



HANDMADE PRODUCTS SECTOR

Introduction



Handmade products are the products which are made by hands or using hand tools. Hand made products industry is one of the most important sector in India. the value of handicrafts produced last year were of Rs.26,213 Crore.

India's contribution in world market is 1.2%

It gives opportunity to huge amount of population and specially to the hidden artist which lives inside you.

India's contribution in the world's handmade products market is 1.2%.

The total exports of crafts items: - Rs. 13412.92 Crore.

Industry's share in India's exports:- 1.51 %

India has a lot of demand of its handicraft products in international market as well. India is one of the largest producer of handicrafts in the world. This industry plays important role in country's economy. People who start their business in this sector need less financial support compared to the other sector's businesses. There are innumerable advantages of this sector like the products of this sector are like low capital investment, environment friendly, its uniqueness, can get recycled, are reusable, affordable labor, self-employment, easily available raw material, etc. The Indian Handicraft Industry shows continuous growth rate of 20% every year. The Indian Handicraft Industry is a \$100 billion industry worldwide.

Major buyers

- Art Metalwares - U.S.A., Germany, U.K. & Italy
- Wood Wares - U.S.A., U.K., Germany & France
- Hand Printed & Textiles & Scarves - U.S.A., U.K. , Germany & Canada
- Embroidered & Crocheted Goods- U.S.A., Saudi Arabia, U.K., Germany
- Shawls as Artwares - Saudi Arabia, U.S.A. Japan & U.K
- Zari & Zari goods - U.K. U.S.A., Japan & Saudi Arabia
- Imitation Jewelry - U.S.A., U.K., Saudi Arabia & Germany
- Miscellaneous Handicrafts - U.S.A., Germany, U.K. & France

Indian handicrafts industry is currently enjoying a strong growth in international market. Handicrafts industry is one of the major contributor of Indian economy. This business is extended all over the country. A lot of artisans are engaged in crafts work on part-time basis. It provides employment to a vast segment of craft persons in rural & semi urban areas and generates substantial foreign exchange for the country. Although exports of handicrafts appear to be sizeable, India's share in world imports is miniscule. It is a sector that is still not completely explored from the point of view of hidden potential areas. India, a country with 26 states and 18 languages and more than 1500 dialects offers an enormous range of handicrafts from each of the states.

Export of various segments during April 2020 to January 2021 stood as below:

Woodwares at US\$ 611.48 million

Embroidered & crocheted goods at US\$ 463.13 million

Art metal wares at US\$ 353.92 million

Handprinted textiles and scarves at US\$ 239.73 million

Imitation jewellery at US\$ 144.19 million

Miscellaneous handicrafts at US\$ 714.67 million

Indian handicrafts are exported across geographies, with the top 10 destinations being the US, the UK, the UAE, Germany, France, Latin American countries (LAC), Italy, the Netherlands, Canada and Australia.

TJORI



Tjori is a multi-category, ethnic brand that has apparel, wellness, home, and mother and child products. The brand's main objective is handmade products and the goodness of traditional Indian ingredients.

Tjori began on a small whiteboard with a huge foresight for the brand, an opportunity which was explored due to the lack of knowledge about the traditional and heritage handicrafts of India on a global platform. The inspiration was Zara, which started from a small boutique in Spain and now has taken over the world of fashion.

The company was started with the savings of Rs 10 lakh and now has annual turnover of Rs 50 crore.

At present, Tjori caters to 195 countries across the globe through digital marketing and our ecommerce website. We help deliver the orders through our courier service partner, FedEx.

Tjori has raised funds of approximately Rs 1.5 crore from friends and family in 2016-17. In 2019, it have raised pre-Series A capital to expand Tjori into an omnichannel brand.

RAMNARAYAN BLUE ART POTTERY



Ramnarayan Blue Art Potteries is run by Ramnarayan Prajapat, who is a second-generation business, which has covered not only Indian market but also overseas. The company was started in 1980. Blue pottery is a traditional craftwork from Jaipur, and Kot Jewar is its production hub. Tourists from across the world visit this village to behold themselves with the beautiful artisan work.

It has nearly 250 rural artisans producing these items, and has created employment opportunities for women as well. The venture has participated in various MSME training programmes in the recent years.

At present, Ramnarayan Blue Art Potteries exports its products to New York, Canada, California, and recently received order worth Rs 2 crore from the Netherlands.

MESH works with disabled artisans and people with leprosy, and they make high quality handicrafts. The items include bags, bed covers, cushion covers, hair accessories, home decor, toys, and cards. MESH has their own Design Studio where items are developed, so you can be assured of buying something unique. They also have a retail store in Delhi. They have online stores as well.

