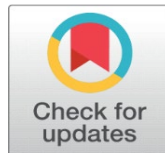
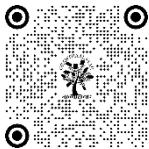


ECONOMIC PERSPECTIVE OF TRADITIONAL HANDLOOM AND HANDICRAFT: A CASE STUDY OF NHHDC

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ABSTRACT

Handloom and handicraft products have been the major part of the trade items for the tribal society. Of late, the government as well as some private organisations have taken up initiatives to promote the scale of handloom and handicraft production. The study has attempted to examine the economic perspective of traditional handloom and handicraft products taking the case of NHHDC Ltd. The study also attempted to highlight the problems and challenges faced by artisans and the corporation and evaluate the kind of platform the corporation provides to economically sustain the promotion of traditional skills and crafts. Both primary and secondary data were used and statistical charts, a 3-point likert scale, averages and percentages are the tools and techniques used for this present study. Finance and negligence by the state government were the major problems while up skilling and marketing were the major challenges faced by the corporation. Unless people take pride and value own indigenous products which are part of one's identity and culture, handloom and handicraft production is bound to face difficulty to sustain in the fast changing modern society.

Keywords: Handloom and Handicraft, Artisans, Marketing, Problems, Challenges

1. INTRODUCTION

Handloom includes weaving of fabric using hand and a tool or a loom made from wood and bamboo restricted to textile and fabrics. Handicraft includes anything that is handcrafted or made by using hands or with minimum use of hand tools. The people producing indigenous handloom and handicraft products plays an invaluable role in preserving and protecting traditional culture which reflect a community's history, traditions, values and beliefs. For the tribal people, particularly the Nagas, traditional handloom and handicraft provides a means of cultural expression and is a vehicle for the maintenance and transmission of culture. For the Naga people, it is used as a chronicle to convey knowledge of the land, events and beliefs. The use of symbols in traditional handloom and handicraft products represent the culture and tradition handed down from immemorial lineage of ancestors; it promotes the heritage of Naga society through the use of indigenous knowledge and skills.

This study has attempted to examine the economic perspective of traditional handloom and handicraft products taking the case of Nagaland Handloom and Handicraft Development Corporation (NHHDC) Ltd., Dimapur, and evaluate how the

corporation is working towards the economic welfare of the artisans while helping in protecting and promoting indigenous creativity of art that have been inherited from the forefathers.

2. BACKGROUND OF THE STUDY

In Naga society most of the crafts are produced within the household which require manual skills and labour. Items produce range from decorative, ceremonial, agricultural tools to daily household used items. Artisans and weavers keep the traditional crafts alive and it is intriguing to know more about the economic perspective of the traditional art forms.

STUDY AREA

The NHHDC Ltd. was set up in the year 1979 as Government of Nagaland Undertaking under the administrative control of the Department of Industries and Commerce with the main objective of promotion and development of traditional Handloom & Handicrafts products indigenous and unique to the state of Nagaland. The Corporation is having its Head office at Half Nagarjan, Dimapur, Nagaland, and has 10 (Ten) Sales Emporium within and outside the state including New Delhi and Kolkotta. It has a major production centre at its head office complex in Dimapur where various Handloom & Handicrafts items are produced to be sold through its sale emporiums. The corporation also distributes raw materials on fixed rate to the registered group of Artisans/Weavers to enhance production and procure the finished products for sales through its own outlets i.e., emporiums. The corporation, on a routine basis, also organizes various exhibitions, fairs and crafts bazars and participates in such events within and outside the state through which platforms are provided to local artisans/weavers for promotion of their products and at the same time learn about the intricacies of the market. The corporation also conducts various training programmes for artisans and weavers for improving their skills in production and design. It also implements several other welfare activities being sponsored by the Govt. of India for the welfare of the artisans & weavers with a view to improve their socio-economic conditions.

The NHHDC Ltd., besides giving regular and fixed pay employment to 140 and 17 people respectively, provide wage employment, education and trainings and provide stipend to workers during their trainings. The artisan produces varieties of eye catchy aesthetic items of distinctive style of both handloom and handicraft products. The corporation thus provides platform not only to help promote and refine the ideas and skills but also in preserving and keeping alive the inherited indigenous art.

