



## A STUDY OF HANDICRAFT UNITS WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

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### ABSTRACT

Indian handicrafts have very ancient origin and of high quality and has a history of rich and diverse cultural tradition and among its diversity, the legacy of India's craft culture always occupies a special place owing to its beauty, dignity, form, style and aesthetics. This study is focused on two main handicraft units such as brassware and lacquerware. An attempt is made to discuss the characteristics of handicraft industry, focusing on brass based metal art ware sector in Tirunelveli district.

**Key Words:** Brassware, handicraft, lacquerware , textile

### INTRODUCTION

Handicrafts are unique expressions and represent a culture, tradition and heritage of a country. The Handicraft Industry is one of the important productive sectors. Various attempts have been made to define this broad and diversified industry.

A handicraft, sometimes more precisely expressed as artisanal handicraft or handmade, is any of a wide variety of types of work where useful and decorative objects are made completely by hand or by using only simple tools. It is a traditional main sector of craft, and applies to a wide range of creative and design activities that are related to making things with one's hands and skill, including work with textiles, moldable and rigid materials, paper, plant fibers, etc.

#### Brassware sector:

Lacquerware are objects decoratively covered with lacquer. Lacquerware includes small or large containers, tableware, a variety of small objects carried by people, and larger objects such as furniture and even coffins painted with lacquer.

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### STATEMENT OF THE PROBLEM

Handicrafts units in Tirunelveli district has been experiencing many difficulties which need the immediate attention of the authorities concerned .The prime problems are shortage of raw materials, frequent power cuts, and inadequate workshop accommodation, elimination of middleman, non availability of adequate finance and lack of institutional assistance. These problems are limiting the development of this industry. There has been no micro level study undertaken on this industry in this area. Hence an inductive analysis of this industry is essential to know the actual working of the units, the problems faced by the units and the possibility of revival and future development. Such an analysis will also be helpful in generalizing the facts which may be equally applicable to similar units in other parts of the country.

### PERSONAL DETAILS OF THE RESPONDENTS

The personal details of the respondents such as gender, age, marital status, educational qualification and kinds of business are presented below.

#### 1 Gender wise Classification of Sample Respondents:

Working talent varies from male to female. Socio economic conditions also vary from male to female. Hence it is necessary to know the gender wise classification of handicrafts in the study area. Both male and female have been involved in handicraft business, but majority of the male have been involved in handicraft business. The Table 1 furnishes the gender wise classification of the respondents in different handicrafts in Tirunelveli district.

**Table 1**  
**Gender wise Classification of Sample Respondents**

Sl. No	Gender	No. of Respondents	Percentage(%)
1.	Male	361	60.2
2.	Female	239	39.8
	<b>Total</b>	<b>600</b>	<b>100</b>

**Source: Primary Data**

From Table 1, it is understood that among the handcrafters, majority (60.2%) are male and the remaining 39.8 percent of the respondents are female. These shows that male are highly involved in handicraft business, because they do not know about other work and there are no employment opportunities in this area. Hence they are unwillingly involved in handicraft business.

### 2 Age wise classification of Sample Respondents

Age is one of the important influencing factors determining the socio economic conditions of handicrafts. Handicrafts of different age groups have been involved in handicraft business. The Table 2 furnishes the age wise classification of the handicrafts in Tirunelveli district.

**Table 2**  
**Age wise Classification of Sample Respondents**

Sl. No	Age	No. of Respondents	Percentage(%)
1.	10-20 years	119	19.8
2.	21-30 years	186	31.0
3.	31-40 years	109	18.2
4.	41-50 years	113	18.8
5.	Above 51 years	73	12.2
	<b>Total</b>	<b>600</b>	<b>100</b>

**Source: Primary Data**

From Table 2, it is understood that among the handcrafters, majority (31%) are in the age group between 21-30 years, about 19.8 percent of the respondents are in the age group between 10 to 20 years, 18.8 percent of the respondents are in the age group between 41 to 50 years, 18.2 percent of the respondents are in the age group between 31 to 40 years and 12.2 percent of the respondents are in the age group of above 51 years. This shows that those who are in the age group of 21 to 30 years have been highly involved in handiwork, because they do not know about other work and there are no employment opportunities in this area. Hence they are unwillingly involved in handiwork.

### 3 Marital Status:

Marital status is also one of the determining factors with the socio economic conditions of handicrafts. Hence an attempt has been made to clarify as to the marital status of respondents. The Table furnishes the marital status wise classification of the respondents in Tirunelveli district.

**Table 3**  
**Marital Status wise Classification of Sample Respondents**

Sl. No	Marital Status	No. of Respondents	Percentage (%)
1.	Married	319	53.2
2.	Unmarried	259	43.2
3.	Others	22	3.6
	<b>Total</b>	<b>600</b>	<b>100</b>

**Source: Primary Data**

Table 3 indicates that 53.2 percent of the respondents are married, 43.2 percent of the respondents are unmarried and 3.6 percent of the respondents are of other marital status namely widowed, divorced and separated. This shows that those who are married want to work in handicraft business because they have family commitments.

### 4 Educational Qualifications:

Education is vital in all places. It gives an idea to do a work in a better way, to take decision, to excel. Hence it is necessary to know the educational status of the respondents to know their socio economic conditions. The respondents of different education status such as primary level, SSLC, HSC and graduation have been involved in handicraft business. The table furnishes the educational qualification wise classification of the respondents in Tirunelveli district.