Indian handicraft industry has generated big demand all over the world due to its unique appeal and craftsmanship. Indian Handicrafts are available in brass, metal, wood, stone, beads, such as Paintings, Notebooks & Albums, Marble Inlay Work, Furnishing, Sculpture, Artificial Jewelry and other handicraft product India is one of the major suppliers of handicrafts to the global market. Highly labor intensive, and basically cottage based, the industry is more widespread in the rural and urban areas. The industry provides a livelihood for more than 6million artisans including a big share of women artisans, and people from the weaker sections. There is a good demand for Indian handicraft products in countries such as US, Canada, France, Britain, Italy, and Germany. Indian handicrafts are much preferred in the fashion industry. Development in sectors like retail, real estate etc. increases the demand, and gives more opportunities for handicraft products. Emergence of e-commerce and internet has emerged as a promising distribution channel to market and sell handicraft items

- Indian Handicraft Industry has the status of cottage industry in India, but it has shown promising growth and evolved as one of the major revenue generator over the years. It has shown continuous growth at the rate of 15-20% over the years and contributes major role for export and foreign earnings. The Indian handicraft industry is showing continuous growth rate of 20% every year.
- Indian handicrafts industry has outgrown its image to evolve into a rapidly growing enterprise with a turnover from US \$ 1.2 million in 2004 to US \$1.9 billion in 2006. In 2007, the export of handicrafts from India has shown an increase of 10.02 percentage from the previous year and was expecting to triple the figure by the end of 2009.
- If you have arts and craft business then you need- High quality paint, hot glue gun, scissors, a cutting mat, needle-nosed pliers, sewing machine.
- If you have pottery business then you need- kilns, potter's wheels, clay processors,
- If you have embroidery business then you need- 1 Piece of 8 Inch Wooden frame, 6 Pieces of Embroidery Print Fabric, 25 Skeins (Lachchi) of Cotton Threads, 1 Cutter, 2 Needles for doing Thread Embroidery

Machinery required for this sector



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COSTING AND LICENSES

- Most of the handicraft businesses start from home, that's why the average cost is \$50. The range varies according to your business requirements.
- There are no restrictions regarding location for establishing manufacturing units.
- All producers of handicrafts are exempt from obtaining Industrial License to manufacture. The delicensed undertakings, however, are required to file an Industrial Entrepreneur Memoranda (IEM) in Part 'A' with the Secretariat of Industrial Assistance (SIA), and obtain an acknowledgment. No further approval is required.
- Handicraft products fall under the ITC (HS) code 97.
- Paintings, drawings and paintings, domestic articles of wood etc. which come under 9701
- Original engravings falling under 9702
- Original sculptures categorized under 9703
- Products under the code 9704 are freely importable.
- Imports of items in 9705 are restricted.
- Except for 9704, all the items under 97 attract a total import duty of 35.2 per cent. This includes a basic duty of 35 per cent and a special additional duty of four per cent. Items under 9704 do not attract any import duty.



GOVERNMENT SCHEMES

- Janashree Bima Yojana for Handicrafts Artisans
- Health Insurance Scheme (HIS) for weavers
- Technology Upgradation Fund (TUF)
- Integrated Handlooms Development Scheme (IHDS)
- Mill Gate Price Scheme
- Handicraft: Babasaheb Ambedker Hastshilp Vikas Yojna (AHVY)
- Development Commissioner (DC-MSME) Schemes
- NSIC Schemes
- **MINISTRY OF LABOUR AND EMPLOYMENT SCHEMES**

COLLEGES

- Sam Global University, Bhopal.
- Auxilium College, Vellore
- Bhipuria College, Lakhimpur
- Bon Secours College for Women, Thanjavur
- Mahatma Gandhi Institute for Rural Industrialization
- State Institute for Development of Arts and Crafts (SIDAC – Odisha
- Craft Development Institute – Srinagar Kashmir
- National Institute of Design- NID



ASSOCIATIONS

- Development Commissioner for Handicrafts
- The Handicrafts Exporters Association
- The Handicrafts and Handlooms Export Corporation of India (HHEC)
- Export Promotion Council for Handicrafts (EPCH)
- Jodhpur Handicrafts Exporters' Association. (JHEA)
- Asha Handicrafts
- All India Artisans and Craftworkers Welfare Association (AIACA)
- Sasha Association for Craft Producers (SACP)
- Crafts Council of India