



# A STUDY ON STRATEGIES FOR CHANNELIZING WOMEN ARTISANS AS ENTREPRENEURS AND MARKETING OF HANDICRAFTS PRODUCTS

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**Abstract:** It tries to transparent and contrive strategies that will make the women working as artisans into successful entrepreneurs and, at large, market their handicraft products. The research seeks to find out viable approaches toward their economic and social empowerment, considering certain challenges that are unique to women engaged in the artisanal sector. It will be a mixed-method study, with in-depth qualitative interviews of women artisans and entrepreneurs, while on the other end, it shall have quantitative analysis with market trends and consumer behaviours. The major findings underline the importance of skill development and access to financial resources and usage of digital marketing platforms. For that matter, it also emphasizes community support networks and policy interventions as instrumental in driving a sustainable entrepreneurial ecosystem. These suggested recommendations are part of a strategic framework toward enhancing the visibility and profitability of women-led handicraft businesses and therefore contribute to larger socio-economic development and gender equality. This research provides valuable insights for stakeholders, including policymakers, non-governmental organizations, and market practitioners, aiming to enhance the entrepreneurial capacities of women artisans and promote the global marketability of their crafts.

**Index Terms - handicraft products, artisanal sector, skill development, entrepreneurial ecosystem.**

## I. INTRODUCTION

Handicrafts are mostly defined as “items that are made by hands. it’s often uses of simple tools and are generally artistic and for traditional in nature. the main mediums in which the crafts are practically stones, wood and metals. Handicrafts are very rich in resembling different unique culture. Entrepreneurs will conduct market research and development, given opportunities are identified by entrepreneurs. They gathers required resources to implementation of ideas with aim of making profits entrepreneurs will also get government support and permission.

By these handicrafts talents of women will increase their livelihood. This helps the women to earn money and stand for themselves. Which increases the income levels of women artisans and be in a great effective channel of money earnings. This will increase the job opportunity for the women who are keen to be in an entrepreneur’s state.

There are many kinds of handicrafts that are been doing in India. which will show the culture and artistic talents of the people. Which will always be through in a clear and effecting way of representing their own culture. Artifacts are the things that are been done through the effectiveness of the women who are earning on their talent and encouraging themselves to follow their own dream of entrepreneurship.

These handicrafts will represent the culture and customs in very important ways and clear about how these are made. This will increase the women empowerment and clearly in a greater effective way of things that are done. With this there are many factors that are involved in a clear effective way to improve their business and entrepreneurs which are involve in a talented way that are involve in a greater livelihood.

**REVIEW OF LITERATURE:****RAVI & ENGLER (2009):**

He suggested that government bodies should facilitate more financial institutions to enter the rural sectors to give access to finance. The government should focus to create infrastructural support such as roads, electricity, travel connectivity to bigger cities, educational and drinking water supply.

**BUSSINESS STANDARD (2015):**

Presents India's handicrafts exports to Rs/-24000 crore by 2020-21 as per the "The Associated Chambers of Commerce of India's study". Which tells us about how the Indian market growing economically in handicrafts industry which is very important to conclude in nature of handicrafts. Throughout the global markets and increase of entrepreneurship and self-employment for the women.

**DATTA AND BHATTACHARYA (2016):**

Suggests that the success of handicrafts products depends on innovation and how well the designs suit the customers preferences. Which tells about the problem on the handicrafts that are faced by them. which focused on low budget and capital of rural people who are facing problems to start the handicrafts business. Which focuses on the low technology and poor exposure to the new technology usage etc. are faced by rural people.

**V Menon:**

The demand to apply quantitative marketing methods will helps to grow the market effectively. Which will lead the overall market in a clear and composure way of things that are been done. This will help in constant training of things that are been done in a greater and effective way of things that are been done. which helps to fond and store the data and run a good plan according to the methods.

**G. Kumari & AR Srivastava:**

The Indian Handicrafts sector has the importance of marketing have been acknowledged as it contributed development and growth of this sector. this will help in finding the continuous demand and the export market it is necessary to improve marketing strategies through methodologies. Which handles the problems according to the situations and timely effectively.

**NEED OF STUDY**

This study seeks to bridge this gap in knowledge and generate actionable recommendations to promote the economic empowerment and sustainability of women artisans worldwide. . Understanding the intersectionality of factors such as gender, socioeconomic status, and cultural context is crucial for devising targeted strategies to foster entrepreneurship and enhance the marketing of handicrafts products, particularly among marginalized communities. The lack of comprehensive research focusing on the entrepreneurial experiences and marketing strategies of women artisans in the handicrafts industry has led to the need for this study. By addressing this gap, the study aims to provide insights into the unique challenges, opportunities, and support needs of women artisans, ultimately contributing to the development of more inclusive and effective policies, programs, and interventions to empower women entrepreneurs in this sector.

**OBJECTIVES OF THE STUDY**

- 1.To propose initiatives that empower and support women entrepreneurs in the handicraft industry based on research.
- 2.To assess the current market landscape for handicraft products and identify opportunities and challenges for women entrepreneurs.

**RESEARCH DESIGN**

Research Type: Descriptive in nature

Research Design: Qualitative

Data collection: Data is collected in two ways.

Primary Data: through questionnaire

Secondary data: through journals, articles, and books

Data Collection tool: questionnaire

Population: 100

Sample frame: Medchal Division

Sample unit: Medchal Region

Sample size: 63

Sampling Technique: random sampling

Analysis tools used: bar graph, percentages

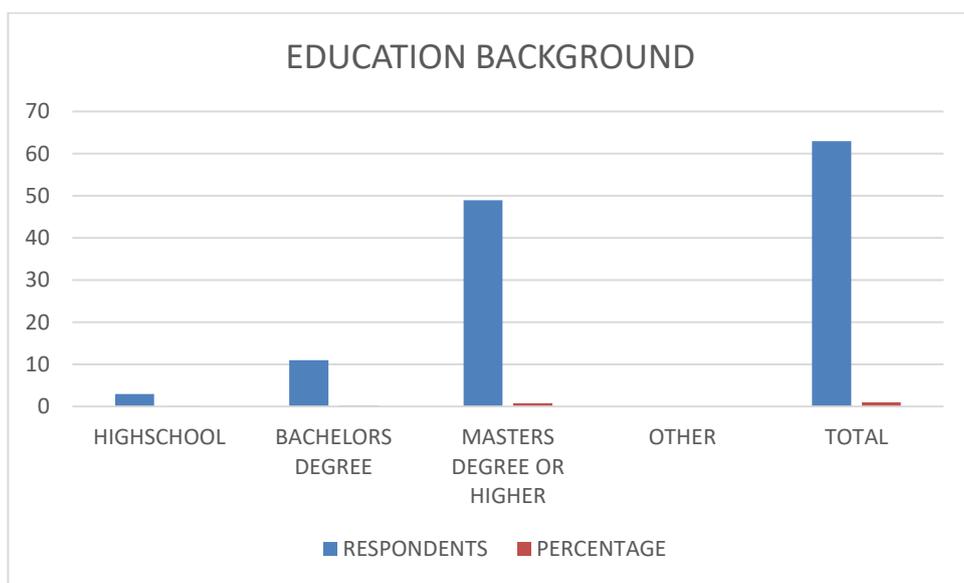
**Hypothesis:**

**H0:** There is no difference in the market demand for handicrafts products when women artisans are characterized as entrepreneurs compared to when they are not.

