A STUDY ON THE AWARENESS OF ARTISAN ON VARIOUS GOVERNMENT SCHEMES AND POLICIES FOR HANDICRAFTS WITH SPECIAL REFERENCE TO MADHYA PRADESH

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ABSTRACT:
The Indian Handicrafts industry in totality seems to be struggling. Turning the pages of past the performance of the Indian Handicrafts in world market was always in the hard state. The observation is if we moved three steps we rolled back six steps. In the past few years again we are looking like moving three steps ahead. As industry is widely scattered with a dominance of small and tiny units, apart from this Indian handicrafts is somehow showing the trend of growth in its export. The handicraft sector had always seen important for the economy due to its employment generation, foreign exchange earnings and vast untapped export potential. The objectives in the study were catered demographic profile of the artisans where their gender, age, experience, income and other factors are cross analyzed on the several schemes and policies for handicrafts. This paper attempts to present an overview of awareness of Artisan on various Government Schemes and policies for handicraft in Madhya Pradesh. The study is based on facts and figures obtained from various primary and secondary sources. The data was collected using a structured questionnaire. The collected data has been transcribed in long sheets and tables and further analyzed with the help of statistical techniques. The findings of study indicate that the awareness on various Government policies and schemes for Handicrafts the data reveals that the only one third of the total population is aware of all categories of Government schemes for Handicrafts.

KEYWORDS: Indian Handicraft, Government Schemes, Awareness, Artisans.

References: