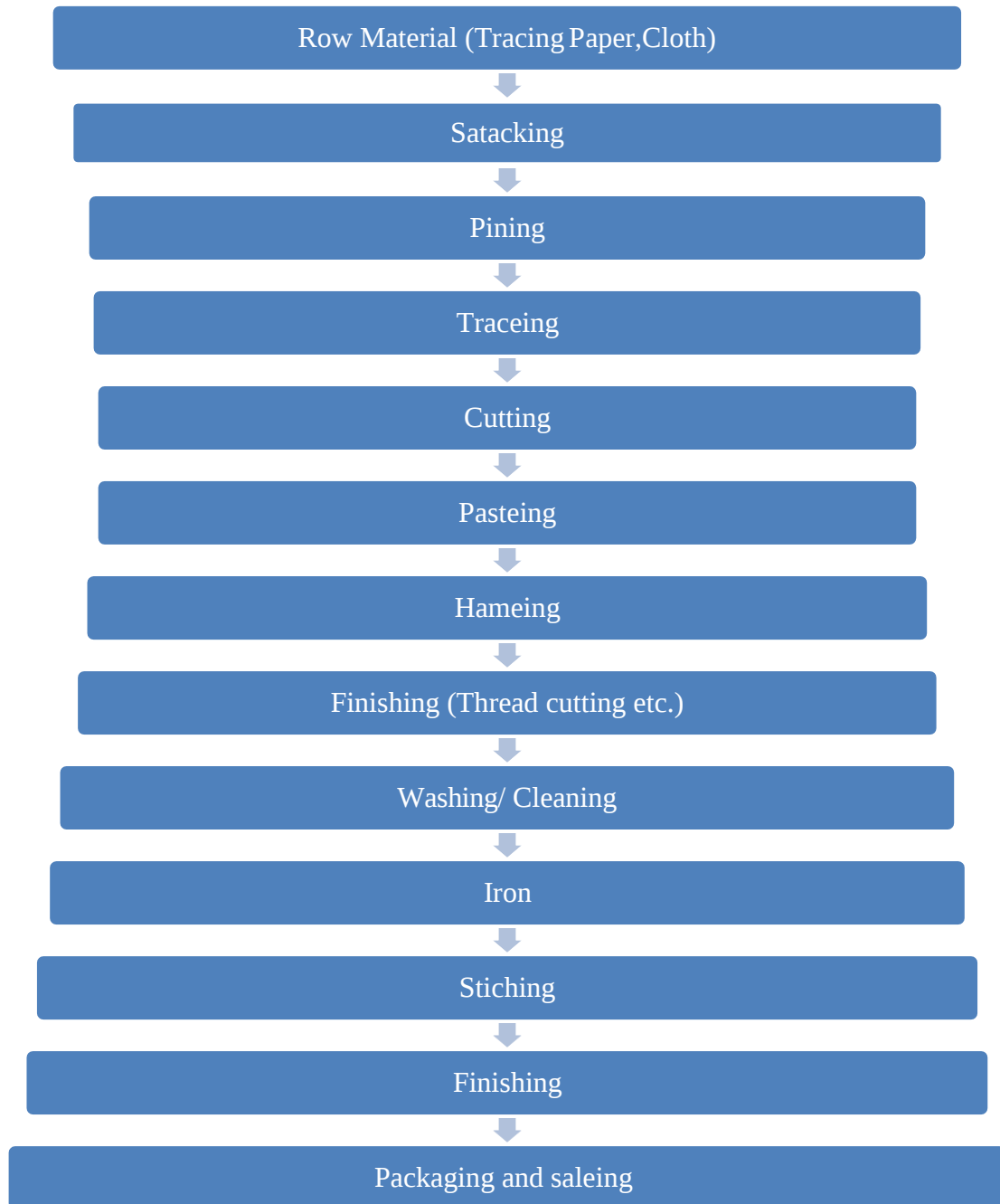
Texture is set on to the foundation texture and stayed with paste (called 'lai' in the nearby language, it is made out of wheat flour, gum and water).

### 5. Stitching (Turpai)

Then using a blind stitch or appliqué stitch, the cut fabric is sown with matching thread on to the background fabric. The stitching is started with the background pieces first, working up to foreground pieces.



## Detailed steps



## Major craft types

Barmer is the center for several crafts like Applique, Embroidery, Weaving, Woodwork, leatherwork, Silver work etc. Amongst these craft, Applique and embroidery are popular. The embroidery techniques are similar to those of artisan in Kutch as these artisans migrated from Pakistan. Originally, the 'Tharparkar' or the migrated from Pakistan practiced these crafts but gradually the natives of these districts too have taken it up. The embroidery styles prevalent are-

Pakka, Soof, Noren, Sidhi, kambhiri, Kharek, ari, patchwork, Ari work, Applique and Cutwork.