**H1:** There is difference characterizing women artisans as entrepreneurs leads to a higher market demand for handicrafts products compared to when they are not portrayed as such.

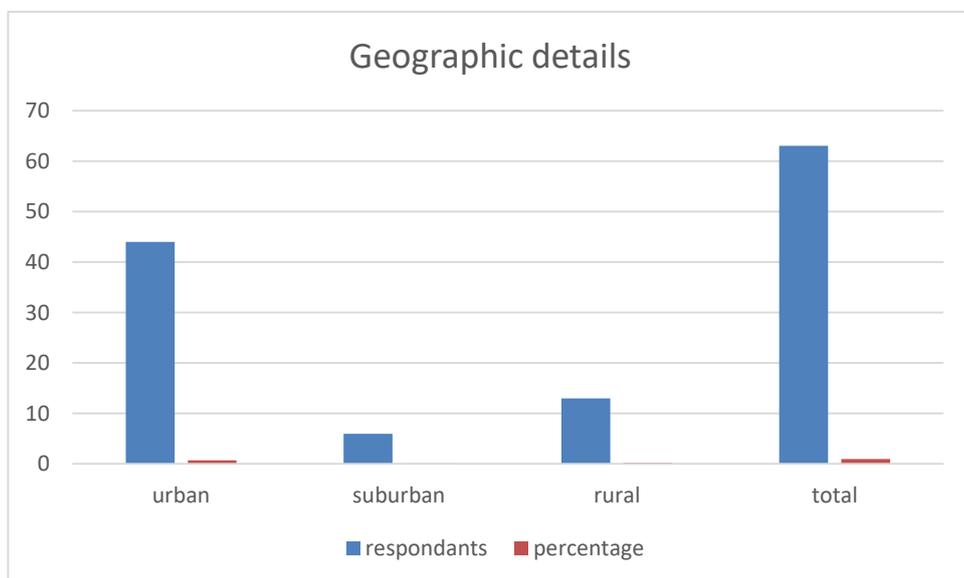
**DATA ANALYSIS**

EDUCATION BACKGROUND	HIGHSCHOOL	BACHELORS DEGREE	MASTERS DEGREE OR HIGHER	OTHER	TOTAL
RESPONDENTS	3	11	49	0	63
PERCENTAGE	4.80%	17.30%	77.80%	0.00%	100%



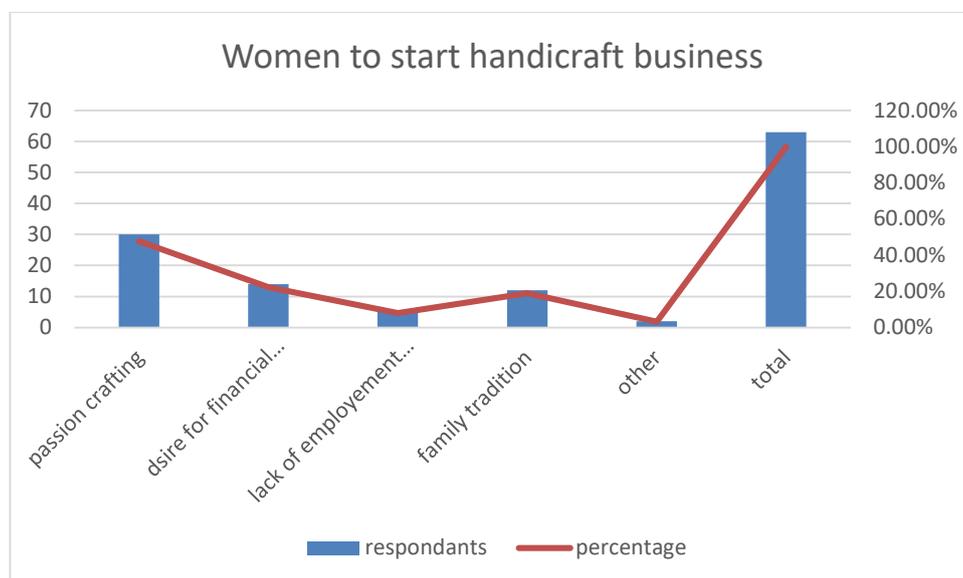
**INTERPRETATION:** The education background of the people are of masters degree or higher with 77.80% and followed by bachelors degree with 17.30%.

Geographic location	urban	suburban	rural	total
Respondents	44	6	13	63
Percentage	69.80%	9.50%	20.60%	100%



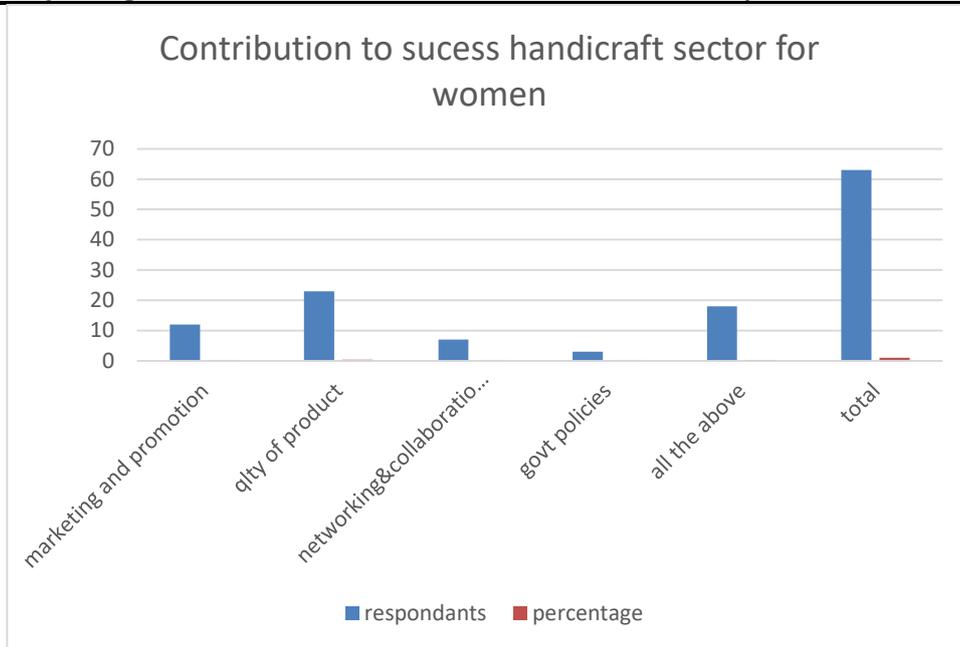
Interpretation: The geographic details are shown in above graph tells us about majority of urban with 69.80% and followed by rural with 20.60%