THE ORGANIZATIONAL SET UP: The NHHDC Ltd. functions as a company with a Board of Directors chaired by a Chairman nominated by the State Government. The Executive set-up is managerial and is headed by Managing Director assisted by 1 General Manager, 1 Deputy General Manager, 6 Manager, 9 Deputy Manager and 11 Asst. Manager. At present there are 7 sections i.e., finance, marketing, development, administration, store, project cell and recovery cell to look after the entire gamut of NHHDC Ltd. activities. Besides the main production centre at Dimapur and 10 (Ten) Sales Emporiums, NHHDC Ltd. has 40 registered crafters and 75 registered weavers from different parts of the state to whom raw materials are distributed on fixed rate and procure finished products from them.

SIGNIFICANCE OF THE STUDY

Nagaland is very rich in handloom & handicrafts as it has been traditionally practiced in every household of the state. To this end, the study intends to examine the development of core skills of artisans and weavers in ensuring quality and quantity of production to meet the demand of the market. The study will also shed light on facilitation of organized production and marketing, strengthening and empowering rural communities and on production of export oriented products in terms of quality and competitive price.

3. LITERATURE REVIEW

Analysing the global-local dynamics of Indian handicrafts, **Jena (2010)** observed that though globalisation has opened new markets for Indian craftsmen, it has also challenged the originality of craft requiring artisans to upgrade their skills to be able to cater to a global customer and retaining the authenticity of their craft. In this regard, an attempt to identify the factors that affects the buying decision of handicraft products by customers at international level, **Godwin and Kundu (2013)**, confirmed that opinions of friends and family have the highest influence on the purchase decision. Also, highlighting the importance of improving marketing approach in the Indian handicraft industry to earn foreign exchange, **Kumar and Rajeev (2013)**, pointed out that lack of proper marketing in terms of pricing, promotion, product innovation as per customer demand and distribution without middlemen has left this area underdeveloped and partially unexplored

in India. In a similar study, **Jain and Sharma (2015)** found that handicraft bazaar or melas marginally benefit the artisans and in totality there is no significant impact found of Government marketing support and policies. On sustainability of handlooms and handicrafts in India, **Vyshak, et al. (2018)** observed that many people prefer eco-friendly products and still believe that our ethnic art and culture must be preserved rather than running behind modern development. In the same vein, while examining the role of handloom industry in enhancing livelihood of weavers in India, **Zakriya, et al. (2020)**, pointed out that professionalism in this filled needs to be improved by motivational training programs where online marketing could be taught and that government projects on handloom taken by the NGOs and autonomous institution be regulated properly for the welfare of hereditary weaver's and their livelihood.

In a state specific study in India, **Madhuri and Tejaswani (2012)** in their work, "Role of SME'S in Internationalization of Andhra Pradesh Handloom Industry", had emphasized the importance of blending fabrics, design innovations, social networking, protection under GI along with aggressive marketing to assure mutual growth of handloom SMEs and the weavers. Similarly, on handicraft marketing strategies in Uttar Pradesh and its implications, **Khan and Amir (2013)** observed that irrespective of the price, customer buys a handicraft product primarily because of his liking for the product, As a result, channel agents, such as middlemen, retailer or distributor try to capitalize more than the standard price of the product and earned significant profit without sharing the profit with craftsmen (**Ibid**). On the assessment of handicraft sector of Jammu and Kashmir **Shah (2016)**, concluded that despite political instability in the region and modern mechanization, the handicrafts sector is giving employment and earning foreign exchange due to its unique beauty and richness. He also observed that the small-scale handicraft sector is labour intensive and promises to provide employment on a large scale.

Analogously in the north eastern region, **Devi (2013)** examined the employment opportunity and livelihood sustainability of women in relation to handloom industry has concluded that increasing productivity by working as full time rather than part time will make handloom production more sustainable for livelihood as this sector has large potential for employment of women which can raise the socio-economic status of the north east women. Similarly, **Parida and Tada (2018)** in their study on the contribution of handloom and handicraft industries for rural economic growth in Arunachal Pradesh concluded that handloom and handicraft activity contributes employment opportunities not only to artisans but also middlemen, sellers and distributors etc., which reduces social tension and provide the needs of households in rural areas.

