CHAPTER 2

LITERATURE REVIEW

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2.1 Literature review

In view of the importance of the handicrafts in our economy and society, various aspects of handicrafts, such as, sociological, economic, technical, cultural, artistic and aesthetic aspects have been studied by a number of researchers. However, studies in different aspects of handicraft in the state of Uttar Pradesh are limited. The current problems in the handicraft industry, particularly in the rapidly changing conditions in Uttar Pradesh, call for a fresh look. The present study is a humble attempt to do this. Before it is done, a review of existing literature is presented below. The art of pottery, cotton fabrics, stonework, basket weaving etc. are the main art forms of ancient India. These handicrafts reached the almost height of perfection and glory during the Mugal period. But with the advent of the British period, the growth of the factory system of mass production was direct, immediate and becomes most important cause for the decline of Indian handicrafts.

In the post-independence era, the role and importance of handicrafts in the economic, social and political scene were strongly felt and the industry started to revive again. The famous book of Kamala Devi Chattopadhyaya “Indian handicrafts” is a famous landmark in the Indian cultural field. She says that Indian handicrafts thrived through ages stimulated by a vigorous folk tradition, a benign culture, and in an age when individualism was cherished and precision valued.
2.2 Literature Review related to Impact of Global Recession on Handicraft Industries of India as a Whole

Venkatappa (1977) in his study titled “Problems and Prospects of Weavers Co-operatives” that shows inefficiency in the organizational set up in the form of defective management and poor administration among the weaver’s co-operatives in Karnataka.


Das, (1980) in his book “Puri Paintings” the author has given vivid description of the decay and revival of the Patta-painting art of Puri. Government patronage was almost nil and hence this art was about to die. However it could be said that due to the sincere efforts of an American lady, a whole community of Chitrakaras revived their traditional art, which had been almost abandoned under compelling circumstances.

Mitra’s (1980) in his book “The Antiquities of Orissa” has been the earliest reference about the craft. Among other aspect of Orissa antiquities, he has briefly dealt with the patta painting. He said that the painters are a hereditary sub caste of Chitrakaras and that most of the pictures painted on cloth are produced in Puri itself.

Ahmed, (1980) in his book entitled “Problem and Management of Small Scale and Cottage Industries” expresses that the satisfactory performance in marketing of handicrafts could be possible due to the special interest taken by central as well as state governments to boost up the export of handcraft articles.

Vasant Desai (1983) points out factors like organization of society without conducting a proper feasibility study, lack of attention by management to planning and failure on the part of Government to give loans and subsidies as promised at the

**Papolain, (1984)** “Rural Industrialization” had made an extensive study of 14 rural industries. Most rural industries especially traditional in nature have a limited capacity to generate even the subsistence income to the members engaged in it. But some other industries even run on traditional lines have a promising future such as handlooms. But other industries, which run in modern lines, seem to break the caste industry nexus and reduce the rigidities of social stratification in rural areas. These industries yield higher income to the entrepreneurs.

**Panda, (1984)** in “Textiles” of Arts and Crafts of Ganjam Districts, Orissa says that the appliqué craft is of 500 years old. The history of appliqué is commensurable with operas, festivals and processions. Handicrafts being a specific category of the broad group of rural industries, very few in-depth research works have been done on this. However, some references to handicrafts have been made in the context of rural industrialization.

**Brahmananda, Narayanan and Kallappa (1987)** in their book “Dimensions of Rural Development of India” shows the defects of the handicraft sector especially the societies as traditional skills, inaccessibility to institutions and markets, inadequate information on market and marketing channels, resistance to change, inadequacies of credit, technology and lack of proper entrepreneurship training.