inspiration	passion crafting	desire for financial independence	lack of employment opportunities	family tradition	other	total
respondents	30	14	5	12	2	63
percentage	47.60%	22.20%	7.90%	19%	3.20%	100%



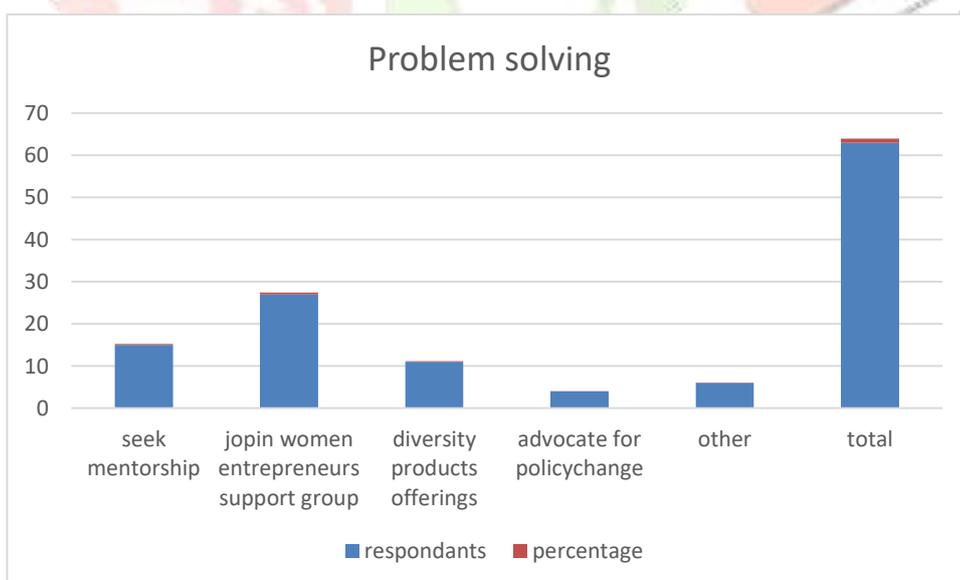
Interpretation: The inspiration to start women to start handicraft business is passion crafting with 47.6% and followed by dsire for for financial independence with 22.2%

contribution to success handicraft sector	marketin g and promotion	quality of product	Networking & collaborations	govt policies	all the above	total
respondents	12	23	7	3	18	63
Percentage	19%	36.50%	11.10%	4.80%	28.60%	100%



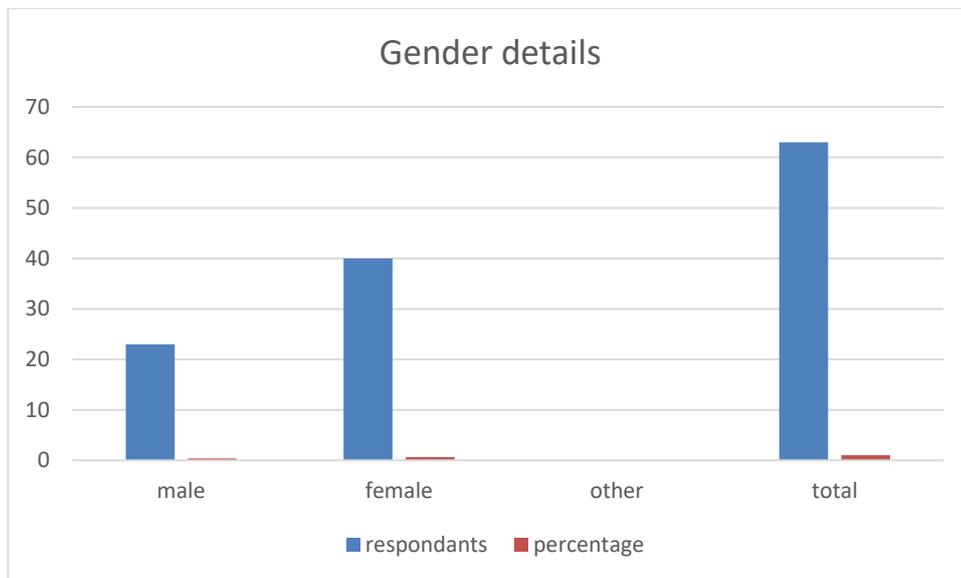
Interpretation: The contribution for the handicraft sector to be success is done through quality of product with 36.50% and followed by all the above with 28.60%.

Problem solving	seek mentorship	join women entrepreneurs support group	diversity products offerings	advocate for policy change	other	total
Respondents	15	27	11	4	6	63
Percentage	23.80%	42.90%	17.50%	6.30%	9.50%	100%



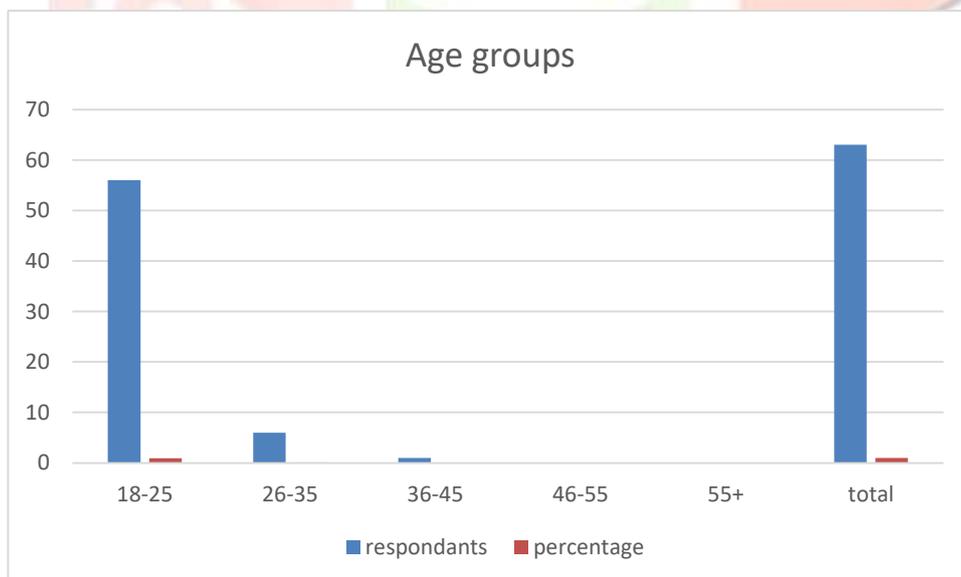
Interpretation: The problem solving can be done through join women entrepreneurs support group with 42.9% and followed by seek membership with 23.8%.

