

Handicrafts Industry in India

Dr. Rashmi Subbiah

Associate Professor, Department of Economics, Ethiraj College for Women

ABSTRACT

From the beginning of time, Indians have been very skilled in Creative arts and Handicrafts. There are varied handicrafts in India that are unique only to India and our Artisans.

The Handicrafts have always been associated with Tourism and popular with Tourists. But in recent time with the support by the Indian Government to the Artisans these are gaining visibility and prominence. There is demand from people for their Home décor to Offices and also Tourists who visit India. The uniqueness of the products ensures a good price especially with Tourists who are willing to spend on these. The increase in foreign travelers to India also ensures that there is a good potential for this market. The online e-commerce platforms also make the sale of Handicrafts easy and accessible to people all over the world. It is also an important source of huge exports and potential foreign exchange.

Handicrafts refer to a wide range of textiles, embroidery pieces, ceramics, artisanry, jewelry, etc., created by hand or by using easy tools instead of machines. These unique items represent the culture, heritage, and tradition of a particular region and have different social, aesthetic, and religious values. Numerous traditional techniques are applied to make handicrafts, including painting, hand dyeing, handloom weaving, woodblock, etc. In recent years, handicrafts have gained immense popularity as they require low capital investments, produce foreign exchange revenue, and offer employment opportunities. Owing to the aforementioned factors, handicraft products play a vital role in the overall growth of an economy and are expected to uplift the demand for handcrafted products in the coming years.

Keywords: Handicrafts, Export, Foreign Exchange

INTRODUCTION

INDIAN TEXTILE INDUSTRY

The Indian textile industry is one of the largest in the world with a large unmatched raw material base and manufacturing strength across the value chain. India's textiles and clothing industry is one of the mainstays of the national economy. The Handicrafts sector is categorized under the Ministry of Textiles. "**Handicrafts**" as defined by the Ministry of Textiles 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; possess distinctive features, which can be aesthetic, artistic, ethnic or culturally attached and are amply different from mechanically produced goods of similar utility" (as per GST Council).

HANDICRAFTS SECTOR:

The Handicrafts Sector plays a significant & important role in the country's economy. It provides employment to a vast segment of craft persons in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage.

Given below are different Handicraft Categories:

72 Craft Categories (including Miscellaneous Craft Categories) under which Pehchan Cards are issued to Handicraft artisans.

SI. No.	Name of Craft	SI. No.	Name of Craft
1	Carpet & other floor coverings	37	Wood (turning and lacquer ware)
2	Art metal ware	38	Coir twisting
3	Woodwares	39	Applique
4	Hand printed Textiles Scarves	40	Lace
5	Embroidered & Crocheted goods	41	Screw pine
6	Shawls as artware	42	Jute Craft
7	Zari & Zari goods	43	Kathputtli
8	Immitation Jewellery	44	Lac bangles
9	Jewellery	45	Painting
10	Cane & Bamboo	46	Poly stone
11	Miscellaneous	47	Paper mache
12	Pot work	48	Beads craft
13	Bidri	49	Wall Hanging
14	Rogan Arts	50	candle
15	Conch-Shell	51	Ceramic work
16	Doll & toys	52	Mala Baddhi
17	Filigree & silverware	53	Sital Pati
18	Folk painting	54	Thewa
19	Furniture	55	Incense sticks
20	Grass, leaf, reed & fiber	56	Paddy
21	Horn & bone	57	Crewel
22	Ivory	58	Glass
23	Leather(footwear)	59	Mithila Painting
24	Leather (other articles)	60	Dry Flower
25	Metal images(folk)	61	Tuli & Sirka
26	Metal images(classical)	62	Kauna
27	Musical instrument	63	Glass Beads
28	Pottery and clay objects	64	Tie & Dye
29	Rugs & durries	65	Fusion Craft
30	Stone (carving)	66	Meena Kari
31	Stone (inlay)	67	Fabric Painting
32	Terracotta	68	Tanjore Painting
33	Theatre, Costume & Puppet	69	Sujani
34	Textile (handloom)	70	Gold Smith
35	Textile (hand embroidery)	71	Sanjhi Art
36	Wood (carving)	72	Kite making

Handicrafts 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, but also for the increasingly large number of new entrants in the crafts activity. Presently, handicrafts contribute substantially to employment generation and exports.

The Handicraft sector has, however, suffered a lot due to being an unorganized sector, with constraints of lack of education, low capital, poor exposure to new technologies, absence of market intelligence and a poor institutional framework.

The sector is estimated to employ 68.86 lakh artisans, out of which 30.25 lakhs are male and 38.61 lakhs are female artisans.

Office of the Development Commissioner [Handicrafts] implements various schemes for promotion and development of handicrafts sector under “National Handicraft Development Programme [NHDP]” and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to emphasize integrated approach for development of handicraft cluster in a holistic manner.

(i) Scheme: “National Handicrafts Development Programme” Sub Schemes

1. Marketing Support & Services.
2. Skill Development in Handicrafts Sector
3. Ambedkar Hastshilp Vikas Yojana
4. Direct Benefit to Artisans
5. Infrastructure and Technology Support
6. Research and Development

(ii) Scheme: “Comprehensive Handicrafts Cluster Development Scheme” New Initiatives 2021-22:

1. National Toy Fair: To promote Indian toy industry including handicrafts and handmade toys products, following initiatives have been taken:
 - a) 13 toy clusters have been identified.
 - b) National Action Plan for Indian Toy Story has been made with collaboration of 14 Ministries/ Dept. of Govt. of India.
 - c) The Indian Toy Fair 2021 was organized virtually on 27.02.2021. 1178 exhibitors participated in the fair held virtually with the involvement of 8 Ministries of Government of India.
2. Two Craft Tourism Villages at Amer (Rajasthan) and Kovalam (Kerala) have been sanctioned for setting up of Crafts Tourism Village, under Infrastructure and Technology Development scheme.
3. The Office of DC (Handicrafts) has provided various activities to these Adopted clusters, Toy clusters and identified clusters for Producer Company with a view for development of artisans through interventions such as 337 domestic marketing events have been sanctioned wherein 24280 artisans/member of SHGs have participated, 187 design development programme have been sanctioned in which 7530 artisans/member of SHGs have participated and 15 state level and regional level seminar with 1500 participants have been conducted. A Virtual Toy fair was organized during 27th February 2021 to 4th March 2021 in which 1074 exhibitors participated.
4. The Office of DC (Handicrafts) has conducted 670 chaupals across the country with the view to sensitize the cluster artisans about the schemes of Office of DC Handicrafts,shramdaan, to create awareness about benefits of e-com portal/ GeM portal registration, distribution of Pehchan ID/ on-spot enrollment of new artisans for Pehchan ID, benefits of Pehchan ID, BimaYojna, Mudra Loan, GI registration process, Handicrafts Helpline Centre. The chaupals will have participation of approximately 43550 artisans/member of SHGs and their children creating awareness including problems associated with pandemic.