In Nagaland, according to **Rengma and Nisa (1981)**, many craftsmen in rural areas desirous of starting on commercial basis as a means of livelihood could not start the job mainly due to lack of finance and marketing facilities. However, of late in handloom sector due to commercialisation of the products through various advertisement, trade fairs and exhibitions, **Paul and Goowalla (2018)** observed that quality and comfort are the major factors which influence the decision of handloom customers followed by price. Thus, in order to continue the tradition of weaving and crafting and preserving the culture of Naga society, **Murumi and Sharma (2019)** opined that government should involve not only in supporting NHHDC Ltd but also to those small scale cottage industries in both rural and urban areas. This is crucial because according to **Purkayastha (2020)** due to introduction of modern company manufacturing goods and western wear, handicraft and handloom practice is vanishing.

4. OBJECTIVES

- To assess the promotion of indigenous handloom and handicraft products.
- To examine the problems and challenges faced by the artisans and the corporation.
- To point out the commercial viability of handloom and handicraft products.
- To suggest suitable measures to counter the hurdles ailing the handloom and handicraft sector.

5. RESEARCH QUESTIONS

1. Why in Nagaland state, where the art of weaving and craftsmanship has been an integral part of the society, is unable to exploit handloom and handicraft sector desirably?
2. Why are the artisans not able to achieve the desired level of economic prosperity?
3. In which way, after the initial push by the government, is the artisan supposed to proceed on his own in the future?
4. How handloom and handicraft can be made more lucrative to inspire more and more investors in this sector?
5. What are the entrepreneurial problems and challenges faced by the handloom and handicraft sector in Nagaland?
6. What further steps can be taken to encourage handloom and handicraft sector in the state of Nagaland?

6. DATA AND METHODOLOGY

It is a mixed method research. In this study both primary and secondary data were used. Primary data were collected through interviews and questionnaires. The sample size consisted of 60 artisans and 30 management staff. Secondary sources include refereed journals, books, newspapers and various other publications of the Government of India and Government of Nagaland. Statistical charts, a 3-point likert scale, averages and percentages are the tools and techniques used for this present study.

7. ANALYSIS AND INTERPRETATION

All the artisans at NHHDC production centre in Dimapur were from different tribal community in Nagaland where in handloom sector all were women and half of them fall in the age group 50-60 years and in handicraft sector all were man with high majority (61%) of them falls in the age group 40-50 years (Table 1). The highest percentage of work experience in handloom sector was found to be 26 – 35 years and in handicraft sector it was found to be 16 - 25 years. It was also found that majority (53%) of the workers engaged in handloom had received education till secondary level whereas the highest percentage of workers engaged in handicraft (44%) had primary level education only (Table 1).

Table 1: General information of the workers. (In percentages)

Category	Particulars	Handloom	Handicraft
Social category	ST	100	100
	SC & others	0	0
Age in years	Below 30	5	4
	30-40	37	6
	40-50	8	61
	50-60	50	29
	60 +	0	0
	Total	100	100
Work experience in years	Up to 5	15	15
	6-15	8	24
	16 - 25	15	32
	26 - 35	39	29
	35 +	23	0
	Total	100	100
Educational qualification	Illiterate	23	29
	Primary level	8	44
	Secondary	53	27
	Graduate	16	0
	Total	100	100

Source: Field survey 2021

In handloom sector, an encouraging 16% of the workers had received education up to graduate level but a substantial 23% and 29% respectively of handloom workers and handicraft workers were found illiterate (Table 1).

Table 2: Skill Acquired (In percentages)

Skill acquired	Handloom	Handicraft	Total
Inborn	31	29	30
Training	15	10	12.5
Inborn and improvised through training	54	61	57.5
Total	100	100	100

Source: Field survey 2021

While a total 30% of the artisans – both handloom and handicraft workers, had inborn skills and a mere 12.5% had acquired skills through training, majority of the artisans (57.5%) had inborn skills and improvised their skills through training provided by the corporation (Table 2).

Table 3: Job Satisfaction (In percentages)

Satisfaction level	Handloom	Handicraft	Total
Satisfied	65	60	62.5
Very satisfied	15	20	17.5
Not satisfied	20	20	20
Total	100	100	100

Source: Field survey 2021

It was also revealed that while 20% of the artisans were not satisfied with their job in the corporation, large majority of the artisans (62.5%) were satisfied with their job and those who expressed to be very satisfied were 17.5% (Table 3). This is in consonance with 100% and 85% respectively of the handloom and handicraft workers engaged in the corporation as the only source of income for their livelihood (Table 4).

