



IMPACT OF COVID-19 PANDEMIC ON HANDICRAFTS SECTOR IN KRISHNA DISTRICT OF ANDHRA PRADESH

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ABSTRACT For its peculiar handicrafts, such as Kondapalli, dolls, and Kalamkari printing, Krishna District is highly renowned. The industry is commercially feasible due to its low capital requirements, high value addition ratio, and substantial export potential. Most of the artisans have been without employment since the COVID-19 lockdown. Nothing could have been worse than the timing. The handicrafts industry has suffered greatly due to the epidemic and the ensuing lockdown, a declining economy, unemployment, lower expenditure, and other factors. The third largest group of the destitute are artisans and weavers. Despite the calls for "vocal for local" and "Atmanirbhar Bharat," it may be because the majority of their products are "non-essential" that their dire predicament is receiving so little attention. Main objective of this paper is to study the status and problems of handicrafts during COVID-19 pandemic in Krishna district. About 300 participants were chosen by using Purposive random sam for this study from Pedana Village (57), which practices Kalamkari hand printing in the Machilipatnam style, Kondapalli Village (51) which produces Kondapalli toys, and Chilakalapudi Village (192) which produces imitation jewelry in order to identify the major problems of the chosen three Major Handicrafts during COVID-19. For sample responders, issues with all major handicrafts during COVID-19 were collated and distributed according on caste classifications from all villages.

KEYWORDS :

INTRODUCTION:

Krishna District is well known for its distinctive handicrafts, including Kondapalli, Veena making, dolls, and Kalamkari printing. This is because local craftsmen use these methods frequently and because they are well-known. The wooden dolls made in Kondapalli are well known. An important historical site and well-known tourist destination is the former Kondapalli fort. Its construction, most likely overseen by Ana Vema Reddy between 1362 and 1377 A.D., was conquered by Krishna Deva Raya and incorporated into the Vijayanagar Empire. Textiles, ceramics, embroidery, artwork, jewelry, and other goods are considered handicrafts since they are created by hand or with basic equipment rather than by machines. These one-of-a-kind things have aesthetic, diverse social and religious qualities, and they represent the history, culture, and tradition of a place. Handicrafts are made using traditional methods such as painting, hand dyeing, handloom weaving, woodblock printing, and others. Due to their low capital requirements, ability to earn foreign cash, and employment opportunities, handicrafts have become more and more popular in recent years. India's handicraft industry employs around seven million people, making it one of the most significant economic sectors in the nation. Sculptures, glass, ceramics, agarbattis, and attars are just a few of the items produced in this country. It is also renowned for its art metal, wood, embroidered, Zari, and hand printed textile products.

Female artisans dominate India's handicraft business; more than 56% of the country's total artisan population is made up of women, and they are responsible for the growing handicrafts industry. The 744 handicraft organizations in the nation, which collectively produce more than 35,000 distinct things, employ close to 212,000 artisans. Among the nation's largest cities, Bareilly, Surat, Agra, Chennai, Varanasi, Lucknow, Mumbai, and Hyderabad are just a few. Although there is a sizable market in every city in India and abroad, the majority of manufacturing facilities are located in rural and small places. The significant improvement in the accessibility of handcrafted goods on a range of internet marketplaces is supporting the expansion of the Indian market. The demand for things created locally rises as the country's tourism industry develops. Tourists spend a lot of money on souvenirs and other handicrafts, which expands the market and the capacity of regional artisans to produce and market high-quality handicrafts. Increased demand for handcrafted décor items from the gifting industry, as well as from commercial and residential settings, is further boosting market growth. Due to the industry's low capital requirements, high value addition ratio, and significant export potential, it is commercially viable.

