



GLOBAL HANDICRAFT INDEX: A NEW INITIATIVE FOR DEVELOPING POSITIVE PROMOTION IN HANDICRAFT INDUSTRIES

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Article history:	Abstract:
Received: 10 th November 2021 Accepted: 13 th December 2021 Published: 30 ^h January 2022	The purpose of this paper is to give a separate index for the development of handicraft products developing better completion in handicraft industries, conserving the heritage of all countries handmade tradition, the skill of artisans, making them entrepreneurship to artisans Among them, we know that whole world is facing a big problem of plastic glass and other population and climate is also affecting due to environmental pollution in the world so if all want to maintain their life and living patter better and sustainable then they should have to make the product for their utility that is sustainable and utility decorative and that will have to give local job and enhancing the local talent of the artisan and rural, tribal people special women. This is helping in providing 11 parameters and 20 indicators on which the proposed handicraft index will be prepared at the global level. so there is a need for initiative for researchers that want to work in the sector of the handicraft industry and to want to give the new horizon at the front of other machine-made products that are harmful and costly non-eco-friendly and that is trading and increasing jobless growth so this handicraft index will help to at artisan increasing the employment, income decreasing the jobless growth converting the gig worker and creating local talent and making it as the global label.

Keywords: Global handicraft index world handicraft sustainability, parameter, Indicator of handicraft,

1. INTRODUCTION

All of us know that handicraft product is commonly made by hand or by with the help of a handmade tool. in this process, hand skilled people artisan creates different design products theirs decorative and used as utility product like as from Rockwood, claystone and may more and many more using simple and cheap tools from the time of immemorial, India is called for it handmade made decorative addition industrial country and famous in India These types of items produced are known as handicrafts as they are prepared solely by hands and there is nothing od least technology used in this industry. it is also known for its cultural customer and India feature amongst the topmost rated cultural country which is famous in the world there is some skilled labor rare busy in the world which has and has artisan have added to them and there is nothing any use of machinery and we that India is known for its customs. Handicrafts all over the world. as we know ha India has been very loving and respected by everyone and many rural people still earn their livelihood through the creative part of art and culture and persevered its culture. In the following article, we will read about some of the handicrafts of India that you can take back The sustainable economy is an era of women as entrepreneurs perceiving, organizing resources, novel opportunities, and undertaking risks to achieve their goals in developing new innovative ventures for measuring new horizons in the time of pandemic when the whole world was and northeast of asea, before pandemic were experiencing an economic renovation through transformation technology but pandemic has slowdown their speed but after then it again increasing by the national slogan of vocal for local through atmanirbhar Baharat Abhiyan, through the growth of women-oriented handicraft industries like moonj craft, bamboo craft (MSMEs)(yadav et al 2021)

Worlds handicraft an overview

From the world bank data, it has been clear that 78% of unorganized workers are in the handicraft sector and the role of the handicraft sector in world GDP is 27.49%, and rand 87 % of women are engaged in the handicraft sector AT THIS TIME (world bank 2020 report submitted to UN). at the same time, the international labor organization has submitted its report after the pandemic to the world bank and said that during the pandemic 60 % of workers were engaged in the handicraft sector due to lockdown and after the slowdown, their services sector manufacturing ring sector, and in those 90% women were engaged in handicrafts sector .at least 39% women were worked as

entrepreneurs during and before the lockdown, and 19% man were entrepreneurs in the handicrafts sector. that is published by ILO. In the case of the Asian development, banks have distributed the report that 79% work we're engaged in the handicraft sector during the lockdown and importance in 29 % in Asian GDP and mostly in India and Indonesian country was top at the handicraft level.

Pottery

One of the first materials on earth, which man began to use, was clay. For several millennia it has served man, and during this time has found wide distribution in many areas of human life. The production of pottery, which served for the preparation and storage of food, and other products, exists and develops in Azerbaijan from time immemorial. Well-equipped pottery workshops were found during excavations in ancient fortresses of the times of Caucasian Albania in the territories of Gabala and Shamkir. And today in some regions pottery centers continue to operate, where ceramic products are handcrafted. See figure 1 about Azerbaijan handicraft products.

