ABSTRACT
The handicrafts sector has a rich and traditional offering for the world through its huge items offered by the artisans and the indigenous products. Handicraft play significant role in familiarizing the country's tourism resources, attracting tourists, stated the inhabitant of a country engaged in handicraft work. West Bengal is very rich in handicrafts because of its long heritage and culture. Since decades, a large number migration took place in Bengal which made the state a culturally diversified. Artisans from various parts of the state are engaged in creating their own quality products. This paper explore the various potential and culturally enriched handicrafts of West Bengal to promote tourism and also identifies the challenges and threats faced by craftsmen of Bengal along with their strengths and future opportunities to establish handicraft as a promotional tool for tourism industry.

INTRODUCTION
Tourism is the largest and fastest growing service sector, which generates foreign exchange for the country which can be utilized to benefit poor handicraft producers as the number of international tourists increase. Strengthening the handicraft sector ensures that tourists choose to buy more locally produced handicraft items rather than other common products available in the market. Handicraft production can increase diversification of tourism products which include home-stays, cultural experiences and help promoting responsible tourism in the respective area.

Handicraft production is a labour intensive industry which can actually support skilled and unskilled people who are involved in this profession. Supporting and creating partnerships between tourism enterprises and handicraft producers can be very much beneficial for the development of tourism. People from the rural areas migrating form villages to nearest cities in search of jobs which can be prevented if an emphasis is given to promote local handicraft in the tourist market as handicraft sector is an important source of employment for both the urban and the rural poor which encourages the final goals of job creation and poverty reduction in the respective areas. It is always observed that when poor communities receives tangible benefits from handicraft sales in areas where livelihoods of the local community is dependent on natural resources, they may be more likely to support and value protected areas. Working with local artisans is a marketable asset to a souvenir shop which can actually improve their image. Selling of handicraft can reduce negative impact of tourism as there will be less criminality as tourists are seen as a source of income for the poor people. When artisans understand that they can sell their product to the tourists at higher value that the prevailing foreign currencies. From the statement of Jafari this will be clearer to us - "One third of tourist's expenditures are devoted to retail and shopping related activities. Handicrafts comprise a major category of their souvenir purchases.....Through pur-

KEYWORDS
Heritage, Culture, Handicrafts, Promotion, Craftsmen
chasing and using handicrafts, tourist experience indigenous lifestyle, expand their world view, differentiate the self form or integrate with others, express creativity and experience aesthetic pleasure." [Encyclopaedia of Tourism/ Jafari Jafar ].

According to survey findings, on an average a foreign tourist spends about Rs. 12,187 on handicrafts. The female tourists spent more than their male counterparts. Income level of the respondent tourists has a direct relationship with expenditure. Profession wise business persons are spending more on handicrafts than the others. Total expenditure on handicrafts by all the foreign tourists has been estimated at Rs. 29,851.54 million in 2001, which constitutes about 18% of the total value of production of handicraft items in India in 2001-02. This also forms approximately 44% of the total handicrafts exports (excluding hand knotted carpets) from India during the year 2001-02. The amount spent on handicrafts by foreign tourists can be considered as deemed export of handicrafts [Survey of Foreign Tourists’ Expenses on Handicrafts / Ministry of Tourism and Culture/GoVt. Of India/ http://incredibleindia.org/lang/images/docs/trade-pdf/surveys-and-studies/study-reports/Foreign%20Tourist%20Expenses%20on%20Handicrafts.pdf]

Handicrafts of West Bengal
Handicrafts of West Bengal have a unique characteristics and beauty from the ancient time to till date. Bengal is famous for its art form, and handicraft is one of the prominent arts among such artistic forms. In the time of British rule handicrafts of west Bengal had a huge demand over the European market as the manufacturing cost is less but the value is more. Even the East India Company also involved them into that trade. According to Om Prakash-“The commodity exports by the company were substantially and chronologically in excess of its commodity imports into Bengal…….. This put the Indian producers, with their considerably lower labour costs and a much longer history of sophisticated skills in handicrafts of various kinds, in a position of advantage over their European counterparts in the production of a variety of manufactured goods” [The Dutch East India Company and the Economy of Bengal/ Prakash / Om]. The finest handicrafts of Bengal are given below which has an immense touristic value.

