iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 12 **Issue:** XI **Month of publication:** November 2024

DOI: https://doi.org/10.22214/ijraset.2024.64947

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue XI Nov 2024- Available at www.ijraset.com

Empowering Women Through Sustainable Handicrafts

Simi S[1], Dr. Manjula KG[2]
[1]*Research Scholar, Government Arts College, Thiruvananthapuram*
[2]*Assistant Professor, Research Supervisor & Guide, VTMNSS College, Thiruvananthapuram*

Abstract: ***The emergence of environmentally conscious and sustainable handicrafts offers women a special chance to be key players in the shift to a greener economy. This article examines the ways in which female crafts people use natural, biodegradable, and recycled materials in their creations to promote environmental sustainability. Sustainable handicraft refers to the creation of artisanal products using methods and materials that are environmentally friendly, ethically sourced, and socially responsible. It emphasizes minimizing the negative impact on the environment while supporting local communities and preserving traditional craftsmanship. By creating environmentally friendly products like handmade natural beauty products, recycled home decor, and organic fabrics, women are not only promoting innovation in green business but also maintaining traditional craftsmanship. It also examines the challenges faced by women in this sector, such as access to markets and resources, and the support needed to scale these initiatives. This study that empowering women through sustainable handicrafts can contribute significantly to environmental conservation while simultaneously enhancing their economic independence and social standing. As consumers increasingly prioritize sustainability, women artisans are positioned at the forefront of the eco-friendly craft revolution, crafting not only products but also a sustainable and equitable future.***
Key Words: Sustainable Handicraft, Greener economy, Innovation, Women artisans, Eco-friendly

I. INTRODUCTION

The handicraft industry is India's second-largest income-generating sector after agriculture. Despite the exponential multidecadal growth of handicraft exports in this creative economy, the industry primarily remains decentralized and informal. Thus, most artists and artisans engage with handicraft clusters from their homes and native regions. According to the Ministry of Textiles report in 2018, women constitute 70% of the workforce in this sector, predominantly participating in the various stages of craft production processes.

In an era where environmental sustainability and gender equality are paramount global issues, the intersection of these two themes offers significant potential for social change and economic development. Handicrafts, often steeped in cultural heritage and traditional skills, represent a vital sector for many women, particularly in developing countries. These artisans frequently face challenges such as limited access to resources, markets, and education, which hinder their economic empowerment and overall social status. However, by leveraging sustainable practices in handicraft production, these women can not only enhance their livelihoods but also contribute to environmental conservation.

By examining the role of sustainable materials, eco-friendly production methods, and market opportunities, the study seeks to uncover how these factors can enable women artisans to achieve economic independence while preserving their cultural heritage. Furthermore, this investigation will assess the impact of skill development initiatives, the social implications of women's participation in handicrafts, and the effectiveness of existing policies aimed at supporting them. Ultimately, this research aspires to provide insights and recommendations for fostering a more equitable and sustainable future, where women artisans can thrive, communities can flourish, and the environment can benefit from responsible crafting practices.

The Ministry of Textiles in India has implemented several initiatives aimed at empowering women within the handloom and handicrafts sectors. Approximately 43.31 lakh handloom workers are engaged in this industry, with women constituting about 77% of this workforce. Key schemes supporting these women include the National Handloom Development Programme and the Handloom Weavers' Comprehensive Welfare Scheme, which provide financial assistance and training opportunities, particularly targeting women from Scheduled Castes, Scheduled Tribes, and Below Poverty Line categories. In the handicrafts sector, which employs around seven million artisans (56.07% of whom are women), programs such as the Pehchan Initiative have been launched to provide ID cards to artisans, thereby enhancing their market access and visibility. Additionally, the Integrated Skill Development Scheme has trained over 641,983 women from 2014 to 2019, with significant placement rates post-training.

©IJRASET: All Rights are Reserved

The ministry also focuses on reducing the physical labour involved in traditional practices, such as supplying improved reeling machines to women involved in silk production, thereby promoting health and productivity. Handicraft is a handmade skill or incompetent handwork that more usually describes visual arts that are handcrafted and related to the use of garments or decorations in the residence. Through the involvement in the handicraft industry rural, less educated women accumulate assets for empowering themselves (Nawaz,2010).

