

Handicraft Toys: A Review of Production Techniques and Marketing Approaches

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Abstract—India's handicraft sector, particularly exemplified by Channapatna Handicraft Industries in Karnataka, encapsulates a rich legacy of traditional skills and cultural expression. This labor-intensive, decentralized industry, employing over million artisans, serves as a pivotal source of employment, notably for marginalized groups and women, ranking second only to agriculture. However, artisans face multifaceted challenges amidst globalization and changing market dynamics. Handicrafts, ranging from handcrafted to machine-made, embody the artisan's specialized skills, infusing tradition with intricate designs and vibrant hues. Yet, artisans struggle with low literacy levels and dependence on intermediaries, hindering their access to market trends and consumer preferences. Commission brokers further complicate matters, obscuring genuine customer tastes. Addressing these problems, our study employs an exploratory research approach, leveraging both primary and secondary data sources. By analyzing online journals and articles, it identifies key opportunities and barriers in the marketing landscape. Recommendations are provided to empower artisans with appropriate marketing strategies, fostering economic growth and cultural preservation. In essence, this study underscores the imperative of empowering artisans and safeguarding India's cultural heritage. By equipping artisans with market insights and strategic tools, we can ensure the resilience of the handicraft industry while promoting social inclusion and economic development.

Key Words: Handicraft, Channapatna, Artisans, Cultural heritage, Market dynamics, Empowerment, Economic development, Social inclusion.

I. INTRODUCTION

Nestled in the heart of Karnataka, Channapatna serves as evidence of India's rich heritage in toy-making and handicrafts. Here, artisans have meticulously preserved their cultural legacy, crafting vibrant toys and intricate handicrafts that showcase their mastery in lacquerware, woodwork, and toy-making techniques passed down through generations. However, amidst the allure of quick, standardized production methods resembling factory models, the essence of handicrafting, artistic vision, and handmade quality often fade into obscurity. Despite artisans' ability to earn a livelihood through

contemporary adaptations, many hesitate to pass on their craft to the next generation, signaling a need for a paradigm shift to empower artisans economically and socially, ensuring the perpetuation of India's cultural heritage for centuries to come.

The Development Commissioner (Handicrafts) office, a pivotal entity within the Government of India, plays a central role in championing craft-related endeavors. With a primary focus on fostering growth, promotion, and export of handicrafts, this office provides crucial support through technical and financial aid, facilitated by its regional offices. Moreover, the Karnataka State Handicrafts Development Corporation Limited (KSHDC) and The development and promotion of Channapatna's handicraft industries are greatly aided by the Export Promotion Council for Handicrafts (EPCH). These organizations work to support the sustainable expansion of Channapatna's handicraft industry by strengthening artisan capacities, protecting traditional crafts, and facilitating access to international markets through comprehensive initiatives.

However, the obstacles still stand in the way of Channapatna's artisans reaching their full potential. Some crafts have declined as a result of industrialization, which has contributed to the industry's ongoing sense of inferiority and backwardness. Artists struggle with being cut off from end consumers since they mostly rely on middlemen who set the terms and make more money. However, there is a growing trend toward modernity while maintaining traditional craftsmanship, driven by both the desire of artists to meet changing market demands and government initiatives. Channapatna's handicraft industry may flourish by bridging the gap between tradition and modernity, adding to India's cultural mosaic and advancing its economic growth both nationally and internationally.

II. LITERATURE REVIEW

Designing and manufacturing of toys, woodwork and bamboo products is a traditional artisan activity in the state especially in Channapatna, Karnataka. These small traditional hubs

for toy manufacture, silk, woodwork and bamboo products have been operating from many years and there is a wealth of knowledge and expertise amongst artisans in these areas. The small-scale industry also provides an important means of employment in the region.

