

# Skill Development and Vocational Training in the Handicraft Sector in Jammu and Kashmir: Special Reference to District Anantanag

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## ABSTRACT

*Handicraft is a pivotal source of employment generation of Jammu and Kashmir state. This industry is unique in terms of skill design, cost and quality of products and thus provides a competitive advantage on other national and international players of handicrafts market. The various training centres train the large number of educated youths and the youth who had dropped out of the education system, giving them technical training to earn their livelihood. In the backdrop, the present research article is an endeavour to study various avenues of social and economic upliftment of the state in terms of revenue generation, foreign exchange, raising the standard of labour, and employment generation. The article focuses on the overall performance of skill development and the training programmes in the field of handicraft, how it can help generate the above features, and also thereby provide suitable suggestions in order to make the industry more market oriented, contemporary in skills and designs, and sustainable in future.*

**Keywords:** Handicraft Industry, Employment, Production, Sales, Economic Development, Exports, Revenue

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## **Introduction**

The handicraft industry in Jammu and Kashmir is an important sector contributing to the overall development of current and other allied sectors in term of wealth and employment creation, thus occupying an important place in the economy of Jammu and Kashmir. It is basically a cottage industry and provides direct and gainful employment to more than 3 lakh people and has the potential to facilitate the path of raising the living standard of citizens residing within and outside the boundary of the state. The handicraft products have earned global acclaim for their exquisite designs, craftsmanship and functional utility. The woollen and silken carpets of the state remain unparalleled on the national scene for quality and design. The crewel embroidered pashmina, embroidered raffle shawls, pattern of Kani shawls, intricate wood carving, production of flora design on paper mache goods, etc., are some of the world famous traditional crafts of the state. In fact, the Kashmiri craftsman, possessing a unique talent for intricate workmanship, is one of our most important resources. This industry has a tremendous potential, and has to be perceived with concern and with a precise understanding of its values. As an export oriented industry, it has contributed considerably towards foreign exchange earnings worth crores of rupees annually. It is a cottage-based industry, which does not require heavy capital investment and heavy infrastructure such as machinery, buildings and power.

Planning Commission vide its order no. Q-20017/1/06/LEM/LP dated 6 March 2006 has constituted a Working Group on Skill Development and Training under the chairmanship of Secretary (Labour and Employment).

The terms of reference basically require that the existing skill development programmes may be reviewed with the intention of suggesting suitable strategies and mechanisms to meet future challenges. The terms of reference are fairly comprehensive and therefore, it requires a totalitarian approach towards all aspects of skill development programmes.

## **Importance of Skill Development and Training**

Skills and knowledge are the driving forces of economic growth and social development of any country. The economy becomes more productive, innovative and competitive through the existence of more skilled human

potential. The level of employment, its composition, and the growth in employment opportunities are the critical indicators of the process of development in any economy. Increasing pace of globalisation and technological changes provide both challenges and growing opportunities for economic expansion and job creation. In taking advantage of these opportunities, as well as in minimising the social costs and dislocation, which the transition to a more open economy entails, the level and quality of skills that a nation possesses are becoming critical factors. Countries with higher and better levels of skills adjust more effectively to the challenges and opportunities of globalisation.

## **Review of the Literature especially in Skill Development**

### *Benchmarking of Skill Development Deficit and Plan to Achieve Target by 2022*

According to the 2007–08 Economic Survey 64.8 per cent of India's population would be in the working age of 15–64 years in 2026, up from 62.9 per cent in 2006. Other projections also indicate emergence of young India with 800 million in the productive age group by 2015, compared to 600 million in China.

According to a study conducted by the Confederation of Indian Industry (CII) and Boston Consulting Group (BCG) India has a large population base of 1.14 billion with a demographic shift in favour of working age group (15–59 years) while the overall population is projected to grow at 1.4 per cent over the next 5 years. The working age is expected to grow at 2.15 per cent. If the present trend continues, 109 million persons will attain working age during the period of 2007–12. The net addition to the workforce is, therefore, expected to grow to 89 million of which around 13 million are likely to be graduates/post graduates, and about 57 million are likely to be school drop outs or illiterates. A significant share of incremental demand is likely to be for skilled labour—graduates and vocationally trained people are expected to account for 23 per cent of incremental demand by 2012. The study further estimates that India is likely to increase deficit of 5.25 million employable graduates and vocationally trained workforce by 2012.