Kerala is very famous for eco-friendly practices. Most of the handicrafts in the state Kerala are made from naturally available materials. They are also given special training in making the artifacts, which appear to have a life of their own. The variety of arts and crafts in Kerala is diverse and emphasizes a lot on the use of colours. All art forms in Kerala are full of intricate designs and vibrant details.

The state has an edge as far as eco-friendly handicrafts are concerned because it has a tradition of making beautiful handicrafts from naturally available materials with articles like ivory, bamboo, palm leaves, seashells, wood, coconut shells, clay, cloth, metals, and stone and so on. (Ar. Navya bhimapangu, Ar. Srishti Srivastava, 2020)

II. REVIEW OF LITERATURE

Tiwari (2017) traditional crafts not only provide supplementary income but also enable women to become economically independent, especially in regions where agricultural or industrial employment may be limited. This leads to financial stability, which can elevate their status within the household and community.

Banerjee and Sharma (2019) examine the relationship between green entrepreneurship and women-led handicraft ventures, noting that women artisans who focus on sustainable practices often attract a niche market of eco-conscious consumers. Their study emphasizes the need for greater institutional support, including training in digital marketing, to help women scale their businesses and access global markets.

Gupta and Patel (2019) explore the transformative role that sustainable handicrafts play in empowering women, particularly in rural areas. It presents a comprehensive examination of how handicraft production, when combined with sustainable practices, fosters socio-economic development for women who often have limited access to formal employment opportunities.

Choudhury and Sarkar (2020), the handicraft sector provides women in rural areas with opportunities for income generation, which is essential for enhancing their autonomy and decision-making power within households. They argue that integrating sustainability into these crafts not only enhances marketability but also fosters a sense of ownership and pride among women artisans, as they contribute to environmental preservation.

Prakash and Singh (2022) point to obstacles such as limited market access, inadequate infrastructure, lack of funding, and competition from mass-produced goods. Cultural barriers and lack of family support can also impede women's ability to fully engage in or expand their businesses. Therefore, partnerships with NGOs, government initiatives, and fair-trade organizations play a crucial role in overcoming these hurdles.

Singh and Patel (2021) highlight the role of cooperatives and self-help groups (SHGs) in promoting sustainable handicrafts. They argue that women's collectives not only provide economic security but also serve as platforms for sharing sustainable practices, such as the use of natural dyes and organic materials. These studies emphasize that with the right resources and access to markets, women artisans can be key drivers of the eco-friendly craft revolution.

Kumar (2021) indicates that when rural women engage in eco-friendly production, they contribute to environmental sustainability, which aligns with global goals like the Sustainable Development Goals (SDGs). Handicrafts made with minimal environmental impact are also appealing to ethical consumers, which drives demand for these products in the international market.

Prakash and Singh (2022) point to obstacles such as limited market access, inadequate infrastructure, lack of funding, and competition from mass-produced goods. Cultural barriers and lack of family support can also impede women's ability to fully engage in or expand their businesses. Therefore, partnerships with NGOs, government initiatives, and fair-trade organizations play a crucial role in overcoming these hurdles.

III. OBJECTIVES

1) To explore how sustainable handicraft production empower women, particularly in rural areas
2) To identify various challenges faced by women in handicraft industry
3) To identify the Government Schemes for supporting women in sustainable handicrafts.

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue XI Nov 2024- Available at www.ijraset.com

IV. STATEMENT OF THE PROBLEM

Empowering Women through Sustainable Handicrafts focuses on the socio-economic challenges faced by women in marginalized communities, particularly their limited access to financial independence and sustainable livelihoods. Despite having the skills and creativity to produce traditional handicrafts, many women are hindered by a lack of resources, market access, and entrepreneurial support, leading to economic vulnerability. This situation also undermines efforts to preserve cultural heritage. The issue calls for a solution that links women artisans to sustainable practices, fair trade opportunities, and capacity-building initiatives that enable them to leverage their talents for financial empowerment while promoting environmental sustainability.