1. Terracotta, Clay dolls & Pottery:
West Bengal is famous for several unique arts and crafts and all these distinctive identity to its culture. The terracotta craft is one such exclusive craft. The word ‘terracotta’ has been derived from Latin phrase “terra cocta”, which means ‘baked earth’. These terracotta handicrafts are mainly of two types—

- one is sun dried and another is burned in fire. Different types of clay dolls and handicrafts are famous almost all the districts of West Bengal. Some of these rich cultural products are given below.

- Terracotta dolls of Krishnanagar pottery the social science of our country and Krishnachandra, the king of Krishnanagar. The 250 years old Nadia is also famous for its life-like sundried clay dolls since the 18th century. These terracotta handicrafts are mainly of two types—

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- one is sun dried and another is burned in fire. Different types of clay dolls and handicrafts are famous almost all the districts of West Bengal. Some of these rich cultural products are given below.

2. Brass and Bell Metal
Brass and Bell Metal craft is the oldest handicraft product of West Bengal. From the ancient time west Bengal is famous for the utensils and the bell. Apart from the utensils and temple-bell artists now a day makes lamps, flower vase, idol of god and goddesses etc. Artisans of Bankura, Bishnupur, Ghatal and Chandanpur are famous for brass and bell metal work. The places like Khagra, Kandi, Jangipur and Baharampur of Murshidabad district also produces a huge number of brass and bell metal handicrafts and utensils.

3. Cane and Bamboo crafts
Thousands of artisans in Bengal are involved in the production of bamboo & cane crafts. The mutra cane is derived from Cooch-Bihar and is used for the craft work in Bengal. Dolls and toys are also made with cane and bamboo. Apart from human and animal figures, toy shotguns and musical instruments are made with bamboo and cane. Some famous product made of cane is chair, flower vase, bag etc. Bamboo is also a useful resource for making of various handicrafts. Umbrella handles made of bamboo are a special among them and it has designs of leaves, creepers, plants, wings curled on them. A special variety of bamboo known as the muli found on the jungles of north Bengal and is used for the handles. “In India, cane and bamboo craft has been generally carried out by different tribes. The tribal’s have been using cane and bamboo in their artwork since ancient times to earn living…….. A wide range of items like tablemats, furnishings, furniture, panels, partitions, and lampshade are produced….. Best known example of basket and weaving can be seen in Assam and west Bengal” [Lets know Handicrafts of India/ Tyagi Amar]

4. Dokra
The Dokra or Dhokra group of tribal craftsmen who live in the landscapes of Bengal, Orissa, Madhya Pradesh and Andhra Pradesh – give us unique beautifully shaped and ornamented handicrafts of cast metals. The Bikna group of Dokra artisans of Bankura and the Darapuri group of Burdwan is the specialized one in dokra art. There are similar artisan’s lives at Khagarapur in Midnapore and Malda. Dokra metal craft is regarded as one of the most famous arts of West Bengal. The dokra artisans made statues, jewelleries, idols and many other decorative items of the people of this tribe. For example, Dokra craftsmen not only make figures of birds and animals they also make santali jewels, like anklets and tinkling dancing bells. The decorative piece like lamp holders, lamps, chains, vessels and stands also another gift from the dokra artists. It is very much in demand in the domestic and foreign markets, because of its rural simplicity and enriches folk motifs. “The practise was in the hands of family groups of non-Hindu, semi-nomadic Dhokras. Some of the Dokra artisans’ lives of them are Jhulan dolls of North 24 parganas and Kalighat, Hingul dolls of bishnupur, hand pressed Joo dolls of Paschim Medinipur, stripped dolls of Kanhatala-Murshidabad, Rani poutul of Howrah, nodding dolls of north 24 parganas, Sosthi doll of Koonoor-north Dinajpur, clay doll of Majilapur south 24 parganas, Tusul dolls of Bankura, Diwali dolls of Paschim medinipur, Manasha Ghat of both 24 parganas etc.