TEXTILE INDUSTRY EXPORTS:

The Indian textile industry contributes approximately 15% to the country's export earnings. In FY22, textiles, handicrafts and apparel accounted for 10.6% of India's total exports. Barring a decline in FY20 and FY21, exports have risen steadily since FY16. Textile and apparel exports rose to their highest level in FY22, reaching US\$ 44.4 billion and growing 41% over FY21 and 26% over FY20. Exports have

increased 13.9% since FY16. In FY22, the US was the top export destination, accounting for 27% of textile exports, followed by the EU (18%) and Bangladesh (12%).

EXPORT PROMOTION COUNCILS:

There are eleven Exports Promotion Councils (EPCs) representing various segments of the textiles & apparel value chain, viz. fiber, yarn, fabric, readymade garments of cotton, silk, jute, wool etc. These Councils work in close cooperation with the Ministry of Textiles and other Ministries to promote growth and export of their respective products/ sectors in global markets.

Details of Export Promotion Councils under the Ministry of Textiles are as follows:

- a) Apparel Export Promotion Council (AEPC)
- b) Cotton Textiles Export Promotion Council (TEXPROCIL)
- c) Synthetic & Rayon Textiles Export Promotion Council (SRTEPC)
- d) Wool & Woolen Export Promotion Council (W&WEPC)
- e) Wool Industry Export Promotion Organization (WOOLTEXPRO) vi) Indian Silk Export Promotion Council (ISEPC)
- f) Carpet Export Promotion Council (CEPC)
- g) Export Promotion Council for Handicrafts (EPCH)
- h) Power loom Development & Export Promotion Council (PDEXCIL)
- i) Handloom Export Promotion Council (HEPC)
- j) Jute Product Development Export Promotion Council (JPDEPC)

Activities of Export Promotion Councils

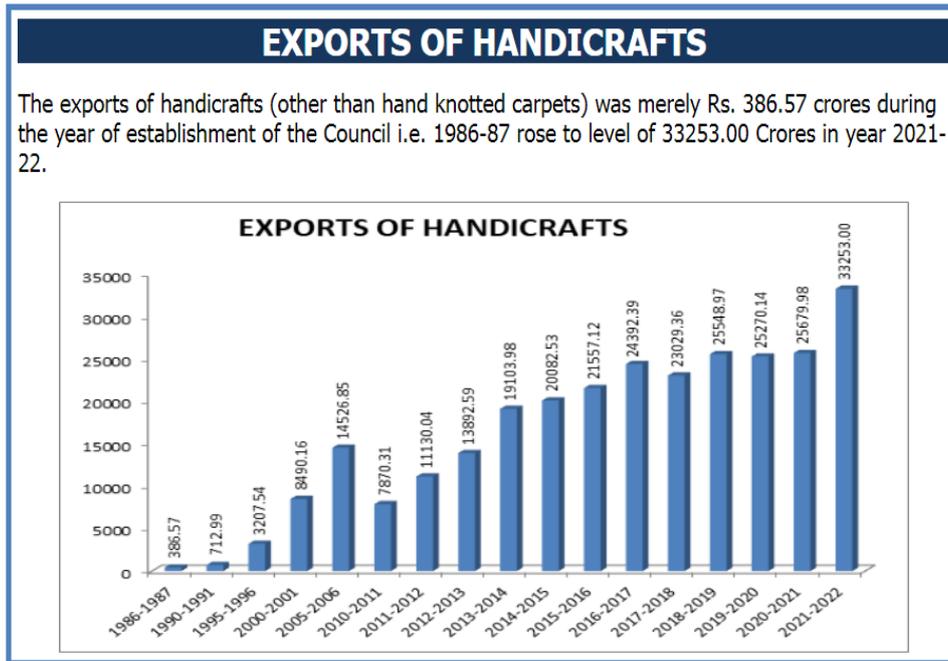
- a) Participation international fairs/ exhibitions and standalone shows in India and overseas markets to showcase Indian textiles to enhance exports and access new markets.
- b) Publishing Newsletter by respective EPCs.
- c) Providing latest information on markets, policy developments/initiatives, news relating to exports, Government Notifications, overseas trade inquiries, fashion & technology developments.
- d) Setting targets and goals for current as well as short term/long term future. Further they are involved in formulating strategy for fulfilment of export goals.

EXPORT PROMOTION COUNCIL FOR HANDICRAFTS AND HANDICRAFT EXPORTS:

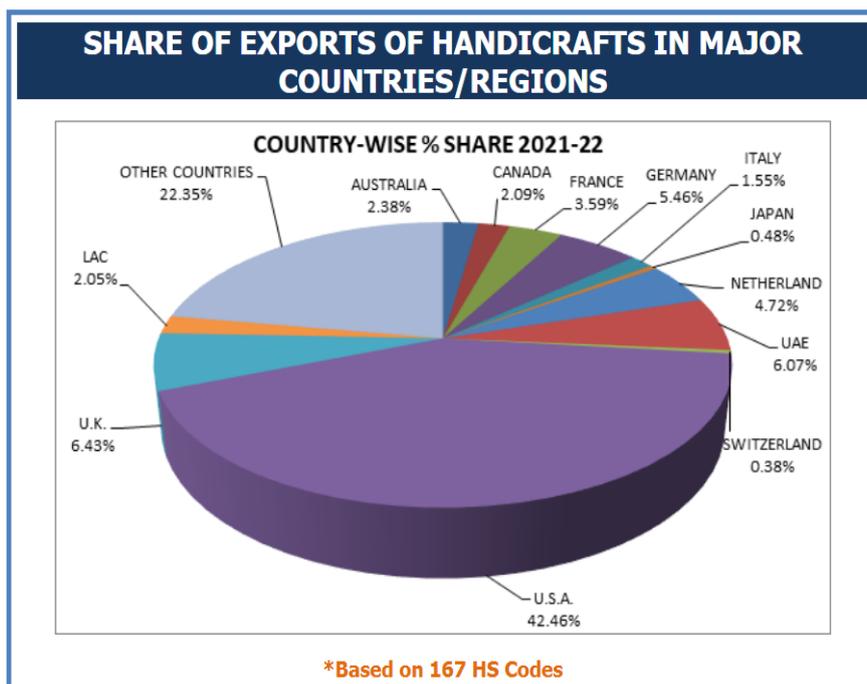
Export Promotion Council for Handicrafts (EPCH) was established under Companies Act in the year 1986-87 and is a non-profit organisation, with an object to promote, support, protect, maintain and increase the export of handicrafts. It is an apex body of handicrafts exporters for promotion of exports of Handicrafts from country and projecting India's image abroad as a reliable supplier of high quality of handicrafts goods & services and ensured various measures keeping in view of observance of international standards and specification. The Council has created necessary infrastructure as well as marketing and information facilities, which are availed both by the member exporters and importers.