### Kambhiri

This is also a counted geometric style of embroidery. It consists only double stitches. First in forward then backward directions to fill the gaps. The forms are outlines of concentric geometric grids. Kambhiri look like as steps and shapes are mostly diamond.



### Pakka

According to the Hindi name, it means solid. The embroidery, usually outlives the cloth, such is its durability. It consists of double button whole stitches and is usually outline with chain stitch. The forms are predominantly floral with liberal use of mirrors.



### Kharakh

Literally meaning 'a bunch of dies' this embroidery resembles its name. It consists of short bands of dense stain stitch outlined with double running stitch. The outline are made first than filled with stain stitch. It is geometric style embroidery where both warp and weft threads are counted.

## Ari

This embroidery needs a frame. The minute chain stitches are introduced with hooked needle, a version the cobbler's tool. The stitches are worked from underside of the fabric. It is also known as 'Mochi bharat'

## Applique

Applique are two types of pattern, one is cutting fabric paste on top and second is top fabric is cut and second fabric paste on back. Various cut pattern in a fabric are laid on top of another base fabric and then attached with hemming. The cut out design on the top fabric, when hemmed reveal the based fabric. The cutting shapes can be of any shapes, size or design. Usually floral and geometric design are popular.



## Noreen

The moties are mostly floral and simple geometric shapes and simple geometric shapes. The forms are filled with button hole stitches and outlined with double running stitch or Bhakhiya.

## Soof

It is geometrical design of embroidery done in stain stitch. It is traditionally not traced onto the fabric but is done by counting the warp and weft threads of the base fabric and calculating the motif. The stitches are worked from the back of the fabric. It is based on the figure of triangle, which is called 'surf'. Thus, the figures are all grid like and geometric. Soof is similar to Phulkari and refrains a much-felt look.



## Mukka

This is the metallic embroidery associated specifically with the Muslim communities. It consists of silver and gold metallic thread in concentric filled pattern with couching technique. The forms are simple florals or geometric and outlined with lines in stem stitch or complemented with stain stitch filled solid.



## Major problems faced by Applique and Embroidery artisans;

1. Low wages for work.
2. Lack of timely availability of raw material.
3. Payments delayed.
4. Low remuneration for the craft items.
5. Non-availability of raw material.
6. Intermediaries and traders who exploit the craft persons by cutting into the earning of the persons.
7. Handicraft is losing its original form due to change in lifestyle and culture.
8. Decreasing demand due to change in the taste & interest of people.
9. Competition with latest machine made products of large industries.
10. Problems of quality and durability due to handmade.
11. Gain is less as compared to hard work.
12. New generation is not interested in handicraft.
13. Improper implementation of government schemes/programs.

## Challenges;

1. Lack of education
2. Lack of seed money/resources.
3. Artisans are fragmented and not organized as a cohesive collective
4. Quality of product not up to the mark.
5. Local intermediary exploiting the artisans (more work less wage).

## Purpose of the Diagnostic study

Various aspects of the ground realities were looked into in terms of the present status of the cluster with its present competitive collaborative systems in place and the environment (Socio Economic) in which it operates. The study also aims at identifying most effective advantage points and to develop the base for future monitoring and evaluation. The study was conducted through intensive interaction with different stakeholders.

## Methodology /Research Design:

The method of study is based on descriptive and explorative study involving both primary and secondary data. Primary data from field evidence will be collected through the group discussion with the community and village level staff. Secondary data will be based on government reports, from the organization reports and literature review to increase the effectiveness of the study. Following research tools will be applied for the capturing response from the relevant respondents.

- ❖ Simple random sampling
- ❖ In-depth interview
- ❖ Focus group discussion
- ❖ Content analysis

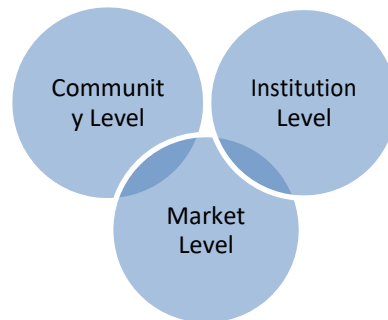
Random samples were taken from the villages to be covered. 10-12 villages of Chauhtan tehsil and 10-15 villages from different blocks were identified for making a cluster.