Another study by BCG for PHD Chamber of Commerce and Industry has estimated that by 2020 the world will have a shortage of 47 million working people, but India will have a surplus of 56 million people. In order to reap the benefits of demographic dividend India will have to, therefore, equip this manpower to meet the requirement of skill talent across geographies.

CII has conducted studies in select sectors of the economy in the following states:

**Punjab:** Textiles, Auto/Auto Components, Light Engineering, Food Processing, Real Estate and Construction, Retail and Location based entertainment.

**Tamil Nadu:** Textiles, Construction, Auto/Auto Components, Light Engineering, IT/ITES, Leather.

**Andhra Pradesh:** Construction, Textiles, Tourism, Healthcare, Engineering, IT/ITES, Pharma, Biotech, Paper, Minerals.

**Jammu and Kashmir:** Handicrafts, Hospitality, Agro-processing, Construction, ITES, Repair Servicing.

On the basis of above study CII has projected the following requirement of skilled workers.

## Objective

- Main objective is to identify the Skill Development and Training Programmes that play an important role in the country's economy.

## Methodology

After collecting primary data from entrepreneurs of handicrafts enterprises and secondary data from various publications of government offices, the data has been classified and tabulated for making further analysis and interpretation. Following are the statistical techniques used in this research article:

1. To workout the trend line and trend values of production, sales, revenue and employment the formula of regression has been used:

$$Y = a + bx$$

Y = dependent variable

x = independent variable

a = intercept coefficient; and

b = the slope coefficient

The normal equation used to determine the value of a and b is as follows:

$$\sum Y = Na + b\sum X$$

$$\sum XY = a\sum X + b\sum X^2.$$

2. To find out the correlation between number of units and employment, Karl Pearson's coefficient of correlation method has been used:

$$r = \sum dxdy / \sqrt{\sum dx^2 \sum dy^2}$$

Where,  $r$  = Karl Pearson's coefficient of correlation.

$\sum dxdy$  = Total of the product of the deviation of values from their respective arithmetic means in both the series.

$\sum dx^2$  and  $\sum dy^2$  = the deviation of  $dx$  and  $dy$  are squared up and their totals,  $\sum dx^2$  and  $\sum dy^2$  are obtained.

3. For testing the hypothesis that 'to identify the economic growth of handicraft industry and potential of earning has been low', the 't-test' has been used, and the formula for t-test is given by

$$t = r_{yx} \sqrt{N-2} / 1 - r_{yx}^2$$

Where,  $r_{yx}$  = Karl Pearson's coefficient of correlation;

$N$  = number of observations.

## Handicraft Sector

The present article is conducted on the basis of primary data as well as secondary data, the research work which shows how the skill development and training programmes will generate the employment, production, revenue, exports, and sales in the particular sector. The present study is to be based on the handicraft sector of Jammu and Kashmir with special reference to District Anantang.

The performance of skill development and training programmes in small-scale industry sector units in the district are analysed in this section. The

performance analysis includes the production, employment, sales and revenue sample SSI units in the district Anantanag.

***Production of Small-Scale Enterprises***

The production of the selected small-scale enterprises under study is presented year- wise to see variation and trend over the period. The period of 1990–91 to 2011–12 has been analysed for this purpose.

***Production of Handicraft***

The year wise production level of handicraft sector for the period from 1990–91 to 2011–12 is presented in the Table 1.

**Table 1:** Year-wise Production of Handicrafts (Rs. in lakhs)

<i>Year</i>	<i>Actual value of Production (Rs. in lakhs)</i>	<i><math>Y = 154.098 + 56.861X</math> (Trend value of production)</i>
1990–91	342	357.65
1991–92	364	414.51
1992–93	404	471.37
1993–94	450	528.23
1994–95	486	585.09
1995–96	563	641.95
1996–97	664	698.81
1997–98	756	755.67
1998–99	720	812.53
1999–2000	21	869.39
2000–01	696.33	926.25
2001–02	765.94	983.11
2002–03	775	1039.97
2003–04	821.53	1096.83
2004–05	887	1153.69
2005–06	900	1210.55
2006–07	950	1267.41
2007–08	1614.59	1324.27
2008–09	1100	1381.13
2009–10	1000.5	1437.99
2010–11	1650.3	1494.85
2011–12	1845	1551.71

Source: Compiled from field survey.