**The census of Handlooms (1987-88)** it reveals that the productivity per loom per day is 5.12 meter in India. Of the total number of handlooms, 83.81 percent are functioning in the rural areas; remaining 16.19 percent are only functioning in the urban centres. So, it is a rural based industry. Nearly 92.83 percent of the looms are in working condition in India. The productivity per loom was higher only in the States of Delhi, Bihar, Gujarat, Harayana, Madhya Pradesh, Punjab and Uttar Pradesh. Of the total laborers, the share of labour engaged in the handloom weaving was 1996.8 thousand in Assam, 663.3 thousand in Tamil Nadu, 640.6 thousand in Uttar Pradesh, 711.6 thousand in West Bengal, 452.90 thousand in Andhra Pradesh and 334.7 thousand in Manipur. Among the workers, 67 percent of workers are engaged in weaving and the remaining 33 percent of workers are engaged in preparatory work in handloom sector in India. Near 49 percent of the workers are engaged as part time
workers in the handloom industry. It is found that 3, 20,000 workers are also employed in the carpet industry in India.

Rao (1990) in his book “Marketing of Handicrafts” observed that “Handicrafts offer solution to India, which is characterized by unemployment and foreign exchange crunch”.

Pathy (1990) in his book entitled “Traditional panting of Orissa” beautifully explains the origin of the famous painting art of Orissa especially of Puri district. He says that it is most natural to think that these are the painters who are the descendants of people who once painted for the Buddhists, Jains and Sikhs and who also now paint for vaishnavas or the devotees of Jagannath.

Tahroi and Singh (1993) rural industrialization has been vital issue for the country to ensure socio economic development of the nation. The experience gained all over the world has shown that industrialization is essential for development as it ensure the supply of goods and services required for improving quality of life and provide opportunity for the employment.

Fallon and Lucas (1993) and Besley and Burgess, (2004) suggested that that these restrictive provisions in handicraft have affected economic growth and growth in employment.

Samal, (1994) has done her research work in “Appliqué craft tradition of Orissa and change”. She has describes about position of appliqué in Orissa and its development according to time. Upadhyaya in the book “Economics of handicraft industry” feels that without design development, technology advancement and quality improvement, we cannot think of healthy growth of such industry. It has been agreed in responsible quarters that even in the field of handicrafts a certain amount of mechanization ought to be introduced in order to obtain the two-fold objective of better finish and rationalization.

Dr. A.P. Dash and Dr. Basanta Kumar (1996) in their article “Development of Industrial Co-operatives in Informal Sector-Need for Change” made an analysis of village industrial co-operatives in Orissa. They found that dormancy rate is very high in India. It is 20 percent in Tamil Nadu and 74 percent in Assam. The reason for this high rate of dormancy according to them can be traced to illiteracy, lack of leadership,
weak financial base, inadequate credit, non-availability of raw materials and proper marketing support.

Raja Gopalan (1996) in his article states “Rediscovering Co-operatives” the trade unions took keen interest in the formation of co-operatives on the presumption that co-operatives can survive better than private factories.

Dr. P.V. Thomas (1997) in his study “Role of Industrial cooperatives in the Liberalized Economy” pointed out that if there is a definite policy to promote viable societies in terms of functions and operations. It is more feasible to withdraw share capital assistance by government in a phased manner. He stressed the need for re-structuring industrial co-operatives. He pointed out that there should be centralized system for purchases and sales and there should be a structural federation of societies.

Ray Sanjay (1997) conducted a study titled “Problems and Prospects of Weavers Co-operatives”. On the growth and performance of primary and Apex Weavers Co-operatives in Tripura and found the main reasons for the poor performance of the societies as dependence on external market only, lack of proper marketing channel, absence of professional management, poor infrastructure and poor quality of raw materials.

P. Nayak (1997) in his book titled “Role of Handicraft Cooperatives in Rural Development, Problems and Policy Options”, it was found that the problems of handicraft co-operatives ware due to lack of leadership, general awareness among craftsmen, political interference, lack of financial resources, raw materials technology up gradation and mismanagement of funds..

Solanki S.S (1998) wrote that the “Rural Industries of India “tried to make an attempt to understand are the rural artisans have shown signs of responding to the modern technology or not. He has seen that no worthwhile efforts have been made to involve the artisan in the evaluation process and make him a component of the newer linkages that have emerged in place of the age-old linkages that pervaded in the rural development. He also noticed that no linkages are established between the taker of the technology and its developer.

