

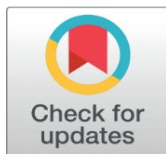
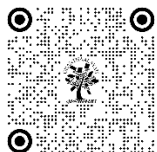
ANALYSIS OF GOVT INITIATIVES TO BOOST HANDICRAFT INDUSTRY IN INDIA

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ABSTRACT

This research delves into the impact and perception of government initiatives within the vibrant tapestry of the handicraft industry. Through a quantitative methodology, this study scrutinizes the perceptions of industry personnel regarding governmental interventions aimed at bolstering the handicraft sector's growth. Utilizing Likert-based questionnaires, data from 263 participants were analyzed, revealing intriguing insights into the perceived efficacy of these initiatives. The findings exhibit a prevailing positive perception among industry stakeholders, indicating a notable impact on various facets of the handicraft ecosystem, from market visibility and economic growth to innovation and artisan empowerment. These results not only underscore the effectiveness of government initiatives but also reveal a robust belief among stakeholders in the earnestness and transparency of these efforts. The implications of these findings extend to fostering greater collaboration between government bodies and industry stakeholders, paving the way for a more resilient and empowered handicraft sector.

Keywords: Government Initiatives, Handicraft Industry, Perception, Impact Assessment, Artisan Empowerment

1. INTRODUCTION

India's handicraft industry, a rich tapestry woven with centuries-old traditions and artisanal craftsmanship, stands as a testament to the country's cultural heritage. With a diverse array of traditional crafts, ranging from pottery and weaving to metalwork and embroidery, the industry represents a mosaic of skills passed down through generations. Throughout its history, the handicraft sector has been a significant contributor to India's socio-economic landscape, providing livelihoods to millions in rural and urban areas. Recognizing the immense potential of this industry, various Indian governments have formulated and implemented initiatives

aimed at nurturing and reviving the handicraft sector. These initiatives seek to address critical issues such as skill development, market access, infrastructure enhancement, and preservation of traditional crafts. The initiatives introduced by the government are multifaceted, encompassing policy interventions, financial support, skill enhancement programs, marketing strategies, and efforts toward the preservation of indigenous crafts. These endeavors have been designed not only to boost the production and sale of handicrafts but also to empower artisans economically and socially. Significant challenges faced by the handicraft industry has been the absence of a centralized platform to showcase these exquisite creations to a broader audience, both domestically and internationally. Consequently, several governmental initiatives have focused on creating such platforms, leveraging technology and e-commerce to connect artisans directly with consumers, thereby eliminating intermediaries and ensuring fairer remuneration for their labor. Moreover, recognizing the need for skill development and innovation, government schemes have emphasized training programs and workshops to enhance the skill sets of artisans, enabling them to adapt to evolving market demands while preserving the authenticity of their crafts. Financial support in the form of subsidies, credit facilities, and marketing assistance has also been a pivotal aspect of these initiatives. Access to affordable credit and financial aid has facilitated the procurement of raw materials, upgraded infrastructure, and expanded market reach for artisans and craft clusters across the country. Furthermore, initiatives promoting the geographical indication (GI) tagging of specific crafts have aimed to protect and promote the uniqueness of regional handicrafts, safeguarding them against imitation and unfair competition in the global market. However, despite these commendable efforts, challenges persist. The effectiveness of these initiatives in reaching the grassroots level, the sustainability of interventions, and the integration of traditional crafts with contemporary market demands remain areas of scrutiny and improvement. This analysis endeavors to delve deeper into the spectrum of governmental initiatives undertaken to bolster the handicraft industry in India. By evaluating the strengths, weaknesses, opportunities, and threats of these initiatives, this study aims to provide insights into their impact on the socio-economic fabric of the country and the well-being of its artisans. In summary, the handicraft sector in India stands at a critical juncture, where governmental interventions play a pivotal role in shaping its trajectory. This analysis aims to critically assess the efficacy and impact of these initiatives, offering valuable insights for policymakers, stakeholders, and scholars invested in the sustainable growth of India's vibrant handicraft industry.