Table 4: Sole source of income and bread winner (In percentages)

Particulars		Handloom	Handicraft	Total
Only source of income	Yes	100	85	92.5
	No	0	15	7.5
	Total	100	100	100
Sole bread winner	Yes	47	85	66
	No	53	15	34
	Total	100	100	100

Source: Field survey 2021

In handloom sector, 47% of the workers were the only bread winner of their family while 53% of them had other income earning members in the family. Whereas, 85% of the workers in handicraft sector were the only bread winner of their family while 15% of them had other income earning members in the family (Table 4).

It was also found that overall; workers of the corporation were satisfied with the wage they were paid except undue delay in payment. On a positive note, workers from both the sectors also responded that there is absolute freedom for them to execute any new ideas in their work which enables them to enhance and refine their skills.

8. CONSTRAINTS FACED BY THE ARTISANS

Examining the constraints faced by the artisans, varied results were found as these constraints are generally the external forces beyond the control of artisans but every artisan faces and tries to contend in order to improve profitability. Some of the particular constraints identified in our study context that affect the work of the artisans were analysed in Table 5 below.

Table 5: Constraints faced by the artisans (In percentages)

Sector	Particulars	Lack of raw materials	Irregular power supply	Obsolete tools and implements	Lack of incentives	Improper working space	Lack of marketing facilities	Less working hours
Handloom	Strongly agree	8	53	24	15	15	-	-
	Agree	23	15	43	77	24	31	24
	Disagree	39	24	25	8	61	69	61
	Strongly disagree	30	8	8	-	-	-	15
	Total	100	100	100	100	100	100	100
Handicraft	Strongly agree	-	61	-	-	-	-	15
	Agree	29	39	-	70	65	29	43
	Disagree	71	-	100	30	35	71	42
	Strongly disagree	-	-	-	-	-	-	-
	Total	100	100	100	100	100	100	100

Source: Field survey 2021

It was found that large majority of the workers in both handloom and handicraft sectors do not face the problem of raw materials. However, as expected 68% and 100% respectively of workers in handloom and handicraft sectors were severely affected by irregular power supply and frequent power outage in the guise of load-shedding in the state.

The hindrance of obsolete tools and implements was felt by 67% of handloom workers but 100% of handicraft workers denied this problem. This could be due to the fact that in handicraft sector with illiteracy and low level of education (Table 1) coupled with lack of exposure to modern tools, preferences for usual traditional tools and implements were bound to be high.

Another constraint was the lack of incentives in which huge 92% and 70% respectively of handloom and handicraft workers agreed. An incentive encourages or incites a determination to do better. It can be in cash or in kind in the form of bonuses, extra allowances, salary enhancement, retirement and fringe benefits etc., or recognition, awards for outstanding works, words of appreciations and interpersonal relations.

With regard to the problem of space, majority of the handloom workers (61%) do not have any problem with the working space provided. However, for 65% of handicraft workers working space congestion is a problem and finds the working environment to be unsatisfactory for them.

As artisans were not directly dealing with marketing aspect, huge majority of 69% and 71% respectively of handloom and handicraft workers disagree with lack of marketing facility as a constraint. With regard to working hours, a huge majority of handloom workers (76%) were satisfied with the prevalent working hours per day but 58% of the handicraft workers were not satisfied and willing to work for more hours per day.

9. CHALLENGES FACED BY THE ARTISANS:

Challenges are within the control of an individual which can be overcome by sheer commitment and dedication. Some of the particular challenges identified in our study context that confronts artisans were analysed in Table 6, below. Each of these challenges has been assessed on a 3-point Likert scale as: 1 - least, 2 - average and 3 - most difficult challenges. The study reveals that there are varied results on the difficulty level of facing the various challenges by artisans.

Table 6: Challenges faced by the artisans (In percentages)

Variables	Difficulty level	Handloom	Handicraft	Total
Increase in market intelligence	Least	7	12	9.5
	Average	20	16	18
	Most	73	72	72.5
	Total	100	100	100
Produce quality products	Least	40	34	37
	Average	50	48	49
	Most	10	18	14
	Total	100	100	100
Time management	Least	8	54	31
	Average	12	33	22.5
	Most	80	13	46.5
	Total	100	100	100
Self-dedication and discipline	Least	50	74	62
	Average	23	23	23
	Most	27	3	15
	Total	100	100	100
Skill enhancement	Least	24	43	33.5
	Average	33	46	39.5
	Most	43	11	27
	Total	100	100	100

Source: Field survey 2021

(i). INCREASE IN MARKET INTELLIGENCE: As artisans mostly concentrate in their respective works, gathering and analysing information relevant to the corporation's market - trends, competitor and targeted customer is the most difficult challenge for large number of artisans in both the sectors at combined 72.5% against the combined meagre 9.5% who consider gathering information on market trends such as competitors' and customers' values and preferences as the least difficult challenge (Table 6).

