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Strategies for the Artisan in handicraft sector and New approaches for the development of Global Handicraft index: Performance of MSMEs during pandemic COVID 19 in India

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Abstract: The purpose of this paper is to examine the performance of women in micro small and medium enterprises during post-pandemic covid 19 and Strategies for the development of handicraft artisan to make them entrepreneurs because women workers per but want to be as Entrepreneur. In a pandemic situation, most migrant people became jobless or removed by organizations and returned to their homes. Their hands are empty with money. So in that situation, women involved in handmade products at their homes Emerged as Earner and Family supporters as well as by making masks they helped people and in growing GDP of countries. In this paper, we have tried to provide the important Strategies for starting a new Innovative Entrepreneurship or Start-Up to foster the Indian economy and stand the women, their Communities, weaker section. The key objective of this paper is to develop statues and a new and first approach for developing Global handicraft index or promotion, export and demand of the handicraft product and also transform the artisan as entrepreneurial capacity So the author has tried to suggest some strategies called handymen strategies for this Artisan, Workers to Boost up the Indian Economy and be Atma Nirbhar India.

Keywords: Atmnirbhar Bharath, Strategies, Handicraft, COVID-19, Entrepreneur, global handicraft index

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Introduction

Micro, small, and medium enterprises (MSMEs) are playing a very important role in the economic development as well as acting as an important source of livelihood for around 111 millions of Indians and in The SME sector this handicraft sector has many benefits about the rural development and empowerment of women as well and increasing the GDP of Indian economy, most of the women are engaged in making hand made product called handicraft product. India is a diversity country on the map of the world, and there is a different culture, tradition, living pattern, dressing sense, utilization of daily use product that is reliable for rural and tribal people of India. Mainly we are focussing on rural people, especially on women and tribal people because our handicraft work is hereditarily related to the people's daily life and is signify the source of income generation and Indian prosperity. However, due to the significant accessibility and availability of abundant natural resources in the country' favourable climate art of agribusiness most population is involved in MSME and this special handicraft sector. They are a vital source of gainful non-farm employment for people, particularly those living in rural areas. According to the Ministry of Micro small and medium enterprises, the sector absorbs near about 111 million workers and is the second-largest creator after agriculture.

India and more than 130 countries are suffering from COVID-19 Pandemic disease first second and third wave of covid 19 from march 2020 to May 2021 and different mutant Delta and Kappa variant, variant of interest VOI to a variant of concern VOS. In this period there were multiple lockdowns the

economic recovery shape turned as W shape has been come bthe ig challenge of the world. Handicraft sector(MSMEs) can provide opportunities and have the capability to solve the migration problem of people especially women from country to country, state to state by providing Local-level jobs and creativity Gunnar.

Women have an apex role in Handicraft the sector with the rich Indian cultural heritage of the country. This sector has a strong potential to provide massive employment of labor, it is now facing several problems, and significant competition with Machine-made, Electronic products and in front of the technology the era of Artificial Intelligence. There is an increasing situation of Jobless growth and unemployment in rural, tribal people.

According to Kaviani, M.A. *et al* (2020)²². The COVID-19 pandemic has also resulted in disruptions global supply chain, due to the loss of s manufacturing and handmade industry plants, demand spikes specifically in essential commodities disruptions.

As the COVID is increasing regularly at a global level, the policymakers as we called government and supply chain professionals have stepped up their efforts for women artisans when it comes to redesigning their networks.

In Tohieve goal there are a lot of challenges that require supply chain resilience to ensure that the businesses of handicraft remain sustainable. Globally supply chain professionals are increasingly discussing the new coronavirus variant called VOI and VOS (COVID-19) situation with researchers, policymakers, and stakeholders to find ways to lessen this short-term fallout.

About 56% of the people have involved in agriculture and related industry and a massive share of the GDP in the income of a country. It contributes around 46% of MSMEs of the entire economy of India and most of the people create their livelihood from the handicraft sector. This is one of the primary sources of employment in the country after agriculture. Mostly Indian majorities of rural and tribal population (70%) in which 75% are women artisans as published in craft council of India (2011) living in 18 states of the country in more than 6 lakhs, small villages and they depend upon the agriculture and small scale and informal industry.