2. REVIEW OF LITERATURE

[Yadav et al. \(2021\)](#) elucidate the intricate landscape of the handicraft sector in India, emphasizing its decentralized, unorganized, and labor-intensive nature, often referred to as Handomen craft due to its association with women artisans. The sector, deeply rooted in India's cultural heritage, holds immense potential for rural employment, yet faces formidable challenges posed by mechanized and electronic substitutes alongside technological advancements like artificial intelligence. The paper underscores the pressing need for robust strategies to uplift the livelihood standards of artisans, especially women, ensuring their socio-economic justice. It explores pivotal strategies aimed at the development of the handicraft sector, emphasizing the importance of improved labor relations and sustainable development, not only within India but also on a global scale. This comprehensive exploration serves as a foundation for understanding the critical factors essential

for the welfare and sustainable growth of the handicraft industry, offering insights applicable to the analysis of government initiatives aimed at its enhancement.

[Yadav et al. \(2021\)](#) highlight the significant potential of handicrafts in generating widespread employment opportunities, particularly among artisans possessing inherent artistic skills across India. Specifically, the women artisans of Gujarat excel in the craft of 'Needle and Thread,' a skill traditionally utilized for domestic purposes but now in high demand nationwide. However, meeting market demands necessitates a professional approach, requiring refinement aligned with market needs. Government interventions aim to elevate these artisans and their craft through diverse programs and policies. Despite these efforts, the reality remains unsatisfactory, with artisans facing challenges stemming from the sector's disorganization, limited education, inadequate capital, minimal exposure to new technologies, lack of market insights, and a deficient institutional framework. This analysis underscores the persistent struggles of handicraft artisans, shedding light on the barriers hindering their progress despite governmental initiatives and non-governmental interventions.

[Jain & Sharma \(2015\)](#) shed light on India's significant role as a supplier of handicrafts in the global export market, highlighting the industry's labor-intensive, cottage-based, and decentralized nature across rural and urban areas nationwide. The study delves into evaluating the effectiveness of government policies by presenting data on the current status of both Indian handicraft exports and the domestic market. Through an exploration of the perceptions of artisans regarding existing marketing strategies and government schemes, the paper analyzes data collected from artisans, retailers, handicraft organizations, and both public and private export agencies. The research relies on comprehensive data obtained from structured questionnaires and various primary and secondary sources. Analysis involves country-specific figures and corresponding handicraft policies. Findings reveal that while initiatives like Handicraft bazaars and Fairs/Melas appear somewhat beneficial to artisans, the overall perception indicates a lack of significant impact from government marketing support and policies. Despite these efforts, artisans express limited positive effects on their livelihoods, signaling a gap between governmental strategies and the tangible benefits experienced by the artisans within the Indian handicraft industry.

[Shah & Patel \(2016\)](#) explores the impact of India's "vocal for local" agenda, initiated by the Prime Minister to encourage the purchase of locally made products and boost self-reliance across sectors, including the handloom industry. Focusing on Assam (Sivasagar) and Uttar Pradesh (Varanasi), the study analyzes government initiatives' effects on the weavers and their communities, aiming to gauge grassroots development crucial for India's self-reliance aspirations. The research highlights positive impacts of government schemes on the handloom industry but underscores the need for greater awareness among weavers regarding available schemes. It emphasizes that the foundation for the "vocal for local" initiative must be reinforced at the grassroots level. Additionally, the study reveals the symbiotic relationship between tourism and local product demand, illustrating that tourism significantly boosts the market for indigenous products, and niche tourism offerings have the potential to attract more visitors to specific destinations, benefiting both industries.

[Bhambri & Rani \(2021\)](#) delve into the contemporary policies and programs implemented by the Government of India to bolster the export of textile products and fabrics, particularly focusing on their impact in Haryana. The article addresses a pressing concern about the current economic scenario, with GDP experiencing a negative growth rate of 23.67%. Economic growth, vital for an economy's capacity

to produce goods and services over time, exhibits a direct correlation with a country's export of goods. Despite the prominence of government initiatives aimed at increasing textile exports, the outcomes of these policies seem to deviate from the intended direction. The article highlights the current trend of decreasing exports juxtaposed with increasing imports, resulting in a trade deficit within the Indian economy. It aims to explore the implications and effectiveness of these policies and programs, seeking to uncover their impact on the economy and the textile industry. The study endeavors to shed light on the complexities surrounding the relationship between government interventions, export dynamics, and their ultimate effects on economic growth, offering insights into the challenges faced by the textile sector in Haryana amidst this economic landscape.