## Observations of the study

The following were the observation regarding the socio economic and craft tradition status of the women artisans.

1. The Meghwal community alone uses fine embroidery stiches (Pakki and Kambhiri). Use of these fine stiches is dying out because they are labour and time intensive and adequate remuneration is not available.
2. Mainly Meghwal community as compared to suthar, Rajput, Charan and Nai community, does Gudri work.
3. Machine based work has reduced the demand for hand embroidery, as it is cheaper and easier to sell.
4. In olden times, decorative items were prepared locally in the homes.
5. The dying stiches can be revived if adequate remuneration may be given.
6. At present if, an artisan gets regular work she is able to earn INR 1200 per month.
7. Nobody from the village has ever taken a bank loan to promote their business, one family did take a loan but that was not used towards promotion of business.
8. At the village level, many female artisans hold ARTISAN CARDS. They were registered with the help of SURE. These cards are useful for the helping the artisans avail of free stalls in handicraft fairs and exhibitions and can function as credit cards. They enable the women to get scholarships for the education of their children.

## Challenges in the handicraft market at the 3 tier level



### Community level

In the village, Mitharu where all the villagers are Pakistani migrated. SURE is doing work with them from last 10 years. After group discussion with the community and single person interview and focus group discussion, it came out that some problems at the community level. They have art of handicrafts for centuries and they are doing this very long ago. Earlier, they used to do this work for themselves, but gradually they started doing this work for the middle for the money but they did not get much money. Apart from handicrafts, they also cultivate (July to Oct) in time of the rain. NREGA work was also done here 5 years ago but from the last 5 years NREGA, work is not there. They are dependent on man and animals for livelihood. Handicraft is the secondary source of their livelihood. In addition to farming, the female's only work for handicrafts and animals and sometimes construction work also (Nov. to June).

### Income

- ❖ Before joined they earn 500-600 monthly.
- ❖ After joined SURE they earn 50-60 Rup. /day means they get 1500-1800 Rup/month if get work regularly.
- ❖ At the time of IKEA, project peoples had earned money at Rs 200-300 per day. That time they get 6000-8000 per month with the help by SURE.

### Problems before joining the SURE

1. Work in Low wages
2. No raw material sources
3. Irregular work
4. They had not external support with them for the work.

## After joining the SURE

1. Good amount of wages for their work.
2. Raw material provided
3. Got more work
4. They are taught advanced work for which they are given many training.

## Now current Challenges

1. Do not get daily work.
2. Wages is little less.
3. How to save their eyes from weakness.

## Institution level (Production Unit)

### Problems

- The house or village of Artisan is very far from the production unit
- Proper Production cannot be done due to lack of transport
- The lack of staff members is on the production unit (tailor, driver, etc.) and field or village level.
- Absence of a brand image.
- Production in Rainy season is much less. Because artisans grow crops in their fields, they do not get the time, so that the production goes down.
- There is no staff at the village level who can maintain the quality and check the product. Because of this, the staff who goes to the collection is extremely wasted in time to check quality and finishing.
- Lack of access to credit.
- Due to low order, the artisan is unable to get all the timework, so that he does not always work for us, but rather depends on the intermediary.
- Artisans have knowledge of only a few types of craft, so they cannot do the matching work of the market. When there is a need to do something different, it is very difficult to find the people who can do these things.

### How to solve these problems

- Rent a large room in the village, which can cover 3-4 villages nearby.
- There will be a weekly loading vehicle, which comes with Raw material and comes from a finished product center. Which is checked by quality and finishing staff
- 3-4 staff for production units such as Taylor driver etc.
- Before the rains, identify such artisans who have little land or no land. Through which our production continues in rainy time.

- Networking will be done from outside markets National and International. We have all year orders and we continue to provide work to Artisans so that our production will be continues throughout the year.
- For the village level center, you should keep a man who has good knowledge of handicraft and experience and they could work in 2-3 villages. Supply raw material to the village, get the work done, collect final product and take it to the center. Then check his finishing and quality and finally give him the production unit.

### Mathematical expression

- ❖ If the vehicle goes to Daily Village, then the expenditure  
 $400 \text{ (Rupees of diesel per day)} * 7 \text{ day's (weekly)} = 2800/- \text{ in one week.}$   
 $400 * 28 = 11,200/- \text{ per month}$  .

With this, daily 3-4 staff members also go to the village with the vehicle, their time cost is additional.