V. METHODOLOGY

This research paper is based on the secondary data explored by using various secondary data resources including books, journals, newspapers, published and unpublished research work, various search engines, etc.

A. Handicraft Industry

The term 'handicraft' fundamentally involves manually processing raw materials or using simple tools to manufacture valuable or ornamental items that are made by skilled craftsmen (De Silver and Kundu, 2013). It is generally named as conventional method for manufacturing goods. Handicraft is additionally referred to as artisanal handicraft and sometimes referred to as artisanry (Agosto, 2015). The production of an accurate handmade product requires extensive ability, skill, and time, however the individual attention and consideration given to each piece are what makes it so special and unique. According to United Nations Educational, Scientific and Cultural Organization/Information Technology Community (UNESCO/ITC) in its International Symposium on “Crafts and the International Market: Trade and Customs Codification”, Manila, Philippines, October 1997: Handicrafts may be defined as “Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. These are produced without restriction in terms of quantity and using raw materials from sustainable resources. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant".

B. Factors Responsible For The Success Of The Handicraft Sector In The Market

1) Low capital investment
2) High value addition
3) Negligible import content
4) Easy availability of raw material and labour
5) High export potential
6) Large labour pool
7) Traditional skills
8) Production of eco-friendly handicraft products on growing environmental awareness
9) Product innovation with the help of international designers

C. Role and Significance of Handicraft Industry

Handicrafts are the matchless appearance of our society and way of life. A significant number of people directly or indirectly rely on handicrafts for their livelihoods. Handicraft industry plays a significant role in portraying the culture and traditions of any country or region. The industry plays an important role in the economy of the countries as it provides jobs in rural & semi-urban areas to a large segment of craftsmen and generates significant foreign exchange while retaining its social legacy. Handicrafts have great potential, as they hold the key for supporting and preserving not only the current array of millions of craftsmen spread across the country's length and breadth, yet additionally for the inexorably huge number of new entrants to the craft industry. However, because of its unorganized existence, the handicraft sector has suffered from the extra constraints of lack of education, low capital and inadequate exposure to emerging technology, lack of market intelligence, an inadequate institutional structure, a lack of funding for infrastructure and technologies, a lack of knowledge of foreign and emerging developments, and inadequate advertising campaigns are some of the industry’s weaknesses that need to be addressed. Despite these constraints, the sector has seen a noteworthy development of 3 percent per year (Indian Textile Ministry, September 2008).

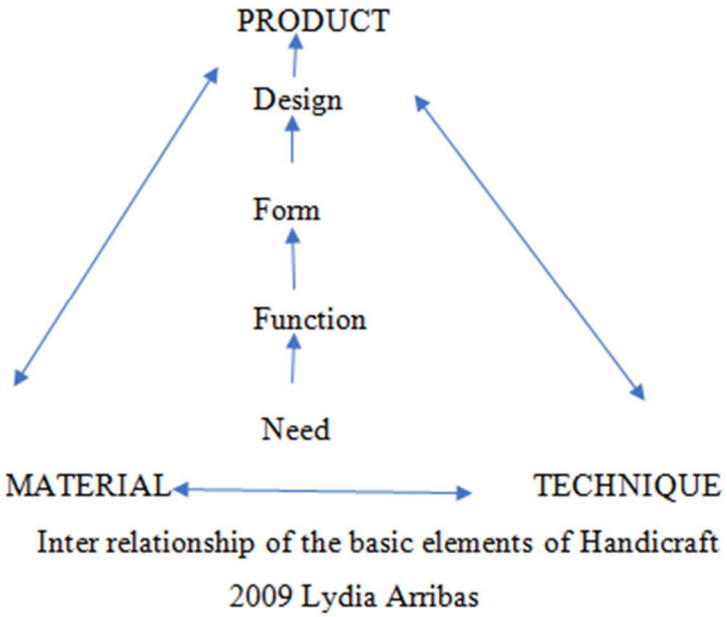
©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue XI Nov 2024- Available at www.ijraset.com