[Sharma et al. \(2021\)](#) delve into the socio-demographic determinants impacting the Himalayan handicraft industry, specifically focusing on Himachal Pradesh's cultural heritage and its handicrafts. Their findings underscore the correlation between government initiatives and all CBHMs, emphasizing the strong influence of qualifications on factors such as tourism, government efforts, and advertising. Moreover, the research highlights the significant contribution of government initiatives towards women's empowerment within this sector. Interestingly, the study contrasts decision-making powers between nuclear and joint families, indicating a higher influence of the nuclear family on CBHMs. This research offers insights into how socio-demographic factors interplay with various motivators within the handicraft tourism industry, providing valuable information on the relationship between government efforts, community dynamics, and the promotion of handicrafts in the Himalayan region.

[Singh \(2020\)](#) discusses the 'One District One Product' (ODOP) scheme initiated by the Uttar Pradesh State Government in India. This scheme, encompassing 75 districts, aimed to uplift medium and small-scale enterprises, augment local income, and generate employment opportunities, particularly targeting youth employment and inclusive development. The case study centers on Chikankari work in Lucknow, recognized under the ODOP scheme, examining the awareness and perspectives of Chikankari entrepreneurs regarding the initiative. Through primary data collection from 28 entrepreneurs using semi-structured schedules, the study highlights a lack of awareness among respondents regarding the scheme. Entrepreneurs voiced concerns about challenges such as rising prices, scarcity of skilled labor, and the impact of GST. Upon receiving an explanation about the scheme from researchers, entrepreneurs expressed their expectations for support from the ODOP scheme. The case study not only contributes to understanding government policies and entrepreneurship but also presents the attitudes of entrepreneurs towards government-launched schemes and identifies areas where support is required for the development of Chikankari work under the ODOP initiative.

[Shah & Patel \(2016\)](#) emphasize India's rich cultural heritage, showcasing a diverse array of art and craft products crafted through traditional, manual methods within the decentralized and labor-intensive handicraft industry. Despite employing millions, this industry remains relatively small on a global scale. The paper examines the transformative impact of e-commerce initiatives—both governmental and private—on the development of rural artisans in India. It highlights efforts by various entities, including government agencies, non-governmental organizations, groups, and individuals, aimed at enhancing the socio-economic status of rural artisans through e-commerce platforms. The study conducts an analysis of Strengths, Weaknesses, Opportunities, and Threats/Challenges encountered or anticipated by rural handicraft artisans as they adopt e-commerce methods. By shedding light on the role of e-commerce in this sector, the paper contributes to

understanding how technology can uplift the socio-economic standards of rural artisans while outlining the complexities and prospects involved in their e-commerce adoption journey.

[Datta & Bhattacharyya \(2016\)](#) shed light on the significance of Indian handicraft artisans renowned for their exceptional craftsmanship, intricate designs, and a remarkable sense of color. Within predominantly agricultural societies, these artisans play a pivotal role, rendering villages self-sufficient. However, it grapples with several challenges: being unorganized, lacking education, limited capital, and an underdeveloped institutional framework. The artisans' dependence on middlemen for raw materials, finance, and market access due to illiteracy, lack of awareness, and poverty further hampers the sector's growth. The success of the handicraft industry is contingent on artisans' ability to align their production with the preferences of consumers, highlighting the critical role of meeting consumer tastes and preferences in sustaining this sector.

[Majeed \(2018\)](#) explores the intricate relationship between the Indian Handicraft Industry and globalization, emphasizing India's cultural richness and its status as a hub for handicraft products. The paper delves into the profound transformations witnessed by Indian society and economy in the era of globalization, particularly after India opened its doors to multinationals in 1991, impacting various sectors, including handicrafts. While handicraft exports and employment saw considerable growth, globalization intensified challenges for artisans. Increased global competition, shifting consumer preferences, and cultural changes threatened the existence of many artisanal products in the global market. Despite governmental and non-governmental interventions, they often fell short or failed to reach the majority of artisans, worsening their marginal status within the industry. The paper aims to analyze the impact of globalization on the handicraft industry and artisans, outlining the challenges faced and evaluating governmental policies and programs designed to promote and support the industry and artisans in India within the context of globalization's influence.