Performance of MSME sector:

As per the latest MSME census data published in 2015–16, there are 63.39 million enterprises in the country, of which 36% of the total 63.39 million are engaged in trade and related work, 33%are in other services, and the remaining 31% are involved in manufacturing activities. And a maximum of that data 68 is in the handicraft sector Further mentioned data clarify that MSMEs are engaged in almost all Indian economic activities. Given data also show that (51.2%) ofMSMEsare located in rural or semi-urban areas and the second-largest job creators provide employment opportunities to a whopping 110.99 million Indian people (Gol, 2020)¹⁴.

2. Objective

- To understand the performance of women in MSME (handicraft sector) and the impact of pandemic COVID-19 in India
- To measure the employment of artisans in the handicraft sector and make t as an entrepreneur.
- Develop new approaches to the Global handicraft index and new strategies for increasing the demand and supply of handicraft products in the modern world.

3. Literature Review:

When we view the importance and want to develop the strategies for the development of the handicraft sector in India then there is a large gap in the literature review. Dak⁴ in his study pointed out the why crafts and culture of the village are failed and saw that due to low-quality of poor product design and deficient market approaches. This is the reason that machine-made craft has lockout village craft. Florence⁵ has suggested some strategies to improve the quality of markets for village crafts and supply of scattered and unsystematic crafts. R.B. Choubey³³ (1978) has done the work in his paper Titled “Problem and Prospect of weavers in what are the major problem of weavers. Khurana, S.*et al* (2021)²³. “Now is the time to press the reset button: Helping India’s MSMEs companies to become more resilient and effective in overcoming the impacts of COVID-19, climate changes and other crises the financial crisis upper given topic by Venkata, in his paper titled ‘Indian

cooperative review'. Public policy in India (2002) there was a report published by the name of the "public policy" and it had attached a lot of the importance to the village handmade product.

There are about 20 million people that are engaged in the Indian sector, and only in the handicraft sector there are 70 lakh workers are involved in the handicraft sector with 6% GDP and 34 % of export in 39 million SSI and types of handicraft product. "Indian handicrafts" by Kamala Devi Chattopadhyaya²⁶ has said about the Indian handicraft product that is related to folk tradition and gentle culture and individual and conceptual work done on regular and development of tradition Amir²⁵ (2013) Handicraft is such a product that when a buyer likes it, he is prepared to pay the price, which may be far more than the standard price of the product. Handicraft products may be categorized based on price, export on the domestic market, ease of maintenance, ease of storage, utility value or decorative value, and modernity or traditional orientation. Mohi-us-din, Mir & Bhutan²⁸ (2014) have worked on "A Study of the Impact of Government Policies on Marketing Strategy of Handicrafts" and found that Handicrafts are the unique expression of our community and culture. A large group of the population is directly or indirectly depends upon the handicraft industry for their livelihood.

Khan, W. A, and *et al* (2013)²⁵ they published their research paper on "Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications" and note that handicraft sector depends on how well the artisan can produce the article of handicraft by and how they introduced it as four P like as place, price, production, and last is promotion. Ritu Agrahari³² (2017) in her paper "Role of government and non-government organizations for production and marketing of Chikankaari craft in Luck now" she has had focused the on role of Govt.

Moreover, NGOs in the handicraft sector in Uttar Pradesh, especially in Chikankaari in Luck now. In the 2018 ministry of textile²⁹ submitted an End review report on "Zero defects- Zero Effect-A report has been submitted by the Ministry of Textiles Striving to Promote Production, Employment, and Exports and the contribution of 7% of industrial output, 2% GDP, 15% Indian export earnings. Tamal Sarkar³⁴ (2011) has concluded that the entire handloom and craft sector is situated in a geographic concentration called a cluster, and he highlighted that artisan of these clusters face a lot of problems in which there is no relation between artisan and buyers.

P Mathew²⁷ (2011) said that our country is one of the critical suppliers of handmade crafts in the global market but not cash upon its opportunity by their experience production and tremendous craftsman. Kamala Devi Chattopadhyay²⁶ in her book 'India's craft tradition' has given in-depth scenario of the country and Jaya Jaitly in her paper 'Craft tradition of India' has focused on some crafts persons and drudgery of their life and she noted down that artisan life is so hard and the condition of the weaver in Fatehpur jewelry for tribal people is not better. Ahlavat Vanita¹ (2018) in her Paper titled "an analysis of growth and association labor between labor product India's in India's textile industry" has discussed in her paper that labor is women in the textile industry. A study conducted by Roy, Patnaik, and Satpathy (2020)²⁹ for 747 small business enterprises found a drastic fall in the growth rate of net sales by (-)66.7% in the first quarter of the financial year 2020–21. The situation worsened further when the government announced the extended nationwide lockdown amidst the COVID-19 crisis.