COVID-19 pandemic and Handicrafts:

According to Mehrotra et al.'s research (2020), the COVID-19 pandemic caused a substantial fall in net sales growth rate of 66.7% in

the first quarter of the fiscal year 2020-2021. The decrease in client traffic affected businesses run by men and women equally. Due in significant part to a decrease in supply, 39% of businesses were unable to replenish inventory in accordance with demand. In rural areas, where 85% of businesses have struggled to replenish, the problem is worse. Businesses that reported a drop in supply volume also reported a drop in household income of, on average, 50%. Yadav et al. (2022) Several ideas for the global handicraft index were addressed, including the importance of artisans and their roles. The government's announcement of a prolonged statewide lockdown during the COVID-19 crisis only worsened matters. In this context this paper aim to study the impact and problems of COVID-19 pandemic on Handicrafts sector in Krishna District of Andhra Pradesh.

Major Handicrafts in Krishna district

1Veena making, 2Kalamkari printing, Weaving of Yarn (Pedana) 3Kondapalli toys, Wood- Block making, 4Imitation Jewellery,

OBJECTIVE:

Main objective of this paper is to study the status and problems of handicrafts during COVID-19 pandemic in Krishna district.

METHODOLOGY:

The study is based on the data of the major Handicraft artisans in the Krishna district of Andhra Pradesh. For this study, 300 respondents were selected randomly from Pedana Village (57) who follow Machilipatnam style Kalamkari hand printing, Kondapalli Village (51) who make Kondapalli toys and Chilakalapudi Village (192) who make Imitation Jewellery. Simple tabular analysis, percentages, descriptive statistics, charts were used for the data analysis. Problems of all Major Handicrafts during COVID-19 has been composed and distributed according to their Caste categories from all villages were compiled for sample respondents. Findings of this study are confined to respondents were selected randomly from three selected Villages of Krishna district in Andhra Pradesh state. This study involves 300 respondents and limited time period between January and March 2022. Test of Cromer's V has been calculated to test the association between Caste category with the trends in the production levels and and Major factors affected handicrafts business due to COVID 19.

RESULTS AND DISCUSSION:

Caste categories:

Data showed in Chart-1, out of the total handicrafts in the study area that is Krishna district about 54 percent (161) are BCs, 40 percent are OCs (121) and rest of them are SCs with 6 percent to the total sample respondents.

Education level

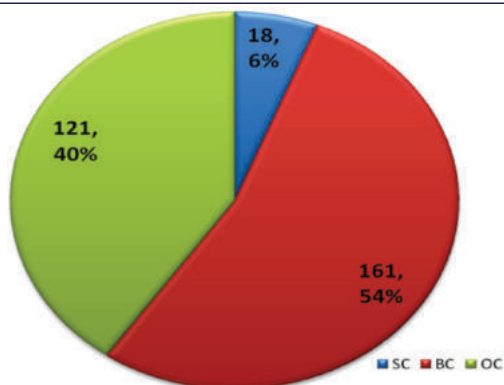


Chart-1 Caste category

Education level:

Out of the total 300 sample respondents 31.00 percent are obtained upto Secondary level of education, followed by higher secondary level with 29.67 percent, Primary with 28.33 percent (Table-1). And only 11.00 percent are illiterates. The percentage of illiterates is relatively high among SCs with 33.33 percent to their respective total, while it is 9.92 percent among OCs and 9.32 percent among BCs. Most of the SCs were able to acquire secondary level of education which constitute 50 percent to their respective total. Most of the OCs were able to acquire Higher secondary level of education which constitute 33.88 percent to their respective total. Most of the BCs were able to acquire only primary level of education which constitute 33.88 percent to their respective total. Further, BCs share (27.95 percent) is found to be high with regard to Higher secondary level of education next to OCs.

Table: 1 Education level of the respondents

Caste category	Education level				Total
	Illiterate	Primary	Secondary	Higher secondary and above	
SC	6 (33.33)	0 (0.00)	9 (50.00)	3 (16.67)	18 (100.00)
BC	15 (9.32)	57 (35.40)	44 (27.33)	45 (27.95)	161 (100.00)
OC	12 (9.92)	28 (23.14)	40 (33.06)	41 (33.88)	121 (100.00)
Total	33 (11.00)	85 (28.33)	93 (31.00)	89 (29.67)	300 (100.00)

Source: Primary data. **Note:** Figures in the parentheses indicates percentages.

Possession of Agricultural land and farming category:

Data showed in Chart-2, out of the total sample 300 respondents only 51 possessed the agriculture land which constitutes 17.00 percent to the total. Among them majority of OCs has agricultural land who constitute 28.10 percent followed by BCs with 9.94 percent and SCs with only 5.56 percent to their respective total.

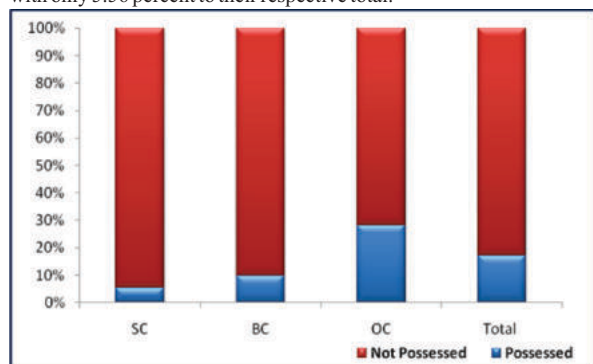


Chart-2: Possession of Agricultural land and farming category

Farming Category wise and caste wise distribution:

Out of the total 51 respondents who possessed the agriculture land, 70.59 percent are in below 1 acre category and rests of the 29.41

percent are in the above one acre to five acres range (Table-2). While, cent percent of SCs and 81.25 percent of the BCs has only below one acre of land. In the case of OCs it is only 64.71 percent who has below one acre of land. This clearly indicates that about 35.29 percent of OCs has 1 to 5 acres of land, which is relatively high when compared with other caste categories.

Table-2 Farming Category wise and caste wise distribution

Caste category	Farming Category		Total
	Below 1 acre	1 to 5 acres	
SC	1 (100.00)	0 (0.00)	1 (100.00)
BC	13 (81.25)	3 (18.75)	16 (100.00)
OC	22 (64.71)	12 (35.29)	34 (100.00)
Total	36 (70.59)	15 (29.41)	51 (100.00)

Source: Primary data. **Note:** Figures in the parentheses indicates percentages.

Food security status Visual rating of poverty:

Data presented in table-3 shows that, out of the total sample 300 respondents households, about 81.00 percent are not poor, 15.67 percent are poor and only 3.33 percent are Poor of the poor. Data clearly shows that SCs stands at first place in the category of POP with 16.67 percent followed by BCs with 4.35 percent and non of the OCs are in this category. Further, BCs stand at first place in the category of 'Poor' with 24.22 percent followed by SCs with 16.67 percent and OCs with 4.13 percent. About 95.87 percent of OCs, 71.43 percent of BCs and 66.67 percent of SC are not poor.

Table-3 Food security status Visual rating of poverty

Caste category	POP	Poor	Not Poor	Total
SC	3 (16.67)	3 (16.67)	12 (66.67)	18 (100.00)
BC	7 (4.35)	39 (24.22)	115 (71.43)	161 (100.00)
OC	0 (0.00)	5 (4.13)	116 (95.87)	121 (100.00)
Total	10 (3.33)	47 (15.67)	243 (81.00)	300 (100.00)

Source: Primary data. **Note:** Figures in the parentheses indicates percentages.

Occupation:

Data depicted in Chart-3 shows that, out of the total sample 300 respondents, only 7.33 percent of the respondents are considered handicrafts as Secondary occupation and rest of 92.67 percent considered handicrafts as primary occupation. While, Cent percent of SCs, 97.52 percent of BCs and 85.12 percent of OCs consider handicraft as primary occupation for livelihood.