In conclusion, the review of literature on India's handicraft sector reveals its profound cultural significance and economic potential, marked by decentralized, labor-intensive practices deeply rooted in the country's heritage. Various scholarly works underscore the pivotal role of government interventions and policies aimed at uplifting artisans and enhancing the industry's socio-economic landscape. Several studies highlight the challenges faced by artisans, particularly women, emphasizing issues such as disorganization, limited education, technological disparity, and inadequate market access. Despite robust government initiatives targeting skill development, welfare schemes, and export promotion, a persistent gap exists between the intended impact of these policies and their tangible benefits experienced by the artisans. Moreover, the literature extensively explores themes like the "vocal for local" agenda, grassroots development, the relationship between tourism and industry growth, and the impact of globalization on the handicraft sector. These studies elucidate the need for greater awareness among artisans, reinforced grassroots initiatives, and aligning government strategies more closely with the artisans' realities. However, amidst these comprehensive analyses, a research gap emerges concerning the efficacy and holistic implementation of governmental policies and programs within the Indian handicraft sector. Despite the detailed insights provided by existing studies, there remains a need for deeper investigations into the practical outcomes and direct impacts of these interventions on the lives and livelihoods of artisans. Additionally, while the literature touches upon the challenges and aspirations of artisans, further research could delve into

nuanced aspects such as the socio-cultural dimensions of handicraft production, innovative marketing strategies, the role of technology in empowering artisans, and sustainable models for augmenting their socio-economic conditions. Therefore, the research gap in this domain lies in the comprehensive assessment of the ground-level impact of government interventions, the exploration of novel strategies aligning tradition with modernity, and a nuanced understanding of the socio-cultural facets influencing the dynamics of the handicraft sector in India. Addressing these gaps could pave the way for more effective policies and interventions, fostering sustainable growth and empowerment within the Indian handicraft industry.

3. OBJECTIVES OF THE STUDY

- 1) To study the impact of the government initiatives to boost the handicrafts industry.
- 2) To understand the perception of the handicrafts industry personnel towards the government initiatives.

4. HYPOTHESES

H1: There is a significant positive impact of the government initiatives to boost the handicrafts industry.

H2: There is a positive perception of the handicrafts industry personnel towards the government initiatives.

5. RESEARCH METHODOLOGY

Research methodology adopted for this study involved a quantitative approach, utilizing structured surveys to gather data. A cross-sectional study design was employed to capture perceptions. This design facilitated the collection of data from a diverse pool of employees within the handicrafts industry. A stratified random sampling technique is used to ensure representation from various segments within the handicrafts industry. The sample size was determined based on statistical calculations for adequate power and reliability.

Structured questionnaires were designed and distributed among the selected participants. These surveys included Likert-scale questions and multiple-choice queries to comprehensively capture opinions and experiences related to government initiatives. Quantitative data collected through surveys was subjected to statistical analysis using software like SPSS or Excel.

The research methodology employed a structured, quantitative approach to investigate the perceptions and impacts of government initiatives on the handicrafts industry. The utilization of statistical tools facilitated a comprehensive analysis of the collected data, validating hypotheses and offering insights into the relationship between these initiatives and industry perceptions.

6. DATA ANALYSIS

Table 1

Table 1 Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	32	12.2	12.2	12.2

30-40 years	134	51.0	51.0	63.1
40-50 years	60	22.8	22.8	85.9
50-60 years	26	9.9	9.9	95.8
Above 60 years	11	4.2	4.2	100.0
Total	263	100.0	100.0	

Table 1 presents the age distribution of the respondents participating in the study. The age bracket of 30 to 40 years, comprising 51.0% of the sample, followed by those aged 40 to 50 years, representing 22.8%. A smaller proportion of respondents were between 18 to 30 years, accounting for 12.2% of the total. The distribution gradually declined in the older age categories, with 9.9% falling within the 50 to 60 years range and 4.2% being above 60 years old. The data showcases a predominant presence of individuals in their thirties and forties, indicating a concentration of participants within these age groups in the study sample.

Table 2

Table 2 Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	126	47.9	47.9	47.9
	Female	137	52.1	52.1	100.0
Total		263	100.0	100.0	

Table 2 Female respondents accounted for a slight majority, comprising 52.1% of the total sample, while male respondents represented 47.9%. This gender distribution demonstrates a nearly balanced participation between male and female respondents in the study, showcasing a slight inclination towards female representation.

Table 3

Table 3 The Government Initiatives Have Notably Improved the Visibility of Handicraft Products in the Market					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	5.3	5.3	5.3
	Disagree	26	9.9	9.9	15.2
	Neutral	8	3.0	3.0	18.3
	Agree	68	25.9	25.9	44.1
	Strongly Agree	147	55.9	55.9	100.0
Total		263	100.0	100.0	

Table 3 presents respondents' perceptions regarding the impact of government initiatives on enhancing the visibility of handicraft products in the market. The majority, constituting 55.9%, strongly agreed that these initiatives notably improved the visibility of handicraft products. Additionally, 25.9% agreed with this statement. Conversely, only a smaller percentage disagreed, with 9.9% and 5.3% indicating disagreement and strong disagreement, respectively. A minimal portion, 3.0%, remained neutral regarding the effect of government initiatives on enhancing the visibility of handicraft products in the market. This distribution demonstrates a predominantly positive perception among the respondents, reflecting a significant agreement with the notion that government initiatives have positively impacted the visibility of handicraft products.