The export of handicraft products including via e-commerce platforms has increased to Rs.33253 crore in the financial year 2021-22 from Rs 25,679 crore in the previous financial year. The product categories leading in exports for 2021-22 were Woodware products worth Rs.9080 crore, followed by Embroidered and Crocheted goods amounting to Rs.5,340 crore, Art Metalwares worth Rs. 4,152 crore and Handprinted textiles worth Rs.3,089 crore etc.

The Exports of Handicraft items as per the EPCH is given below:

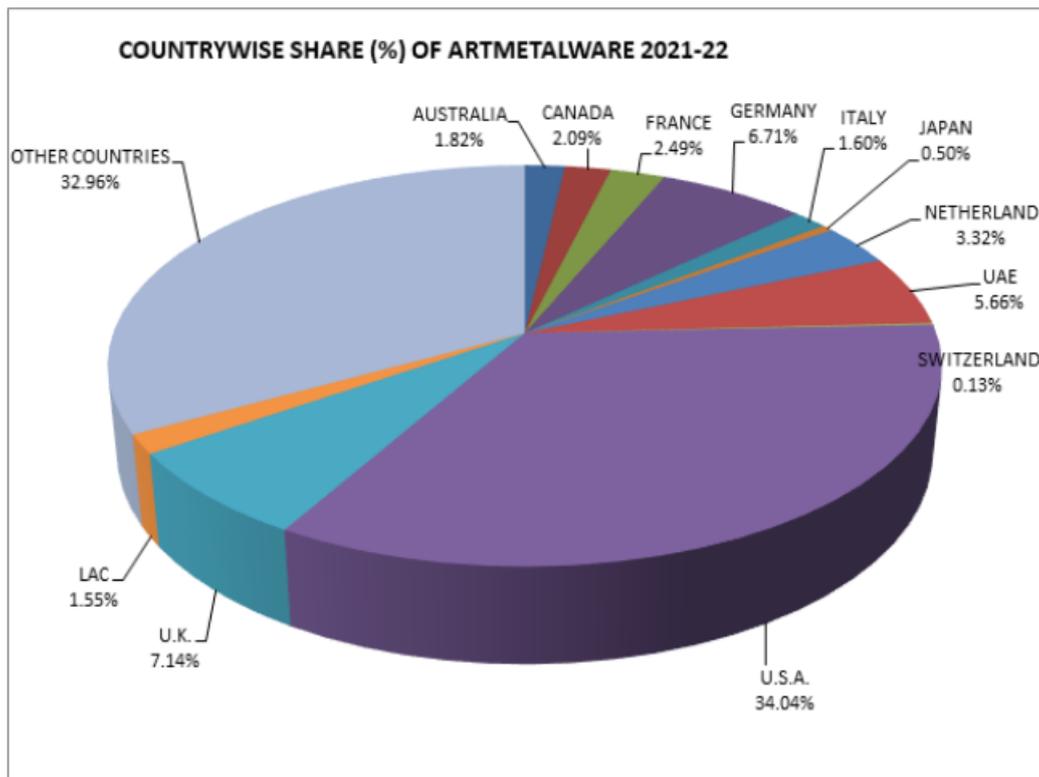


USA is one of the major importers of Handicrafts from India at a 42.46% of the total share of Indian Handicraft Exports.

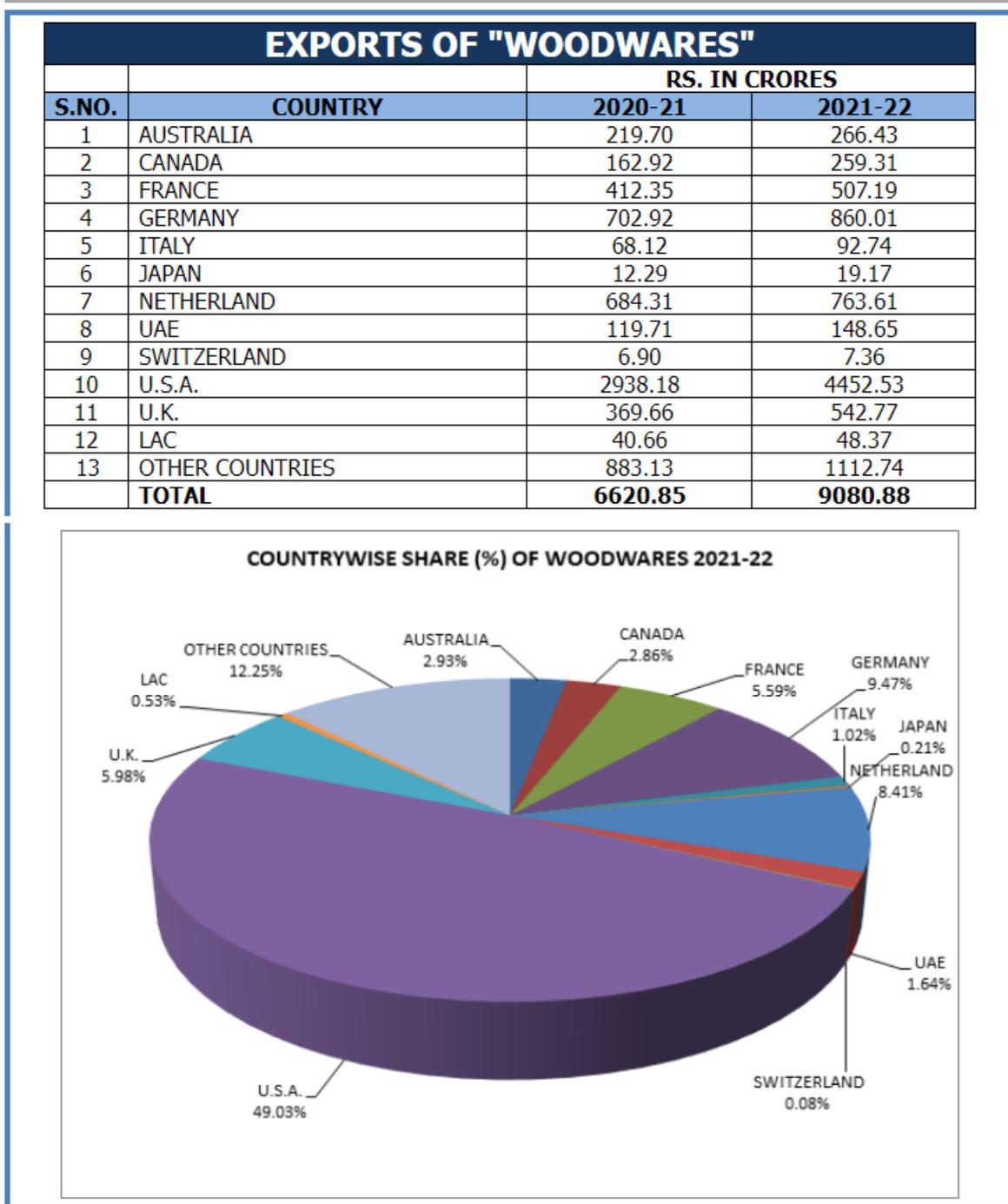


The Country wise Market Share and Exports value is given below for “Art Metalwares”. USA is the leading importer at 34.04% and Rs.1413.55Crores in 2021-22.