Dr.Bala Koteswari and Ms.Sudha. N "A Study on Mar-keting Opportunities and Challenges of Wooden Handicraft Products" delves into the intricate world of Indian handi-crafts, with a specific focus on the artisans of Channapatna renowned for their wooden creations. The study aims to identify marketing opportunities and challenges faced by these craftsmen, highlighting the need for modernization and global exposure to sustain this traditional art form. Methodologies employed include non-experimental research methods, combining primary data from observations at Channapatna Craft Park with secondary data from online sources. However, the study acknowledges limitations such as the specificity of findings to Channapatna and the challenge of obtaining accurate information due to artisans' limited awareness of modern marketing practices. This research contributes to bridging the gap between traditional craftsmanship and contemporary marketing strategies, paving the way for the sustainable growth of the wooden handicraft sector in India [1].Nessrine Omrani et al., aims to identify and analyze factors determining the adoption of digital technologies in SMEs. Drawing on the technology–organization–environment framework, the study highlights enabling factors from three different contexts and hypothesizes their relationship with digital technology adoption [2].Soumik Halder and Debojyoti Ganguly provides an in-depth exploration of the traditional turned wood lacquer craft of Budhni in Madhya Pradesh, highlighting its cultural significance and challenges. The introduction sets the stage by emphasizing the craft's importance in Indian handicrafts. The problem definition focuses on constraints faced by Budhni artisans in adapting to alternative markets and the need for broadening their product range. Methodologies include interviews with artisans and secondary research to understand the craft's processes and market dynamics. A key research gap identified is the limited application of artisans' knowledge beyond creating traditional toys, suggesting a need for diversification. Overall, the report sheds light on the rich heritage of Budhni's wood lacquer craft while addressing critical issues for its sustainability and growth [3].Yayan Hendayana et al., show that technological capabilities have a positive and significant influence on innovation in the craft industry's SMEs creative industries. Also focused on creating awareness about training programs organized under this scheme, the eligibility criteria, financial assistance and duration of training [4].Syed Khalid Hashmi studies the current and potential market as well as potential threats in an effort to highlight the significance of the Indian handicrafts industry as a contributor to the Indian economy. However, the unstructured nature of the handicraft industry has hurt it, compounded by other barriers like limited capital, little exposure to new technologies, lack of market data, and a weak institutional framework.[5].Dr.K.R.Srilakshmi and Anupama B.R Provides

The importance of the Channapatna toy sector to the Karnataka economy is explored in detail in the paper. It discusses the urgent need to bring the sector back to life and looks into ways to make it more competitive in the world market. The study employs a descriptive research methodology, utilizing a fact-finding survey approach to gather primary data from 50 toymakers and 50 experts. The research highlights the industry's potential to create employment opportunities for the local semi-skilled workforce and emphasizes the importance of incentivizing growers to increase ivory wood production. Despite the availability of skilled artisans and raw materials, the industry faces challenges such as high dependence on toy imports. The study aims to bridge the research gap by proposing strategies to rejuvenate the Channapatna toymaking industry and enhance its relevance to Karnataka's economy [6].Uma Shankar Yadav, Ravindra Tripathi and Nikhil yadav., delves into the Global Handicraft Index, a comprehensive framework designed to enhance competition and promote artisan skills in the handicraft industry worldwide. The introduction highlights the significance of preserving traditional handicrafts and empowering artisans to thrive as entrepreneurs. The problem statement underscores the need to address challenges faced by artisans, such as market access, skill enhancement, and sustainability and Methodologies employed in the study include secondary data analysis from various sources like world handicraft resources, USAID data, and reputable journals. The research integrates insights from reports by organizations like the World Bank, IMF, and ILO, focusing on small industries and the handicraft sector. However, a research gap exists in the limited exploration of specific strategies to bridge the gap between traditional craftsmanship and modern market demands [7]. Ramla Fatma et al., focuses on numerous government and non-government initiatives aimed at promoting, revitalising, and preserving handicrafts, as well as the effect of these initiatives at the grassroots level. However, the reach, accessibility, and practicality of the solution are constantly in doubt [8].C.B.Alexandre et al.,has some fundamental concepts and strategic plans that can be applied to craft processes. These factors support a viable proximity between the three centres of industrial production, technological innovation and craftsmans interconnected,information based on a real time basis and,necessarily, much more efficient. In this context, capacity optimization and industrial technologies, allowing them to adapt its work to the current market demands [9].Vyshak A et al., aims to assess the awareness of the people regarding declining stage of handicraft sector. And has identified that there is a continuing interest to use these products. The study concludes with an optimistic note that the position of these sectors could be re-established and re-vitalized in our economy effectively through appropriate strategies in a sector specific context [10].Hasan Abdul Rozak et al., seeks to define and examine strategies for SMEs' performance improvement using digitalization, social media, and agile strategy planning.offers helpful advice on how SMEs can become more competitive and sustainable in the future. [11].Prof. (Dr). Bhawana Chanana and Ms. Akshita