Parmine San Gupta (1998) in her book ‘women in India’ states that the participation of women in economic activity was very common from the time immemorial.
Primitive society offered many instances of vigorous work in hunting and in cultivation by women. The women’s role become more real and designed with an evaluation often agricultural economy. Even in Mohen jadaro and Harappa culture, women shared a responsible position with men and helped in spinning, day modeling and other simple arts and crafts. There are more several explanations for the tendency of female participation in economic activity to deadline at the early stage of development. In addition, she states that according to Baser up Easter, the most important were technical chances within the agricultural sector. Unemployment policy which induces women to accept employment to restrict somewhat the growth of urban areas holding down the birth rate, working women poor countries can therefore reduce the burden of supporting both non working women children and non working women by providing vocational training for employment instead of reserving employment for men.

A study conducted by UNIDO in (1999) it is famous for its hand-printed textiles, and handmade papers and paper products. It is home to a large number of small-scale and large-scale textile and block printing units. Today, there are over 150 block printing units and around 6000 home-based units in the town, an estimated 40,000 people are directly occupied in these trades, including home-based workers.

Reserve Bank of India (1999) reveals that the Indian Market was unaffected due to the severe exchange regulation, as the banks undertook the minor operations to maintain a stable position of the exchange rate.

Myrdal. K (2000) in his study “Problems and Prospects of Cottage and Handicraft Industries” covered the adverse effect of modern mechanized industries on handicrafts. He has recommended for a strong organizational co-operative set up ensuring healthy competition.

Institute of Small Enterprises and Development (2001) In their study titled “Towards an Alternative Agenda for the Industrial Development of Kerala” pointed out that while sickness and death of industrial co-operatives is a major problem, bogus registration of societies is also a dismal feature of co-operative growth. The study found that since late 1970s, a large number of industrial co-operatives have been registered and majority was remaining sick or dormant. It also suggested that the
revivable units need to be nursed and the assets of the remaining ones are to be recovered by the Government.

Dr. Vasantha Kumari (2002) in her Ph.D. thesis titled “Working of Women Industrial Co-operatives in Kerala” it has found that glory of the public sector is becoming part of private and co-operative sectors alone which can be relied upon for economic and social development in future.

The public policy in India (2002) had been attaching lot of importance to village and SSI on the following grounds. SSI being labour-intensive, helped to increase the volume of employment, particularly in rural areas, it is estimated that about 2 crore persons are engaged in India in these industries. The handloom industry alone employs 50 lakh people. They account for 6 percent of GDP, 95 percent of all industrial units, and 34 percent of total exports. Around 39 lakhs SSIs in India has emerged versatile producing over 8000 products, from traditional handicrafts to high-end technical instruments.

Bhagwati, (2002) have advised against full convertibility on the capital account for developing countries, observing that “the optimal speed at which one liberalizes is not necessarily the fastest”.

Liang, Chenetal (2002) has examined the impact of rural industrialization on migration using data from the 1990 China Population Census. China has, since the late 1970s, actively pursued a strategy of rural industrialization by encouraging the development of rural industries which provide employment opportunities for the surplus labour in agriculture.

Deaton and Dreze (2002) considered the rural agricultural wage rate, as one of the strongest indicators of economic well being, not only for agricultural laborers, but also for overall rural population.

Maureen Liebil and Tirthenker Roy (2003) in his article titled “Handmade in India” found that in the handicraft sector of India, an average artisan has inadequate access to information about markets, buyers, tastes and technologies. They also faces problems like inadequate capital and less availability of raw materials like wood, cane, bamboo, horn and bone.
The study titled “Study on handicrafts-Problems and prospects “conducted by the Centre for Management Development, (2004) Trivandrum found that the Government marketing agencies for handicrafts are charging extra for the crafts supplied by the artisans to an extent of 50 percent to 60 percent to cover the overheads of the agencies. This will lead to an increase in the ultimate price of the crafts retarding sales and preventing the growth of handicraft sector. The export market for Kerala crafts is found to be meager. The study revealed that the artisans are unaware of the social schemes provided by the Government. It stated that the absence of skill development training affected the product quality improvement, design change and product expansion.