EXPORTS OF "ARTMETALWARES"			
S. NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-22
1	AUSTRALIA	56.81	75.42
2	CANADA	60.59	86.69
3	FRANCE	57.81	103.33
4	GERMANY	92.82	278.76
5	ITALY	240.02	66.31
6	JAPAN	37.60	20.60
7	NETHERLAND	17.43	138.00
8	UAE	110.37	234.96
9	SWITZERLAND	184.92	5.43
10	U.S.A.	6.09	1413.55
11	U.K.	1101.51	296.51
12	LAC	240.26	64.29
13	OTHER COUNTRIES	54.53	1368.71
	TOTAL	1140.06	4152.56

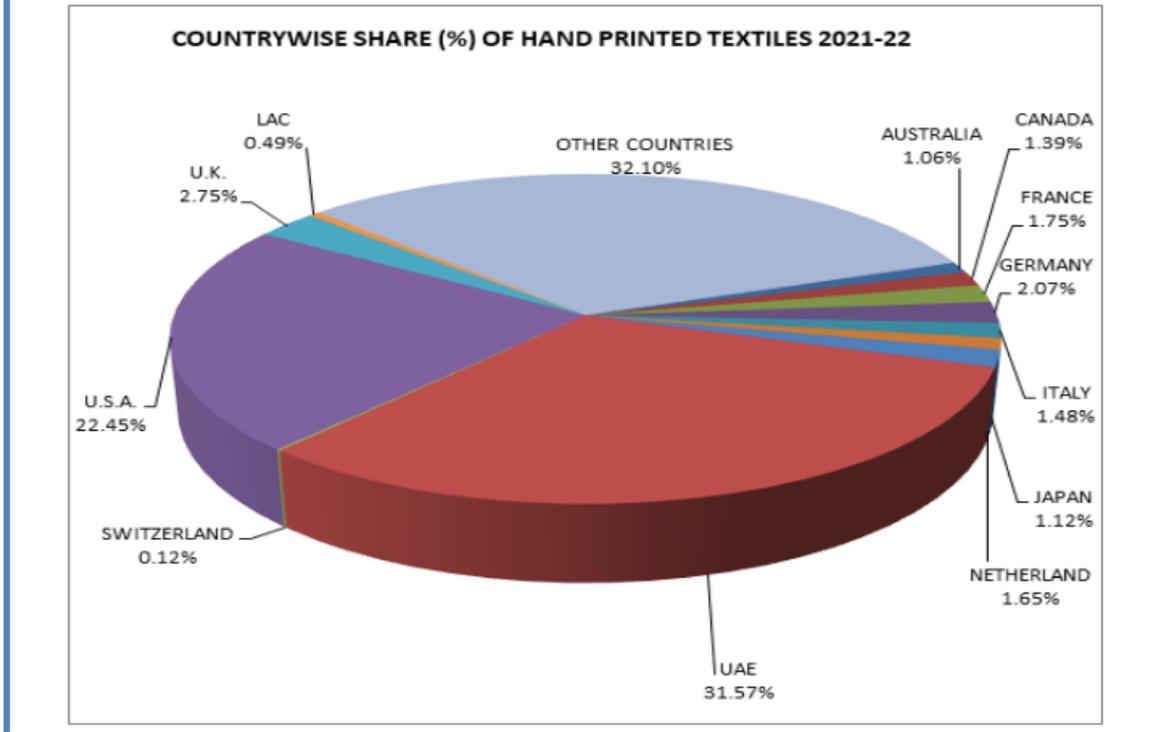


The Country wise Market Share and Exports value is given below for “Woodwares”. USA is the leading importer at 49.03% and Rs.4452.53 Crores in 2021-22.



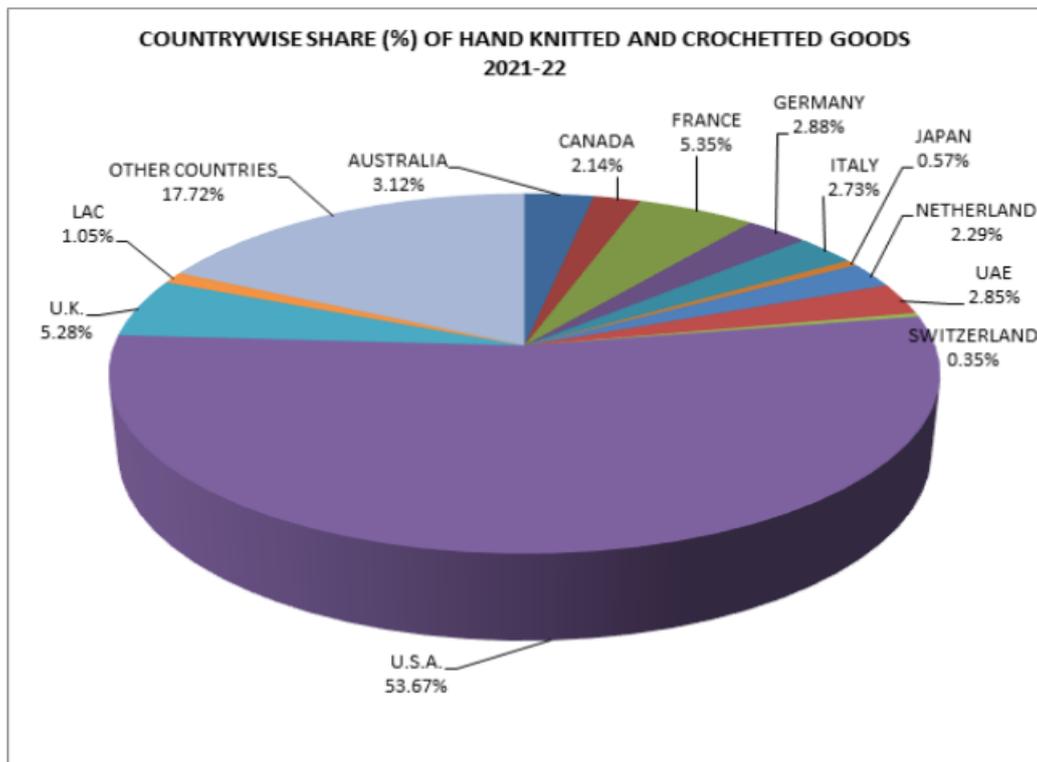
The Country wise Market Share and Exports value is given below for “Handprinted Textiles”. UAE is the second leading importer at 31.57% and Rs.975.52 Crores in 2021-22. Other countries are grouped as the leading importer in this category at 32.10% and Rs.991.75 Crores in 2021-22.