- ❖ If there is a center in our village then there will be only 4 -5 times in the month and it will save the staff time.  
 $400 \text{ (Rupees of diesel per day)} * 5 \text{ day's (monthly)} = 2000/- \text{ in one month.}$   
 Then our net saving is  $11200 - 2000 = 9200$   
 If we deduct the rent for the center, then  $9200 - 3000 = 6200$  total saving any invest and it will helpful for the production and proper work.

### **Village level staff salary**

Will pay for the village level staff at Rs 10 per piece of grind, if he prepares 200 pieces even in one week, then

$$200 * 10 = 2000 \text{ in a week}$$

And according to this  $200 * 4 \text{ (Week)} = 8,000 \text{ in a month}$

## Market Level

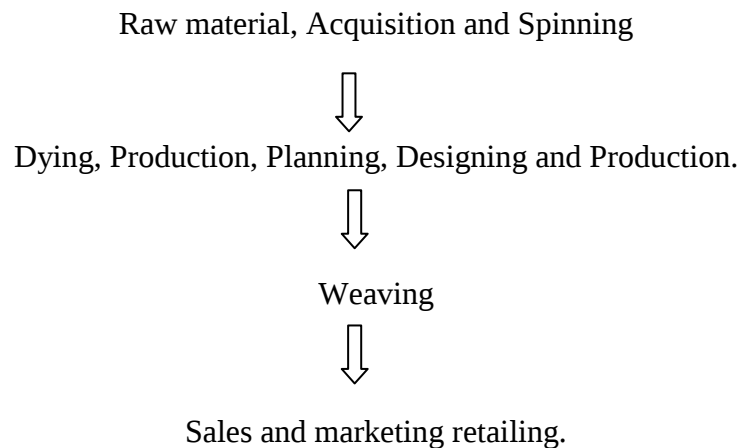
### Challenges at market level

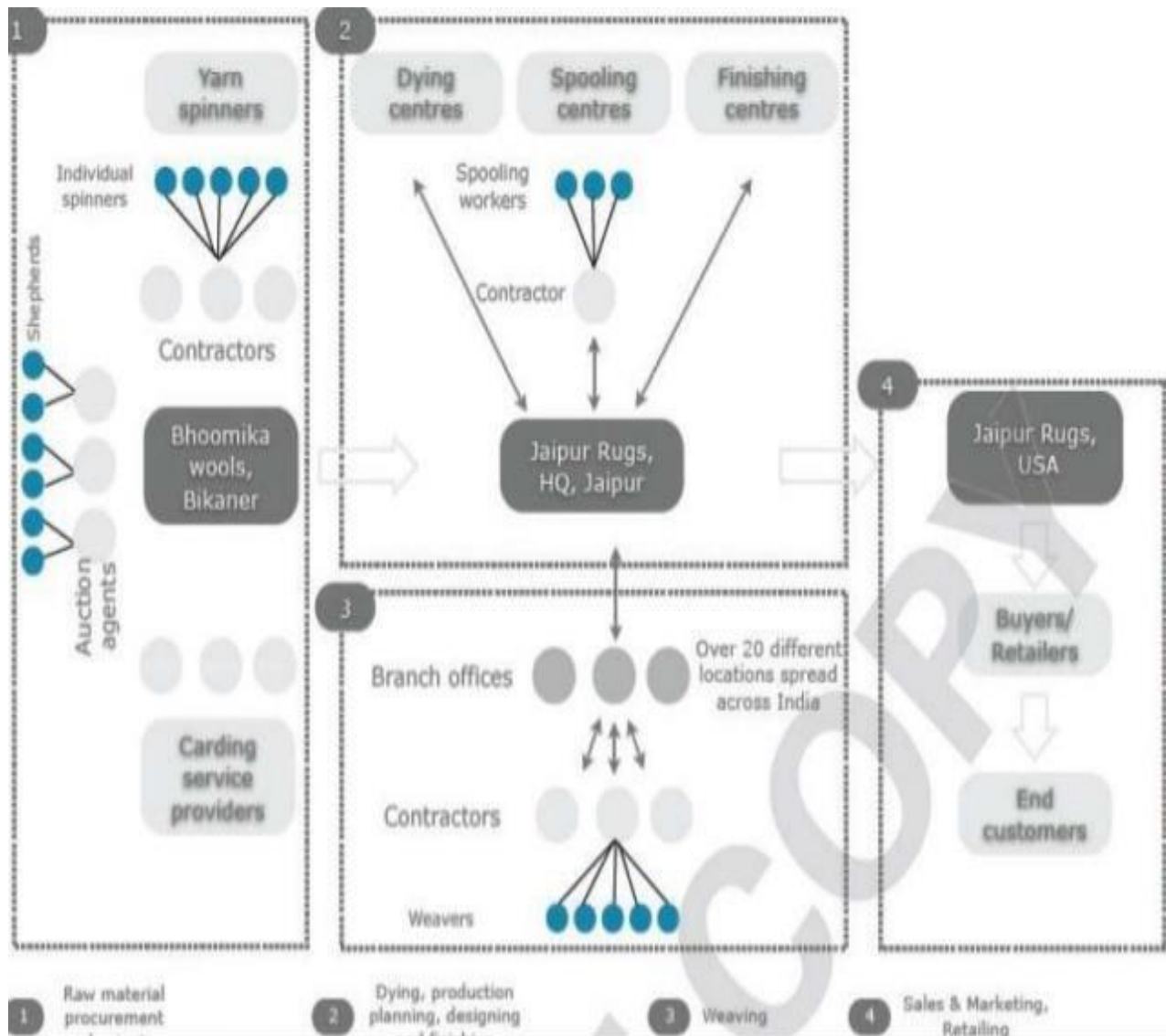
- ❖ Not fixed Demand (Demand is changeable because lack of networking).
- ❖ Networking and communication.
- ❖ Less penetration into the domestic market
- ❖ Competition from machine made products.
- ❖ No linkage to the global market, national market.