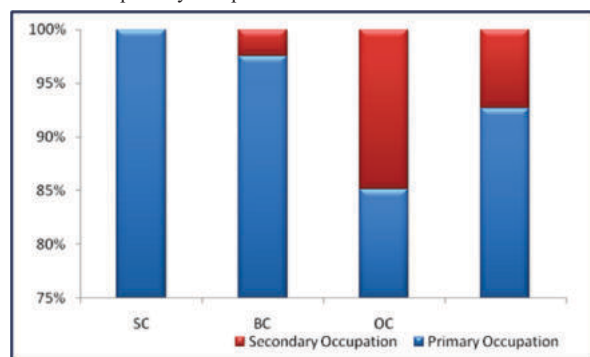


Chart-3: Occupation:

Three major problems faced by the artisans in COVID-19

Lack of orders is the major problem faced by the artisans during COVID-19 pandemic, about 88.00 percent of the total respondents have faced this problem (Table-4). About 78.00 percent of the total respondents also faced Low productivity and 77.00 percent faced Less capital flow during COVID-19 period. Cent percent of the SCs faced

Low productivity as well as Lack of orders during COVID-19 period. Most of the OCs and BCs faced the major problem of Lack of orders during COVID-19 period, which is 90.08 percent and 85.09 percent respectively. About 80.17 percent of OCs faced the problem of low productivity as well as less capital flow during COVID-19 period. Similarly, 73.91 percent of BCs faced the problem of low productivity as well as less capital flow during COVID-19 period.

Table-4 Three major problems faced by the artisans in COVID-19

Caste category	Major Problems		
	Low productivity	Less capital flow	Lack of orders
SC	18 (100.00)	15 (83.33)	18 (100.00)
BC	119 (73.91)	119 (73.91)	137 (85.09)
OC	97 (80.17)	97 (80.17)	109 (90.08)
Total	234 (78.00)	231 (77.00)	264 (88.00)

Source: Primary data. **Note:** Figures in the parentheses indicates percentages.

What is the trend of your production level during COVID-19:

The table-5 provided represents the trend of production levels during the COVID-19 period among three caste categories. Out of the total 300 handicraft firms, 86per cent (258 firms) experienced a highly decreasing production levels during the COVID-19 period. Further, 10.33per cent (31 firms) produced with a stagnant production level and 3.67 percent (11 firms) produced at a moderate or regular level production levels during the COVID-19 period. Among BCs out of the total 161 respondents firms, 92.55 percent (43 firms) experienced a highly decreasing production levels during the COVID-19 period, while in the case of OCs it is 78.51 percent and 77.78 percent among SCs. About 17.36 percent (11) firms of OCs produced at stagnant production level and only 4.13 percent produced at moderate and regular level during the COVID-19 period. About 16.67 percent of SCs also produced at moderate and regular level during the COVID-19 period. Results of Cromer's V shows that there is moderate and significant association between Caste category and the trends in the production levels of the handicrafts.

Table-5 What is the trend of your production level during COVID 19:

Caste category	Moderate or Regular	Stagnant	Highly Decreasing	Total
SC	3 (16.67)	1 (5.56)	14 (77.78)	18 (100.00)
BC	3 (1.86)	9 (5.59)	149 (92.55)	161 (100.00)
OC	5 (4.13)	21 (17.36)	95 (78.51)	121 (100.00)
Total	11 (3.67)	31 (10.33)	258 (86.00)	300 (100.00)
Symmetric Measures				
		Value	Approximate Significance	
Nominal Nominal by	Phi	.266	.000	
	Cramer's V	.188	.000	
N of Valid Cases		300		

Source: Primary data. **Note:** Figures in the parentheses indicates percentages.

Major factors affected your business due to COVID 19

The table-6, provides information on the major factors that affected businesses during the COVID-19 pandemic. The important elements that had an impact on businesses during the COVID-19 epidemic are listed in table 5.30. In all, 138 (46%) of the 300 enterprises were impacted by a lack of demand, which is a factor that denotes a decline in consumer demand for goods and services. It suggests that because of decreased consumer spending power or alterations in customer behavior during the pandemic, businesses encountered difficulties. A shortage of raw materials affected about 12 (4%) companies, which suggests difficulty locating the raw materials required for production. It implies that supply chain interruptions or a lack of input availability