Women's empowerment has been an important priority area for development organizations and governments across the world. It is acknowledged that women likely to encounter discrimination in various forms, even in developed countries (Debnath et al., 2019). Sarumathi and Mohan (2011), claim that gender discrimination increases poverty, stems economic growth, hampers good governance, and lowers living standards. Indeed, gender disparity or women's poor status has been considered as an impediment to equality and inclusive growth. Women empowerment, on the other hand, is hailed as one of the most significant achievements in the progression of women, with a focus mainly on their well-being (Sen 2001). Hence, women empowerment, especially in developing countries, is important (Khan & Noreen, 2012).

Many artisans are turning to natural fibres like jute, hemp, and bamboo, which are abundant and renewable resources. These materials not only reduce reliance on synthetic substances but also minimize environmental impact through their biodegradable nature. Additionally, recycled materials are increasingly popular, enabling artisans to give new life to discarded items while reducing waste. Traditional crafts in India, for instance, have long utilized local resources, thereby maintaining a close relationship with the environment. This practice emphasizes material optimization and waste minimization, as artisans create products that are contextually suitable for their specific ecosystems. Innovations in design are also crucial; incorporating modern techniques with traditional craftsmanship can enhance marketability while ensuring sustainability. By emphasizing these sustainable methods and materials, the handicraft industry can not only preserve cultural heritage but also contribute positively to environmental sustainability. An important factor for employment is the handicraft industry. There are nearly 4 million existing employees mostly females in this sector, many of whom have taken on handicraft as a way of living (Easnin,2015).

D. Elements of Handicraft



Inter relationship of the basic elements of Handicraft

2009 Lydia Arribas

Sustainable handicraft refers to the production of handmade crafts using environmentally friendly, ethically sourced, and socially responsible practices.

It involves creating products that have minimal negative impact on the environment, often utilizing natural, renewable, or recycled materials, and reducing waste and pollution in the production process. In addition, sustainable handicraft focuses on fair labour practices, ensuring that artisans, often from marginalized or rural communities, receive fair wages, safe working conditions, and recognition for their work.

The goal of sustainable handicraft is not only to preserve traditional craftsmanship but foster economic, social, and environmental sustainability. This aligns with the principles of fair trade and eco-consciousness, creating products that are both beautiful and responsible in their production and impact. Sustainable handicraft production has been shown to significantly empower women, especially in rural areas, by offering them a means of financial independence and social mobility.

©IJRASET: All Rights are Reserved

E. Sustainable Handicraft

The term 'handicraft' fundamentally involves manually processing raw materials or using simple tools to manufacture valuable or ornamental items that are made by skilled craftsmen (De Silver and Kundu, 2013). It is generally named as conventional method for manufacturing goods. Handicraft is additionally referred to as artisanal handicraft and sometimes referred to as artisanry (Agosto, 2015). The production of an accurate handmade product requires extensive ability, skill, and time, however the individual attention and consideration given to each piece are what makes it so special and unique. According to United Nations Educational, Scientific and Cultural Organization/Information Technology Community (UNESCO/ITC) in its International Symposium on "Crafts and the International Market: Trade and Customs Codification", Manila, Philippines, October 1997: Handicrafts may be defined as "Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the direct manual contribution of the artisan remains the most substantial component of the finished product. These are produced without restriction in terms of quantity and using raw materials from sustainable resources. The special nature of artisanal products derives from their distinctive features, which can be utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant".

F. Handicraft: A contributing factor towards Sustainability

'Handicraft' is typically interpreted as an article that has a high level of hand-made and man-made features, however, which isn't made or structured utilizing conventional materials. Craft most of the times is created for smaller groups and hence its impact on coming generations is not normally felt. Further such makers have reduced in number due to the trade not being economically viable. Today any craft must possess some of the key elements that has the potential to affect the economic viability of the Country. The craft sectors have been an ignored area even though the craft sector is projected as patterned and dynamic. There are many avenues for raising awareness of various craft disciplines and how to use it for sustainable fashion. If there can be a steady spot light on it, the resistances towards it and the movement towards mass-created and institutionalized items would not be that critical. India's Government has put up great efforts to make handicraft attractive with the latest and innovative design. The rural economy in India has to be strengthened by strengthening the Handcraft sectors.