(ii). QUALITY PRODUCTS: In spite of working mostly with traditional tools, a small 14% of the artisans see producing quality products as the most difficult challenge. Whereas, majority (49%) of them take it as a challenge to some extent and a substantial 37% of the artisans sees it as the least difficult challenge (Table 6).

(iii). TIME MANAGEMENT: With regards to the challenge of time management, the study reveals a huge difference between handloom workers and handicraft workers. For handicraft artisans, only 13% consider time management as the most difficult challenge, whereas for handloom artisans, as they have to shift between household management and works at the centre, 80% of them consider time management as the most difficult challenge (Table 6).

(iv). SELF-DEDICATION AND DISCIPLINE: IN today's world, employees face the hard type of moral and professional challenges. The temptation to do whatever it takes to get ahead occurs every day and it is extremely easy to get discouraged when something goes wrong or when one is not growing as fast as one would like. On these counts, our study reveals a very encouraging result for handicraft workers. Hardly 3% of them consider self-dedication and discipline as the most difficult challenge whereas in the case of handloom workers it is found to be 27%. Although, those

who consider self-dedication and discipline as manageable is the same (23%) for workers of both the sectors, those who consider it as not an issue at all is much higher for handicraft workers at 74% against 50% of handloom workers (Table 6).

(v). SKILL ENHANCEMENT: To continuously strengthen the skills to gain, maintain and advance in the art is considered as the most difficult challenge by a near majority of handloom workers at 43% against a small 11% of handicraft workers. While those who consider enhancing skills as not much of a challenge is almost the same at 33% and 46% respectively for handloom and handicraft workers, those who consider it as not an issue at all is considerably higher for handicraft workers at 43% against 24% of handloom workers (Table 6).

PYROGRAPHY: Though less in number, workers engaged in this sector have inborn skill who did not take any formal training but improvised their skills through social environment. It was found that they are satisfied with their working environment but their biggest challenge is to upgrade their skills and produce quality products.

PROMOTIONAL STRATEGY: On promotional aspects, the study was carried out to find the strategies adopted by the corporation, the frequency of its implementation, its effectiveness at different levels of market with the following options;

1. Strategies: newspaper, radio, billboards, television, magazine, online social media, spot selling, international agents and trade fairs.
2. Frequency: very frequently, frequently, occasionally, rarely, and never.
3. Effectiveness: very effective, effective, not sure, less effective, not effective.
4. Market levels: local market, regional market, national market, international market.

Over and above the marketing outlets through its sale emporiums in different places in the state and in Delhi and Kolkotta, it was found that very frequently the corporation promotes the products through online social media which resulted to be very effective. The official social media account named `Meraki Nagaland` is used as a platform to promote the finished products and take customer's orders occasionally.

The regional and national level trade fairs organised by the corporation and participation in the same by the corporation are occasional but very effective. Though found effective, very rarely the corporation organise and participate at international fairs.

Other promotional strategies like newspaper, radio, television and magazine are also carried out rarely but found to be less effective. Billboards are found to be effective but carry out rarely. The one drawback found was the absent of marketing agents at national and international levels which otherwise would be effective.

PRODUCT VARIETIES AND PRICE RANGE: The Corporation produces varieties of product in both the sectors. Table - 7 below shows the number of products, average price range and the rank of the products from the highest demand to the least.

Table 7: Product Varieties and Price Range (Items ranked according to demand)

Sector	Price Range (Rs.)	Items	Number of Varieties
Handloom	25.00 - 8000.00	1. Garments	80-100 nos.
		2. Bags	30-50 nos.
		3. Embroidery	30-50 nos.
		4. Accessories	60-70 nos.
		5. Jewellery	40-50 nos.
Handicraft	100.00 - 10500.00	1. Decorative piece	30-40 nos.
		2. Wooden utensils	100-150 nos.
		3. Home equipment	30-50 nos.
		4. Children toys	50-60 nos.
		5. Sculptures	30-50 nos.