Table 1 reveals that the production value of handicraft sector and its trend value calculated from the regression equation ( $Y = 154.09 + 56.86X$ ) during the study period (1990–91 to 2011–12) has increased from Rs. 342 lakh to Rs. 1,845 lakh, and the growth rate of production during 1991–92 was 6.43 per cent and during 2011–12 it was 11.79 per cent. The production depends upon demand. As per the analysis of Table 1, during the 1990s the demand of handicraft items declined due to political instability and insecurity, resulting in low tourist flow into the valley. This table shows the production of handicraft and trend value year-wise during 1990–91 to 2011–12. As it is evident from the table that the production during the study period shows increasing trend with little deviation from actual production value, which indicates that the production of handicrafts has a positive relation, that is, with reference to time the production increases. The value of coefficient determination,  $R^2 = 0.69$  and that of  $t = 6.7$ , which shows that there is significant increase in production of handicraft during the study period.

#### *Employment of Small-Scale Enterprise*

Small-scale enterprises generally provide large number of employment opportunities to the rural people. The present study intended to analyse the progress of Small-Scale Industries (SSI) units in terms of employment generation. The year-wise employment generation of SSI units is presented sector wisely in the following tables.

#### *Employment of Handicrafts*

The year-wise employment generation of handicraft units for the period of 1990–91 to 2011–12 is presented in Table 2.

Table 2 shows that employment generation of handicraft units was 329 persons during 1990–91 and it was 1,815 persons during 2011–12. The growth rate of employment generation was by 3.3 per cent during 1991–92, and it was 27.45 per cent during 2011–12. Table 2 shows the employment in the handicraft units during the reference period of 1990–91 to 2011–12. As it is clear from the table, the employment has increased over the reference period and the trend values has to be a positive, which indicates that employment has a positive relation with the

number of years. The value of  $t = 10.48$  and the value of the coefficient of determination,  $R^2 = 0.84$ , which shows that there is a highly significant increase in the employment of handicrafts units during the study period.

**Table 2:** Year-wise Employment of Handicrafts (in Nos.)

<i>Year</i>	<i>Actual Employment (in Nos)</i>	$Y=10.675 + 62.051x$ <i>(trend value of employment)</i>
1990-91	329	547.78
1991-92	340	609.83
1992-93	345	671.88
1993-94	352	733.93
1994-95	358	795.98
1995-96	366	858.03
1996-97	374	920.08
1997-98	384	982.13
1998-99	391	1,044.18
1999-2000	393	1,106.23
2000-01	399	1,168.28
2001-02	528	1,230.33
2002-03	684	1,292.38
2003-04	848	1,354.43
2004-05	972	1,416.48
2005-06	1056	1,478.53
2006-07	1096	1,540.58
2007-08	1128	1,602.63
2008-09	1164	1,664.68
2009-10	1188	1,726.73
2010-11	1424	1,788.78
2011-12	1815	1,850.83

Source: Compiled from field survey.

### *Sales-Small Scale Enterprises*

The sales of the sample small-scale enterprises are presented year wise. The sales represent total value of sales of production. The sales of small-scale enterprises are calculated sector wise between the periods of 1991-91 to 2011-12. The analysis of the year wise sales of each sector is given below.



*Sales of Handicrafts*

The year-wise sales of the handicraft sector for the reference period of 1990–91 to 2011–11 is presented in Table 3.