### How can solve these problems

- Build relationship with the market and global market.
- Should have to use the different types of raw material so that cost can be reduce.
- Prepare products for the middle and lower class peoples so that they can easily buy and we can extant our market.
- Use digital marketing equipment's.
- Maximum use of ICT material.
- Come to online for the sailing products.

## Supply chain's





## SURE supply chain

SURE supply chain is totally depends on the some process they are like Production plan, which is make by the sure staff and community level staff after ready the production plan they make a purchasing plan, which depends on the experiences and brand image and cost. When these processes completed then find out the whole seller who can easily provide the raw material with a better quality approval and on the time delivery. After all these processes, the production started and supply chain started. Supply chain process is like

Raw material (Raw material)

Handwork

Collection / Finishing

Production

Finishing

Wash

Iron/ Quality check

Packing

Parcel

## Market opportunities

Crafted works area in India is more than Rs. 10,000 crore industry and gives work to around 70 million individuals, its offer in the worldwide market is immaterial not even 2 % of the world fare exchange of about US\$ 230 billion. Prior to modern improvement, the craftsmanship was a potential financial favorable position for the nation. Lately, the significance of handiwork has flooded because of their way of life and money related esteem. The little scale ventures – including craftsmanship can assume a noteworthy job in the improvement of the economy of both the advancement and the creating nations. The 90-95% of the absolute modern results of the universes is created in little workshops kept running by under 100 individuals.

The Indian handiwork is one of the biggest business generators and records for a critical in the nation's fares. The business is sections and chaotic with in excess of seven million territorial craftsmans and in excess of 67,000 exporters advancing provincial workmanship and craftsman send in the residential and worldwide markets.

## How can enter into the export market (Strategy and planning)

### **How one can enter Export Market?**

Before entering into export market, it is necessary that the product to be exported first should be selected and then the market to be approached should be identified.

### **How product for export can be selected?**

exports mainly depends on the following considerations

- ❖ An overview of Indian handicraft exports and their trends in the past and future forecast
- ❖ Product export statistics can also be studies to find out what products are already being imported from India.
- ❖ Detailed export statistics
- ❖ Product export address.
- ❖ Better product examples
- ❖ The exporter must be the manufacturer of the product, can be an agent of the product, or must have a relationship with the manufacturer / supplier so that there is no problem in the export after obtaining the order and that there is adequate coordination on prices etc.
- ❖ The products thus selected must be available for export and there should not be frequent fluctuations in cost and price.
- ❖ There should be no restriction on the export of this product.
- ❖ There must be no competition between other manufacturers or suppliers for the export of this product.

### **How to select the market?**

The selection of the market for the identified product can be done in the following ways:

- ❖ Approach the Export Promotion Organization in question to obtain advice on the market in order to obtain a selected product. Normally, Export Promotion Organizations [EPO] / Export Promotion Councils [EPC] have this type of information.
- ❖ Perform a preliminary study based on the information already available with EPC's / EPO's / Chambers / Trade Associations / National Council for Trade Information [NCTI], etc. to find the right and possible market.
- ❖ You can also study the product statistics to know which country you are already buying in India.
- ❖ The Market survey report for the product can be studied in the libraries of different organizations to learn about the new market. Click on the following links: Frost Sullivan & Dun & Bradstreet.
- ❖ Search the Internet; you can also make sites of various organizations to get more information.
- ❖ Once done the previous exercise, you can make a good idea about the market that should be addressed.