According to the hereditary master, whose grandfather and father also engaged in this craft, the production of one product takes from 20 days to two months, since all production is carried out by ancient methods using the potter's wheel and traditional kilns for roasting. So the drying of one product takes about 20 days, after which it is fired in a furnace at a temperature of 1000 degrees. It is not surprising that pottery products manufactured in this traditional way are environmentally safe, have a high aesthetic value, and are in high demand not only among the local population but also among numerous tourists visiting Masalli.

Occupation is painstaking, requiring not only assiduity but also courage. Reeds are harvested mostly by women, collecting them in spring and summer in marshy areas and by the sea. In such places there are many snakes, so collectors take all security measures to protect themselves from unwanted contact with these reptiles (ajarbiazan craft industry sources).

Crafty and folk art of Baku city AZERBAIJAN

At Folk Art, we sell handmade souvenirs, arts and crafts by Azerbaijani artisans. Our vision is to create sustainable employment for producers of handicrafts and arts according to FairTrade principles, particularly in rural areas among the many minority groups of Azerbaijan. In our store, you will find jewelry, pottery, traditional Azerbaijani dolls, leather-works, and many other interesting and beautiful products. These all make for excellent souvenirs from your travels in Azerbaijan. Here is a short video about us and what we do: All our products are handmade and unique, and the assortment will change depending on our producer's creativity.

Glass teacup traditional Azerbaijani doll pink store necklace

Folk Art is a link but traditional from remote villages off the beaten path and the urban centers where unique, authentic gifts that make a difference are wanted. We try to keep good relationships with all our producers from all over Azerbaijan. You can learn more about Azerbaijan, our culture, and crafts traditions on our [About Azerbaijan page](#). We follow the [FairTrade](#) principles so our producers get a good price. We hope that we by this will help maintain Azerbaijan's rich traditions of arts and crafts. We could not do this without the help

Iran handicraft industry

Tehran, Oct 11, IRNA - Iran is among the world's top three handicrafts producers, said the head of the handicraft association of the central Iranian province of Isfahan.

Close to 60 percent of Iran's total handicrafts are produced in Isfahan, making the province the country's top producer of such items, Abbas Shirdel told Iran Daily. He said Iranian handicrafts have the greatest diversity worldwide, overtaking China and India which rank higher than Iran in terms of producing such items. Of the total 297 types of handicrafts produced in Iran, 199 pertain to Isfahan Province, which shows the high status of art and creativity among the people of the province He said Isfahan is leading in the production of all kinds of handicrafts, describing the province's artists as creative and innovative. Shirdel said handicrafts play an important role in the presentation of a country's art and culture to the world, adding given its position in the production of such items, in 2015, Isfahan Province was recognized by the World Crafts Council (WCC) as the World Crafts City and registered as a UNESCO creative city. Highlighting the importance of managing and organizing Iran's handicrafts exports more effectively, Shirdel noted that currently, Isfahan's overseas sales of crafts are done merely through individuals and passengers visiting the city. He said are exported to most countries even China which is among the world's biggest producers and exporters of such items.

Source: Iran Daily

2.OBJECTIVE

- To understand the situation of the world handicraft sector from a different country and the position of the handicraft sector
- To propose a new approach to the Global handicraft index at the world level as conceptual.
- To suggest strategies for developing global handicraft index and strategies for artisans, better completion, promotion of handicraft artisan
- To turn the world toward sustainability through handicraft products