Gender	male	female	other	total
Respondents	23	40	0	63
Percentage	36.50%	63.50%	0%	100%



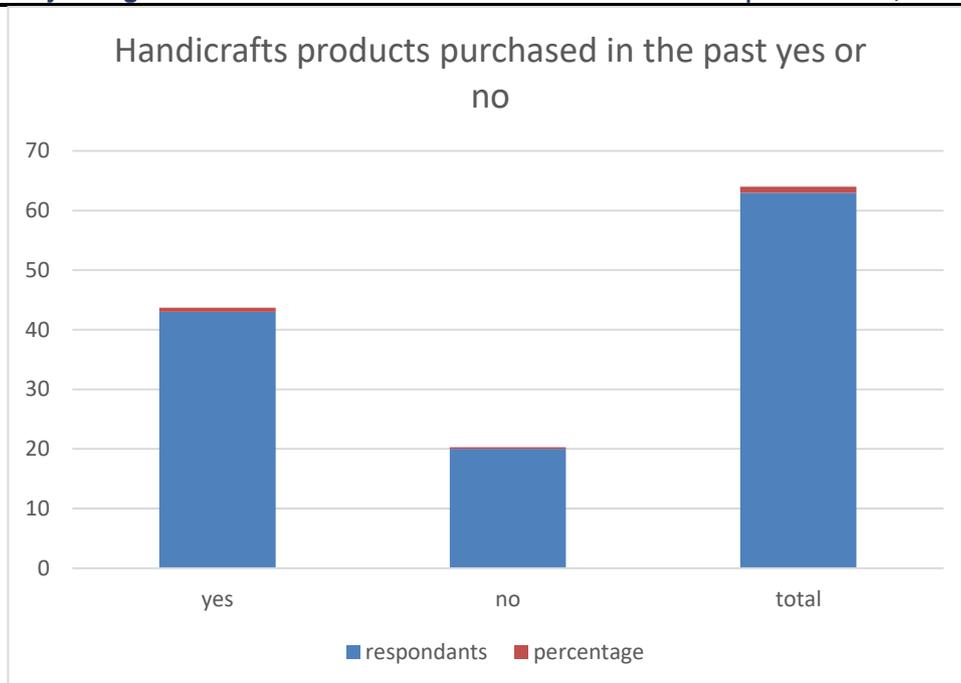
Interpretation: Most of them are female with 63.5% and followed by 36.5%.

Age	18-25	26-35	36-45	46-55	55+	total
Respondents	56	6	1	0	0	63
Percentage	88.90%	9.50%	1.60%	0%	0%	100%



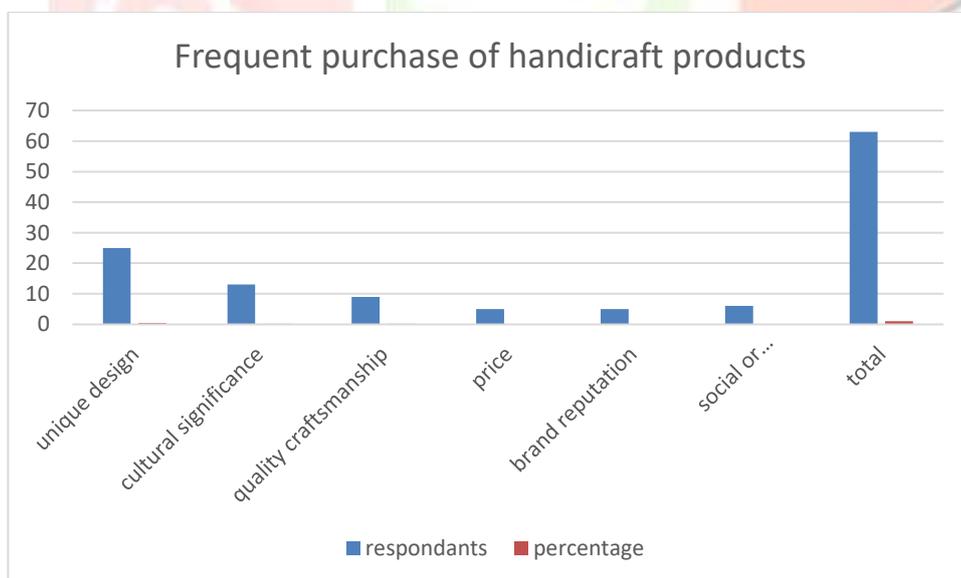
Interpretation: The age groups mostly belongs to 18-25 with 88.9% and followed by 26-35 with 9.5%.

Handicrafts purchasing	yes	no	total
Respondents	43	20	63
Percentage	68.30%	31.70%	100%



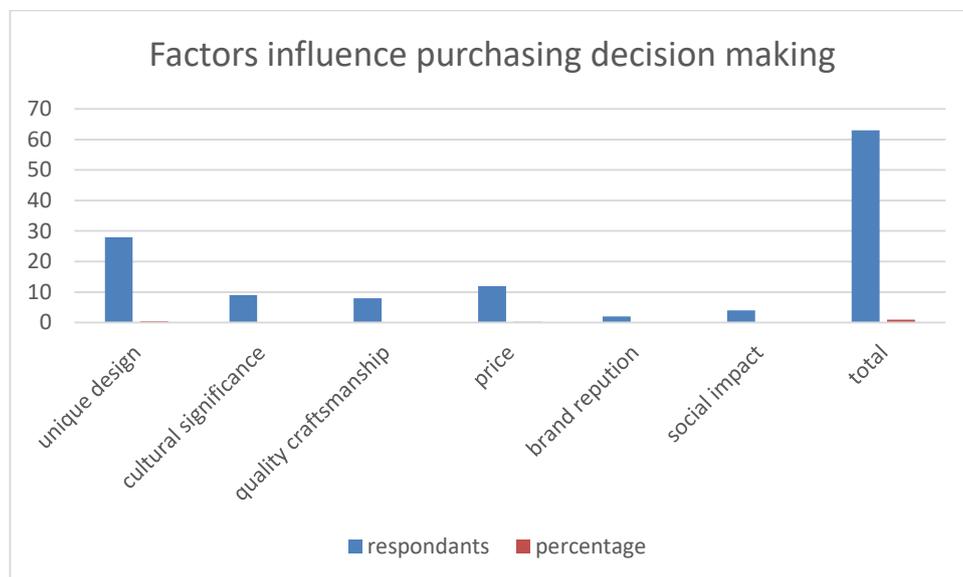
Interpretation: The handicrafts products that have purchased in the past with yes 43 members and followed by 20 members who haven't purchased.