**Table 3:** Year-wise Sales of Handicrafts (Rs. in lakhs)

<i>Year</i>	<i>Actual Sales (Rs. in lakhs)</i>	<i><math>Y = 15.13 + 68.89X</math> (Trend value of sales)</i>
1990–91	269.8	604.88
1991–92	302.8	673.77
1992–93	320.3	742.66
1993–94	342	811.55
1994–95	358	880.44
1995–96	404	949.33
1996–97	446	1,018.22
1997–98	496	1,087.11
1998–99	569	1,156
1999–2000	563	1,224.89
2000–01	568	1,293.78
2001–02	750	1,362.67
2002–03	820	1,431.56
2003–04	900	1,500.45
2004–05	981.2	1,569.34
2005–06	1,050	1,638.23
2006–07	1,166.2	1,707.12
2007–08	1,262.4	1,776.01
2008–09	1,366.6	1,844.9
2009–10	1,431.2	1,913.79
2010–11	1,865.6	1,982.68
2011–12	1,875.4	2,051.57

*Source:* Compiled from field survey.

This shows that the sales of selected samples of handicraft units during the study period of 1990–91 was Rs. 269.80 lakh and it has increased to Rs. 1,875.4 lakh during the reference period of 2011–12, at the growth rate of 12.23 per cent in 1991–92 and 0.52 per cent in 2011–12. The year-wise performance and growth rate of handicraft sales is presented in Table 3. The table shows year-wise sales of the handicraft sector and

the trend value calculated from the regression equation ( $Y = 15.131 + 68.89X$ ) during the reference period of 1990–91 to 2011–12. It shows that there is little variance between the actual value and trend value of the production of handicrafts during the reference period, which means that there is a positive relation between the increase in production value and number of years of establishment of handicrafts units during the reference period. The value of coefficient of determination,  $R^2 = 0.91$ , and that of  $t = 14.2$ , which shows that there is significant increase in sales of handicrafts during the study period.

### *Revenue of Handicraft Industries*

The revenue of handicraft industry sector during the study period of 2000–01 to 2011–12 is presented year-wise in Table 4.

**Table 4:** Year-wise Revenue of Handicraft Sector (Rs. in lakhs)

<i>Year</i>	<i>Actual Revenue (Rs.in lakhs)</i>	<i><math>Y = 22.98 + 2.18X</math> (Trend value of revenue)</i>
2000–01	26.26	3.28
2001–02	26.89	5.46
2002–03	29.66	7.64
2003–04	33.02	9.82
2004–05	34.63	12
2005–06	37.54	14.18
2006–07	35.54	16.36
2007–08	35.24	18.54
2008–09	37.69	20.72
2009–10	39.06	22.9
2010–11	45.67	25.08
2011–12	57.54	27.26

*Source:* Compiled from field survey.

Table 4 reveals that the revenue of handicraft industrial sector has increased from Rs. 26.26 lakh during 2000–01 at the growth rate of 2.39 per cent, to Rs. 57.44 lakh during 2011–12, at the growth rate of 25.99 per cent. Table 4 shows the revenue which is calculated by the regression equation ( $Y = 22.98 + 2.18X$ ) during the reference period of 2000–01 to 2011–12. It is obvious from the table that the actual value of revenue and trend

value of revenue do not have much deviation, which is a positive sign, and indicates that there is a positive relation between the increase in the value of revenue and number of years. The value of coefficient of determination  $R^2 = 0.81$ , which shows that there is a significant increase in revenue of the handicraft sector during the study period.

The Kashmir valley is recognised throughout the world as far as the arts and crafts, as well its scenic beauty and bracing climate is concerned. It is famous for the weaving specialised fabrics, like Pashmina and *Kani* shawls, silken, woollen and cotton fabrics. The crafts range from woollen textiles of fleecy soft texture of matchless excellence in weaving, hand-woven carpets of the finest wrap and weft, to the exquisite design worked on paper-mache, wood work, and silverware, etc. They are products of unique craftsmanship. The skill of the craftsmen and their capacity for intricate workmanship are assets which can help development on a much larger scale. Besides, as an export-oriented sector, it is instrumental in foreign exchange earnings worth crores of rupees annually.

According to Vincent Cable and Ann Weston (1982) the present handicrafts production is quite concentrated, both regionally and within the region. According to one estimate six northern states account for over 65 per cent of handcraft exports (excluding gems and jewellery, and handlooms) and 75 per cent of production aggregating Uttar Pradesh's 40 per cent, Rajasthan's 10 per cent, with Jammu and Kashmir, Delhi, Haryana and Punjab each accounting for around 5 per cent. Over 75 per cent of handloom fabric destined for export originates in the southern part of the Indian subcontinent.