G. Empowering Women through Handicrafts

The handicraft sector in Kerala provides significant employment, especially in rural areas. Many artisans are engaged in producing a wide variety of products, such as wood carvings, coir products, metalwork, pottery, and textiles. This sector is crucial for supporting livelihoods, especially among marginalized communities. However, despite its cultural richness, the industry contributes a relatively small portion to the state's GDP compared to other industries like tourism or agriculture. Handicraft plays a vital role in invigorating cultural identity, preserving the heritage, and contributing to the overall growth of the national economy, thus providing opportunities for entrepreneurs, creating employment for workers, promoting exports to bring foreign currency to the domestic country and, generating demand for artisans in general and women artisans in particular. Handicrafts and women, both the terms have their distinct uniqueness and the productive union of both gives them a more significant identity. These industries are a major source of income for rural communities in general and for rural women artisans in particular. Women's empowerment in the handicraft industry offers tremendous economic prosperity, self-organization, and expertise in capacity building, and plays a significant role in improving the financial position of women for peace and security. The handicraft industry is mostly environment-friendly and does not need much energy for consumption and consciousness. It is one of the promising sectors of the economy and employment as it is one of the largest employment generators after agriculture, the sector constitutes an important segment of the Indian economy. The sector, directly and indirectly, employs about 7 million people, including a significant number of women and people who belong to the poorer sections of society. The economic empowerment of women increases the rights of women and gives them greater leverage over their lives, their families and their societies. The handicraft sector is the most acceptable and appropriate sector for a large number of people in society especially women, people with disabilities, and elderly people, as it carries a large number of employments and makes their life satisfactory. It is the handicraft sector where there are part-time and seasonal jobs and in free time these artisans often earn their livelihoods. In addition, the increased involvement of women in the economy brings universal benefits, and research also shows that the money women earn is invested back in their families, providing them a helping hand on the one hand and becoming empowered on the other hand. The production of women artisans has flourished since handicraft goods provide distinct advantages for those with restricted access to the cash economy, such as wages, and, more significantly, unlike many other types of labour, artisans may benefit from the degree of independence of labour. It also provides auxiliary revenue, helps to allocate the workers, enhances the living standard of the working section, and increases the use of local raw materials to promote and encourage the women artisans' creative talent.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue XI Nov 2024- Available at www.ijraset.com

VI. CHALLENGES FACED BY WOMEN IN HANDICRAFT INDUSTRY

A. Access to Resources

Many women lack access to capital or loans, making it difficult to invest in materials or expand their businesses. Inadequate access to skill development programs can hinder their ability to produce high-quality crafts.

B. Market Access

Women often struggle to compete with cheaper, mass-produced goods, which can overshadow handmade items. Many artisans lack the knowledge or tools to effectively market their products, particularly online.

C. Cultural and Social Barriers

Traditional roles can restrict women's participation in the industry, limiting their opportunities for training and entrepreneurship. Women often juggle household duties and caregiving responsibilities, leaving limited time for their handicraft work.

D. Supply Chain Challenges

Women may face challenges in sourcing quality, sustainable materials due to logistical issues or market fluctuations. Many artisans rely on middlemen to sell their products, which can reduce their profits and negotiating power.

E. Recognition and Support

Women's contributions to the handicraft industry may be undervalued or overlooked, limiting their opportunities for growth and visibility. Limited backing from governments or NGOs can hinder the development of sustainable handicraft initiatives.

F. Environmental Challenges

Changes in climate can affect the availability of natural materials and disrupt traditional practices. The push for eco-friendly practices may require knowledge and resources that are not readily available to women artisans.

G. Technology Gaps

Limited access to technology and the internet can prevent women from reaching broader markets and gaining valuable skills. Difficulty in adopting new technologies can hinder their ability to innovate and compete.