EXPORTS OF "HANDPRINTED TEXTILES"			
S.NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-22
1	AUSTRALIA	44.83	32.77
2	CANADA	64.01	43.08
3	FRANCE	36.86	54.22
4	GERMANY	60.39	63.98
5	ITALY	30.48	45.59
6	JAPAN	29.72	34.67
7	NETHERLAND	28.03	50.95
8	UAE	594.15	975.52
9	SWITZERLAND	12.06	3.65
10	U.S.A.	488.42	693.72
11	U.K.	129.79	84.83
12	LAC	14.10	15.24
13	OTHER COUNTRIES	931.15	991.75
	TOTAL	2463.99	3089.97

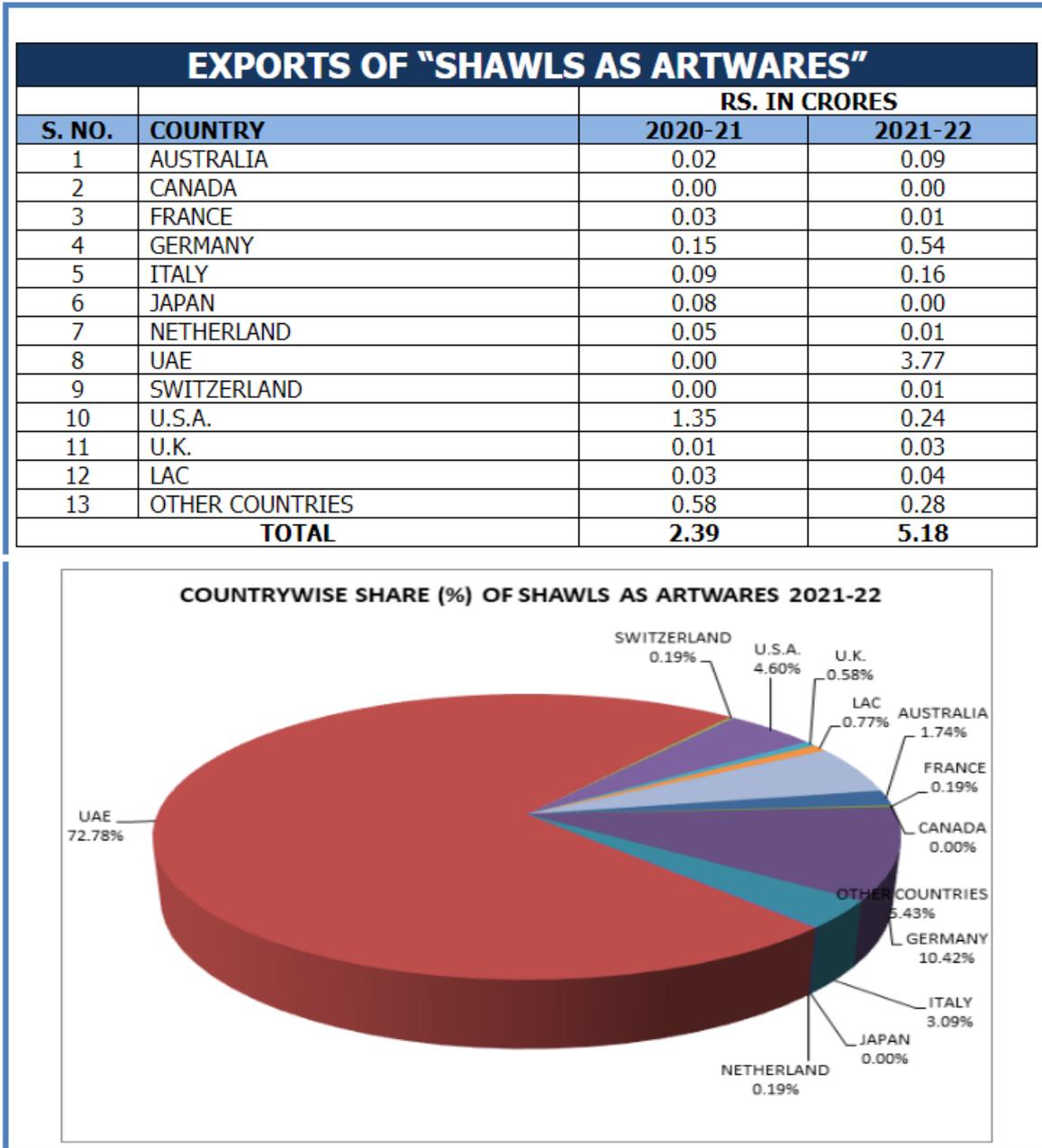


The Country wise Market Share and Exports value is given below for “Embroidered and Crocheted Goods”. USA is the leading importer at 53.67% and Rs.2866.50 Crores in 2021-22.

EXPORTS OF "EMBROIDERED & CROCHETTED GOODS"			
S. NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-22
1	AUSTRALIA	167.85	166.76
2	CANADA	76.26	114.37
3	FRANCE	265.27	285.55
4	GERMANY	124.93	153.77
5	ITALY	100.72	145.96
6	JAPAN	29.56	30.33
7	NETHERLAND	138.28	122.48
8	UAE	210.71	152.02
9	SWITZERLAND	18.88	18.65
10	U.S.A.	2077.05	2866.50
11	U.K.	201.04	282.13
12	LAC	39.57	55.94
13	OTHER COUNTRIES	949.65	946.26
TOTAL		4399.77	5340.72