A study conducted in Tamil Nadu reported a possible revenue shortfall of more than 60% in the MSME sector of the state with the handmade product (The Economics Times, 2020)³⁵. The cash flow and working capital of these MSME sectors had completely collapsed during the last few years due to demonetization, and before making a complete recovery from the crisis, COVID-19 worsened the situation. Pandey and Pillai (2020)²⁹ conducted a study covering 5000 MSME enterprises during the lockdown and found that 71% of them could not pay salaries/wages to their employees for March 2020. Being one of the highly labor-oriented sectors providing more than 114 million employment opportunities, the MSMEs are to be safeguarded with required provisions.

A study by Kulkarni and Varma (2019)²² on Pen Industrial Area, in Bengaluru, one of the largest industry clusters in the country, found completely crippled MSME units in the area. This cluster has more than 10,000 MSME units, of which a vast majority of the units are working only one shift in a day or working for only days in a week due to the slowdown.

Research Methodology

Sampling method: A qualitative method has been used to examine the role of Government in the ODOP scheme, for the present paper author interested with different artisan, and through various reports such as UP Government and journals. Stratified Random sampling method has been followed sample area was Bhadohi and Banda of Uttar Pradesh. Sample size was 1The sample from Bhadohi and 50 from Banda.

Sample area: One District One Product scheme of Uttar Pradesh where different district handicraft product, producer come in maagh Mela and set up their stall and sale and purchase. In bhadohi are the area it has been seen that most of the artisans are related to weaker section and Muslim even the number of workers were women in sample visit and in Banda district mostly tribes were artisan but manufacturer wee middle-class artisans.

Sample size:

In Banda Bankyotha, katki Bajar Banda city and Kane river bank village are centralized sample area during sample survey. Secondary data has been selected from various report that is from NSSO and NITI Ayog report 2019 and PhD chamber of Uttar Pradesh, some NGO report Jila udhyog sangh of Banda and Bhadohi from Uttar Pradesh for data analysis. Sampling Method:

Data analysis and Findings.

SPSS software is used to analyse the data and calculate the frequency and standard deviation also find out the range and applied correlation and percent of the artisan and workers and calculated cumulative frequency and total no of respondent is 100.For data analysis please see table 1

Table 1 feature here

Association of Artisan with different group:

Following data in which it has been discussed different artisan who are associated with different group. Out100 % maximum artisan is related with producer company that is 41% and some artisan for example 22%artisan are related in craft sector and NGO and SHG in which women works are about 15 % the group of artisan. But during lockdown this association decrease because the export of handicraft product is completely locked and affected the artisan as well as workers. Data has been shown in table 2.

Table 2 feature here

Association and Composition of the labour:

In the following data different artisans who are associated with different groups has been dcussed. In the SHG group, 72% of artisans and workers are women. If we discuss in the composition of the labour then they are divided into four categories.35% Family labor,11% Casual labour, 45% Contractual labour, and 5% Regular labour. Ahlavat vanita¹ (2018), in her Paper titled 'Analysis of growth and association between labour productivity in Indian textile industry' has discussed that most of the labour are women in the textile industry.

Graphical representation of the composition of the labour.

In the following bar diagram, it has been clear that most of the labour is in actual contract labour, and the second label is family labour. For composition of labour please see figure 2.

Figure 2 feature here.

Comparison of handicraft product with the machine-made product

If we compare the handicraft product with machine-made product in current situation, then it is clear that 70 percent handicraft product is better than machine-made product. When we see in the machine-made product then there is finishing, but variety and hand technique is not correctly seen in the machine-made product, another factor is that machine-made work is destroying workforce, and it has reduced the per capita income of the people and also reduce the GDP of the country.