VII. INTERNATIONAL SCHEMES THAT AIM TO EMPOWER WOMEN ARTISAN

Ambedkar Hastshilp Vikas Yojana (AHVY)	This scheme focuses on promoting artisans' welfare and sustainable development by forming Self-Help Groups (SHGs) and artisan clusters. Prioritizes women artisans by ensuring that SHGs include female members, encouraging female participation in leadership roles
Mahila Coir Yojana	A scheme under the Coir Board of India, it focuses on empowering rural women through the production of coir products, which are sustainable and eco-friendly
National Handicraft Development Programme (NHDP)	This promotes the growth and development of handicrafts, especially for women artisans. Emphasizes the use of natural and renewable materials in craft production.
Support to Training and Employment Programme for Women (STEP)	This scheme focuses on enhancing women's employability through training in traditional and non-traditional trades, including handicrafts. It specifically targets women to create income-generating opportunities for them, particularly in rural areas.
stad Scheme	Launched under the Ministry of Minority Affairs, this scheme focuses on the traditional crafts of minority communities, many of whom are women. Minority women are given priority for training, ensuring they have access to income-generating opportunities through their traditional crafts
Women Entrepreneurship Platform (WEP) by NITI Aayog	To encourage women entrepreneurs across sectors, including handicrafts, by providing a platform for learning, mentorship, and funding.
Craft mark by AIACA (All India Artisans and Craftworkers Welfare Association)	This initiative helps artisans obtain Craft mark certification, ensuring their products are authentically handmade and sustainable.

©IJRASET: All Rights are Reserved

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 12 Issue XI Nov 2024- Available at www.ijraset.com

VIII. KERLA INITIATIVES FOR THE SUSTAINABILITY OF WOMEN ARTISANS

Kerala Government and its agencies are designed to support women artisans while promoting sustainability in the handicraft sector. By offering financial support, skill development, and market access, helps women artisans succeed in the evolving handicraft market while maintaining a focus on eco-friendly practices. Women's involvement in the handicraft industry has deep cultural and historical significance, and their contributions to the industry's development and growth are significant. By providing women with access to education, training, markets, and financial support, and promoting collective action, we can create a more inclusive and equitable handicraft industry that benefits women, their families, and their communities. Empowering women through sustainable handicrafts not only improves their economic standing but also fosters community development and preserves cultural heritage.

SCHEMES	OBEJECTIVE	SUPPORT FOE WOMEN	SUSTAINABILITY
Kudumbashree Mission	Kudumbashree is a state-wide poverty eradication mission that empowers women through various micro-enterprise and self-help initiatives, including handicrafts.	Kudumbashree supports women artisans in forming micro-enterprises focused on handicrafts made from sustainable materials like bamboo, coir, and natural fibres. Provides marketing support, helping artisans sell their products in state-run fairs, exhibitions, and online platforms.	Kudumbashree supports women artisans in forming micro-enterprises focused on handicrafts made from sustainable materials like bamboo, coir, and natural fibres.
Kerala Women's Development Corporation (KWDC)	KWDC aims to promote women's entrepreneurship, including in the handicraft sector.	Offers micro-loans and financial support to women-led handicraft enterprises.	Encourages the use of eco-friendly raw materials and promotes women entrepreneurs in creating sustainable, green products.
Kerala Khadi and Village Industries Board (KKVIB)	The KKVIB promotes khadi (hand-spun cloth) and village industries, many of which focus on handicrafts, providing employment to rural women.	Provides training in traditional khadi weaving and handicraft production using sustainable materials. Offers financial assistance and subsidies to women .	Khadi is a sustainable fabric, and the board promotes the use of organic cotton and natural dyes in the production of khadi-based handicrafts.
Kerala Institute of Local Administration (KILA) – Sustainable Livelihood Programmes	KILA works on capacity building for local governance, and one of its key focuses is to promote sustainable livelihoods, including handicrafts.	Provides training programs for women artisans in traditional crafts, emphasizing sustainable and eco-friendly production methods.	Promotes the use of natural, eco-friendly materials in the production of handicrafts.
Kerala Handicrafts Development Corporation (Kairali)	Promotes Kerala's handicrafts and supports artisans by providing them with financial, marketing, and training assistance.	The corporation provides tools, raw materials, and financial assistance to women artisans.	Promotes the use of sustainable and locally sourced raw materials like wood, bamboo, coconut shells, and textiles