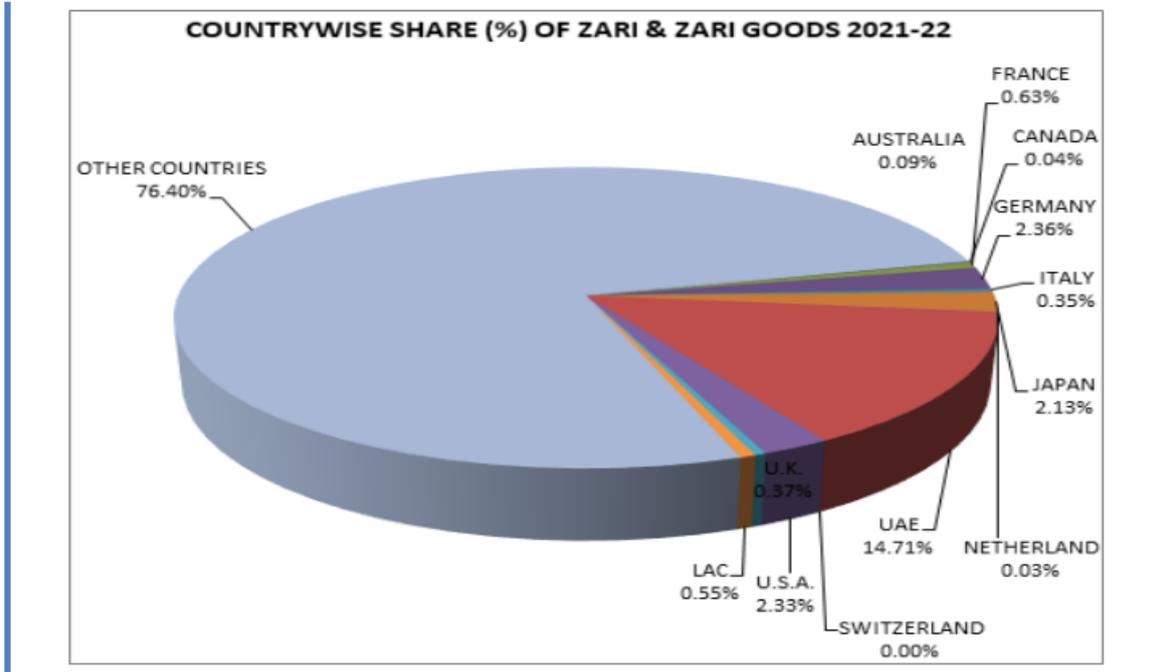


The Country wise Market Share and Exports value is given below for “Shawls as Artwares”. UAE is the leading importer at 72.78% and Rs.3.77 Crores in 2021-22.



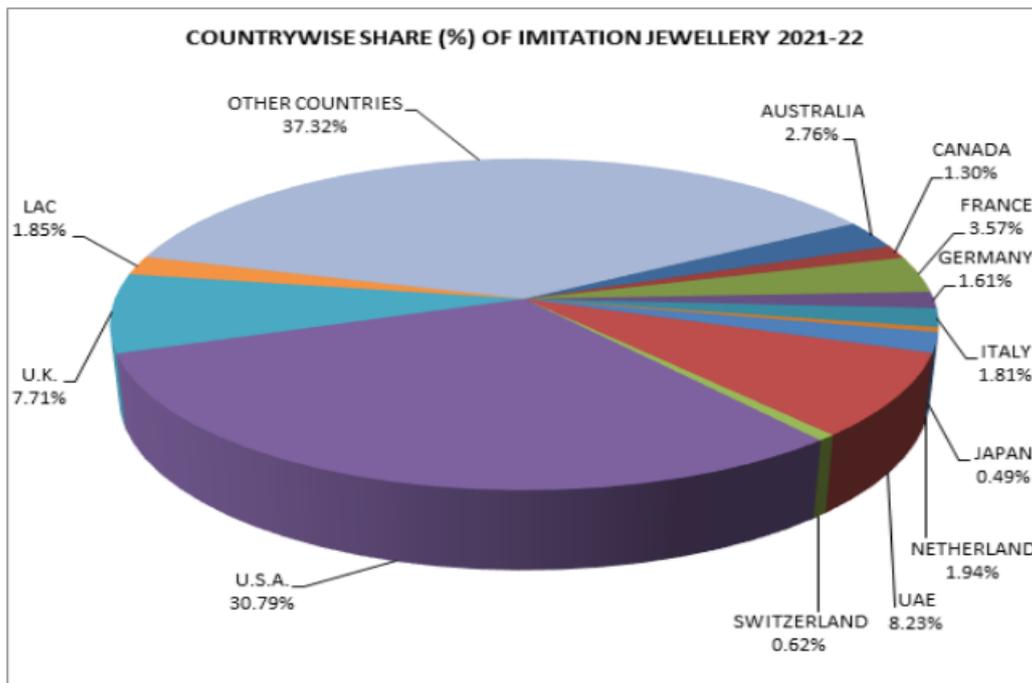
The Country wise Market Share and Exports value is given below for “Zari and Zari Goods”. UAE is the second leading importer at 14.71% and Rs.10.21 Crores in 2021-22. Other countries are grouped as the leading importer in this category at 76.40% and Rs.53.02 Crores in 2021-22.

EXPORTS OF "ZARI & ZARI GOODS"			
S. NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-22
1	AUSTRALIA	0.20	0.06
2	CANADA	0.10	0.03
3	FRANCE	0.39	0.44
4	GERMANY	1.27	1.64
5	ITALY	0.31	0.24
6	JAPAN	2.15	1.48
7	NETHERLAND	0.00	0.02
8	UAE	60.18	10.21
9	SWITZERLAND	0.00	0.00
10	U.S.A.	1.85	1.62
11	U.K.	0.29	0.26
12	LAC	0.79	0.38
13	OTHER COUNTRIES	52.57	53.02
TOTAL		120.10	69.40



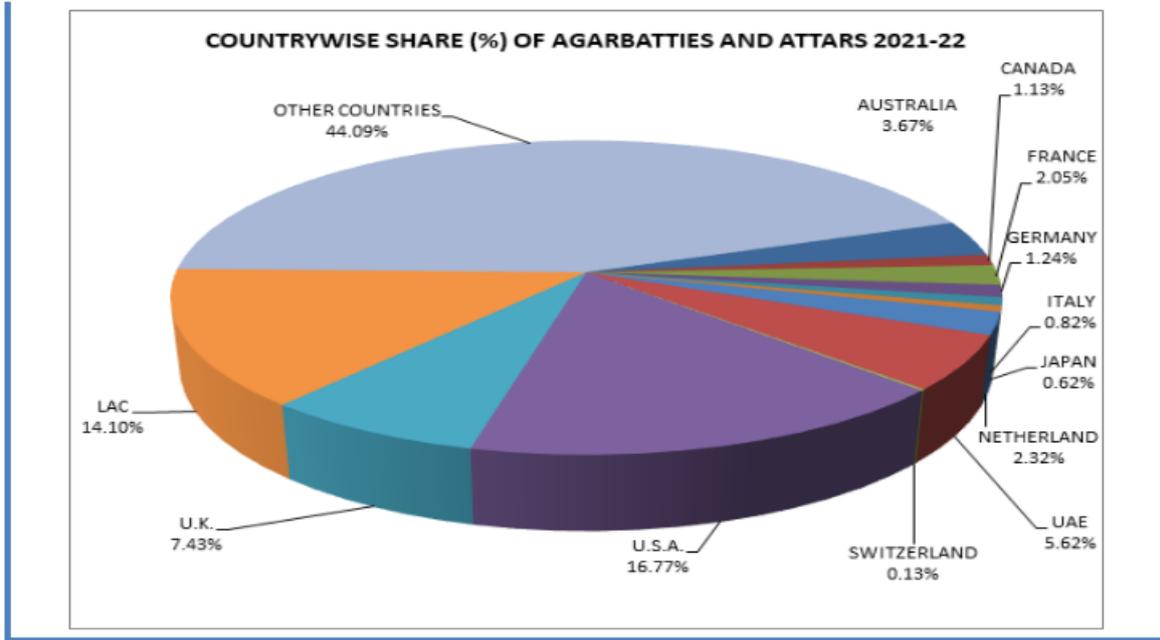
The Country wise Market Share and Exports value is given below for “Imitation Jewellery”. USA is the second leading importer at 30.79% and Rs.473.85 Crores in 2021-22. Other countries are grouped as the leading importer in this category at 37.32% and Rs.574.35 Crores in 2021-22.