Table 4

Table 4 The Government Initiatives Have Positively Influenced the Economic Growth of the Handicraft Industry					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	13.3	13.3	13.3
	Disagree	26	9.9	9.9	23.2
	Neutral	9	3.4	3.4	26.6
	Agree	64	24.3	24.3	51.0
	Strongly Agree	129	49.0	49.0	100.0
	Total	263	100.0	100.0	

Table 4 illustrates respondents' perspectives on whether government initiatives have positively influenced the economic growth of the handicraft industry. A significant portion, comprising 49.0%, strongly agreed that these initiatives indeed had a positive influence on the economic growth of the handicraft industry. Moreover, 24.3% expressed agreement with this statement. On the contrary, only a smaller percentage disagreed, with 9.9% and 13.3% indicating disagreement and strong disagreement, respectively. A minor portion, 3.4%, maintained a neutral stance regarding the impact of government initiatives on the industry's economic growth. This distribution showcases a predominantly positive perception among respondents, suggesting a substantial consensus that government initiatives have positively affected the economic growth of the handicraft industry.

Table 5

Table 5 The Government Initiatives Have Effectively Enhanced the Accessibility of Resources for Handicraft Production					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	33	12.5	12.5	12.5
	Disagree	19	7.2	7.2	19.8
	Neutral	7	2.7	2.7	22.4
	Agree	59	22.4	22.4	44.9
	Strongly Agree	145	55.1	55.1	100
	Total	263	100	100	

Table 5 demonstrates respondents' perceptions regarding the effectiveness of government initiatives in enhancing the accessibility of resources for handicraft production. The data indicates a substantial inclination towards a positive perception, with a notable 55.1% strongly agreeing that these initiatives effectively enhanced resource accessibility. Additionally, 22.4% expressed agreement with this statement. Conversely, the disagreement was minimal, with only 7.2% and 12.5% indicating disagreement and strong disagreement, respectively. A smaller portion, 2.7%, remained neutral concerning the impact of government initiatives on resource accessibility for handicraft production. Overall, this distribution showcases a predominantly positive consensus among respondents regarding the effectiveness of government initiatives in enhancing resource accessibility for handicraft production.

Table 6

Table 6 The Government Initiatives Have Contributed Significantly to Expanding the Market Reach for Handicraft Products					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	6.8	6.8	6.8
	Disagree	24	9.1	9.1	16.0
	Neutral	8	3.0	3.0	19.0
	Agree	68	25.9	25.9	44.9
	Strongly Agree	145	55.1	55.1	100.0
	Total	263	100.0	100.0	

Table 6 presents the respondents' perceptions regarding the contribution of government initiatives to expanding the market reach for handicraft products. The data indicates a prevalent positive sentiment among the respondents, with a substantial 55.1% strongly agreeing that these initiatives significantly expanded the market reach for handicraft products. Moreover, 25.9% expressed agreement with this statement, further reinforcing the positive sentiment. Conversely, disagreement was relatively minimal, with 9.1% and 6.8% indicating disagreement and strong disagreement, respectively. A smaller portion, 3.0%, remained neutral regarding the impact of government initiatives on expanding the market reach for handicraft products. Overall, this distribution highlights a predominantly positive consensus among respondents regarding the significant contribution of government initiatives to expanding the market reach for handicraft products.

Table 7

Table 7 The Government Initiatives Have Fostered Innovation and Modernization within the Handicraft Sector					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	9.5	9.5	9.5
	Disagree	19	7.2	7.2	16.7
	Neutral	10	3.8	3.8	20.5
	Agree	56	21.3	21.3	41.8
	Strongly Agree	153	58.2	58.2	100.0
	Total	263	100.0	100.0	

Table 7 outlines the respondents' perceptions regarding the role of government initiatives in fostering innovation and modernization within the handicraft sector. The data demonstrates a significant inclination towards positive views, with a notable 58.2% strongly agreeing that these initiatives have substantially fostered innovation and modernization. Additionally, 21.3% of respondents expressed agreement with this notion, further supporting the positive sentiment. Conversely, the disagreement was relatively lower, with 7.2% and 9.5% indicating disagreement and strong disagreement, respectively. A smaller portion, 3.8%, remained neutral regarding the impact of government initiatives on fostering innovation and modernization within the handicraft sector. Overall, the majority consensus indicates a positive perception among respondents, highlighting the role of government initiatives in driving innovation and modernization within the handicraft sector.