Findings

From data analysis we have found that before the lockdown and after lockdown situation is different. Finding is completely based on respondents answer before the lock down and after lockdown. Even data that has been analysed is more but cannot put here so only answer of respondent that given during interview I am writing in this paper as a finding and some finding is also base on secondary data through literature reviews.

Reason for lagging the handicraft product.

Due to the spread of education amongst community of women, they are leaving the traditional occupation. No support to artisans from company owners, any organization EPEC, and from Govt. Lack of identification and proper documentation of languishing craft has created a significant challenge. The subsidy has been decreased, there is no help from Govt. There is no proper marketing of handicraft products in the central area and market area or showroom because there is a high cost in making showroom for handicraft products. There is no handicraft development centre for proper development. Declining manufacturing output adversely impacted jobs in the sector during and after the lockdown period. According to Vyas (2021)³⁷ job loss has been significant in the manufacturing sector during the lockdown period and recovery has been very slow during the post-lockdown period.

Strategies for Development of Handicraft Sector in India

Developing new approach toward GLOBAL handicraft index

In this crucial index development which Author has seen and obtained a response from respondents during the sample survey. There should be at least 10 parameters in making a national handicraft index or making a global handicraft index, at the first global handicraft index level, the parameter should be the number of artisans in that region. There is a need for another parameter that shows, which country has the better economic situation of handmade artisan and industry, situation of handicraft infrastructure, natural and traditional handicraft situation, mixed craft situation.

Labour and Handomen (handicraft women) strategies.

For the development of the handicraft sector, we will have to ensure the development and empowerment of labour or artisan and women because in our country as well as in the world, more than 72% of women are engaged in this sector. There should be a level of happiness in the handicraft sector in which there should be two categories women's happiness level and total happiness level, the export position of a handmade product at country level, patent level, job level, best skill in the world level. Which country is investing more in this industry, which has the highest number of handicraft industries in the world. Female Labour that is engaged in handicraft sector either with NGO or SHGs and family will have to promote and provide the opportunity to skilling and training development and becoming handicraft entrepreneur to women. There should provide labour scholarship and scholarship to girls and women award by the institution and by Govt. This will help the product and sale purchasing quality and work-life of these women and increasing strategies.

There should be a level of happiness in the handicraft sector in which there should be two categories women's happiness level and total happiness level, the export position of a handmade product at country level, patent level, job level, best skill in the world level. Which country is investing more in this industry, which has the highest number of handicraft industries in the world. There should be mention, that which country's handmade product is in maximum demand in case of export and import at world level, and which country has the best quality of handmade product with sustainable quality, best digital system of handicraft app. There should be also indexing about best technology, handicraft

training, and making the product with the use of modern and best quality, in the handmade industry. At the global position, this index will create a healthy environment in the handicraft sector for artisans and well as competition, awareness, and utility value in our daily life. There is a need to understand our heritage product, art and craft, technology, conservation, mass level, and local employment generation stopping the brain drain, migration of people, entrepreneurial development (Sahoo, P. 2020)

For developing the handicraft sector, there are many strategies, including **Handymen (Handicraft women)** strategies and handicraft App. We have classified the strategies into 21 different levels to understand and cover each topic.

Level of strategies

The author has developed the twenty-one model Concept of handicraft strategies (also called Twenty-One Model) means TOM. Please see in figure 5.

Figure 5 features here

Handcrafts App Strategies.

in this, there should be a unique feature of the f Women's hand logo in this app. In modern times there is a requirement of a particular App facility in electronic gadgets like every mobile phone at its assembling center must be known by the unique name of handicraft App. It is demanded to develop a handicraft app for the promotion awareness and sailing, purchasing, exporting, handicraft, related product, information.

It can be a revolutionary trump card in the sector of handicraft for the development and area of origin in of product. This revolution will change route of handicraft industry and glknowledge- product. By handmade product to Appraising the quality of the artisan with all people and nature they want to live in sustainable green world. This will provide avoidance of plastics and preservation of their heritage and culture with art and quality of artisan with E Bay knowledge of handicraft product.

Opening handicraft related institution

Like IIT and IIM there should be setup Indian institute of handicraft technology and Indian institute of handicraft management in every state of the country because this is the need of time if we want to be Atmnirbhar and to compete with other country in MSME sector. There should be a separate chapter in economics book like Indian economy of handicraft. It should be at school level and college level by which student of India become aware about handicrafts products and think for its development, and there should be cluster-based approach for development of tribal people and rural artisan in which route should be Inspiration-Ideation-Implementation-Cluster Development- cluster feature. Now this is called handicraft exposor mission (HEM) strategies, cluster-based strategies (CBS).