EXPORTS OF "IMITATION JEWELLERY"			
S. NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-22
1	AUSTRALIA	29.05	42.42
2	CANADA	9.18	19.95
3	FRANCE	34.80	55.01
4	GERMANY	22.21	24.79
5	ITALY	15.38	27.90
6	JAPAN	5.59	7.57
7	NETHERLAND	27.71	29.81
8	UAE	150.99	126.70
9	SWITZERLAND	4.43	9.48
10	U.S.A.	290.15	473.85
11	U.K.	87.77	118.71
12	LAC	11.68	28.48
13	OTHER COUNTRIES	561.43	574.35
TOTAL		1250.37	1539.02



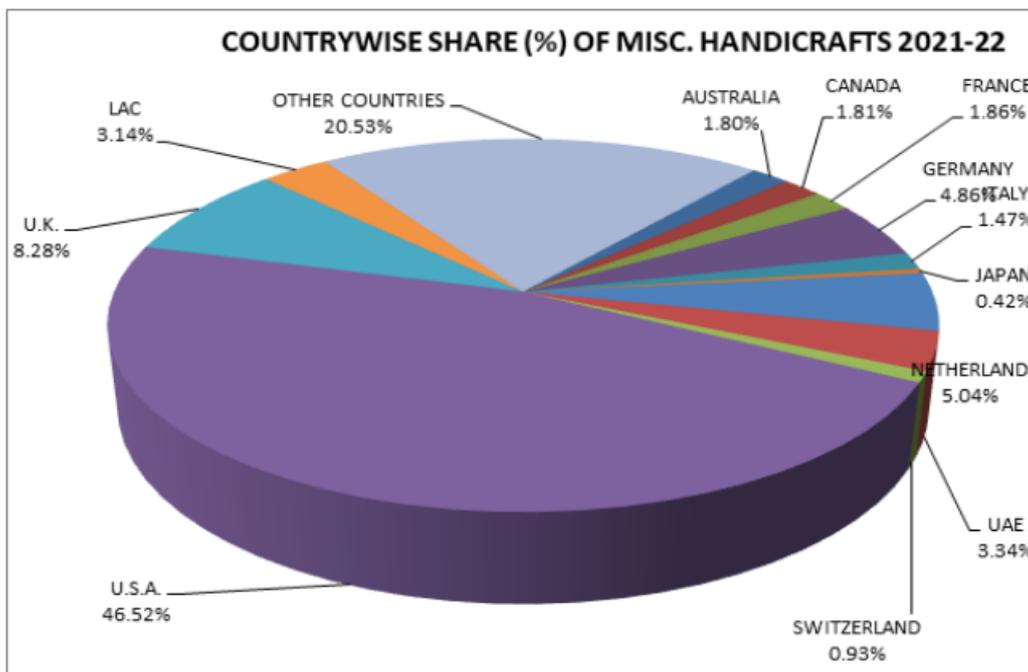
The Country wise Market Share and Exports value is given below for “Agarbatties and Attars”. USA is the second leading importer at 16.77% and Rs.239.38 Crores in 2021-22. Other countries are grouped as the leading importer in this category at 44.09% and Rs.629.37 Crores in 2021-22.

EXPORTS OF "AGARBATTIES & ATTARS"			
S. NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-22
1	AUSTRALIA	48.65	52.44
2	CANADA	12.10	16.11
3	FRANCE	18.13	29.30
4	GERMANY	14.91	17.68
5	ITALY	6.76	11.76
6	JAPAN	8.10	8.91
7	NETHERLAND	26.60	33.10
8	UAE	53.58	80.21
9	SWITZERLAND	1.83	1.83
10	U.S.A.	220.87	239.38
11	U.K.	89.56	106.08
12	LAC	136.94	201.25
13	OTHER COUNTRIES	576.83	629.37
TOTAL		1214.86	1427.42



The Country wise Market Share and Exports value is given below for “Miscellaneous Handicrafts”. USA is the leading importer at 46.52% and Rs.3976.25 Crores in 2021-22.

EXPORTS OF "MISCELLANEOUS HANDICRAFTS"			
S. NO.	COUNTRY	RS. IN CRORES	
		2020-21	2021-2
1	AUSTRALIA	125.88	153.49
2	CANADA	99.93	154.52
3	FRANCE	128.54	159.41
4	GERMANY	355.24	415.53
5	ITALY	109.26	125.66
6	JAPAN	54.80	36.15
7	NETHERLAND	416.40	430.46
8	UAE	195.92	285.55
9	SWITZERLAND	22.07	79.79
10	U.S.A.	2735.93	3976.25
11	U.K.	525.79	707.53
12	LAC	168.70	268.49
13	OTHER COUNTRIES	1325.18	1755.02
TOTAL		6263.64	8547.85



REVIEW EXPORTS DURING 2022 (APRIL-DECEMBER)

**STATEMENT SHOWING PROVISIONAL EXPORT FIGURE OF HANDICRAFTS
DURING THE PERIOD OF APRIL-DECEMBER 2022-23
COMPARED TO THE CORRESPONDING PERIOD OF APRIL-DECEMBER 2021-22**

According to the provisional data available the exports of Handicrafts have shown a decrease of Rs. 518.77 Crores from Rs. 25034.10 to Rs. 24515.33 Crores, a decrease of 2.07% in rupees term. In dollar terms, the exports have shown a decrease of US \$ 359.04 Million i.e. the exports decreased by 10.66% over the similar period in 2021-22. Details are as under: -