Agrawal provides an insightful review of the challenges faced by the handloom and handicraft sector in India. The study highlights the declining significance of traditional textiles and crafts due to the increasing popularity of low-cost synthetic materials. Despite the eco-friendly production processes of handloom and handicrafts, many traditional arts are fading away. The research emphasizes the need for awareness campaigns to educate consumers about distinguishing between original and imitation products. Methodologies employed in the study include analyzing customer buying behavior and assessing the impact of geographical indications on production trends. A key research gap identified is the lack of comprehensive studies quantifying the implications of geographical indications, particularly in developing countries like India. This report underscores the urgent need for interventions to revitalize the handloom and handicraft sector and preserve India's rich cultural heritage [12]. Alexandra ZBUCHEA's literature review on traditional crafts and sustainable development provides a comprehensive analysis of the intersection between heritage crafts and contemporary sustainability efforts. The study delves into the challenges and opportunities presented by the revival of traditional crafts in the context of sustainable development, highlighting their potential impact on society and the economy. Methodologically, the research employs bibliometric analysis and systematic literature review techniques to map the existing knowledge landscape on traditional crafts. A notable research gap identified is the limited integration between academic and professional publications in the field, underscoring the need for enhanced accessibility and collaboration to further advance understanding and practice in this domain [13]. Jovanka Damoska Sekuloska et al., focused on the influence of digital technologies on the development opportunities of the handicraft producers-individual artisans or SMEs. Through the analysis of the opportunities provided by the online markets for handicrafts, the paper tries to explain and to suggest the entire transformation of the handicraft businesses [14]. Uma Shankar Yadav, Ravindra Tripathi and Mano Ashish Tripathi., examined the impact of the COVID-19 lockdown on Indian handicraft micro-enterprises. It identifies challenges faced by businesses, analyzes exit strategies, and explores determinants affecting the sector. Methodologies include survey questionnaires and statistical analysis. Research gaps include the lack of prior studies on exit strategies during crises [15]. Dr. O. Reegan., This report delves into the growth of Indian handicrafts and their significance in tourism. It addresses challenges faced by artisans in a competitive market, emphasizing the need for strategic direction. Utilizing a historical research method, the study highlights the cultural and economic importance of handicrafts, aiming to bridge the gap in understanding their role in global markets [16]. Ar. Uma S M, B. Shankar, Aparna Agaram Krishnan., This research delves into Channapatna's traditional toy making, highlighting its cultural significance and challenges faced by artisans. It proposes architectural solutions to enhance working conditions and sustain the craft. However, a lack of standardized training methods and awareness hampers the

sector's growth, suggesting a need for focused interventions and wider recognition [17]. Ji'r'i Dostal., This report delves into the importance of traditional toys in a child's development. It highlights their historical evolution and discusses their cognitive, emotional, and physical benefits. Methodologies encompass ethnography, archaeology, psychology, and pedagogy. Research gaps include the impact of electronic toys and classification challenges amid evolving play dynamics [18]. The function and advantages of internet marketing as an additional marketing channel for the handicraft business are covered by Dilip Kumar et al. Since the effectiveness of the current institutional framework for the marketing of handicrafts is far from satisfactory, marketing is crucial for these businesses. Because of their lack of awareness, illiteracy, and poverty, the artisans in this sector mostly rely on the intermediary for financing, raw materials, and the market for finished products. These factors keep the craftsman disconnected from accurate knowledge of market demands. The success of handicrafts relies on the artists' ability to create items that meet the demands and preferences of the customers. [19]. Xing Xue et al., explores a specialised theoretical conventional handicraft model fashion consumption based on the mature theories of planned behaviour and self-concept, thus contributing to a sub-field in slow fashion consumption research. It also identifies and elucidates the factors that are pivotal to the revival of the traditional handicrafts sector in China and provides theoretical direction to improve the product planning and marketing of traditional fashion brands [20]. Sampurna Guha et al., aims to attempt to understand the importance of toys in child development, explore the types of toys with respect to target areas of child development and developmental stage of the child and also to appreciate the unique features of traditional wooden 'channapatna' toys. The use of toys varies across culture, age, gender, economic status, children and families. Recent data also reveals a shifting trend in the gender specific use of toys with girls preferring to play with toys traditionally viewed as male oriented [21]. Priyanka Srivastava et al., shows the role of toys in children development by focusing on its benefits which helps in child's development. Toys play an important role in child development. Toys help in overall development of child, which may differ from person to person, culture to culture or generation to generation. Different variety of toys help in different level of development of child for example educational toys help children to play and learn simultaneously with one another in a fun way. It also helps in building their social interaction with other kids. It helps in child's physical mental social emotional and creative development also [22]. Dr. C. Sunanda Yadav et al., observes that sustainability of toy business depends on constant innovation. Another reason for the small size market is the large number of small players and low advertising and marketing efforts. The paper attempts to study the role of local toys in a child's development and the means to save the extinction of this savored art [23]. Dr. Veto Dey et al., attempts to investigate the meaning, significance, and impact of Atam Nirbhar Bharat on the Indian toy industry. The paper also discusses the role of government initiatives