3.LITERATURE REVIEW

Following literature supports the current study, like the study done by *Ahlavat Vanita(2018)*¹. Her paper titled "an analysis of growth and association between labor productivity in India's textile industry" has discussed in her paper that most of the labor is women in the textile industry. A study conducted by Roy, Patnaik, and Satpathy(2020)⁸ for 747

small business enterprises found a drastic fall in the growth rate of net sales by (-)66.7% in the first quarter of the financial year 2020–21. The situation worsened further when the government announced the extended nationwide lockdown amidst the COVID-19 crisis. Ananda, Abhishek, et. al(2020)². 'Impact of COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs): India report', Microwave Consulting, Lucknow, India has discussed the impact of a pandemic on handicraft MSME sector *Jaya Jaitly (2019)*⁴ in her paper 'Craft tradition of India' has focused on craftsperson's and struggle of their life, she also noted down that artisan life is so hard narrated the condition of the weaver in Fatehpur Sikri. *Ahlavat Vanita (2018)*¹, in her Paper title "An Analysis of Growth and Association between Labour Productivity and Wages in the Indian handicraft industry and textile." Results suggested that there is enormous gender disparity in employment; that is women are very few in comparison to men workers. published their research paper "Study of Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications". *Pandey and Pillai (2020)*⁷ conducted a study covering 5000 MSME enterprises during the lockdown and found that 71% of them could not pay salaries/wages to their employees for March 2020. (Yadav et al2022) in their paper discussers about the new approaches for the development of handicraft index at the global level. (Uma shankar yadav 2022) discussed the global handicraft index welfare of artisan and better completion in the digital world he described.

4. RESEARCH METHODOLOGY

The study is based on secondary data from world handicraft resources and USAID data and different journals like world bank reports, IMF reports, ILO reports, and many other top-level journals, which are top level in the world work from a different countries y in small industry and especially handicraft sector-oriented journal. Other secondary sources were NGO of UN local NGO, SHGs, NPO, same agencies Top handicraft institution,

5. DATA AND VARIABLE:

Data has been utilized to estimate the size and composition of the handicraft units in this sector of Indian analysed using 20 variable nature of business either it is a hereditary skill or civil hereditary business training adopted design or self-evolved deign, an association of artisan from craft cluster SHG, NGO, nature of the product that ceremonial decorative, utility, or any other products, production is carried out in open air or hours or workshop it means production is carried out in open air and household, or in what is the sale workshop another variable is association artisans I which are connected to SHG, NGO, craft cluster, and producer company sources of raw material from agriculture, from the local area, or forms products, and other products. difficulty in obtaining raw material, what is the nature of labor required skilled or unskilled. And the composition of labor is family and casual labor, regular labor, and contractual labor. Hour of work in the company is fume work or part-time work in a year. Another question sale of the product to the consumer, to the local market, to the contractor, in the town, or to the exporters. Product is export or not. Are they get their expected price of the product? income is sufficient or not this depends other demand of the products reason of quit the work in handicraft sector, due to no labor availability, no quality of thought, the reason for quitting the business (yadav et al 2022). The number of the artisan is increasing or decreasing in modern times. The flow of the product is increasing or decreasing in the current scenario. What is the consumption of the is increasing or decreasing? In a comparison of machine-made product is superior or inferior.

6. FINDING AND DISCUSSION AND STRATEGIES

Proposed indicator and parameter for preparing global handicraft index

There are 20 proposed parameters and 25 indicators.

indicators on of handicraft

1 decorative and decorative value of craft 2. artisan's skills, marketing of products, 4 consumer behaviors, 5 product demands, 6 local culture, Government policy, 7artisans safet, 8 artisans talent and capacity, 9, the role of meditators., 10 handicraft infrastructure, 11. Electricity supply, 12. Promotional window at the local level at global level, customer interest, and nationalism of the handicraft demand, 13 digital technology, 14 labor strategies, 15 competition between sustainability of the handmade product, 16 quality in comparison of machine-made product, 17women security in handicraft sector, 18branding of handicraft product at global level, 19 reiving of handicraft product, conservation of old skill, 20 use of AI in handicraft product making, 21 institution establishment of handicraft sector 22 training center of handicraft product, global handicraft parks, 23 syllabi about awareness of handicraft product 24 environmental value of craft,

parameter of handicraft index

now discussion on a parameter that can help in developing global handicraft index and national handicraft index 1. economic parameter, 2. social parameter, 3. financial parliament, 4. technological parameter, 5. governance parameter, 6. empowerment parameter, 6. educational parameter. 7Relegios parameter 8.AI parameter 9.ICT parameter, 10 gender parameter. 11 promotion parameter 12 policy parameters. 13 innovation parameters 14 environmental parameters 15. cross-cultural parameter ,16 entrepreneurial parameters ,17institutional parameter 18 skill parameter ,19. branding parameter

Top handicrafts being exported from India

India has been well known for its rich culture and heritage. Each culture has its customs cherished by the people. Such a vast heritage and integration can be found nowhere in the world. Yet such diversity lets us stay united and share some of our renowned richness around the globe.