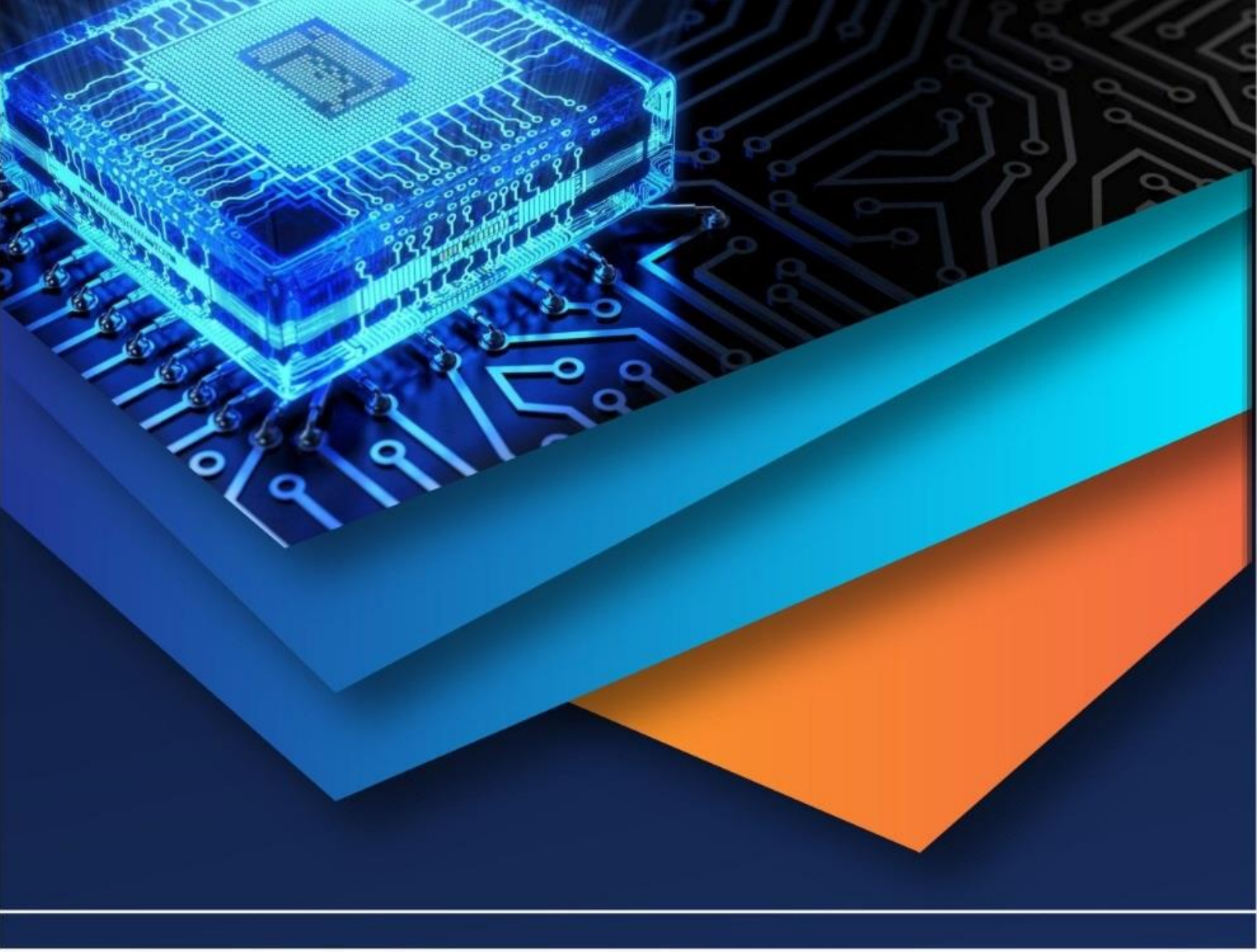
©IJRASET: All Rights are Reserved

IX. CONCLUSION

Empowering women has become one of the major issues of the 21st century, not just at the national and international level, but also at the State level. The role of women is not only confined to home wives in present-day world, but they also extend their role and responsibilities to society as well as to the economic sector. Indeed, in today's business system, women play a wonderful role in its growth and development. By empowering women in the handicraft industry, we can create a more inclusive and equitable world where women can achieve their full potential. Entrusting women through handicrafts is a powerful tool for promoting gender equality and sustainable development. They separately take on micro, small and medium-sized businesses and play a key role in economic decisions. There is now a gradual challenge to the conventional idea of women being a servitude to the household of childbearing, child- rearing, and domestic selection.

REFERENCES

[1] Banerjee, R., & Sharma, A. (2019). Green Entrepreneurship and Women in Handicrafts: Exploring Sustainable Market Opportunities. International Journal of Entrepreneurship and Small Business, 28(4), 395-410.
[2] Choudhury, P., & Sarkar, S. (2020). Women Empowerment through Handicraft Industry: A Study of Rural India. Journal of Social Development and Sustainability, 15(3), 120-134.
[3] De Silver, G., & Kundu, P. (2013). Handicraft products: Identify the factors that affecting the buying decision of customers (The Viewpoints of Swedish Shoppers).
[4] Deb SK, Mohanty PP, Valeri M. Promoting family business in handicrafts through local tradition and culture: An innovative approach. Journal of Family Business Management; 2022. Available: https://doi.org/10.1108/JFBM-10- 2021-0131
[5] Fabeil NF, Marzuki KM, Langat J. Dedicated vs modest commercialization of small- scale handicraft production in Sabah. IRACST- International Journal Of Commerce, Business and Management. 2012:1(3):2319–2828.