ITEMS	RS. IN CR.		INCREASE /DECREASE IN % OVER 2020-21	US\$ IN MILLIONS		INCREASE /DECREASE IN % OVER 2020-21
	*2021-22	**2022-23		*2021-22	**2022-23	
	(APRIL-DECEMBER)			(APRIL-DECEMBER)		
				74.3519	81.5021	
ARTMETAL WARES	3193.68	3212.99	0.01	429.54	394.22	-0.08
WOODWARES	6593.46	6523.45	-0.01	886.79	800.4	-0.10
HANDPRINTED TEXTILES & SCARVES	2216.44	2420.25	0.09	298.1	296.96	0.00
EMBROIDERED & CROCHETTED GOODS	4273.09	3012.92	-0.29	574.71	369.67	-0.36
SHAWLS AS ARTWARES	4.99	5.67	0.14	0.67	0.7	0.04
ZARI & ZARI GOODS	53.7	48.31	-0.10	7.22	5.93	-0.18
IMITATION JEWELLERY	1135.49	1221.65	0.08	152.72	149.89	-0.02
AGARBATTIES & ATTARS	1083.01	1018.21	-0.06	145.66	124.93	-0.14
MISC. HANDICRAFTS	6480.24	7051.88	0.09	871.56	865.24	-0.01
TOTAL	25034.1	24515.33	-0.02	3366.98	3007.94	-0.11

During the period, the exports of Artmetalwares, Hand printed Textiles, Shawls as Artwares, Imitation Jewellery & Misc Handicrafts showed the increasing trends of 0.60%, 9.20%, 13.63%, 7.59% and 8.82% respectively. Whereas Woodwares, Embroidered & Crocheted Goods, Zari & Zari Goods and Agarbatties & Attars declined by 1.06%, 29.49%, 10.04% and 5.98%. In USD terms, Shawls as Artwares increased by 3.66% whereas exports of Artmetalwares, Woodwares, Hand Printed Textiles & Scarves, Embroidered & Crocheted goods, Zari & Zari goods, Imitation Jewellery, Agarbatties & Attars and Misc Handicrafts showed the decreasing trends of 8.22%, 9.74%, 0.38%, 35.68% 17.93%, 1.85%, 14.23% and 0.73% respectively. Overall decrease in the rupee term was 2.07% and decrease in the US \$ term was 10.66%.

* Data Source : DGCIS&S, Kolkata

** Provisional Data based on 167 ITC HS Codes

REVIEW EXPORTS DURING 2021-22 (APRIL - MARCH)						
STATEMENT SHOWING PROVISIONAL EXPORT FIGURE OF HANDICRAFTS DURING THE PERIOD OF APRIL-MARCH 2021-22 COMPARED TO THE CORRESPONDING PERIOD OF APRIL-MARCH 2020-21						
According to the actual data the exports of Handicrafts have shown an increase of ₹7573.02 Crores from ₹25679.98 to ₹33253.00 Crores, an increase of 29.49% in rupees term. In dollar terms, the exports have shown an increase of US \$ 1000.01 Million i.e. the exports decreased by 28.90% over the similar period in 2020-21. Details are as under: -						
ITEMS	IN ₹ IN CR.		INCREASE /DECREASE IN % OVER 2020-21	US\$ IN MILLIONS		INCREASE /DECREASE IN % OVER 2020-21
	*2020-21 (APRIL-MARCH)	**2021-22 (APRIL-MARCH)		*2020-21 (APRIL-MARCH)	**2021-22 (APRIL-MARCH)	
				74.2249	74.5623	
ARTMETAL WARES	3344.01	4152.56	24.18	450.52	556.92	23.62
WOODWARES	6620.85	9080.88	37.16	892	1217.89	36.54
HANDPRINTED TEXTILES & SCARVES	2463.99	3089.97	25.41	331.96	414.41	24.84
EMBROIDERED & CROCHETTED GOODS	4399.77	5340.72	21.39	592.76	716.28	20.84
SHAWLS AS ARTWARES	2.39	5.18	116.71	0.32	0.7	115.73
ZARI & ZARI GOODS	120.1	69.4	-42.21	16.18	9.31	-42.48
IMITATION JEWELLERY	1250.37	1539.02	23.09	168.46	206.41	22.53
AGARBATTIES & ATTARS	1214.86	1427.42	17.50	163.67	191.44	16.96
MISC. HANDICRAFTS	6263.64	8547.85	36.47	843.87	1146.4	35.85
TOTAL	25679.98	33253	29.49	3459.75	4459.76	28.90
During the period, the exports of Artmetalware, Woodwares, Embroidered & Crocheted goods, HandPrinted Textiles, Shawls as Artwares, Imitation Jewellery , Agarbatties & Attars and Misc. Handicrafts showed the increasing trends of 24.18%, 37.16%, 25.41%, 21.39%, 116.71% 23.09%, 17.50% and 36.47% in rupees term respectively. However, Zari & Zari goods shows negative growth by 42.21%. In USD terms exports of Artmetalware, Woodwares, Hand Printed Textiles, Embroidered & Crocheted goods, Shawls as Artwares, Imitation Jewellery , Agarbatties & Attars and Misc. Handicrafts showed the increasing trends of 23.62%, 36.54%, 24.84%, 20.84%, 115.73%, 22.53%, 16.96% and 35.85% respectively. Whereas Zari & Zari goods showed negative growth by 42.8%. Overall increase in the rupee term was 29.49% and in the US \$ term was 28.90%.						
* Data Source : DGCI&S, Kolkata			** Provisional Data based on 167 ITC HS Codes			

HANDICRAFT AND THE UNION BUDGET 2023:

To support our craftspeople, the Indian Government announced a package of assistance for artisans and craftspeople in the Union Budget 2023-24.

- The newly conceptualised Pradhan Mantri Vishwakarma Kaushal Samman (PM-VIKAS) scheme will enable the country’s artisans to improve the quality, scale, and reach of their products, integrating them with the Micro, Small and Medium-scale Enterprises (MSME) value chain.
- The components of the scheme will include not only financial support but also access to advanced skill training, knowledge of modern digital techniques and efficient green technologies, brand promotion, linkage with local and global markets, digital payments, and social security.

- c) This will greatly benefit the Scheduled Castes, Scheduled Tribes, OBCs, women and people belonging to the weaker sections.

CONCLUSION:

The Handicrafts Industry has a huge Export potential. As the Government extends full support to the Artisans and encourages growth of this Industry, it is also a time to review the foreign market scenario. China faced a setback post Covid and now it may be a good time to tap the markets where products from China had prevalence and also establish presence in countries where we don't have export much like Brazil, Argentina, Chile etc. for example.

Our Artisans can also benefit with support for quality cost effective raw material, tax benefits, marketing support etc. to ensure that the Indian Handicrafts garner more market in new foreign markets and also have a wider reach.

There can also be incentives linked to the production which can help grow the industry.

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