Handicrafts are one such example of spectacular creations from the hands of skilled individuals spread across the country proving India to be an exotic land with exquisite artworks. Each state is famous for some of the other craft but the Tamil Nadu, Saharanpur, Gujarat, Rajasthan, Kashmir are some centerl acknowledged for handcraft manufacturing.

Handicrafts from India

Art that is crafted with passion and excellence with very little input from machinery’s along with a considerable element of tradition are termed as handicrafts. And India has given a fine share of importance to the creation and export of such artifacts. Though there are innumerable collections of work being manufactured, some notable ones have been globally exported(yadav et al 2021).

The exports trends in India are rising each year. From the data produced by the Export promotion council for Handicrafts (EPCH), exports in India initially started with the year 1986-1987 and till 2016 period the export of handicrafts from India has shown a massive improvement suggesting the Importance and admiration this has gained over the world within the past 35 years

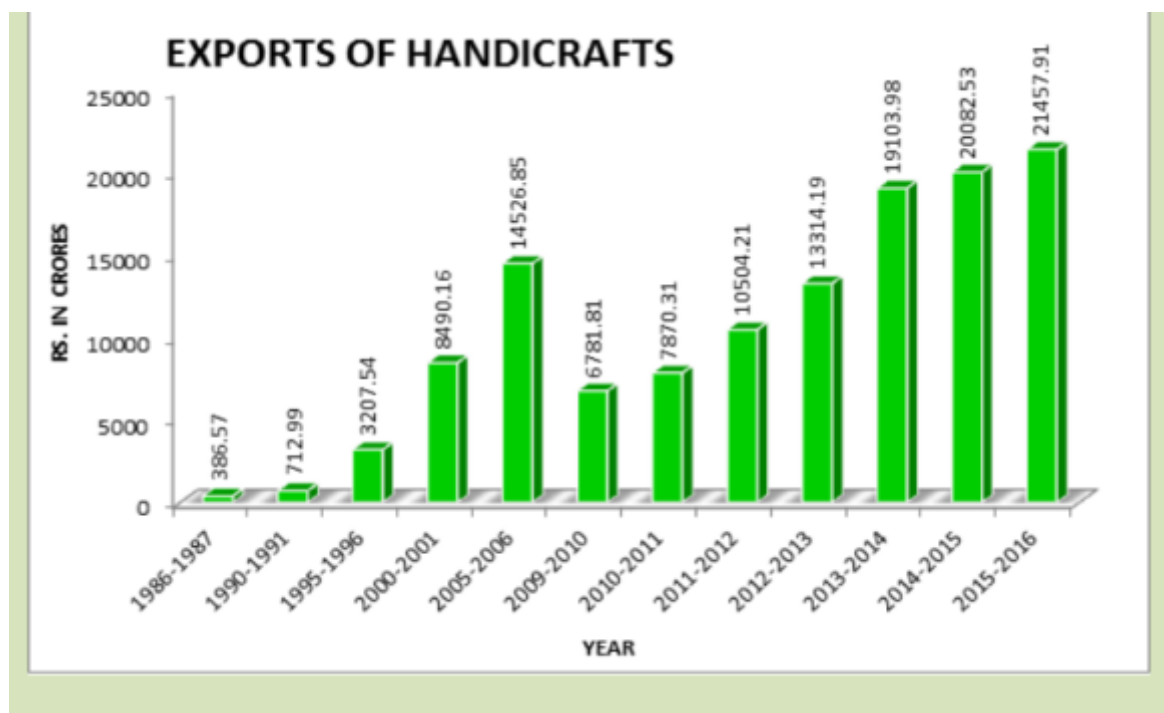


Figure 3 export of handcraft products at the global level. data from world bank 2021

Export culture from India

Exports and imports are the integrity of a country. It shows how well a county is paying importance to the country’s culture and heritage. Handicrafts apart from being a skill is a proper source of income for the small-scale industrialists and women population of the country. The sector of handicrafts paves way for many benefits like(Yadav et al 2022)

A work method for many small-scaled rural and urban populations aiding the weaker segments of the country.