5. Horn-Bone Crafts
Horn bone craft in west Bengal have a great historic value from the past reigns of Nawabs. Including crafts of horn and bone were made by artisans in west Bengal. Apart from horn bone craft in West Bengal the artisans included themselves in the art of crating various items of ivory. The horn bone and ivory carving is a mixture of Hindu and Islamic culture of the then society. People of Khagra and Jiagunj are the famous places in the Murshidabad district which are popular for horn bone and ivory crafts. The designs there are verities of clay dolls available all over the state, some of them are Jhulan dolls of North 24 parganas and Kalighat, Hingul dolls of bishnupur, hand pressed Joo dolls of Paschim Medinipur, stripped dolls of Kanhatala-Murshidabad, Rani poutul of Howrah, nodding dolls of north 24 parganas, Sosthi doll of Koonoor-north Dinajpur, clay doll of Majilapur south 24 parganas, Tusul dolls of Bankura, Diwali dolls of Paschim medinipur, Manasha Ghat of both 24 parganas etc.

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created by the artisans are mostly derived from the old tradition of ancient Bengal. The present market changed the art form according to the demand of the mass and modify accordingly. Craft persons of those places make gorgeous ivory panels which are part to the beds, simhasans or the royal chairs, palanquins and thrones. The craftperson gifted us beautiful pieces of bullock carts, trail of elephants crossing the bridge, patterns carved on the complete tusk, engraved jewelery boxes, chariots with horses and many more items. Artists put out of effort and hard work while engraving their art in these items. Artisans working on this art make figures of Hindu gods and goddesses- Lakshmi, Durga and Ganesh. Craft persons of Midanpur make combs made out of the horns and are designed in many shapes and designs. Combs made out of horn are believed that it is excellent for hair and the scalp. People living in the villages are the regular users of that comb. This craft is mainly common in the villages of Jyot Ghanashyam, Karayan Chak, Tamluk in the Midnapur district of West Bengal.[http://www.craftandartisans.com/ivory-bone-horn-of-west-bengal.html // http://www.indianetzone.com/41/horn_bone_craft_west_bengal.htm]

6. Mat
Mats (Madur) are the most popular household traditional handicrafts used in Indian villages as well as city hoses. Mat sticks (Madurkathi) are obtained by cultivation and these are eco-friendly in its nature. The artists cut Madurkathi into various shapes, both small and big for useful purposes. Madurkathi weaving is a traditional craft in different areas of rural Bengal like Bhagwanpur, Patashpur, Ramnagar and Sabang in the districts of Purba and Paschim Medinipur. Medinipur artists made three different types of madur mats. These are ek- rokha, do- rokha and masland. Do- rokha is thicker than the ek- rokha and is more suitable and comfortable when compared to ek- rokha. These mats can be carried anywhere. Masland is a textured mat on which the craft person designs geometrical designs on both the borders. These designs are self in colour but sometimes they are painted in the shade of magenta to make it more attractive. [http://www.craftandartisans.com/mats-baskets-of-west-bengal.html]

7. Sitalpati
Sital-pati or cool mats are utilitarian items crafted from green canes, hand-woven skillfully. The quality of sitalpati is indicated by glossiness, fineness and smoothness of texture. The craft community is mostly refugees from Bangladesh with presently around 4000 families involved in the art. Out of these around 525 weavers are associated with the Rural Craft Hub[http://www.msmetfc.in/sitalpati]