were encountered by firms. In addition, 147 (49%) of the businesses experienced financial problems as a result of a lack of finance or trouble obtaining financing. Predominantly, 52.89 percent of OCs enterprises had financial issues due to a lack of funding or difficulties in acquiring financing during COVID-19 pandemic. Further, 47.83 percent of BCs and 33.33 percent of SC also had financial issues due to a lack of funding or difficulties in acquiring financing during COVID-19 pandemic. About 46.58 per cent of BCs and 47.11 percent of OCs were affected by a Lack of Demand which is factor refers to a decrease in customer demand for goods and services. About 16.67 percent of SCs experienced the Shortage of Raw Materials as well as Competition had affected their handicraft business during COVID-19 pandemic. It suggests that businesses faced disruptions in their supply chains or experienced limited availability of inputs. Results of Cromer's V shows that there is higher and significant association between Caste category and Major factors affected the business due to COVID 19 in handicrafts.

Table-6 Major factors affected your business due to COVID 19

Caste category	Lack of Demand	Shortage of Raw materials	Competition	Lack of finance	Total
SC	6 (33.33)	3 (16.67)	3 (16.67)	6 (33.33)	18 (100.00)
BC	75 (46.58)	9 (5.59)	0 (0.00)	77 (47.83)	161 (100.00)
OC	57 (47.11)	0 (0.00)	0 (0.00)	64 (52.89)	121 (100.00)
Total	138 (46.00)	12 (4.00)	3 (1.00)	147 (49.00)	300 (100.00)
Symmetric Measures					
				Value	Approximate Significance
Nominal by Nominal			Phi	.455	.000
			Cramer's V	.322	.000
N of Valid Cases				300	

Source: Primary data. **Note:** Figures in the parentheses indicates percentages.

Marketing efforts taken to improve sales during COVID-19:

The table -7, presents information about the marketing efforts taken to improve sales during the COVID-19 pandemic. Out of the total 300 businesses, About 246 (82 per cent) engaged in price considerations to improve sales during the COVID-19 pandemic, as this factor indicates the businesses' consideration of pricing strategies to attract customers and respond to market conditions during the pandemic. About 51 business firms are (17per cent) engaged in quality improvement efforts during the COVID-19 pandemic, as this factor represents efforts made to enhance the quality of the product or service offered. Enhancing product quality can help businesses satisfy customer expectations, increase customer satisfaction, and perhaps even draw in more clients. And during the epidemic, only 3 (1%) companies utilized sales people to boost sales. Sales Representatives are the indicator of how sales representatives are used to improve sales performance. Sales agents interact with potential consumers, advertise goods or services, and make sales transactions easier. About 33.33 percent of the business firms of SCs engaged in quality improvement efforts during the COVID-19 pandemic, as this factor represent efforts made to enhance the sales. Where, only 17.36 percent of OCs and 14.91 percent of BCs had participated in quality improvement initiatives as this factor represents efforts taken to increase sales during the COVID-19 epidemic. About 83.23 percent of BCs and 82 per cent of OCs are also made affords with regard to price considerations to improve sales during the COVID-19 pandemic, as this factor indicates the businesses' consideration of pricing strategies to attract customers and respond to market conditions during the pandemic.

Table-7 Marketing efforts taken to improve sales during COVID-19

Caste category	Sales representati ve's	Quality improvement of the product	Price consideration	Total
SC	0 (0.00)	6 (33.33)	12 (66.67)	18 (100.00)
BC	3	24	134	161

	(1.86)	(14.91)	(83.23)	(100.00)
OC	0	21	100	121
	(0.00)	(17.36)	(82.64)	(100.00)
Total	3	51	246	300
	(1.00)	(17.00)	(82.00)	(100.00)

Source: Primary data. Note: Figures in the parentheses indicates percentages.

Family members get effected by COVID 19?

Data presented in the table-8 shows that, out of a total 300 sample respondents, 21.33per cent sample respondents (64) family members were affected by COVID-19 and rest of 78.67per cent (236) responded that none of their family members were affected by COVID-19. Constituting 33.06 percent to their respective total, most of the OCs family members are affected by COVID-19, while affected percentage is relatively low among SCs with 16.67 percent and BCs with 13.04 percent.