Table 8

Table 8 I Believe that the Government Initiatives are Genuinely Aimed at Uplifting the Handicraft Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	31	11.8	11.8	11.8
	Disagree	28	10.6	10.6	22.4
	Neutral	15	5.7	5.7	28.1
	Agree	70	26.6	26.6	54.8
	Strongly Agree	119	45.2	45.2	100.0
	Total	263	100.0	100.0	

Table 8 summarizes respondents' beliefs concerning the government initiatives aimed at uplifting the handicraft industry. Impressively, a considerable majority, comprising 45.2% strongly agreeing and an additional 26.6% agreeing, express a firm belief in the genuine intention of these initiatives. Meanwhile, disagreement and strong disagreement together account for 22.4% of responses, with 11.8% indicating strong disagreement and 10.6% disagreeing with the initiatives' genuine aim. A smaller portion, 5.7%, remained neutral in their stance. The prevailing sentiment portrays a predominantly positive belief among respondents regarding the sincerity of government initiatives directed at uplifting the handicraft industry.

Table 9

Table 9 I Have a Positive Outlook Regarding the Transparency of the Government Initiatives in Supporting Handicrafts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	26	9.9	9.9	9.9
	Disagree	16	6.1	6.1	16.0
	Neutral	6	2.3	2.3	18.3
	Agree	68	25.9	25.9	44.1
	Strongly Agree	147	55.9	55.9	100.0
	Total	263	100.0	100.0	

Table 9 presents respondents' perspectives on the transparency of government initiatives supporting handicrafts. Notably, a majority, encompassing 55.9% strongly agreeing and an additional 25.9% agreeing, express a positive outlook on the transparency of these initiatives. Conversely, disagreement, including both disagreement and strong disagreement, constitutes a smaller proportion, totaling 15.9% of responses. Among these, 9.9% strongly disagree, while 6.1% disagree with the transparency of the government's efforts. Additionally, 2.3% of respondents remain neutral in their assessment. Overall, the majority of respondents exhibit a strong belief in the transparency of government initiatives aimed at supporting the handicrafts sector.

Table 10

Table 10 The Government Initiatives Demonstrate a Clear Understanding of the Challenges Faced by the Handicraft Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	23	8.7	8.7	8.7

Disagree	28	10.6	10.6	19.4
Neutral	15	5.7	5.7	25.1
Agree	91	34.6	34.6	59.7
Strongly Agree	106	40.3	40.3	100.0
Total	263	100.0	100.0	

Table 10 portrays respondents' perceptions of the government's understanding of the challenges faced by the handicraft industry. Notably, a substantial majority, combining 40.3% strongly agreeing and an additional 34.6% agreeing, believe that government initiatives demonstrate a clear understanding of these challenges. Conversely, disagreement comprises a smaller proportion, constituting 19.4% of responses. Among these, 10.6% disagree, while 8.7% strongly disagree with the government's understanding of the handicraft industry's challenges. Additionally, 5.7% of respondents remain neutral in their assessment. Overall, a significant majority of respondents affirm the government's perceived comprehension of the challenges encountered by the handicraft industry.

Table 11

Table 11 I Perceive the Government Initiatives as Effective Measures to Empower Handicraft Artisans and Workers					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	6.8	6.8	6.8
	Disagree	22	8.4	8.4	15.2
	Neutral	12	4.6	4.6	19.8
	Agree	74	28.1	28.1	47.9
	Strongly Agree	137	52.1	52.1	100
	Total	263	100	100	

Table 11 encapsulates respondents' perspectives on government initiatives as instruments for empowering handicraft artisans and workers. A substantial majority, combining 52.1% strongly agreeing and an additional 28.1% agreeing, perceive these initiatives as effective measures for empowerment. Conversely, disagreement constitutes a smaller proportion, with 8.4% disagreeing and 6.8% strongly disagreeing with the effectiveness of these initiatives. Additionally, 4.6% of respondents remained neutral in their assessment. Overall, the majority of respondents express a positive perception of government initiatives as potent tools for empowering artisans and workers within the handicraft industry.