Poses a decent employment potential for skilled people of the country.

High output is obtained for the major investments to be made.

Higher value addition to the products. Across the world, artisans have been producing beautiful, practical, and culturally significant crafts for many centuries. From the knife makers of Tibet to the luthiers of Madrid, here is a rundown of the top 10 artisans of the world.

Some other famous handicrafts of world different countries in short

Glass Blowers – Murano, Italy

Located just north of Venice is the island of Murano, one of the best places in the world to see the art of glass blowing. Although the island’s unique industry may have altered somewhat since its beginnings in the 8th Century (the art form originally developed in the Middle East around 300 BC), it remains a thriving industry.

Venetian-Glass-blowing-factory, Murano

Using a hollow steel tube, the molten glass is pulled from the furnace and rolled into shape on a steel table, known as a marver. Blowing into the pipe, the warm air causes the glass to bubble, at which point it is reworked until the desired shape is achieved. Demonstrations given by Murano’s extraordinary craftspeople can be seen year-round Glass Blower in Murano.

Knife Makers – Tibet, China Like many Artisans around the world, the 20th Century saw Tibetan knife makers struggle to maintain their trade. But, with support from the Chinese government and the artists’ continued perseverance, Tibet’s knife makers are clinging on. Following the teachings of their forefathers, workers kraft a variety of materials; copper is often used for the blade, whilst the horns of bulls and antelopes, along with wood and metal are used for the handles. Ritual chopper knife with Zephyr.

Protecting anyone naive enough to stoke the razor-sharp blades with their fingertips, knives are never without their sheaths. Made from animal hides, wood, and horn, the coverings not only provide protection but allow the artists the opportunity to showcase the splendor of their work.

Leather Tanners – Fes, Morocco

Continuing a craft that hasn't changed since the 11th Century, Morocco's leather tanners provide a lasting example of how arts of the past can be maintained in an ever-modernizing world. Amidst the low-lying buildings of the Moroccan city of Fes, you'd struggle not to be moved by the color, and indeed odor, of the city's most famous tannery, Chouara. Set out like a giant sheet of honeycomb, the large stone vessels built through the square are filled with scores of colorful liquids, some, such as the cow urine vat, less pleasant than others.

Some of the most talented Artisans in the world working the Tannery in Fes, Morocco, wading thigh-deep through the liquids are the Artisans. First treated and then stained in natural dyes – such as saffron, henna, and cedarwood – the final stage of the process sees the skins thrown onto the surrounding roofs where they are left to dry in the heat of the North Africa sun. Tanner in Fes, Morocco

Ikebana Flower Arrangers – Japan

Ikebana is a Japanese art form that brings together both nature and humanity. For most, flower arrangement involves the placement of various, cut at their stems, into a vase. However, in Ikebana – which translates literally to 'flowers kept alive' – the welfare of the living plant is as integral as the beauty of the final composition. Abiding by a number must be living colors and color pleasing to the eye and, no displays must have meaning – the artists remain silent during their work, allowing them to enhance their appreciation for nature.

Ikebana celebrating Kadomatsu

Differing from the artisans of many other countries around the world, Ikebana is far from a dying practice; it is taught widely in schools in Japan and is televised regularly for those keen to appreciate its beauty in its home.

Ikebana in Hotel Lobby

Flamenco Guitar Luthiers – Madrid, Spain

The beauty of the song that resonates from the strings and body of a flamenco guitar is matched by the artisan behind it. Traditionally made from rosewood, sycamore, cypress, and spruce, a flamenco guitar is the result of centuries of fine-tuning if you'll excuse the pun!

Flamenco Guitar, Spain

From using the right wood and polishing the fretboard to bending the ribs of the inner body, a visit to one of the main guitarmaking workshops in Madrid, Spain is a great way to see the luthiers at work.

Luthier working on his next guitar

Calligraphers – Pakistan

Calligraphy is the art of designing and producing decorative lettering with a pen or brush. The origins of calligraphy, much like many crafts, are difficult to identify, for it was a practice that grew from many corners of the globe, from Europe to East Asia and the Islamic world to the Mayans. Although art has evolved since its beginnings, it remains as an important trade in many countries (Yadav et al 2021).

Calligraphy at the Mariyam Zamani Mosque

One of the world's most renowned calligraphers is Khurshid Gohar Galam, from Pakistan. Khurshid Gohar's work, which includes almost 500 different calligraphic styles, is widespread throughout the Islamic Republic of Pakistan, adorning mosques, tombs, and many other important buildings.

Rug Makers – Turkey

For centuries, the Turks have been knotting rugs. With variations in climate, society, history, and the economy, materials for the craft vary from place to place, from cotton to wool and viscose to silk, the finest of the four threads. Raised on farms in Turkey

Azulejo Tile makers – Lisbon, Portugal

Dug up in Southern China, archaeologists determined that the oldest fragments of pottery dated back some 20,000 years. With such a vast timeframe in which to evolve, it's no wonder the world is now steeped with a deep history of ceramic production. One such example is that of the Portuguese Azulejo – delicate, glazed tiles, with such an extensive past that they now embed much of the architecture and decor throughout the country.

Origami – Japan

Paper folding has been an art form long practiced by many civilizations around the world, from Europe to Asia. Perhaps the most famous of these is the craft of origami in Japan.

Origami cranes near the Peace Memorial Hiroshima, Japan

Comprising the arts, science and, mathematics, this longstanding tradition, still practiced today, held value in many areas of Japanese society – from the iconic paper crane, worn as a fashion piece, to the representation of a goldstone, burnt during a funeral.

Origami-Cranes

Strategies for developing global handicraft index

Digital and quantum strategy application in ODOP. There are many strategies like setting up advanced handicraft technology and management Institution. There is a need for IT and computer technology in Handicraft Sector especially in the Promotion and growth of Handicraft products and providing training to artisans and making them Entrepreneur. IT and computer technology can play a crucial role in developing handicraft products and artisans' overall development

whether it is for supply, design, selling, purchasing, training of Artisan and Capacity Building Programs of Artisans. AI & Artisans Training is also required. In an era of the high competition of handicraft products and machine-made products, AI can play an important role in building artisans and developing new designs, searching for new designs so that handmade products may become better in quality and variety.

Strategies at the Government level, the ministry of minority affairs launched a skill training program to enhance the skill level in minorities community, namely USTAD and hunar haat ODOP and other projects such as Start-up India Scheme, make in India scheme. There should be the development of a handicraft app and handicraft portal for their training and sale purchase of the product. Sustainable and Green Handicraft product strategies.

Social media and ad strategies, Social media nowadays is the most influencing platform for the promotion of the product and to connect with the buyers. There should be proper sharing and use of social media like Instagram, Hangout OLY, Twitter, Facebook, YouTube, Blogging, Hike, Messengers, and some advanced technologies to promote It (*yadav et al 2020*).

Entrepreneurial strategies for artisans after COVID-19, Many economists revealed that entrepreneurship and economic growth will take place in those circumstances where economic conditions are in favor of the business environment.

To boost Uttar Pradesh economy through ODOP Atman number Bharat scheme, during lockdown period for boosting Indian economy and to stand as a manufacturing hub on global map Indian prime minister stated and launched a Scheme name Atma Nirbhar Bharat Abhiyan on 20 May 2020 (Shahu p 2020)

Development of national handicraft index as well as global handicraft index: Strategies at the Government level