**Smith and Jackson, (2004)** emphasized on the fact that rural enterprises needs to be encouraged to preserve the countryside not just economically but socially and culturally also. The logic is to introduce policy measures that encourage enterprise growth constituting some reversal of economic decline in rural areas. Business enterprises have been targeted as a vehicle to bring about rural regeneration. Research found that most “non-farm but on-farm” enterprises started and run by women, but a little formal support exists to encourage and sustain their growth.

**H.S.K Tangirala (2005)** in his article “New generation Cooperative Vs. Traditional Co-operatives” it makes clear his view that the industrial co-operatives should work and be managed like any other business enterprise without any assistance from the Central or State Governments. They should understand the factors like needs of members, fulfilling choice, quality expectations, and consistency in supply and giving money’s worth to customers for their success.

**Florence (2005)** reviews suggested that the strategic measures to improve markets for village crafts often supply scattered, insufficient and unsystematic data on production and sales that will be the major obstacles to develop quantitative marketing strategies.

**Mukhrhee and Zhang (2005)** observed that the pattern in rural nonfarm development are the result of institutional differences between the two countries, especially in their political systems, ownership structure and credit institutions. A review of strengths and weakness of the rural nonfarm economy in china and India highlights the potentials and challenges of growth in the growth.
Aziz (2006) focused that in India the entrepreneurs first emerged in the rural area. They were basically traditional artisans, cultivators and businessmen engaged in production and distribution of goods and services required by the people.

Mano and Selvaraj (2006) clearly shows the social changes and growth of Indian rural market. An invitation to “The fast moving consumer goods” is a corner stone of the Indian economy. The sector is excited about the rural population whose income is rising and the lifestyles are changing. There are as many middle income households in the rural areas as there are in the urban. Author also covers the attraction for FMCG marketers to go to rural, the challenges, the difference between the rural and the urban market and the suitable marketing strategy.

Hienerth and Kessler (2006) focused on small family business performance and success. He made an attempt to compare various measure of success, success measures based on growth, overall success, estimates by business owners, and internal as well as external success factor to illustrates the main drawback of common success measure.(i.e. ambiguous definitions of success, biased perception of success) both theoretically and empirically.

Gironetal (2007) concluded that marketing strategies are the key factor for the success of rural artisans in Mexican city. These strategies are important because it is related to element of success, using of pricing strategies oriented to profits. The second most important strategy is the use of personal recommendation which is used to promote products. Product diversification and the information artisans gave to customers were representatively the third and fourth strategy.

Sankaran (2007) focused on a application and coverage is mostly limited to the organized sector and direct employer - employee relations leaving out of their purview the self employed, home workers and casual workers.

As per the eleventh plan of planning commission GOI (2007) “Recognizing the need to focus on both the art and the artisans, the Eleventh Plan advocated a two-pronged approach for ensuring the growth of the handloom and handicraft s sectors”.

The study by National Productivity Council (2007) found almost same wage rates for both male and female workers in hand-printed textile sector markets for Indian handicrafts also have not escaped the ravages of global recession. Generally
considered as a cottage enterprise, Indian handicrafts industry has outgrown its image to evolve into a rapidly growing enterprise with a turnover from US $ 1.2 million in 2004 to US $ 1.9 billion in 2006. In 2007, the export of handicrafts from India has shown an increase of 10.02 percent from the previous year and was expecting to triple the figure by the end of 2009.

Raghuvanesh (2007) concentrated on rural artisans who needed a support in the era of global marketing. It helps the rural craftsmen who intend to create a unique to withstand and compete in platform for developing the era of global market linkage with customers and oriented economy.