### **How to fix the export price?**

- ❖ To set the export price, the following elements must be taken into account.
- ❖ Cost of the manufactured product.
- ❖ Cost of individual or bulk packaging.
- ❖ Cost of financing
- ❖ Cost of Export Credit Corporation of India Ltd [ECGC] Cover
- ❖ Cost of the expenses incurred in the promotion / reservation of the order.
- ❖ Cost of documentation
- ❖ Cost of transportation to the port, including handling of cargo and other expenses.

- ❖ Cost of taxes, duties, Levy taxes, if any.
- ❖ Profit margin.
- ❖ In total of all the above elements, the export price of onboard freight [FOB] will be reached. For the cost of insurance transport [CIF], the cost of transportation from the port of export to the destination of the port and the cost of insurance must be added in FOB.

#### **How to obtain details of the buyers / agents?**

The export order can be requested / obtained / reserved through one of the many of the following methods:

- ❖ To obtain a list of foreign buyers of the identified product, contact the Export Promotion Council / Export Promotion Organizations / Chambers / Commercial Associations / National Trade Information Center [NCTI]
- ❖ EPCH (Export Promotion Services & Supporting Council for the Handicrafts)
- ❖ ALLEPC's (Apparel Export Promotion Council (AEPC))
- ❖ Chamber of Commerce and Trade Associations:
- ❖ Approach Export Promotion Council for a list of agents / importers / distributors / mail order houses / trade associations / import organizations abroad. For information about potential buyers / purchasing organizations.
- ❖ Once the information on the above points is available, an approach can be made to the buyers, agents, or others relevant to the reservation orders.

#### **What are the preparatory steps that must be taken before approaching the buyer?**

It is important to take the following actions before approaching the buyer:

- ❖ To set up an export company, open a bank account, get the Importer Exporter Code no. of the DGFT (Directorate General of Foreign Trade) to obtain the online form and register with the corresponding Export Promotion Organization.
- ❖ Prepare the publication and print a small catalog about the company and its line of business, providing details of the products that will be exported.
- ❖ Print promotional material about the product, such as the product profile, with complete details of specifications and quality aspects.
- ❖ The export prices will be set for each product, both Freight On Board [FOB] and Cost Insurance Freight [CIF].
- ❖ Information about your competitors must be obtained so that you are not surprised.

#### **How to finally select an agent or buyer?**

- ❖ When selecting a buyer, the attention must be based on the following aspects:
- ❖ The buyer must be reputed and their credentials can be verified at Export Credit Guarantee Corporation of India Ltd.
- ❖ The buyer must be prepared to do business in secure payment terms, viz. preferably letter of credit, down payment, D / P etc.
- ❖ The network of the buyer in his country must be verified.

- ❖ Once the above information has been verified, a decision can be made about the Buyer / Agent to be contacted for business.
- ❖ Depending on the selection of the agent, you should consult the Association of Agents in the country of import on the reputation of the agent and also the Embassy of India or Embassy of the country in question. The agent can also request references of the companies represented by him, the products represented by him, the country represented by him and the name of the main buyers, etc. It is necessary to know the experience and the turnover of the agent in the product that is exported to form an idea about the agent's work capacity.

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### **What should be the payment terms?**

Normally, the export order must be reserved because of a letter of credit. However, other business terms can also be considered based on the confidence of the exporter in the Purchase Company.

Documents against acceptance Exports of handicrafts in the term are allowed only if the following conditions are met:

- ❖ Either Bank Guarantee or ECGC Guarantee covers Export is.

OR

- ❖ Said export is to own subsidiaries / own commercial companies / own offices / warehouses.

### **How to complete / undertake export documentation?**

It is necessary to have the assistance of a recognized consultant to carry out the export documentation. The beginner can also perform the services of a cargo agent / cargo agent / custom agent, etc. for the preparation and finalization of the documentation. It is recommended to a regular exporter that he have his own personnel experienced in this work.

### **How to request the export order?**

The export order can be requested through any of the following methods:

#### ➤ **Direct mail:**

After obtaining the complete list of buyers, a communication can be sent to the buyers with the details of the export order of selected products.

#### ➤ **Personal visits:**

You can also make a personal visit to the buyer along with a complete preparation on the sample of products to be exported, the export prices, the delivery schedule, the printed literature, etc.