In this crucial index development which Author seen and obtained response from respondent during the sample survey, there should be at least 10 parameters in making national handicraft index or making global handicraft index, at first global handicraft index level the parameter should be a number of artisans in that reason, which country has better economic situation of handmade artisan and industry, situation of handicraft infrastructure, natural and traditional handicraft situation, mixed craft situation, level of happiness in handicraft sector in which there should be two categories women happiness level and total happiness level, the export position of a handmade product in country level, patent level, job level, best skill in world level, which country is investing more in this industry, which has highest number of handicraft industry in the world, and which country handmade product are in maximum demand in case of export and import at world level and which country best quality of handmade product with sustainable quality, best digital system of handicraft app, best technology of handicraft training and making the product with use of modern and best quality, in the handmade industry in the global position this index will create a healthy environment in handicraft sector for artisans and well as competition, awareness and utility value in our daily life, to understand the our heriatgeioue product art and craft, technology, conservation, mass level and local employment generation stopping the brain drain,, migration of people, entrepreneurial development(*Al-Dhaafri, S., & Alasania. M. (2020)*)

At this level government to develop SEZH (special economic zone of handicraft) and should try to develop of national handicraft Index for developing positive competition about handicraft products and reviewing their traditional art, categorize the state based on green handicraft products that Agrihandicraft and Agreepreneur and mixed handicraft that application of simple tools and some machine-made product (*Kalavani 2020*). level of happiness in women artisan as well as male artisans. Based on income generation ODOP product, quantity-based product, based on the adapted skill of making product from another country .to development of indexing the foreign product highest variety in exporting or not in another country, to see that how many products are 100 % sustainable or biodegradable .to development of parameter that which state has the highest variety of handmade product, which has high export which has highest tags. which industry has the highest income generative industry in comparison to handicraft products. how many national handicraft museums are in India and state and compare with the world, national handicraft park development ultra or Mega handicraft park number in how many states, and how many Indian institutes of handicraft technology, Indian Institute of handicraft management, handicraft skill institute, which country has the highest number of skilled artisans, which country has total skilled and unskilled and pure traditional artisan in handicraft ODOP sector, how many states and how many countries have GI tag in handicraft product, which state is promoting handicraft artisan and product in export and import, which country has promotion sustainable craft, which state has maximum employ in handicraft industry and same in case of the Indian state. this indexing parameter will help the country to create the attraction of people to purchase the handmade product and to attract maximum production hence employment generation, leads to GDP inflow technology transfer from one country to other countries, indexing the skill of handmade at world levels as well as state level, to develop the which state and country have the best infrastructure about handicraft industry, which country has a maximum patent in handicraft technology there should be Global bamboo craft park, global stone craft park, global leather park, etc. these will attract the artisan and entrepreneur to develop the sustainable product. I hope this strategy will help the national government and global government to improve the quality, skill, production, export, emplacement, GDP, patent, infrastructure development, tradition conservation of art and craft, turning towards a sustainable world, promotion of local talent.

7. RESULT

It has been clear from the above discussion that the global handicraft index proposal can solve their job problem by initiation g the handicraft sector and it also gives the better completion, promotion skill enhancement of artisan institution la awareness and any of the best facility to craft technology and will attractant the corporate owner and

worker toured its local craft increasing the skill na d increasing the GDP of the country can solve the problem of income generation migration, provide employment in India and decrease the impact of Coved 19, and boost the Indian economy. Each ND every country has one of the richest traditions of handicrafts in the country and has good market potential by employing many families involved in handicrafts. These training programs need to be planned according to the market requirement so that they can make use of training immediately. Indian economy will get a boost when more workers from this sector will be involved in this sector and income will be generated to increase the GDP of the country as well as at the global level (yadav et al 2020).

8. CONCLUSION

Even in this tough time, the pandemic situation has created more problems to people of the whole world and migrant people have lost their jobs and they returned to their country, state from own state economy slowdown of the whole world but in this situation, in this situation handicraft sector has potential to provide job and to create and upgrade their skill and start-up at the local level to provide more job to solve the problem. So the need for strategies and thinking about the new approaches toward global handicraft indexed have come in the mind of the author, however, suffered due to pandemics and it's being unorganized, with the additional constraints of lack of education, low capital, and inadequate exposure to new technologies, absence of market intelligence, and an insufficient institutional framework.

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