Jammu and Kashmir has not been able to attract investment from the private sector, and has remained an industrially backward state due to its unique economic obstacles arising out of remoteness and poor connectivity, hilly and often inhospitable terrain, weak resource base, poor infrastructure, sparse population density, shallow markets, and most importantly a law and order situation threatened by militancy. Nevertheless, many small and medium scale industries have come up basically in the traditional sectors, along with some new areas like food processing, agro-based units and metallic and non-metallic products. However, natural factors are more conducive for handicrafts, village and small scale industries. Besides, due to saturation of employment

opportunities in government/traditional and non-governmental sectors, like agriculture, the industrial sector has been declared as the educated unemployed youths in the state. However, the Jammu and Kashmir state is on the path of industrialisation in a modest way despite topographical limitations.

Handicraft is one of the biggest employment providers next to agriculture sector.

**Table 5:** Employment, Production and Export in Jammu and Kashmir Handicraft Industry

S. No.	Crafts	Employment	% Age Employment	Production in Crores	% Age Production	Exports in Crores
1.	Carpet	96580	27.58	580.27	31.45	412.45
2.	Shawls	103430	29.53	560.58	30.38	302.00
3.	Crewel	37429	10.68	231.18	12.52	154.00
4.	Chain stitch	29411	8.39	269.02	14.59	*
5.	Paper mache	4862	1.38	87.22	0.05	66.50
6.	Wood carving	4308	1.23	52.19	2.82	36.75
7.	Ari stapple	32396	9.25	41.63	2.25	*
8.	Willow wicker	4735	1..35	3.31	0.17	*
9.	Zari embroidery	5503	1.57	7.62	0.14	*
10.	Gabba making	2332	0.66	3.01	0.16	*
11.	Copper ware	6218	1.77	37.30	2.02	*
12.	Namdha	864	0.24	4.69	0.25	*
13.	Leather craft	563	0.16	2.68	0.14	*
14.	Pottery	1106	0.31	0.73	0.03	*
15.	Khatamband	310	0.08	2.41	0.13	*
16.	Silver ware	123	0.03	0.50	0.027	*
17.	Other	20000	5.7	55.19	2.99	32.50
	Total	350170	100	1845.00	100	1651.00

Source: Digest of Economic and Statistics Department of Jammu and Kashmir

Table 5 shows that the shawls generate the highest number of employment which is 29.53 per cent, and the highest production of carpet is 31.45 per cent. The table shows that both the products play an important role in

the fields of generating employment in Jammu and Kashmir. This table also shows that the total marketing value and export value of products is Rs. 1651 crore in 2011–12. Similarly, the production figures shown in Table 6 have risen which shows the handicraft industry in a glance with the overall production and employment, export revenue, number of exhibitions and trainees trained from 2001–12. The following table indicates the potential of handicraft industry in Jammu and Kashmir

**Table 6:** Year wise Production, Employment, Export, Revenue and Trainees Trained

<i>Years</i>	<i>Employment Estimated (in lakhs)</i>	<i>Production (in lakhs)</i>	<i>Export (in crores)</i>	<i>Revenue in (lakhs)</i>	<i>No. of Exhibitions Conduct (year wise)</i>	<i>No. of trainees (trained)</i>
2000–01	3.29	696.00	574.98	26.26	04	8,180
2001–02	3.40	710.00	504.25	26.89	04	7,145
2002–03	3.45	770.00	549.20	29.66	04	8,640
2003–04	3.52	821.53	595.00	33.02	11	8,081
2004–05	3.58	887.00	642.00	34.63	19	6,495
2005–06	3.66	900.00	705.00	37.54	12	8,061
2006–07	3.74	950.00	785.00	35.24	09	7,726
2007–08	3.84	1,614.59	867.50	43.40	10	7,465
2008–09	3.91	1,100.00	705.50	37.69	10	6,918
2009–10	3.50	1,000.50	661.27	39.06	14	7,275
2010–11	3.99	1,650.30	1,004.10	45.67	15	7,662
2011–12	4.35	1,815.33	1,651.16	57.54	12	7,789

*Source:* Directorate of Handicraft in Jammu and Kashmir.