Table-8 Family members get affected by COVID 19

Caste category	Affected	Not Affected	Total
SC	3	15	18
	(16.67)	(83.33)	(100.00)
BC	21	140	161
	(13.04)	(86.96)	(100.00)
OC	40	81	121
	(33.06)	(66.94)	(100.00)
Total	64	236	300
	(21.33)	(78.67)	(100.00)

Source: Primary data. Note: Figures in the parentheses indicates percentages.

Have you heard about artisan's suicides?

The table-9, present data on artisan suicides and the respondents' awareness of them in different areas in India. Overall, out of the total of 300 respondents, only 12 respondents have heard about artisan's suicides accounting for 4per cent, while 288 have not at all heard which is accounting for 96per cent. Discussions and issues on suicides are found to relatively high among SC respondents.

Table-9 Have you heard about artisan's Suicides

Caste category	Yes	No	Total
SC	3	15	18
	(16.67)	(83.33)	(100.00)
BC	2	159	161
	(1.24)	(98.76)	(100.00)
OC	7	114	121
	(5.79)	(94.21)	(100.00)
Total	12	288	300
	(4.00)	(96.00)	(100.00)

Source: Primary data.

Note: Figures in the parentheses indicates percentages.

Handicraft profession support to the family financially:

The table-10, provides information about the ability of artisans to support their families financially based on their profession. Overall, out of the total of 300 respondents, 269 of them have expressed that they were able to support their families through their profession accounting for 89.67), while 31 of them have expressed that handicraft which they depend are not Support their families accounting for 10.33). About 92.56 percent of OCs have expressed that they were able to support their families through their profession, followed by BCs with 88.82 percent have expressed the same. A significant number of SCs constituting 22.22 percent of them have expressed that handicraft which they depend are not Support their families. This indicates a generally favorable economic scenario among the surveyed artisans, where the majority has the means to provide for their families through their chosen professions.

Table-10 Handicraft profession support to the family financially:

Caste category	Supporting	Not supporting	Total
SC	14	4	18
	(77.78)	(22.22)	(100.00)
BC	143	18	161
	(88.82)	(11.18)	(100.00)

OC	112	9	121
	(92.56)	(7.44)	(100.00)
Total	269	31	300
	(89.67)	(10.33)	(100.00)

Source: Primary data. Note: Figures in the parentheses indicates percentages.

Satisfaction with the government initiatives towards handicraft sector

The table –11 presents the responses of artisans from different sectors regarding their satisfaction with the government's support towards their sector. Only 23.00 percent of the 300 respondents from various industries overall said they were happy with the way the government supported their industries. While 231, or 77.00% of the total respondents, are dissatisfied with government assistance. This suggests that the government's assistance to craftspeople in the studied areas is generally moderately supported. Most of the OCs satisfied with the government initiatives towards handicraft sector, which constitutes 36.36 percent to their respective total. Whereas, in the case of SCs and BCs only 16.67 percent and 13.66 percent respectively were satisfied with the government initiatives towards handicraft sector.

Table-11 Satisfaction level with the government initiatives towards handicraft sector

Caste category	Satisfied	Not satisfied	Total
SC	3	15	18
	(16.67)	(83.33)	(100.00)
BC	22	139	161
	(13.66)	(86.34)	(100.00)
OC	44	77	121
	(36.36)	(63.64)	(100.00)
Total	69	231	300
	(23.00)	(77.00)	(100.00)

Source: Primary data. Note: Figures in the parentheses indicates percentages.

Reason for Not Satisfied with the government towards handicrafts:

The table-12 provides information about the reasons cited by artisans for their dissatisfaction with the government's support towards their sector. Overall, Out of 231sample respondents who expressed dissatisfaction with the government's support, 63.64 percent expressed providing less capital, 19.91 percent expressed for not availing sufficient raw materials are the main reasons for their dissatisfaction. About 64.03 percent of BCs, 63.64 percent of OCs and 60.00 percent of SCs are not satisfied with government initiatives towards handicraft sector are owing to providing less capital which is the major reason.

Table-12 If not satisfied with government initiatives towards handicraft sector what are the reasons?