Source: Field survey 2021

It was found that products made from metal, jute, pottery craft, furniture and foot wears have stopped from production due to lack of raw materials and reduced market demand.

Table 8: Procurement of raw materials

Local market	Frequently
Regional market	Occasionally

National market	Occasionally
International market	No

Source: Field survey 2021

It was also found that raw materials of different kinds of woods, bamboo, cotton, silk and other requirements were very frequently procured from the local market and raw materials of the weaving fabric in handloom were occasionally procured from the regional and national market. So far there was no procurement of material from international market (Table 8).

10. PROBLEMS AND CHALLENGES FACED BY THE CORPORATION:

1. LACK OF FINANCE – One of the major problems is lack of finance. Finance is the heart or the engine of any establishment which activates the activities of production. Besides the occasional funds granted by the Office of the Development Commissioner (Handloom & Handicraft) Ministry of Textiles, GOI, New Delhi, to organise trade fairs, expos, fest, trainings, exhibitions, toolkits distributions, cluster programmes, workshop and seminars, there has been meagre allocation of funds from the state budget to carry out the regular activities. In Nagaland, besides the meagre budgetary provisions, lack of developed financial markets and institutions poses a severe obstacle to keep the flow of capital in the economy which retards any commercial establishment to grow.

2. GOVERNMENT NEGLIGENCE- Though it is a governmental corporation it has been neglected for long. There has been obvious lackadaisical treatment and failure on the part of the state government in exercising reasonable care to the corporation. Due to paucity of fund the corporation has stopped distribution of raw materials to registered group of artisans and weavers on fixed rate. Artisans and labourers too do not receive their salary and wages on time – sometimes they were not paid for months together.

3. ENHANCEMENT OF EQUIPMENT AND FACILITY- Another problem confronting the corporation is availability of equipment and facilities required by both the handloom and handicraft sectors. As 65% and 49% respectively of artisans in handloom and handicraft sectors (Table 5) were affected by improper working space and 67% of handloom workers were not satisfied with tools and implements (Table 5), it may lead to a loss in their competitiveness.

4. TRAINING- Imparting training as one of the objectives is also one of the challenges of the corporation. To enhance the performance it is important for the corporation to continuously look for ways to develop abilities and competencies amongst the staff as well as artisans. Since crafting and weaving has always been a part of our culture, most of the workers are skilled without trainings and it is a challenge to develop core skills of artisans and weavers to ensure quality and quantity production to meet the demand of the modern market. It may be upskilling, reskilling or cross-skilling, there is a need to scale up skills.

5. MARKETING - It is a challenge to ensure organised marketing and produce goods that will also meet the standards in terms of quality and be competitively priced.

FINDINGS:

- Though wage among the workers differ depending on their level of experience, they are satisfied with their income but face delay in receiving from the government.
- Majority of the workers had inborn skills and improvised through trainings.
- Sale and income of the corporation change depending upon seasonal variation and festive seasons.
- Workers work for 4 – 6 hours per day but handicraft workers were found willing to work for more hours per day
- The corporation do not face problems of indiscipline workers.
- Workers do not have any problems with their fellow employees.
- Workers of both the sectors wishes to know their sale, price and demand of the products they produce since the corporation do not disclose this information to them.
- The corporation is helping to protect and preserve the inherited indigenous creativity of art.

SUGGESTIONS:

- Proper education and training should be provided to artisans to improvise their skills on innovative techniques of production.
- Pricing strategies to aim towards attracting customers.

- Reaching out to bloggers and influencers to promote the products and start community engagement around the brand.
- Advertisement and other promotional activities should be taken aggressively through appropriate media mix.

11. CONCLUSION

Weavers and crafters too require market intelligence in order to produce market relevant products. There is also a need for regular quality assessment of the products and aim towards broadening the market. With regard to artisans in rural areas, there is a need to ensure organized production and marketing through the formation of craft clusters and market links by facilitating the growth of collection centres across the state. To strengthen and empower rural communities, making credit facilities accessible to craftsmen and weavers should be given top priority so that it enables them to produce export oriented products that will meet international standards in terms of quality and competitively price. Lastly, unless people take pride and value own indigenous products which are part of one's identity and culture, handloom and handicraft production will find it hard to find a place to stay in the fast changing modern society.

CONFLICT OF INTERESTS

None

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None

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