[6] Gupta, R., & Patel, S. (2019). Empowering women through sustainable handicrafts: A pathway to socio-economic development in rural areas. International Journal of Gender and Development Studies, 6(2), 112-128.
[7] https://www.cppr.in/article/threads-of-change-empowering-women-in-keralas-coir-industry
[8] Khan, N., & Reddy, V. (2018). Women, sustainability, and handicrafts: Economic empowerment through eco-friendly crafts. Journal of Rural Development and Empowerment, 5(1), 56-73.
[9] Kumar D, Kumar M. Awareness of Government initiated schemes: A study of handicraft sector in Mirzapur. IUJ Journal of Management. 2018 6(2);24–29.
[10] Rahman MM, Abdullah M. Influential aspects of women engagement in Entrepreneurial Activities: A study on handicrafts enterprise in Bangladesh. Socio Economic Challenges. 2019; 3(2):89–99. Available: https://doi.org/10.21272/sec.3(2). 89-99.2019
[11] Shah A, Vidyapith G, Patel R, Vidyapith G. Problems and challenges faced by handicraft artisans. Voice of Research. 2017;6(1);57–61.
[12] Sharma, A., & Mehta, P. (2020). Sustainable handicrafts and women's empowerment: A study of rural artisans in India. Journal of Environmental and Social Sustainability, 8(4), 85-101.
[13] Shimoda Y. Unpacking the influence of business approaches to development on the expansion of women ’s choices and empowerment: A case study of a handicraft business in the Kyrgyz Republic. JICA Ogata Sadako Research Institute for Peace and Development, 2022;231:1–53.
[14] Singh, K., & Patel, R. (2021). The Role of Women’s Cooperatives in Promoting Sustainable Handicrafts. Journal of Rural Development and Innovation, 9(2), 55-72.
[15] Sustainable Development and Women's Empowerment in Asia Experiences from the Switch-Asia https://www.switch-asia.eu/site/assets/files/1220/mn-01-17-650-en-n.pdf
[16] Tiwari, S. (2017). Empowering rural women through traditional crafts: A study on income generation and economic independence. Journal of Rural Development Studies, 12(3), 45-58.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)