Frequent purchases	unique design	cultural significance	quality craftsmanship	price	brand reputation	social or environmental impact	total
Respondents	25	13	9	5	5	6	63
Percentage	39.70%	20.60%	14.30%	7.90%	7.90%	9.50%	100%



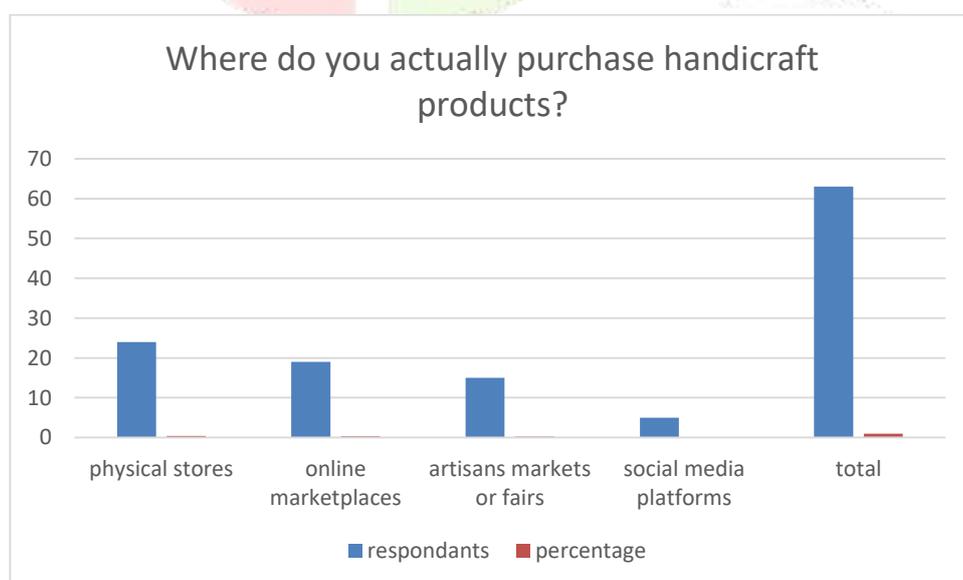
Interpretation: The most number of frequent purchase done by the people with unique design 39.70% and followed by cultural significance 20.60%.

Factors	unique design	cultural significance	quality craftsmanship	price	brand reputation	social impact	total
Respondents	28	9	8	12	2	4	63
Percentage	44.40%	14.30%	12.70%	19%	3.20%	6.30%	100%



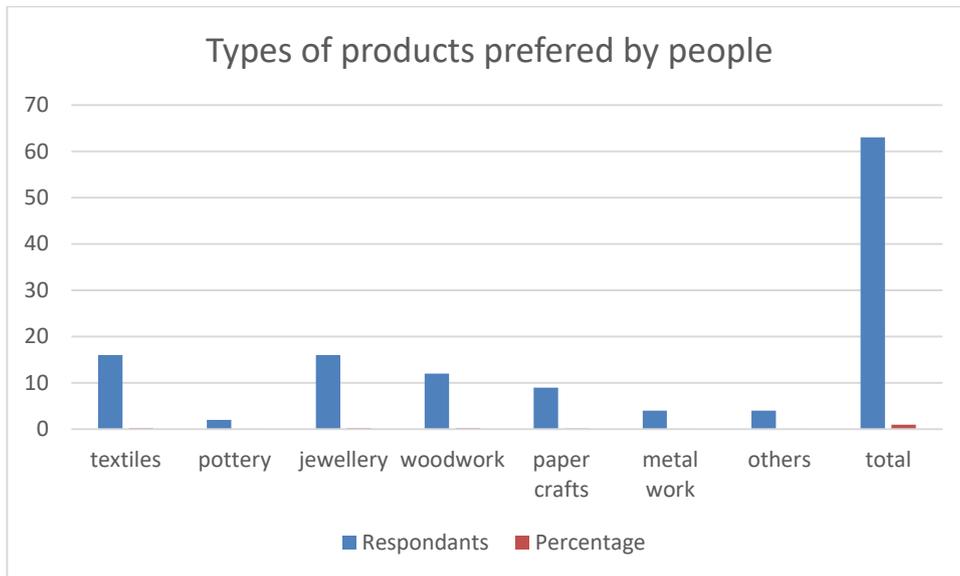
Interpretation: The factors that mostly influence is unique design with 44.40% and followed by price with 19%.

Purchase outlet	physical stores	online marketplaces	artisans markets or fairs	social media platforms	total
Respondents	24	19	15	5	63
Percentage	38.10%	30.20%	23.80%	7.90%	100%



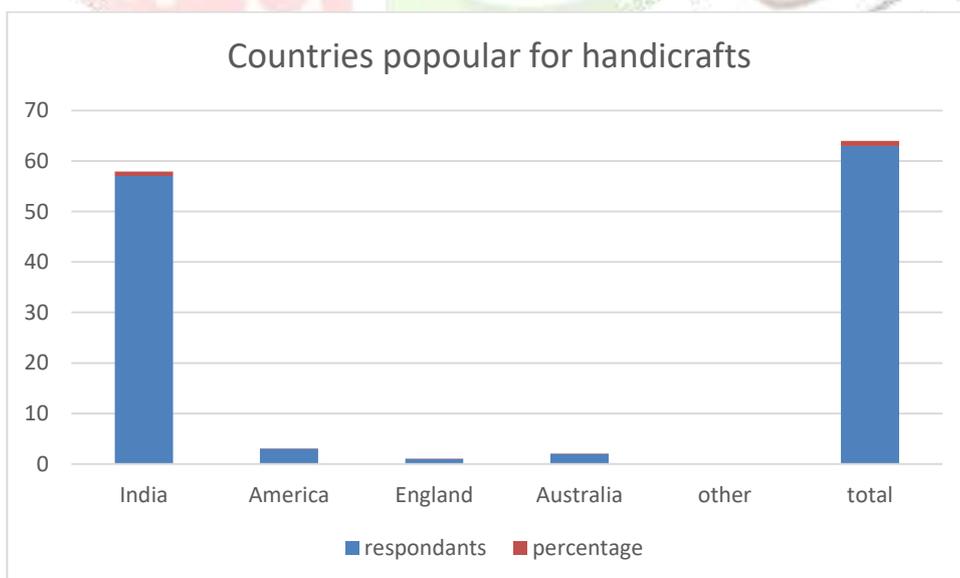
Interpretation: The majority of purchasing handicrafts in physical stores with 38.1% and followed by 30.2% with online market place.