From Table 6, it becomes clear that in the handicrafts industry production increases from Rs. 3.29 lakh to Rs. 4.35 lakh during the period of 2000–01 to 2011–12. Similarly, the production also rose from Rs. 696.00 lakh to Rs. 1,815 lakh in the reference period (i.e. 2000–01 to 2011–12). There is an increase in revenue and the number of trainees trained that shows a positive sign.

Realizing the vast potential for employment, the Jammu and Kashmir government has undertaken large scale training programmes for the youth in different crafts, motivating them to use their inherent skills in learning and creating while conserving the past. In the period of 2009–2011

over 1 lakh young artisans have been trained in various craft skills, such as paper mache, woodcarving, chain stitch and staple embroidery, and other forms of art and craft of the region. Of these, more than 40,000 were trained in carpet weaving only. The employment figures only restate the fact. Craft Training centres have been set up in far-off areas like Gurez, Tulel, Chycholi, Shama, Yougma, and Chickens in Ladakh, and in backward areas of Rajori and Ponch. Besides popularising the craft outside Kashmir valley, the same Kashmir handicrafts have also been introduced in training centres in places like Doda. Table 7 shows the number of handicrafts training centres and trainees trained during the period 2000–01 to 2010–11.

**Table 7:** Number of Handicraft Training Centre’s and Trainees Trained

Year	Directorate of Handicrafts		Other Agencies		Total Agencies	
	Tr. Centre’s	T.T. (lakh)	T.C.	T.T. (lakh)	T.C.	T.T. (lakh)
2000–01	553	0.08	–	–	553	0.08
2001–02	553	0.08	–	–	553	0.08
2002–03	553	0.08	–	–	553	0.08
2007–08	553	0.08	–	–	553	0.07
2010–11	553	0.08	–	–	553	0.08

*Note:* Tr. Training; T.T. = Trainees Trained; T.C. = Training Centres

*Source:* Digest of statistics 2000–01 to 2010–11, Govt. J & K.

The number of training Centre has been constant during the period, recording a growth rate of 24 per cent in the period of 2010–11. The Directorate of Handicrafts has become important over the years with the number of training centres of other agencies having sharply declined. Table 7 reveals that around seven to eight thousand trainees are trained in different crafts.

Handicrafts have a special socio-economic significance in Jammu and Kashmir (*Kashmir Times*, 2002). Keeping in view the vast potential in handicrafts for economic activities like the generation of employment and revenue, the state government has launched various measures to encourage the growth of the Handicrafts Undustry. Against an allocation of a mere Rs. 19.50 crore in 1974–75, the budgetary allocation for this sector has been increased to Rs.24 crore during 1998–99. The production

of handicrafts crossed the Rs. 400 crore mark during 1998–99. There has also been notable growth in the state's export in recent years.

According to Jammu and Kashmir Handicrafts Corporation Limited (2013), there has been an increase of 38.50 per cent turnover to the total export of handicraft products in financial years of 2011–12 to 2012–13, aggregating the contribution of Rs.17,970 crore from Rs. 12,975 crore to the total State Gross Domestic Product (SGDP). According to the provisional data available from Table 8 given below, the exports of handicrafts have shown an increase of Rs. 4,994.87 crore, from Rs. 12,975.25 crore to Rs. 17,970.12 crore, an increase of US\$ 599.24 million, i.e. the exports increased by 22.15 per cent over the similar period in 2011–12.