Kundu (2009) states a study notes that “all these are leading to rapid growth in urban population in several countries, most of the migrants being absorbed within informal economy”

Himanshu Talwar (2009) showed the various reports and suggestions and stated that Forest Stewardship Council (FSC) certification is becoming a non trade barrier for Indian paper companies.

ILO and ISST (2009) the lack of work/loss in earnings has led to reverse migration, as reported by several entrepreneurs. Some retrenched workers have been absorbed in screen printing units. Several others, unskilled and semi-skilled, have moved to other sectors in search of work.

As per UNCTAD (2009) a large section of India’s handicraft sector is oriented towards export. This sector is among the worst hit by the recent global financial and economic slowdown, Handicrafts export fell by 54.62 percent to $13.53 billion between April 2008 and February 2009 as compared to the same period during the previous financial year.

According to the Export Promotion Council (2009) for Handicraft the decrease in exports of handicrafts is due to the slump in demand in major markets of the US and Europe. In 2008-09, various export promotion councils and trade bodies started making representations to the Government that exports of textiles have been adversely affected by the recent global economic slowdown, leading to a considerable loss of employment in the textiles sector.
Federation of Indian Export Organizations (FIEO) (2009) surveyed that there will be lose of four million jobs in future; there has also been a decline in the tourist inflow lately. The real estate has also a problem of tight liquidity situations, where the developers are finding it hard to raise finances. Further, the manufacturing including handicraft sector has equally been hit hard by the economic slowdown.

Khadi and Village Industries Commission (2009) focused on the hand-made paper, which constitutes one of the major rural industries of the country, falls under the purview of the Ministry of Micro, Small and Medium Enterprises of the Government of India, and more specifically, the office of the Development Commissioner for Handicrafts functions under the Ministry of Textiles for the promotion and exports of handicrafts. It is headed by the Development Commissioner for Handicrafts and assists the state governments in planning and executing development schemes for handicrafts. It has six regional offices at Mumbai, Kolkata, Lucknow, Chennai, Guwahati, and New Delhi.

Vij (2009) reveals that the fluctuation in exchange rate has become an essential concern for the investors and managers. The companies that are involved in large transactions of import and export are affected even with a slight appreciation or devaluation of exchange rate. The sudden change in the exchange will generate the companies either a potential loss or gain in foreign currency transactions.

The council for leather (2010) reveals that the leather industry is employing about 2.5 million people form weak society and among all the contribution of women is 30 percent which is largest in the leather sector. The production by 60 to 65 percent is carried out by the small cottage industries and the total export value has reached to 3.40 billion US Dollar with a 5.43 percent annual growth rate for 5 years. The leather industry sector has a massive future growth which can create employment and give a rise to the GDP of the country.

The Indian leather portal (2010) reveals that the Indian Leather Industry is important for the Indian Economy, as it is the top 8th export industry earning foreign currency.
The IICCI (2010) reveals that from 1991 government banned exporting leather raw materials and allowed only finished goods for export. There was also foreign direct investment inflow of 51.84 million in the leather sector from 1991 to 2005.

Sanyal, Banerjee and Majumder (2010) conducted a study on the Leather Industry in India by using the Constant Market Share (CMS) Analysis, to find the change in export from (1991-2006) and conveys that the leather export has been seen decreasing due the change in demands change and market competitiveness in the world.

Resource center, RCIP (2010) conveys that the euro crises can affect the profit margins and hence will difficult to remain in the market. The players in the leather industry are small and cottage leather manufacturers do not have the financial potential to use hedging techniques.

Planning Commission (2010) focused on the generation of productive and gainful employment with decent working conditions viewed as a crucial strategy for inclusive growth.

Economy watch (2010) stated that rupee appreciated to 10 year high in 2008 as the appreciation also caused increase in interest rates; strengthen the stability of the Indian economy. The Indian rupee was again depreciated to US$ 52.06 on 5 March 2009 to a record low.

Craig and Douglas (2011) envisaged the role of marketing in tapping potential in rural areas and suggested how firms can help potential consumers to develop their purchasing power, thus creating a situation that benefits both consumers and firm. The paper found that marketing can plays important role in consumer income levels in rural areas of emerging market economies by integrating them into the value chain and enhancing their ability to consume.