Types	textile s	pottery	jewellery	woodwork	paper crafts	metal work	others	total
Respondents	16	2	16	12	9	4	4	63
Percentage	25.40%	3.20%	25.40%	19%	14.30%	6.30%	6.30%	100%



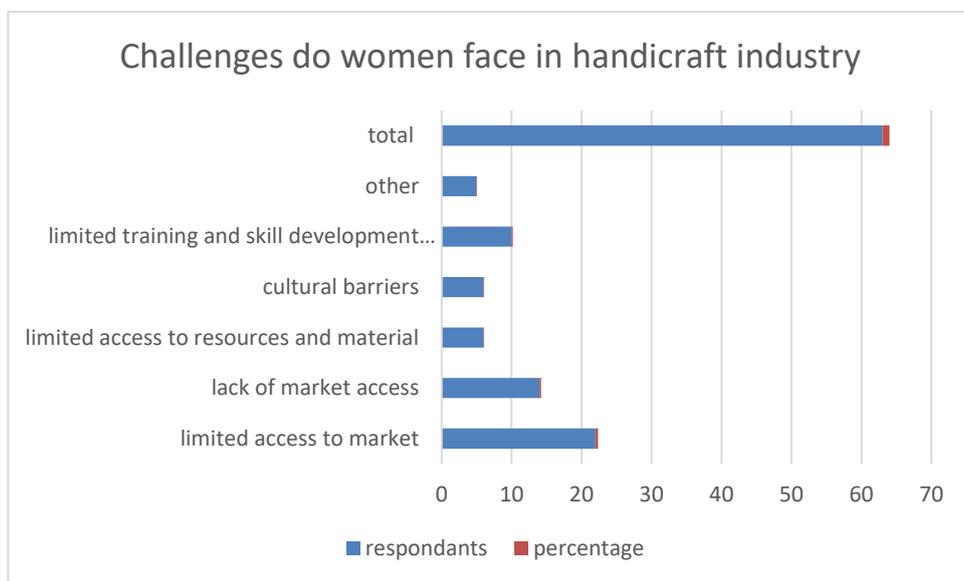
Interpretation: The most people would like to buy textiles and jewellery with 25.40% and followed by wood work with 19%.

Country	India	America	England	Australia	other	Total
Respondents	57	3	1	2	0	63
Percentage	90.50%	4.80%	1.60%	3.20%	0.00%	100%



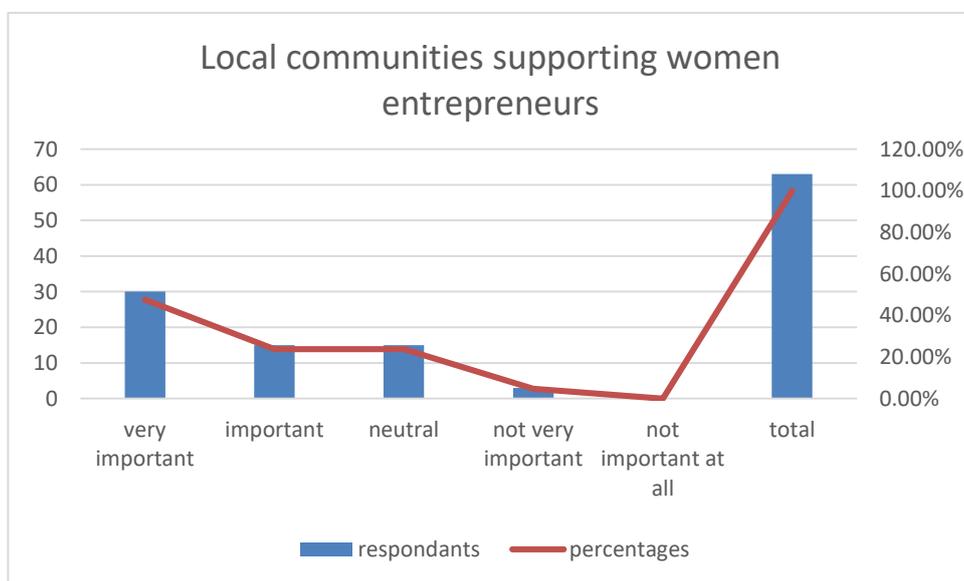
Interpretation: The countries that are popular for handicrafts sector is India with 90.5% and remaining all.

Challenges	limited access to market	lack of market access	limited access to resources and material	cultural barriers	limited training and skill development opportunities	other	total
Respondents	22	14	6	6	10	5	63
Percentage	34.90%	22.20%	9.50%	9.50%	15.90%	7.90%	100%



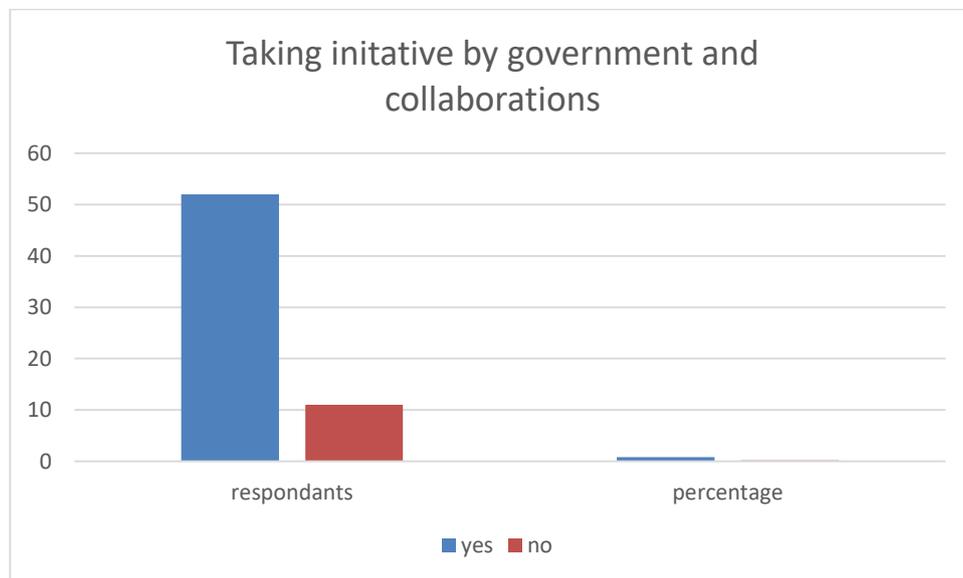
Interpretation: The challenges that women face in handicraft industry is limited access to market with 34.9% and followed by lack of market access with 22.2%.