7. Mask
West Bengal is famous for its unique art form and the mask is one of these art forms. Mainly there are two types of mask one is wooden mask and another is mask made of paper and pulp. The wooden masks are found in the northern part of Bengal. Kushmuni of Dakshin Dinajpur is home to 250 crafts persons who are involved in making wooden masks locally called as “Mukha,” inextricably linked to the Gombhira dance. Bold and demonic look is the characteristic feature of the masks. The wooden mask of Kushmanidi in Dakshin Dinajpur district is associated with the Rajbangshi community of the area. Around 150 artists are involved in making of wooden mask to earn heir daily bread. The wood is generally sourced from the Gamar trees as it is a soft wood. Another famous mask of West Bengal is chhou mask. Paper, mud, and clay are used to make the Chhau masks. The masks are painted with various colours. In Burdwan district of West Bengal like Bhagwanpur, Patashpur, Ramnagar and Sabang the masks are designed in many shapes. The contemporary mask is not necessarily done on old multiple layered saris or dhotis. It can also be seen on the present day garments like the sarees, dupatta, shirts for men and women, bedding and other furnishing fabrics. For these fabrics and dresses the base fabric is cotton and silk. The legendary Nakshi Kanthas which is one of the best examples of embroidery can be done with 50 different stitches. Nanur, a place in Birbhum district, is famous for its exquisite beautiful nakshi kantha. [http://www.craftandartisans.com/kantha-embroidery-of-west-bengal.html] // http://www.biswaabangla.in/ldf/blog/2015/9/22/kantha-the-art-of-story-telling]

10. Wood Carving
The examples of wood carving are one of the ancient craft and it can be best seen in the wooden images of village temples of Bengal. Some domestic shrines are also made of wood and beautifully carved. The style is related to folk and the subject includes folk gods, goddess and figures. The wood from Bel and Neem is used for carving and the figures are then painted with various colours. In Burdwan district of West Bengal is very famous. The wood carvers are known as sutradhars and are best known for huge platters and bowls which are made out of mango wood. In south Bengal, in the districts of 24-parganas and Howrah, both Hindu and Muslim community practises this craft form. Delicate and fine carving can be seen on wood panels and furniture. Bengal is also famous for the Raths which are made of wood and festooned with carved panels. The panels of the raths have figures carved into geometric and floral motifs. The raths usually also have a pair of horses. The village Nabagram in Burdwan district is famous for its carved wooden doll. The king and queen, Shree Chaitanya, the Owl are the well known art example of wood carving. [http://www.craftandartisans.com/wood-carving-of-west-bengal.html]

11. Patachitra
Patachitra or pater gaan is one of the ancient arts of West Bengal. The wood pat came from the Sanskrit word pata which means cloth. In patachitra the pat-artist draws colourfull pictures in a scroiled long cloth using natural colour made from various trees, flowers, leaves, seeds and clay. The painter, called as patua, unfurls the pot painting and sings a song to show it to his audience. The sweet story telling song sung by the patua is called pater gaan. The main theme of patachitra is mythological story of God and Goddess and tribal rituals. Patachitra is famous in the district of Purba Medinipur and Paschim-Medinipur. One of the important patachitra is founded in Kalighat also known as Kalighat pat. The village Naya near pingla Paschim Medinipur is worldwide famous for its pat image. The Muradpur and Hanschara village in Purba Medinipur is also famous for its patchitra [http://midnapore.in].
12. Stone Curving
Stone curving, another popular handicraft in west Bengal, is an ancient art of cutting natural rough rocks or stones into utility and decorative items. The main centre for traditional stone carving in West Bengal is Simulpur in Midnapur and the carvers here are known as Sildah. Small dolls, faces of God and Goddesses and regular useful tools in kitchen for pasting spices are made through these artists.