Region-based strategy or local Strategies

Town haat of craft with the mixing of different village handicraft specific products like ODOP to start One block One Product(OBOP) It is the responsibility of gram pradhan,jila panchayat member to setup handicraft hoardings at the place to place and try to connect with a strong tradition and proper celebration of fair function in the local area and to invite the artisan to give award them for better art and craft formation

Regional Strategy

There should be a listing of different handicraft products in Jail Udhog Sangh. In local Haat with all other product, there should be at least 20 percent handicraft product in the local market,

National level Strategy

There should be more frequent centralized strategies at the national level to promote and initiate handicraft banking by the government providing grants to women artisan subsidie, loans at little interest. Moreover, popularise the handicraft product at national level that each region people even ordinary people become e aware about the national and handicraft product with artisan, place of product, nature of product scope of product, utility of product, traditional demand of product, cultural

connectivity of product and eco-friendly. There should be proper supply chain as said by Kaviani, M.A. et al (2020)²². system of supply chain should not break,

For realizing the current role and importance of handicraft sector, Handicraft commissioner took the initiative to invite the team of trade and industry, CEO of social media like Google, Facebook Olx, Ministry of Finance, Textile, Economy and Planning, NITI Ayog, general organization of technical education and vocational training, all India credit and saving banks of public and private sectors and council of Indian chambers of commerce and industry all these can play an important role in promotion of handicraft product and as well as artisans.

They should be providing cash award for promotion of handicraft product to maintain the capacity of the export of handicraft product in required country like as gulf country, western country, USA and Canada(uma et al 2019).

Newspaper and media publication and security of exporter is our priority for the development of this eminent sector. Geographical indication GI tag, E-marketing, proper information of foreign buyer, national and international handicraft park and storage can promote the handicraft sector and artisans can be as entrepreneur (g p sahu2019)

There should be a better international relation of India with other countries because when there is proper interchange of cultural and tradition of one country with another country, then export of handicraft product will be accessible in those countries.

Like the Environment and yoga syllabus, there should be handicraft syllabus in school education and should be essential for this to start as a subject related to the handicraft, cultural and traditions book.

Producer level strategies

There should be a low-income tax for handicraft products at the national level. The fund that is obtained by the government should be 5% of these taxes and should be used for the branding of the handicraft product. Proper complaining of the P2M promotion and positioning of the market supply raw material should be sufficient and at a reasonable price. There should be up-gradation of the technology and updating of the capacity of the skilled labour. Currently, total export in India is expected to increase by US\$3.8 billion by the financial year 2020-21.

Highlighted marketing strategy

So, the handicraft one of the rapidly booming industry with a growth rate of 15% known across the globe for its fine tradition, beauty, and culture. There are two critical facts about the Indian handicraft industry; one of the most significant parts of the Indian small-scale industry is the handicraft sector industry. Continuously to explore untapped market, digital marketing and the way forward for the handicraft industry to business, inadequate platforms to advertise and p

Pat yarn Strategy

In this plastic yarn are used. This is the new technological strategy in which modern carpet exporter are following the western patterns, and there is much demand for these types of products, and in all textile, industry is also following plastic yarn in this strategy.

E-marketing trends in India

E-marketing and E=mc² formula strategies: Like as E NAM of government of India E-marketing can also be used to exploit the internet and another form of electronic communication to communicate with targeted market of handicraft products to upgrade the most cost-effective ways and to enable business partner. Organization have very hot joint interest in handicraft sector because it is very supportive than the manufacturing. So we can say that there is significant benefit of e-marketing which has been given below **E=mc²**. Employment is equal to multiplication of marketing, cost, and customer in which all will play advance role in marketing

Brand building and Customer-related to handicraft App strategies.

Branding building is more recently used the term in case of handicraft products. There should be two-way interaction between the women supplier and customers and between customer and market linking agent. Furthermore, there should be an appointment of a customer relations officer in the handicraft Sector in Company by the owner and by the government, Church and Gurudwara.