like Toyathon which help to find out the hidden potential of toy industry. The focus of this paper is on Toycathon-2021, a competition aimed to challenge India's creatives to produce new toys and games based on Bhartiya civilisation, history, culture, and mythology[24]. A comparative research by Ananee Rangaswamy et al. shows that, in comparison to readily available PVC toys, locally created Channapatna toys were less hazardous, used less energy, and had less negative environmental effects. Furthermore, strategies for fostering these regionally focused small-scale toy enterprises are put forth; these solutions not only protect children's futures but also contribute to the preservation of traditional crafts and cultural heritage.[25]. Ali Sharaf Al Musawi et al., explores ways of leveraging the relationship between the Omani traditional handicraft industry and technological innovations, and the main boundaries for technological implementation in handicraft training[26]. Dr. Adil Amin Bhatt et al., attempts to study the growth potential of handicraft sector in the state of Jammu and Kashmir. The Kashmir Handicraft products are recognized as best in terms of designs, quality and cost across the globe. In absence of large manufacturing companies, Handicraft sector of the state remains a key in the economic structure of the state[27]. According to Farhat Basir Khan, genericide is hurting Indian Indigenous Arts and Crafts' reputation in addition to its negative economic effects on the industry. Geographical indication is suggested as a potential means of countering genericide and containing the escalating hyper-competition by differentiating native products from generic items. It is recommended to implement a quality management system to make Geographical Indication products stand out and gain the trust of customers.[28]. Dr. A. Chatterjee et al., is trying to devise a methodology through Information Communication Technology (ICT) and using software like AutoCAD to help the designers to change, modify, and extend the design by the click of a mouse. Till day, some tools exist but users are not computer literate so the benefit of automation is lost in the process. Their research being aware of it and envisages a learning program also in the line with tool development[29]. Oza Megha S. bases her discussion in a research study on handicraft sector marketing theories. The core of every firm and its operations is marketing. Numerous tasks are involved in marketing, including product development, pricing, distribution, advertising, and personal selling in addition to sales, promotion, packaging, and branding.[30]. Dr. Girisha M C et al., found that there is significant negative impact on Channapatna toys business due to the expressway between Bangalore and Mysore. This present study explores the impact of road Construction (no exit road construction) on profitability and survival of the toy industry in respective places. Also explores the impact of road Construction (no exit road construction) on profitability and survival of the toy industry in respective places[31]. Researchers R. Rashmi and Sadhana D. Kulloli examine the Channapatna toy industries and conduct research to gather the most well-liked and readily available toy motifs, create digitally print Channapatna toy motifs on textiles, and determine whether or not consumers

will accept textiles printed with Channapatna toy motifs.[32].

III. CONCLUSION

The literature review underscores the historical significance of the handicraft industry in various regions, emphasizing its role in preserving cultural traditions and providing economic sustenance to artisans. Designing and manufacturing of toys, woodwork and bamboo products is a traditional artisan activity in the state – especially in Channapatna, Karnataka. Small-scale industry also provides an important means of employment in the region. Recently, this industry is facing onslaught of global markets and technology ingest – thus, there is threat for our traditional knowledge and artisan and workmanship. The wooden handicrafts industry is also small and does not have the knowledge, outreach and might to access global markets and market its products effectively. Further, with less adoption of technology, which is out of reach of the small industry, they suffer from less-capable design, production quality etc. and often do not meet national and global standards – thereby, further suffering in the markets.

At the same time, dwindling of these arts and knowledge cannot be allowed and strategies must be made to help these small industries and artisans to rejuvenate with modern technology, design knowledge, skills, quality standards and business practices – so that they can increase the competitiveness with their products effectively and even serve in volumes to the national and global market. The people employed in this sector urgently need upgrading skill favoring the spin-offs, retaining, and enhancing the interest in handicrafts and enable an alternative empowerment strategy for thousands of such artisans in the state.

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