13. Solapur
Sholapith or Indian cork is a milky-white sponge-wood which is carved into delicate and beautiful objects of art in West Bengal. This plant grows wildly in water marshy lands. These plants are dried under the sun and stored in shade for use throughout the year. The soft, white, light and shiny inner section of the plant is used by the craftsmen. The main handicraft from this ingredient is the head gear or topor used in Bengal weddings. The handicrafts found in the districts of mainly practised in the districts of Bardhaman, Murshidabad, Birbhum, Nadia, Hooghly, Malda and some other parts of this state. In Bengal, exquisite figurines of gods and goddesses, elephant-howdahs, peacock-boats, palanquins and so on are made of sholapith. [http://www.infobanc.com/solapith.htm] [http://www.nanditapalchoudhuri.in/lecture/shola.html]

14. Jute handicrafts
Jute, a bio-degradable product, is grown almost all over West Bengal used to make different kinds of handicrafts Jute handicraft is another exclusive example of indigenous product of Bengal. Some places of Howrah, Nadabwip and Murshidabad and Dinajpur are well known for its jute arts. The artisans of Bengal used to make the products like rugs, carpets, footwear, wine bottle bags, carry bags, handbags, wall hangings, jewellery, baskets, coasters, lamp shades, decorative articles and showpieces with jute. Jute doll made of jute is an exclusive and unique product of Murshidabad. The village women used to make such dolls along with bag, key ring and home decor products. [http://murshidabad.net/handicrafts/handicrafts.html]

15. Shell and Oyster
West Bengal is well known all over the world for its rich resource of handicrafts. One of them is handicraft made of Conch Shell and Oyster. Conch shell is used as an ornament for married hindu women, as a trumpet, as a musical instrument, a wind chime. The artisans of North 24-Paragans, PurbaMedinipur, PaschimMedinipur and Bankura are used to make such crafts.[http://www.craftandartisans.com/shell-craft-of-west-bengal.html]

16. Lac Crafts
Though lac has many uses, but in handicraft industry it is predominantly used in crafting of jewellery. Various jewellery items made include necklaces, bangles, earrings and jewellery boxes. Other articles of lac include pen, pen stand, coasters, ashtrays, napkin holders, mirrors, key chain, photo frame etc. Some places of Purulia, Bankura and Paschim Medinipur the artists are found who produces gala craft. From the book “The Cambridge Economic History of India” we came to know “The lac industry was of necessity localized in the regions in Bihar and Birbhum where the lac insect was reared” * [The Cambridge Economic History of India/ Raychaudhuri Tapan , Kumar Dharma, Habib Irfan , Desai Meghnad]

17. Leather craft
A fine example of contemporary art and craft of Bengal is leather crafts done by gifted artists at Santiniketan. It includes a number of beautiful artefacts including handbags, suitcases, wallets, cushion and moorar covers. Leather accessory are one of the trendiest articles of all time. Apparel, sandals, shoes, belts, jacket and gloves exhibit unique style and elegance. [http://www.indianetzone.com/68/leather_craft_west_bengal.html]

Craft Concentration (District-Wise) of West Bengal
Now some of these famous handicrafts are given below which gives an essence of the rich cultural craftsmanship of Bengal artisans. In the below chart we are giving the details of the artisans of Bengal who can be the greatest support to the tourism sector for promoting such indigenous handicrafts.