Strategies in Tribal area

TRIFED played an important role in pandemic situation. Better strategies for development of poor people of Indian schedule tribe there is requirement of proper and at first appreciation of tribal people for their traditional craft production and provide much and more award to appraise them in this way they will promote and will come in mainstream of development and will maintain their culture and slowly they will adopt advance and new culture of rest world. It has been clear that from their forefather that there should be setup of the showroom for the tribal art and craft by TRIFED.

Emporia and mini Haat mini craft show in village and integral handicraft part like apparel parks and textile parks infrastructure and provide technological support to the artisans and owner. Proper assistant to women artisans and entrepreneur as well as to women designer and prototype developer in craft industry, developing integrated and technical project for fast growing handicraft product, all handicraft institute should be converted into handicraft university like petroleum and sports university in India.

Strategies to Boost Exports

For boosting export, there is a requirement of proper term and condition for importers and exporter that is 1. exporter of any product would sale 20 percent handicraft product in another country 2. importer of any country any product will have to import at least 24% of Indian handicraft product. Promote Collaborative exports there should be Apparel and Contract textiles, attract investment in textile parks, and Export traditional garments under the **G2G** initiative and use handicraft App strategies to boost export.

Digital training of artisan strategies.

In this system, there are different mobile information available the YouTube, and particular handicraft for the training of labour or nonskilled labour so they can learn everywhere as they get time with the help of handicraft app and YouTube channel. There should be handicraft road where these type of

Cluster are situated and on the roadside.

Sustainable and green handicraft product strategies

In current scenario there is requirements of to pay attention to production of sustainable and green handicraft product to promote the environment liking and biodegradable product. For this solar energies are premier source for power supply and there should be maximum use of raw material related to agricultural or soil-related and with unique technique.

FDI and FII related strategies.

For the better promotion of handicraft product in India and increasing the production and demand in global market, there is requirement that if any Indian people is investing in other country there should at least one specific and one small unit set up that country and same conditions for FDI investor in India that they setup at least one Indian handicraft unit in India and showroom where India handicraft producer will be produced and sale or purchase and similarly for FII investor that they invest in handicraft sector and there is requirement of opening a handicraft commodity exchange centre in India.

Social media and ad strategies

However, following trend will be most useful for the promotion and upgrading with to become world most significant exporter of handicraft product to India there should be proper sharing and use of social media like as Facebook, YouTube. On Government documents cover page there should be our handicraft product pictures, artisan quality, external body of airplane, that are private and regular across the country, it is the demand of time now to be digital.

Entrepreneurial strategies for women artisan after COVID-19

Many economists revealed that entrepreneurship and economic growth will take place in those circumstances where economic conditions are in favour of the business environment. The main advocates of this theory were Papanek and Harris. According to them economic incentives are the main forces for entrepreneurial activities in any country. There are many economic factors which promote or demote entrepreneurship in country. After posting pandemic Indian women artisan fully helped in boosting economy through involving MSMEs or by making handmade product to supply the product and stop the migration of labour or worker to go other country or place. So, there is requirement of entrepreneur them by which they can be cam as entrepreneur and can earn money.

One District One Product (ODOP)

Based on japan government for initiating to make their local hand traditional Craft first UP government launched one district one product scheme on 24 feb 2018 in all 75 districts to promote local and heritage of UP and same scheme has been launched by Indian government in January 2021 and declared in union budget 2021 by finance minister of India. In this maximum, interest seen by women. So this scheme will expand in all field of handicrafts and as well as MSME to boost Indian economy in COVID-19. Aadi Mahotsav organised by TRIFED and Maagh Mela, Hunar Haat are helping in to completing the aim of government to be atmanirbhar Bharath by ABHA 2020.

Govt policy for mitigation of pandemic effect in MSME sector (Helicopter money)

Another possibility for mitigating losses due to the pandemic is for the governments to take a more active role. Governments can undertake financing for emergency requirements by issuing debt. However, this mechanism leaves future governments vulnerable to interest rate changes. An alternative is to inject cash in the economy to boost consumption and facilitate recovery. This involves the expansion of the money supply by the central bank with the newly created money lent directly to the government. The central bank then immediately writes off this "loan". The government can then spend it on emergency healthcare requirement or other infrastructure projects. The distribution of the newly-created reserves has to be intermediated via the banking sector.