Table 12

Table 12 Overall, I Feel Optimistic about the Potential Outcomes of the Government Initiatives for the Handicrafts Sector					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	22	8.4	8.4	8.4
	Disagree	18	6.8	6.8	15.2
	Neutral	10	3.8	3.8	19
	Agree	52	19.8	19.8	38.8
	Strongly Agree	161	61.2	61.2	100
	Total	263	100	100	

Table 12 displays respondents' overall sentiment regarding the potential outcomes of government initiatives within the handicrafts sector. A substantial majority, comprising 61.2% strongly agreeing and an additional 19.8% agreeing, express optimism about the potential outcomes of these initiatives. Conversely, disagreement constitutes a smaller proportion, with 6.8% disagreeing and 8.4% strongly disagreeing with the potential outcomes. Additionally, 3.8% of respondents remained neutral in their assessment. Overall, a significant majority of respondents demonstrate an optimistic outlook regarding the potential outcomes of government initiatives for the handicrafts sector.

H1: There is a significant positive impact of the government initiatives to boost the handicrafts industry.

Table 13

Table 13 One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The government initiatives have notably improved the visibility of handicraft products in the market.	15.826	262	0	1.1711	1.0254	1.3168
The government initiatives have positively influenced the economic growth of the handicraft industry.	9.603	262	0	0.85932	0.6831	1.0355
The government initiatives have effectively enhanced the accessibility of resources for handicraft production.	11.5	262	0	1.0038	0.8319	1.1757
The government initiatives have contributed significantly to expanding the market reach for handicraft products.	14.755	262	0	1.13308	0.9819	1.2843
The government initiatives have fostered innovation and modernization within the handicraft sector.	13.627	262	0	1.11407	0.9531	1.2751

Table 13 The results concerning the impact of government initiatives on the handicraft industry strongly support the hypothesis (H1) suggesting a significant positive impact of these initiatives. The first statement, regarding the visibility of handicraft products in the market, exhibits a substantial mean difference of 1.17110 (t = 15.826, p < .001, 95% CI [1.0254, 1.3168]), indicating a highly positive impact. This result underscores that respondents overwhelmingly perceive a marked improvement in the visibility of handicraft products due to government initiatives. Similarly, the second statement, focused on the influence on economic growth, shows a considerable mean difference of 0.85932 (t = 9.603, p < .001, 95% CI [0.6831, 1.0355]), emphasizing a significantly positive impact. It suggests that respondents acknowledge a substantial positive influence on the economic growth of the handicraft industry owing to these initiatives. Furthermore, the statements

regarding enhanced accessibility of resources for production, expanded market reach, and fostering innovation and modernization within the handicraft sector all exhibit notably high mean differences of 1.00380 ($t = 11.500$, $p < .001$, 95% CI [0.8319, 1.1757]), 1.13308 ($t = 14.755$, $p < .001$, 95% CI [0.9819, 1.2843]), and 1.11407 ($t = 13.627$, $p < .001$, 95% CI [0.9531, 1.2751]) respectively. These outcomes collectively indicate a robust consensus among respondents regarding the overwhelmingly positive impact of government initiatives in these domains. Overall, the statistical analyses strongly support the hypothesis (H1) by affirming that the government initiatives have indeed exerted a significant positive impact across various facets of the handicraft industry, as perceived by respondents.

H2: There is a positive perception of the handicrafts industry personnel towards the government initiatives.

Table 14

Table 14 One-Sample Test						
	Test Value		Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
I believe that the government initiatives are genuinely aimed at uplifting the handicraft industry.	9.567	262	0	0.8289	0.6583	0.9995
I have a positive outlook regarding the transparency of the government initiatives in supporting handicrafts.	13.874	262	0	1.11787	0.9592	1.2765
The government initiatives demonstrate a clear understanding of the challenges faced by the handicraft industry.	10.951	262	0	0.87072	0.7142	1.0273
I perceive the government initiatives as effective measures to empower handicraft artisans and workers.	14.541	262	0	1.10266	0.9533	1.252
Overall, I feel optimistic about the potential outcomes of the government initiatives for the handicrafts sector.	14.985	262	0	1.18631	1.0304	1.3422

Table 14 The results strongly support the hypothesis (H2) suggesting a positive perception of handicrafts industry personnel towards government initiatives.