**Table 8:** Economic Analysis of Jammu and Kashmir Handicrafts to Total Export Contribution

Items	Rs. in Crores		Increase/ Decrease in %age over 2011–12	US\$ in		Increase/ Decrease in %age over 2011–12
	2011–12	2012–13		2011–12	2012–13	
	April–March			April–March		
				47.9560	54.3742	
Art metal wares	2,603.27	3,328.64	(+) 27.86	542.85	612.17	(+) 12.77
Wood wares	1,560.04	2,745.93	(+) 75.96	325.40	505.01	(+) 55.20
Hand printed textiles and scarves	1,655.04	2,232.47	(+) 34.89	345.12	410.58	(+) 18.97
Embroidered and crocheted goods	3,922.57	4,665.74	(+) 18.95	817.95	858.08	(+) 4.91
Shawls	254.30	448.55	(+) 76.39	53.03	82.49	(+) 55.55
Zari and Zari goods	239.81	286.49	(+) 19.47	50.01	52.69	(+) 5.36
Imitation Jewelry	575.33	1,017.36	(+) 76.83	119.97	187.10	(+) 55.96
Misc. Handicraft	2,164.43	3,244.94	(+) 49.92	451.34	596.78	(+) 32.22
Total	12,975.25	17,970.12	(+) 38.50	2705.66	3,304.90	(+) 22.15

Source: Jammu and Kashmir Handicrafts Corporation Limited.

During the period the exports of Art metal ware, Wood ware, Hand Printed Textiles and Scarves, Embroidered and Crocheted goods, Shawls as art ware, Zari and Zari goods, Imitation Jewellery, and Miscellaneous Handicrafts showed an increasing trend of 27.86 per cent, 75.96 per cent, 34.89 per cent, 18.95 per cent, 76.39 per cent, 19.47 per cent, 76.83 per cent and 49.92 per cent in terms of rupees respectively, and 12.77 per cent, 55.20 per cent, 18.97 per cent, 4.91 per cent, 55.55 per cent, 5.36 per cent, 55.96 per cent and 32.22 per cent in terms of US\$ respectively. Overall, an increase in the rupee term was 38.50 per cent and in the terms of US\$ it was 22.15 per cent.

### **Conclusion**

Handicraft Industry has been one of the major parts of India's economic development strategy since independence. Today, the Handicraft Industry occupies a position of strategic importance in the economic structure due to its significant contribution in terms of generating employment, revenue and exports. This was based on the analysis of the data collected from the artisans through field surveys, and some of them from various secondary organisations. From the above discussion and calculations we can find out that the skill development and training programmes which are organised by the government or any other private organisation are very helpful in the generation of employment, production and economic growth, and provide very large amounts of sales and exports to our country, as well as the state's economy. In this article we can see that all the sectors show a very high growth and potential to help the economy only by providing new techniques to artisans, arrangement of new schools of design, and creating a large number of training centres in rural areas, as well as urban areas, thus giving a boost to our economy in the future.

### **Recommendations**

Though the strength and opportunities exist in the Handicrafts Industry of Jammu and Kashmir, but there is a need to develop and implement strategies in order to explore and develop the hidden agenda, thereby adding value to the socio-economic contribution of the Handicrafts Industry to the state. On the basis of the above mentioned threats and weaknesses, the following strategies can be adopted in order to smoothen



out the path of an overall development of the state's economic and social conditions:

- Explore the new markets and try to develop existing ones through identification and exploration strategies.
- Refine the existing products and try to avail the opportunities at the global level through promotions and exhibitions.
- Before introducing the new product It is essential to first go for test marketing in order to discover faults and omissions therein.
- Upgrade and try to develop modern strategies for cost minimisation and profit maximisation.
- Train and developed new and existing skilled, semi-skilled and unskilled manpower in order to update them for flexible business environment.
- Maintain cost effective production, quality standard, and reasonable packaging of handicraft products.
- Adopt market centered philosophy rather than production-centred and keep quality as the most important value of handicraft products.
- Cost Effective Distribution Development using both Physical and Electronic Distribution Channel (Internet, e-Commerce).
- Enhance national and international Market Development through exhibitions, trade fairs, trade shows, event management programmes, and sponsor the events at national and international level in order to create and attract the minds and purses of national and international customers for better Foreign and Domestic Revenue.
- The consumers are not fully aware of the qualities of handicrafts and are not able to distinguish the handicraft product from general products on the basis of the criteria given above. There is a need to generate awareness in a customer's mind about all the advantages that can be attained from handicraft uses.
- Focus should be on brand promotion of the Kashmir handicraft, product development, assessment and survey of new and existing markets, and holding of exhibitions in international markets.

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