IT and computer technology & Handicraft Sector

In Promotion and Growth of Handicraft product and Training of artisans and making them as Entrepreneur IT and computer can play a crucial role of handicraft product as well as artisans in development either it is for supply, for design, selling, purchasing, training of Artisan and Capacity Building Programs of Artisans.

AI & Artisans Training.

In era of high completion of Handicraft product and Machine made product AI can play important role in capacity building of artisans and developing searching new design that handmade product become better and quality of variety. no fact it is the time now that artisan should take help of AI and Data Analytics for standing in market and conservation of our Art and Heritage in Fast Moving Globe.

Strategies for women securities and insurance

if we want to make empowerment the women in reality then there is requirement of women security by making act or policy and provide insurance and proper maternity benefit and young girl scholarship to the women artisan and grant or subsidy to new women entrepreneur. MSME ministry should be in women's hands to motivate and empower to understand the feeling.

Conclusion

Women in MSMEs have been playing a key role in providing livelihood to millions of Indians. The sector also offers a substantial gainful non-farm employment in rural areas. However, due its nature of being unorganized and small size, the sector is highly prone to external and internal crises. COVID-19 has created an uncertainty in almost all segments of economic activities including the supply of raw materials, demand for final goods, and even employment opportunities. From this study that we all have seen a crucial role of women in the handicraft sector, the handicraft sector plays a vital role in the development of Indian economy. It provides maximum unorganized employment to the rural and tribal and some urban people that are unskilled some may be educated, but these people have the character of making good quality of the product and maintain their craft, culture, tradition and Indian heritage, and also myth of Hindu and Muslims, as well as other religious sector of India. Most of the handicraft product is green and sustainable product.

Limitations and future Scope We know that with the advantage in this research paper like any other study there are some disadvantage or limitation first limitation are no combination of fully explained strategies only 100 sample area has been taken for making strategies, and this cannot cover hole problem by which make clear strategies. However, for significant validity of the result, further research in this area should go for a larger sample size although strategies are industry-based, and artisan based and not on the full ground of consumers I hope these strategies will help to the government as well as artisans and exporter to attract the market and increase the export of handicraft products in global form helping the in different scheme after poste pandemic COVID-19 and to be Atmanirbhar Bharat.

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Composition of labour. Please see figure 2 below



Figure 2. Graphical Representation of labor.

Graphical representation of the sale of handicraft product in bar diagram before pandemic.

This situation was before pandemic in which exporter given answer that to whom they exported.



Figure 3. Graphical representation of the sale of handicraft product in bar diagram before pandemic.

Source. figure designed through SPSS tool during analysis.

Table

1. Data Analysis.

Data and item from questionnaire	Valid	Missing	Mean	Std. deviation	Range
What type of business	100	0	1.43	.462	1
Have get training for the work	100	0	1.30	.467	1
Design of the product	100	0	1.39	1.056	1
Use of handicraft	100	0	2.23	.742	1
Artisan are associated with	100	0	2.63	1.605	3
Production is carried out in	100	0	1.90	.689	3
Sources of the raw material	100	0	3.49	.714	2
Any difficulty to get raw material	100	0	1.36	.916	3
Nature of labour required	100	0	1.29	.482	1
Composition of the labour	100	0	2.16	.456	1
Is it your fulltime work	100	0	1.46	1.012	3
To whom do you sell your product	100	0	3.77	.500	1
Product is exported or not	100	0	1.51	1.602	4
Do we get expected price	100	0	1.57	.498	1
Do you get sufficient income	100	0	1.70	.785	1
Number of artisans is increasing or decreasing	100	0	1.48	.502	2
Flow of product is increasing or decreasing	100	0	1.48	.502	1
Consumption of the product is increasing or decreasing	100	0	1.57	.490	1
Comparison with machine made product	100	0	1.39	.461	1

Sources. Table is compiled by author.

Table 2 association of artisans with different group.

Table	Frequency	Percent	Valid Percent	Cumulative Percent
Women Craft cluster	22	22.0	22.0	22.0
SHG	15	15.0	15.0	37.0
Producer company	41	41.0	41.0	78.0
NGO	22	22.0	22.0	100.0
Total	100	100.0	100.0	

Source: Field survey data compiled and calculated by author.