#### ➤ **Advertising in the business magazine / magazine of chambers and trade associations:**

A beginner can announce their product details in the relevant business magazines and in the internal magazines of Chambers and Trade Associations to request export orders. Advertising in business magazines will be an expensive business, while advertising in Chambers and Trade Associations' internal journals may be better

➤ **Through buying agents:**

Important buyers / buyers and their agents located in India can be contacted to request business.

➤ **Participation in trade fairs:**

Participation in trade fairs is another important and effective method to reach potential buyers. This method also educates the beginner in the products sold in the market. These fairs are celebrated abroad and in India. The list of some of the featured events organized, participating by EPCH.

➤ **Online promotion: List of product profiles in an important commercial portal.**

**How to select a fair to participate?**

The selection of the trade show can be done after obtaining all the details of the trade fairs that are held in several countries. Care must be taken to select what is fair in the countries where there is potential for exports, or at the fair in which buyers from all over the world visit to obtain resources. There are fairs that take place in important business centers that attract buyers from all over the world. The details of these fairs can be obtained from the corresponding EPC or from the website ([www.eventseye.com](http://www.eventseye.com))

**How to participate in the fair?**

The preparation for participation in trade fairs must be carried out in a very comprehensive manner after the selection of fair fairs in the correct country. The preparations must include the preparation of appropriate samples to exhibit at the fair, the preparation of the advertising material / brochure of the company and other important points of sale, etc. The price structure probably requires a pattern, tariff structure, etc., so that one is completely ready to answer all the questions. A detailed guide on the proper preparation for participation in the corresponding EPC trade show can be obtained.

**How to obtain the names and addresses of business magazines?**

The details of business magazines in various countries can be obtained from the corresponding EPCs, the Indian embassies abroad and the foreign embassies in India. One of the easy ways to get details of the business magazine is through the Ulrich Magazine Directory. This may also be available on the internet.

**What are the main supports / schemes for handicraft exporters?**

The following are the main programs / grants for craft exporters:

- **Export of goods from India (MEIS):** to give confidence to the manufacture and export of products from Focus Products (handicrafts) an incentive of 3% or 5% credit record facility is available rights for craft exporters.
- **Scheme of refund of tariffs for the exporters:** the objective of the plan is to reimburse the incidence of customs duties, special taxes (additional customs tariffs) and the tax on services, etc. about export products. The list of craft items in which the tax refund is available is in
- **Market access initiative (MAI):** assistance in terms of reimbursement of charges for space subject to conditions is provided to exporters to participate in international fairs.

- **Provision of Import of Consumables / Embellishments with Duty Free:** In order to improve the quality of handicraft products, exporter's members of handicrafts can import without paying taxes on consumables / ornaments and tools for a value equivalent to 5% of their export performance during the previous fiscal year.

#### **What are the incentives / facilities provided by the state government?**

You can also make use of the assistance for the development of the state government market. Of Uttar Pradesh and Rajasthan. For more information, you can contact your Industries Department in your respective states.

#### **How can an exporter take advantage of the design development facilities?**

To provide design development inputs to interested exporters, the Council has established a separate organization, namely, National Centre for Product & Design Development [NCDPD], which provides design contributions to members. For more information, you can visit their website ([www.ncdpd.in](http://www.ncdpd.in))

#### **How to participate in the Training Programmers / Seminars / Symposia / Open House Meetings organized by EPCH?**

EPCH regularly organizes the Training Programs / Seminars / Symposia / Open House Meetings on important issues related to the sector and invites members through an invitation circular in which a response form is attached that interested exporters they must fill out and send to EPCH for confirmation of their participation. In addition, members can send their Expression of interest in the prescribed format available at the following link that they can complete and indicate their preference with respect to the different types of programs that their Council may organize in the future.

#### **Handicraft exporters**

- ❖ **Indian textile development** (plot no 1, western Rd, Village Saidulajab, Saket, Delhi- 110017), +91-11-29533300
- ❖ **Craft Tijori** (49-A, S Extention, Main Road, Dwarka More, Delhi- 110059, Near Gandhi Chow) +91-11-64641245
- ❖ **Jindal Crafts** (D 963, 60 Feet Road, Chawla Colony, Ballabhgarh, Faridabad- 121004)
- ❖ **Indian Handicrafts** (68, Shivpuri colony, Near Lalimai ka khet, kalwar Road, Jhotwara, Jaipur Rajasthan)
- ❖ **Rangсутra Crafts India Ltd.** (145/1, Shahpur Jat, Siri Fort, New Delhi, Delhi 110049)
- ❖ **Bharat Industries Corporation** (janmabhoomi Chamber, Walchand Hirachand Marg, Mumbai Maharashtra).