2.3 Literature Review related to Impact of Global Recession on Handicraft Based Cottage Industries of Uttar Pradesh

Prajapati and Laila (1981) book based on diversity marketing in craft industry, recommend regular market survey to compile market information to design workable solutions to solve market problems.

G.S. Kamat (1984) in his research “Sickness of industrial cooperatives” suggested that the need for restructuring of Indian co-operatives. According to him, the need for consolidation of co-operatives through amalgamation and mergers of co-operative units will have to be created through proper education among the members and to make it practicable by necessary legal support must be provided to them.

Thaimani, (1987) stated lack of market awareness is the main obstacle for any village enterprises to put up their products in urban markets.

Dak, (1989) reveals that the list out reasons for the failure of village crafts such as poor designs, low quality materials and inefficient market approaches. Consequently, these weaknesses are exploited by machine made urban craft units, who apparently lockout village crafts from global markets.

Chellappa (1989) in his study “Sickness in Industrial Co-operative Societies” they found that the reasons for dormancy of industrial co-operatives in Tamil Nadu as absence of feasibility report, inadequate supervision, finance, raw material supply, marketing problems, disloyalty of chief executives, inefficient management and conflict among Board of Directors.

M. Gangadhar Rao and V.Surya Prakash Rao (1991) in their book “Rural Unemployment and Rural Industrialization” he pointed out that the growth of handicrafts has many benefits as they are labour intensive and offer employment to village artisans employing local resources. They laid stress on the necessity of giving special training in export oriented crafts of hand knotted woolen carpets, art metal-ware, hand printed textiles and wood ware.

D.K. Kulshresta (1991) in his book “Problems of Rural Industrialization” it shows that the village artisans neither want to leave their traditional way of working nor the modern technological processes are being diverted towards rural segments. He also
suggested that the rural worker would at least be provided with modern tools and equipments to make their work easier and quicker.

**R.S. Jamuar (1992)** states in his article, “Establishment of Industrial Cooperatives” that industrial co-operatives can render immense help to the development of small scale and cottage industries. Most of the people engaged in these industries have to face many difficulties regarding production, marketing, credit and finance. He is of the opinion that these difficulties can be overcome by organizing industrial co-operatives by the artisans.

**Dr. R.S. Jamuar (1992)** in the book “Small-Scale and Cottage Industry in India” it has expressed that the view that an integrated development thrust must be provided to handicraft sector with a view to enlarging the production base and thus enhancing the opportunities for employment and income. He also emphasized the need for supply of raw materials, design and technical guidance, market support and training.

**M.M. Gandhi (1993)** in his study titled “Future of Workers Cooperatives in India” they found that the solution for revitalization of industrial co-operatives by formulating a new economic policy by the government which will strengthen the competitive power of industrial co-operatives.

**Tahroi and Singh (1993)** it states that rural industrialization has been vital issue for the country to ensure socio economic development of the nation. The experience gained all over the world has shown that industrialization is essential for development as it ensures the supply of goods and services required for improving quality of life and provides opportunity for employment.

**Dr. Hassam Hadayath (1995)** in this article “Professionalization of Management in Co-operatives” the author points out, that if co-operatives become profitable and successful, the managers must become proficient and adopt modern techniques of management.

**Solanki S.S (1998)** in his book “Rural Industries of India” tried to made an attempt to understand whether the rural artisans have shown signs of responding to the modern technology. He has seen that no worthwhile efforts have been made to involve the artisan in the evaluation process and make themselves a component of the newer linkages that have emerged in place of the age old linkages that pervaded in the rural
development. He also noticed that no linkages were established between the taker of the technology and its developer.

**Bhandri. M. C (1998)** in “Professionalization of Co-operative Management” article, the essential traits required to manage people in a business have been emphasized. Here the author highlighted the essence and need for professional management in industrial co-operatives organizational development depends much upon professionalization.