Local support	very important	important	neutral	not very important	not important at all	total
Respondents	30	15	15	3	0	63
Percentages	47.60%	23.80%	23.80%	4.80%	0.00%	100.00%



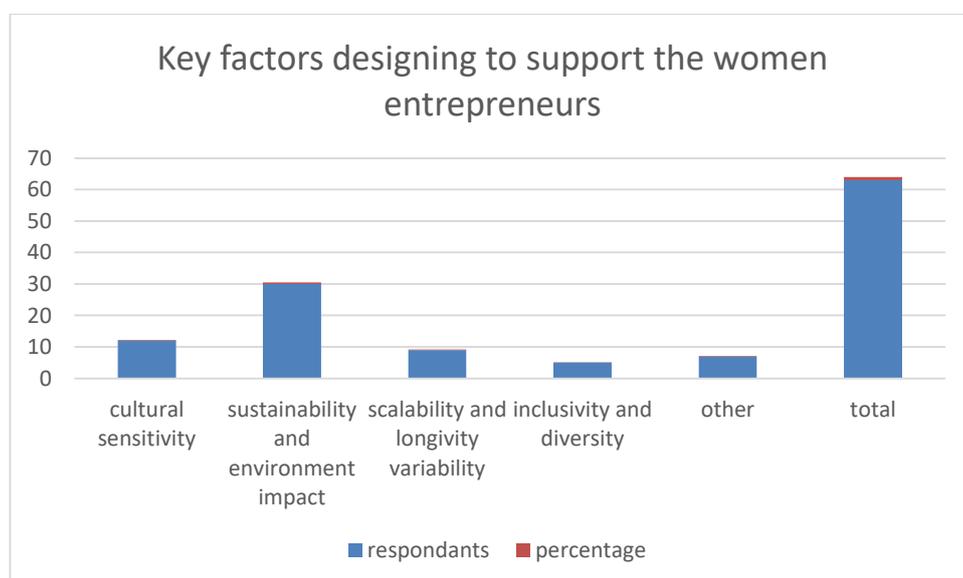
Interpretation: The local communities that supports the women entrepreneurs think that it is very important with 47.6% and followed by 23.8% of each important and neutral.

Interests in collaborating and government agencies	yes	no
Respondents	52	11
Percentage	82.50%	17.50%



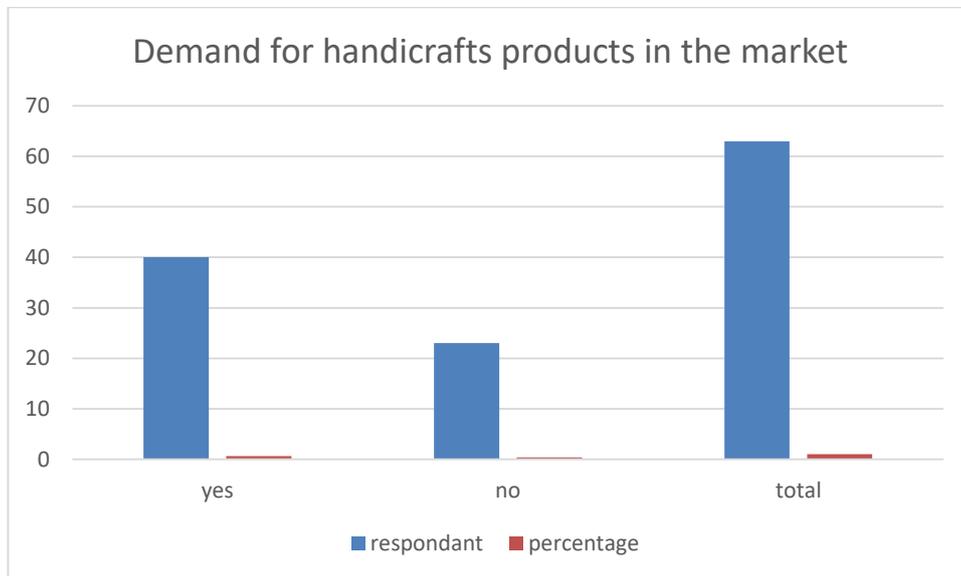
Interpretations: The majority for taking initiatives is for yes 82.5% and 17.5% no.

Key factors	cultural sensitivity	sustainability and environment impact	scalability and longevity variability	inclusivity and diversity	other	total
Respondents	12	30	9	5	7	63
Percentage	19%	47.60%	14.30%	7.90%	11.10%	100%



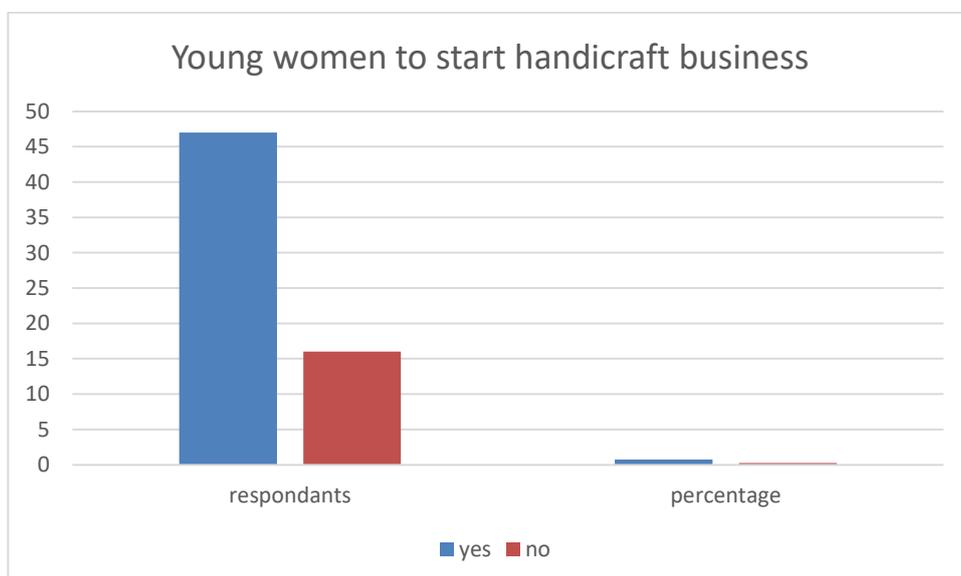
Interpretation: The key factors that are supporting the women entrepreneurs in handicraft sector is mainly sustainability and environment impact.