Caste category	Providing less capital	Training centers are very less	Not providing raw materials	Others Marketing related	Total
SC	9	0	3	3	15
	(60.00)	(0.00)	(20.00)	(20.00)	(100.00)
BC	89	4	27	19	139
	(64.03)	(2.88)	(19.42)	(13.67)	(100.00)
OC	49	1	16	11	77
	(63.64)	(1.30)	(20.78)	(14.29)	(100.00)
Total	147	5	46	33	231
	(63.64)	(2.16)	(19.91)	(14.29)	(100.00)

Source: Primary data. Note: Figures in the parentheses indicates percentages.

SUMMARY AND CONCLUSIONS:

Since the lockout, all output has ceased. Large amounts of unsold stock have accumulated. Neither through exhibits nor through orders has there been a sale. They lack resources to reinvest. The artists don't have enough money saved up to cover medical costs or enough food for daily use. The majority of SCs (50%) were able to complete secondary school, OCs (33.88%) were able to complete higher secondary

education, and BCs (33.88%) were only able to complete primary education. In addition, compared to OCs, the BC share (27.95 %) is thought to be higher in terms of postsecondary education. OCs have agricultural land, which makes up 28.10 percent of their total area, followed by BCs with 9.94 percent and SCs with only 5.56 percent. The data is unequivocal in stating that SCs hold the top spot in the category of POP with 16.67%, followed by BCs with 4.35%, and none of the OCs fall into this group. Additionally, BCs hold the top spot in the category of "Poor" with 24.22% of the vote, followed by SCs with 16.67% and OCs with 4.13%. 95.67% of OCs, 71.43% of BCs, and 66.67% of SCs do not live in poverty. Out of the 161 respondents' enterprises, 43 firms in the BC category saw a 92.55 percent (very decreasing) output level during the COVID-19 period, compared to 78.51 percent and 77.78 percent in the OC and SC categories, respectively. Additionally, the COVID-19 pandemic resulted in financial problems for 47.83 percent of BCs and 33.33 percent of SC owing to a shortage of finance or difficulties obtaining financing. A lack of demand, or a decline in consumer demand for products and services, hit about 46.58 percent of BCs and 47.11 percent of OCs. During the COVID-19 epidemic, 16.67% of SCs said that a lack of raw materials and competition had an impact on their handicraft business. During the COVID-19 epidemic, about 33.33 percent of SC business businesses engaged in quality improvement activities, since this element reflects actions taken to increase sales. During the COVID-19 outbreak, only 17.36 percent of OCs and 14.91 percent of BCs participated in quality improvement programs, which is a reflection of efforts made to boost sales. Suicide-related conversations and topics are discovered to be relatively prevalent among SC respondents. About 92.56 percent of OCs and 88.82 percent of BCs reported being able to support their families through their work, respectively. A sizable portion of SCs, 22.22 percent of them, have stated that the handicrafts on which they rely do not support their families. The majority of OCs are pleased with government activities aimed at the handicraft industry, which accounts for 36.36 percent of their individual totals. Only 16.67% and 13.66% of SCs and BCs, respectively, were pleased with the government's activities for the handicraft industry. In order for this sector to successfully operate as a national creative industry, enhancing the income of crafts producers, and contributing to the national economy, the Policy lays out a long-term strategic framework to enable and accelerate handicrafts-based entrepreneurship. The building of an enabling ecosystem for the craft sector is urgently needed in order for its producers to be appreciated and acknowledged for their abilities and to participate actively in and benefit from the larger process of wealth creation. Therefore, it is important to help producers along the full value chain, bolstering both production and marketing, and utilizing their traditional abilities to create globally competitive craft items and businesses. Clarification of the term "handicrafts" is needed before mapping the industry. A new digital database of craftspeople will be established. Technology will be utilized to connect this to government initiatives. Avoid using multiple IDs by institutionalizing the Artisan ID (Pehchaan), which is linked to UID, throughout the handicrafts sector. All programs and direct benefit disbursements will be connected by technology to Artisan IDs and bank accounts.

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