- ❖ **Lord Buddha International** (1/30, First floor, Lalita Park, Vikas Marg, Laxmi Nagar, Delhi)
- ❖ **Shri Ganesh** (Delhi).
- ❖ **Anand Enterprises** (Maou, Harthala, Moradabad)
- ❖ **Om Ganesh** (52, Vajukotak Marg, Fort Market, Bombay)
- ❖ **State Art Corporation** (B-7, Flatted Factories Complex, Jhandewalan, Rani Jhansi Road, New delhi).
- ❖ **Shivom Exports** (India) Da-117/A, Lig Dda Flats, Ghanta Ghar, Hari Nagar, New Delhi.
- ❖ **Kavitra Export Private Limited** (Lalumal Street, Chaura Bazar, Ludhiana, punjab).
- ❖ **Lal10** (2<sup>nd</sup> floor, C 15, C Block, Sector 65, Noida, Uttarpradesh).
- ❖ **Banarasi Handicraft** (Sarai Goverdhan, Varansi, Uttar Pradesh).
- ❖ **Okhai** (4<sup>th</sup> Floor, Shivalik Point, Near Mithakhali Sir Roads, Navrangpura, Ahmedabad).
- ❖ **Dastkar Andhra** (A-12, Vikrampuri, Lane next to pullareddy sweets, Karkhana, Secunderabad).
- ❖ **Chanderiyaan** (Raj Mahal, Chanderi, Madhya Pradesh)
- ❖ **Gaatha**
- ❖ **The Indian Craft House** (Omaxe Gurgaon Mall, UG-24, Sector 49, Sohna Road, Gurugram, Haryana)
- ❖ **Kashmir Box** (2<sup>nd</sup> Floor, 152 A Shahpur Jat, Next to Shubh Store, Near Shiv Mandir, New Delhi).
- ❖ **eMithilaHaat** (Mail Road, 26, 6<sup>th</sup> B main road, New Gurappan Palya, Benerghetta, Bengaluru, Karnataka)
- ❖ **Hands of India** (250/3, Brahma Kund, Lala Ji Ki Bagichi, Rangji Ka Nagla, Vrindaban, Uttarpradesh).
- ❖ **Rajkumar Handucrafts and Patchwork Industries** (RUDRA NIWAS BEHIND JAJU BHAWAN DR. MAHANAND SHARMA, Gali Number 3, Ray Colony, Barmer, Rajasthan 344001 mob. 94141 07835)
- ❖ **Vijay Laxmi Handicrafts** (N.H. 15, Near Shri Mahadev Auto Diesels Barmer, Ahmedabad Road,, Barmer, Rajasthan 344001 mob. 98288 22300)
- ❖ **Prakash Handicrafts** (No.Chohtan Road, Near Rain Basera, Barmer, Rajasthan 344001 mob. 72979 84228)
- ❖ **Rajasthan Arts & Crafts house** (E-94 BASNI II PHASE , M.I.A, Rajasthan 342005 mob. 99826 33233)

- ❖ **Rajasthan Handicrafts** (P. N.- 4, Krishna Vihar Vistar , Golyawash Road,, Opp Heera Path Petrol-Pump , Mansarovar, Jaipur, Rajasthan 302020 mob. 93528 48300)
- ❖ **Ganesh Handicraft** (84, Nai Sarak, NEAR SAHI, SAMOSA, Jodhpur, Rajasthan 342001 mob. 98290 63658)
- ❖ **Rajasthan Handicraft Kishangarh** (handicraft market,national highway 8, kishnagarh Madanganj 305802, Madanganj, Kishangarh, Rajasthan 305802 mob. 99290 63010)
- ❖ **Rajasthan Art** (45/16, Basni 2 phase, Near Basni railway crossing, Rajasthan 342005 mob. 98290 27001)
- ❖ **Rajasthani Handicrafts** (Shop No 26-28, Bapu Bazar, Link Road, Saraogi Mansion, Link Road, Jaipur, Rajasthan 302003 mob. 94138 40555)
- ❖ **Heritage Handicrafts Emporium** (Next to budhani wafers, 323, MG Road, Camp, Pune, Maharashtra 411001 mob. 020 2613 8436)
- ❖ **Crafts Shop India** (305, Sikhar Complex, Opp. Navneet house, Gurukul, Ahmedabad, Gujarat 380052 mob. 94092 94044)

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