<table>
<thead>
<tr>
<th>Name of Craft</th>
<th>Estimated No. of Artisans</th>
<th>Districts Covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>BRASS &amp; BELL-METALS</td>
<td>4,092</td>
<td>Bankura, Birbhum, Burdwan, Darjeeling, West Dinajpur, Malda, Nadia, Midnapur, Murshidabad, Nadia, North 24-Parganas.</td>
</tr>
<tr>
<td>CANE/ BAMBOO</td>
<td>6,526</td>
<td>Bankura, Birbhum, Burdwan, Kolkata, Darjeeling, West Dinajpur, Howrah, Jalpaiguri, Malda, Midnapur, Nadia, Purulia, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>DOKRA (Metal Casting)</td>
<td>57</td>
<td>Bankura, Birbhum, Burdwan, Midnapur</td>
</tr>
<tr>
<td>DOLLS/ TOYS/ MODELING (Clay Dolls &amp; Modeling/ Soft Dolls/ Other Varieties of Dolls)</td>
<td>847</td>
<td>Birbhum, Kolkata, Darjeeling, West Dinajpur, Howrah, Jalpaiguri, Midnapur, Murshidabad, Nadia, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>HORNS</td>
<td>168</td>
<td>Howrah, Midnapur, South 24-Parganas.</td>
</tr>
<tr>
<td>IVORY</td>
<td>32</td>
<td>Murshidabad</td>
</tr>
<tr>
<td>FANCY LEATHER</td>
<td>164</td>
<td>Birbhum, Burdwan, Kolkata, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>MAT (Ekharai/ Dohrai/ Maslendi/ Fibre)</td>
<td>9,692</td>
<td>Birbhum, Burdwan, Darjeeling, West Dinajpur, Hooghly, Hooghly, Jalpaiguri, Darjeeling, Murshidabad, Nadia, Burdwan, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>MASK OF ALL VARIETIES</td>
<td>218</td>
<td>Darjeeling, West Dinajpur, Purulia.</td>
</tr>
<tr>
<td>NEEDLE CRAFT (Chikon, Embroidery, Kantha, Zarri)</td>
<td>8,137</td>
<td>Birbhum, Burdwan, Kolkata, Darjeeling, West Dinajpur, Hooghly, Hooghly, Jalpaiguri, Malda, Midnapur, Murshidabad, Nadia, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>PAINTING (Scroll/ Card/ Pata/ Hanging)</td>
<td>50</td>
<td>Bankura, Birbhum, Burdwan, Kolkata, Darjeeling, Jalpaiguri, Midnapur, Nadia.</td>
</tr>
<tr>
<td>POTTERY/ TERRACOTTA/ CERAMICS</td>
<td>1,864</td>
<td>Bankura, Birbhum, Burdwan, Kolkata, Darjeeling, West Dinajpur, Hooghly, Midnapur, Nadia, North 24-Parganas.</td>
</tr>
<tr>
<td>SHOLAPITH</td>
<td>1,554</td>
<td>Bankura, Birbhum, Burdwan, Kolkata, Darjeeling, West Dinajpur, Hooghly, Howrah, Jalpaiguri, Malda, Midnapur, Murshidabad, Nadia, Purulia, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>STONE CARVING</td>
<td>107</td>
<td>Bankura, Burdwan, Midnapur, Malda.</td>
</tr>
<tr>
<td>SHELL CARVING (Conch Shell/ Sea &amp; River Shell/ Coconut Shell)</td>
<td>6,077</td>
<td>Bankura, Birbhum, Burdwan, Kolkata, Darjeeling, West Dinajpur, Hooghly, Howrah, Midnapur, Murshidabad, Nadia, Purulia, North 24-Parganas, South 24-Parganas.</td>
</tr>
<tr>
<td>WOOD CARVING</td>
<td>754</td>
<td>Bankura, Birbhum, Burdwan, Kolkata, Darjeeling, West Dinajpur, Hooghly, Jalpaiguri, Malda, Midnapur, Murshidabad, Nadia, Purulia, North 24-Parganas, South 24-Parganas.</td>
</tr>
</tbody>
</table>

** Source: Micro, Small & Medium Enterprises, Government of West Bengal

District wise Available Handicrafts to Promote Tourism
West Bengal is such a state where you can find at least one handicraft in every district. Some of the district wise handicrafts are given below.

<table>
<thead>
<tr>
<th>District</th>
<th>Available Handicrafts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howrah</td>
<td>Jute crafts, Silver filigree, Embroidery etc.</td>
</tr>
<tr>
<td>South and North 24 Parganas</td>
<td>Clay doll, cotton doll and dolls made of clothes</td>
</tr>
</tbody>
</table>
Annual Village Festivals Celebrating Heritage Handicrafts

Products by UNESCO

UNESCO with the help of the government of West Bengal and a private NGO banglanatok.com choose some handicraft products of Bengal which has heritage value. Such product of that particular place displays their unique characteristics and the craftsmanship of the artisans in different fair and festivals of that place. The essences of such details are given below.