**D.P. Neb (1998)** stated in his report “Active Member participation - A Pre-Condition for success of Co-operative Organization” which focused on the active participation of members essential for the success of co-operative organizations especially in the case of industrial co-operatives. The working group on evaluation of progress of handicrafts (1998) of the State Planning Board stated that handicrafts have great importance. This is indicated by the volume and value of their production. Handicrafts embody cultural will and artistic traditions of the country. According to the group, development of handicrafts is, therefore, not merely a matter of rehabilitating a few craftsmen in their ancestral trade but of keeping alive the traditional art and giving free scope to the creative facilities and inherited skill of craftsmen.

**Dr. Seena (1999)** in her paper “Social Development and Women” pointed an opinion that women industrial co-operatives will become profitable only if they are freed themselves from the clutches of traditional methods and they adopt modern technology.

**The Times of India (2000)** conducted a study titled “An analysis of working of industrial co-operatives” which brought out the fact that 50 percent of industrial co-operatives other than weaver’s co-operatives are dormant in the country. The reasons can be traced to non availability of timely credit facilities, lack of managerial expertise, inadequate marketing support and inefficient training to create committed workers.

**Dr. R.P. Nainta (2001)** in the article “Co-operatives in the new millennium, Challenges and opportunities” expressed the view that there is a fear that co-operatives will not be able to face competition from the private sector.
Dr. Katar Singh (2002) stated in his article titled “Co-operatives as an Instrument of Rural Development” which focused on the main challenges before the co-operatives are professionalization of management, competition from the private sector, facing unnecessary government control and to find a balance between the conflicting social and economic objectives of co-operatives.

Kashyap and Raut (2006) found that craftsmen have lack of understanding about the local demand pattern of the area, market dynamics, market channel, price fluctuation and value addition possibility which can help them to develop a comprehensive intervention plan based on market realities.

V.V.Giri (2009) indicated that most of the job losses during the economic slowdown had taken place in unorganized sector was conducted by V.V. Giri National Labour Institute for Department of Commerce, Ministry of Commerce and Industry, Government of India.

The fiber2fashion (2010) reveals that leather industry in Kanpur has been severely affected due to rupee appreciation to 57 from the range of 68 to 70 exchange rate which has reduced the exports to European Countries.

Aithal (2012) tried on the aims to understand the distribution channel in rural areas, starting from the village retailer onwards to the channel intermediaries in the nearest small town. Author tries to understand the influence of the external environment and rural retailer purchase preference on the length of channels in rural areas in India. He concluded that channel length varies in regions based on variations in the external environment. Village retailer with his unique buying preferences also influences the distribution channel.

Khan, W. A and Amir. Z (2013) revealed in his paper “Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications” that handicrafts depend on how well the artisans can produce the articles and introduced in the market keeping with the tastes and preferences of consumers. This research paper is based on marketing concepts of four P’s i.e., Product, Price, Place and Promotion.
2.4 Conclusion

This chapter has reviewed the key conceptual debates, which are drawn upon in this thesis in order to examine the role of handicrafts and impact of recession on handicraft of Uttar Pradesh, India. It has attempted to combine these fields of study. The definitions of development by different scholars have been reviewed and compared. The literature review on handicraft and its market development has been used in thinking about how handicraft production evolves over time in supporting in development of Uttar Pradesh in recession. The manufacturing units, export and artisans bias have been considered to better understand how handicraft production is being integrated into global production networks, and how it raises the skills for the development of handicraft industry and effective use of Government policies. The debates about indigenous knowledge have been examined in thinking about the evolving role of different manufacturing units in supporting handicraft industrialization in global economic slowdown. The livelihoods of artisans and manufacturers have been explored in thinking about the role of handicrafts industry in the alleviation of the development. Rather than following a single guiding conceptual model, I combine the use of multiple conceptual and theoretical models and approaches. Instead of creating confusion, the interconnections between the different strands of the literature help to better understand the study of the role of handicrafts industry in recession.
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