Demand of handicrafts product in market	yes	no	total
Respondents	40	23	63
Percentage	63.50%	36.50%	100%



Interpretation: In our country handicrafts products has lot of demand in the market with 63.5% and followed by 36.5%.

Young women to start handicraft business	yes	no
Respondents	47	16
Percentage	74.60%	25.40%



Interpretation: The young women who are interested to start handicrafts business with the percentage of 74.6% with yes and 25.40% with no.

	H0	H1	
Male	20(14.60) (1.99)	3(8.40) (3.47)	23
Female	20(25.40) (1.15)	20(14.60) (1.99)	40
Column tools	40	23	63 (grand total)

### STATISTICAL TOOL FOR ANNALYSIS:

The chi-square statistic is 8.6044. The p-value is .003353. The result is significant at  $p < .05$ .

Reject: H0: There is no difference in the market demand for handicrafts products when women artisans are characterized as entrepreneurs compared to when they are not.

Accept H1: There is difference characterizing women artisans as entrepreneurs leads to a higher market demand for handicrafts products compared to when they are not portrayed as such.

### FINDINGS:

The education background of the people are of master's degree or higher with 77.80% and followed by bachelor's degree with 17.30%.

The geographic details are shown in above graph tells us about majority of urban with 69.80% and followed by rural with 20.60%.

The inspiration to start women to start handicraft business is passion crafting with 47.6% and followed by desire for financial independence with 22.2%

The contribution for the handicraft sector to be success is done through quality of product with 36.50% and followed by all the above with 28.60%.

The problem solving can be done through join women entrepreneurs support group with 42.9% and followed by seek membership with 23.8%.

most of them are female with 63.5% and followed by 36.5%.

The age groups mostly belong to 18-25 with 88.9% and followed by 26-35 with 9.5%.

The handicrafts products that have purchased in the past with yes 43 members and followed by 20 members who haven't purchased.

The greatest number of frequent purchases done by the people with unique design 39.70% and followed by cultural significance 20.60%.

The factors that mostly influence is unique design with 44.40% and followed by price with 19%.

The majority of purchasing handicrafts in physical stores with 38.1% and followed by 30.2% with online market place.

The most people would like to buy textiles and jewellery with 25.40% and followed by wood work with 19%.

The countries that are popular for handicrafts sector is India with 90.5% and remaining all.

The challenges that women face in handicraft industry is limited access to market with 34.9% and followed by lack of market access with 22.2%.

The local communities that support the women entrepreneurs think that it is very important with 47.6% and followed by 23.8% of each important and neutral.

The majority for taking initiatives is for yes 82.5% and 17.5% no.

The key factors that are supporting the women entrepreneurs in handicraft sector is mainly sustainability and environment impact.

In our country handicrafts products has lot of demand in the market with 63.5% and followed by 36.5%. The young women who are interested to start handicrafts business with the percentage of 74.6% with yes and 25.40% with no.

### **SUGGESTIONS:**

The implementation of the objectives that are mainly focused on overall categories, functions and materials of socio-economic environment for the women artisans who are destined to be entrepreneurs in the effective ways.

This study aims to leverage empirical research to develop targeted initiatives for empowering and supporting women entrepreneurs in the handicraft sector. The overarching aim is to craft actionable recommendations that effectively bolster the entrepreneurial ecosystem for women artisans, thereby fostering their economic empowerment and ensuring long-term sustainability. These initiatives could encompass a spectrum of strategies, including capacity-building programs, facilitating access to financial resources, establishing mentorship networks, and advocating for supportive policies. By synthesizing insights gleaned through rigorous analysis, the study seeks to identify both challenges and opportunities faced by women artisans.

1.This will increase and encourage every woman to start their own business through there handicraft talents. This will increase their livelihood the women who are independent and can be supported by women empowerment in artisans and entrepreneurs.

2.Encouraged by the family, locality and government will always help women to empower and stand by themselves in the society with proud and it will increase the prestige of the women entrepreneurs very highly.

By exploring factors such as market demand, distribution channels, pricing strategies, and barriers to market entry, the study endeavours to equip women entrepreneurs with invaluable insights for navigating the intricacies of the market. Central to comprehending the viability of women entrepreneurs within the handicraft industry is conducting a thorough examination of the market landscape. This assessment serves as the cornerstone for crafting tailored strategies that leverage market opportunities and mitigate potential challenges, ultimately empowering women artisans to flourish in the handicraft sector. This objective involves scrutinizing market trends, discerning consumer preferences, analysing competitive dynamics, and evaluating regulatory frameworks

### **CONCLUSION**

This study delves into the intricate dynamics of women's entrepreneurship in the handicraft industry and the marketing of handicraft products, offering valuable insights. Through meticulous analysis of empirical data and market trends, significant findings have surfaced.

However, they grapple with substantial challenges, including limited access to finance, inadequate business training, and societal gender norms that impede their recognition as entrepreneurs.

These initiatives encompass comprehensive capacity-building programs, streamlined access to financial resources, establishment of robust mentorship networks, and relentless advocacy for policies conducive to their success. In light of these revelations, the study advocates for a series of initiatives tailored to empower and support women entrepreneurs in the handicraft sector.

At its core, the study highlights the substantial entrepreneurial capacities displayed by women artisans, characterized by traits such as creativity, resilience, and resourcefulness

A thorough examination of market trends, consumer preferences, and competitive dynamics has yielded invaluable insights guiding strategic decision-making. Moreover, the research delves deep into the multifaceted landscape of the handicraft product market, unveiling a mix of opportunities and hurdles for women entrepreneurs

Addressing these factors effectively requires targeted interventions aimed at challenging stereotypes, advocating for gender equality, and nurturing an inclusive entrepreneurial environment. Additionally, cultural and social factors emerge as crucial influencers shaping the perception of women artisans as entrepreneurs.

Ultimately, this study underscores the paramount importance of acknowledging and harnessing the entrepreneurial prowess of women artisans within the handicraft industry. By dismantling existing barriers and capitalizing on available market prospects, we can unlock the full potential of women's entrepreneurship, propelling inclusive growth and fostering sustainable development.

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