**SOURCE: UNESCO & MSME WB**

Government Initiative to Promote Handicrafts as a Tourism Resource

Handicrafts are such an indigenous product which gives a huge amount of foreign currency every year to enrich the economy of a country and it's GDP. As a culturally enriched state of India, Bengal is not an exception of this reproductive practice. Every year a huge number of foreign and domestic tourists come and buy the attractive handicrafts which are a permanent source of income for government and artisans. Previously this art and the artisans were in the dark side but now some government and private initiative are seen in this field to uplift this crafts and craftsman. Some of the initiatives are discussed below.

1. MSME

The Directorate of Micro, Small & Medium Enterprises under the Department of Micro, Small & Medium Enterprises and Textile, Govt. of West Bengal, is an important agency for the growth and promotion of Micro, Small & Medium Enterprises in West Bengal. The main objective of MSME is to facilitate the growth of the industry and to promote the handicrafts. This project was started by the central government in 1978 with the objective of providing a focal point for promoting small, tiny, cottage and village industries in a particular area and to make available to them all necessary services and facilities at one place. It tries to develop the enterprises by harnessing the existing resources and new fast growing infrastructure facilities in the state. Training programmes are given for existing and new prospective entrepreneurs for development of their managerial as well as technical skill for their own field. MSME conducts awareness as well as motivational programmes are convened in the polytechnics and engineering colleges of the state to overcome the shyness in entrepreneurship. The Directorate and DIDs are equipped with specialized officers like engineers, technologist, and economist, and statistician, food processing experts supported by managerial and other officials. There are 22 District Industries Centres and Sub-DICs. There are four zones headed by Joint Directors at Howrah, Durgapur, Siliguri and Baharampore. It has groups of Managers in the rank of Asst. Director and also a number of Industrial Development officers to assist the General Manager who is the organizational Head of the District, in each District Industries Centre. Thus with strong and eminent organizational structure MSME in Bengal continuously and spontaneously try their level best to rich the handicraft and the artists to its golden era.

2. BISWA BANGLA

Biswa Bangla, Bengals global brand, was launched in the Synergy MSME Conclave 2013, at Milan Mela on 16th September 2013 to give a brand image for the handicrafts and handlooms of West bengal. Biswa Bangla takes some great initiative to improve the handicraft market not only for India, they also targeting to the global market. One major plan of them is Mammoth Marketing initiative of the handicrafts. According to the plan, Brand Bengal Marketing Corporation would be formed on a public-private partnership (PPP) basis. Opinions of experts will be taken from various fields to promoting the company. Biswa Bangla is providing better opportunities to artisans to sell their products by setting up urban and rural markets with a modern set up and with a globalized marketing policy. West Bengal has a major presence in the MSME sector in the country. It ranks second in the country with 43,000 registered and 20.8 lakh unregistered MSMEs that provide employment to 58.5 lakh people. Biswa Bangla Brand would thus help in improving the livelihoods of these tens of lakhs of people all over the state. The brand stores are being set up to revive the handloom and handicrafts industries of the state and to uplift the socio economic condition of the people who are involved in these industries. The Biswa Bangla store in the Kolkata airport is attracts many tourists for the crafts available in Bengal. Thus with the global brand image the crafts not only got an brand image to the world, but it attracts the enthusiastic and curious tourists from every part of the globe to come and watch the rich craft products of Bengal.

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**SOURCE: Micro, Small & Medium Enterprises, Government of West Bengal**
give a deeper and huge impact on tourism scenario of Bengal. [http://www.banglanatak.com/areaofwork.aspx]

REFERENCES