Regarding the belief in the genuine aim of government initiatives in uplifting the handicraft industry, the mean difference of 0.82890 ($t = 9.567$, $p < .001$, 95% CI [0.6583, 0.9995]) signifies a significant positive perception. This indicates that respondents express a notable belief in the genuine intentions of these initiatives in fostering the handicraft industry.

Similarly, statements concerning the transparency of initiatives, understanding of industry challenges, perception of effectiveness in empowering artisans, and optimism about potential outcomes all exhibit substantial mean differences:

1.11787 ($t = 13.874$, $p < .001$, 95% CI [0.9592, 1.2765]), 0.87072 ($t = 10.951$, $p < .001$, 95% CI [0.7142, 1.0273]), 1.10266 ($t = 14.541$, $p < .001$, 95% CI [0.9533, 1.2520]), and 1.18631 ($t = 14.985$, $p < .001$, 95% CI [1.0304, 1.3422]), respectively. These results collectively highlight a strongly positive perception among respondents regarding the government initiatives. Overall, the statistical analysis robustly supports the hypothesis (H2), confirming a strongly positive perception among handicrafts industry personnel towards the various facets and intentions of the government initiatives aimed at supporting the handicrafts sector.

7. FINDINGS

The analysis of the survey data revealed several significant findings regarding the government initiatives and their impact on the handicraft industry:

Impact on Handicraft Industry

- **Visibility Improvement:** Respondents strongly agreed that government initiatives notably improved the visibility of handicraft products in the market. This was echoed across various age groups and genders, suggesting a widespread positive impact.
- **Economic Influence:** There was a consensus among participants that government initiatives positively influenced the economic growth of the handicraft industry. This sentiment was prevalent across different demographics surveyed.
- **Resource Accessibility:** The majority of respondents believed that government initiatives effectively enhanced the accessibility of resources for handicraft production. This was consistent across different age groups and genders.
- **Market Reach Expansion:** Respondents strongly agreed that government initiatives significantly contributed to expanding the market reach for handicraft products. This perception was consistent across different demographics.
- **Innovation and Modernization:** Participants strongly felt that government initiatives fostered innovation and modernization within the handicraft sector. This sentiment was widespread across all age groups and genders.

Perception of Handicraft Industry Personnel

Positive Perception: The analysis revealed a highly positive perception among handicraft industry personnel regarding government initiatives. There was a consensus that these initiatives were genuinely aimed at uplifting the handicraft industry, transparent in their support, understanding of industry challenges, effective in empowering artisans, and held promising potential outcomes for the sector.

These findings collectively indicate a widespread acknowledgment and positive reception of the government's efforts to boost the handicraft industry. Respondents across various demographics showcased a favourable view regarding the impact and intentions of the initiatives, suggesting a generally positive atmosphere surrounding government support for the handicrafts sector.

8. CONCLUSION

The conclusions drawn from this comprehensive survey underscore a notably positive perception and impact of government initiatives on the handicraft industry. The findings reveal a resounding consensus among industry personnel regarding the efficacy of these initiatives. Notably, there's a widespread belief that these programs have significantly improved the visibility of handicraft products, positively influenced economic growth, enhanced resource accessibility, expanded market reach, and fostered innovation within the sector. Moreover, the perception among industry personnel remains highly positive, reflecting a belief that these initiatives genuinely aim to uplift the industry, are transparent in their support, and demonstrate an understanding of industry challenges. These positive sentiments across demographics highlight the government's apparent success in engendering optimism and trust within the handicraft community.

The implications of these findings extend beyond mere acknowledgment. They suggest a reinforcement of the government's role in catalyzing the growth and sustainability of the handicraft sector. The perceived effectiveness of these initiatives signifies a potential blueprint for further policy improvements, emphasizing the need for continued support in resource accessibility, market expansion, and innovation facilitation. Such reinforcement could foster a more robust ecosystem that empowers artisans, boosts economic growth, and preserves cultural heritage. Moreover, these positive perceptions could encourage more collaboration between government bodies and industry stakeholders, potentially leading to more tailored and impactful initiatives.

As for future research, an in-depth qualitative exploration might complement these findings. Interviews or focus group discussions could unearth nuanced insights, exploring the specific mechanisms behind the perceived impact of government initiatives. Additionally, longitudinal studies could track the sustained impact of these initiatives over time. Evaluating the long-term effects and adaptations within the industry post-initiative implementation could provide valuable insights into the lasting sustainability of these programs.

CONFLICT OF INTERESTS

None.

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