**Table 4**  
**Educational Qualification wise Classification of Sample Respondents**

Sl. No	Educational Qualification	No. of Respondents	Percentage (%)
1.	Illiterates	108	18.0
2.	Primary level	172	28.6
3.	SSLC	105	17.5
4.	HSC	97	16.2
5.	Graduation	118	19.7
	<b>Total</b>	<b>600</b>	<b>100</b>

**Source: Primary Data**

As set out in Table 4, out of 600 handcrafters, the largest number of handcrafters i.e., 28.6 percent have primary educational qualification and next largest number of handcrafters i.e., 19.7 percent are graduates. Table further shows that 18 percent of the respondents are illiterates, 17.5 percent of the respondents have SSLC educational qualification and 16.2 percent of the respondents have HSC educational qualification. This shows that those who have primary educational qualification wish to work in handcrafters and those who have high educational qualification do not prefer to work in handicraft.

#### **5 Kinds of Business:**

Handcrafters have been involved in different kinds of business namely brassware, lacquerware, terracotta, mats and carpet and pottery. The following table shows the kind of business of handcrafters.

**Table 5**  
**Kinds of Business**

Sl. No	Kinds of Business	No. of Respondents	Percentage (%)
1.	Brassware	100	16.7
2.	Lacquerware	126	21.0
3.	Terracotta	148	24.7
4.	Mats	188	31.3
5.	Pottery	38	6.3
	<b>Total</b>	<b>600</b>	<b>100</b>

**Source: Primary Data**

Table 5 describes that 31.3 percent of the respondents are involved in mats making, 24.7 percent of the respondents are involved in terracotta, 21 percent of the respondents are involved in lacquerware, 16.7 percent of the respondents are involved in brassware and 6.3 percent of the respondents are involved in pottery.

#### **DETAILS OF BRASSWARE UNITS:**

Brass is a yellow metal with appearance similar to that of gold. It is an alloy of copper and Zinc. The standard and commonly used proportion is 60:40 (copper: zinc). Different quality of brass can be made by varying the proportion of copper and zinc. Brass which makes it a popular choice among craftsmen and artisans due to its durability, gold like appearance, malleability and low maintenance which makes it easy to engrave and resistibility to tarnishing. Metal craftsmen in India can be divided into two categories: iron workers and the brass, bronze and coppers workers. The most important metals used in India for consumption is brass which is made of copper and zinc, bronze made of copper and tin, and also copper. The assortment of metals and design techniques in different manufacturing regions varied due to preferences of communities. Hindus preferred alloys over cast iron, copper and bronze.

#### **Motivational factors among different personal characteristics of brassware handicrafts**

Motivational factor is an important factor that forms the basement for the continuity of a particular activity irrespective of the kind of difficulties faced day by day. The factors are hereditary, trained in this line, good profit, no alternative employment and other reasons.

#### ➤ **Motivational factors among different gender group of brassware handicrafts**

Brassware handcrafters of different gender group have different motivational factors. Hence gender wise classification of motivational factors among handcrafters was attempted. The following table shows the motivational factor among different gender group of brassware handicrafts.

**Table.6**  
**Motivational Factors based on gender group**

Gender	Motivational Factors					Total
	Hereditary	Trained in this line	Good profit	No alternative employment	Other reasons	
Male	18(18)	12(12)	10(10)	14(14)	13(13)	67(67)
Female	9(9)	8(8)	6(6)	9(9)	1(1)	33(33)
<b>Total</b>	<b>27(27)</b>	<b>20(20)</b>	<b>16(16)</b>	<b>23(23)</b>	<b>14(14)</b>	<b>100(100)</b>

**Source: Primary data**

**Note: Parentheses indicate percentage**

The above table depicts that the 18 percent of the brassware handcrafters who are male are motivated by hereditary factor, 14 percent of the brassware handcrafters who are male are motivated by no other alternative employment factor, 13 percent of the brassware handcrafters who are male have motivated by other factors, 9 percent of the brassware handcrafters who are female are motivated by hereditary factor and another 9 percent of the brassware handcrafters who are female are motivated by no other alternative employment factor.

The 'Chi-square' test was attempted in order to study the relationship between the gender group of brassware handcrafters and motivational factors.

The result of 'Chi-square' test for the relationship between gender group of brassware handcrafters and motivational factors is presented in Table .7.

**Table 7**

**Gender Group of Brassware Handcrafters and Motivational Factors**

Particulars	Value	Df	p Value
Pearson Chi-Square	5.216	4	0.266
Likelihood Ratio	6.379	4	0.173
Linear-by-Linear Association	1.219	1	0.270
No. of Valid Cases	100		

**Source: Primary data**

The calculated chi square value of motivational factors among different gender group of brassware handicrafts is 5.216. As the 'p' value is higher than 0.05, the null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between gender group of brassware handcrafters and their motivational factors.

➤ **Motivational factors among different age group of brassware handcrafters**

Brassware handcrafters of different age groups have different motivational factors. Hence age wise classification of motivational factor among handcrafters is attempted. The following table shows the motivational factor among different age group of brassware handcrafters.

**Table .8**

**Motivational factors based on age group**

Age Group	Motivational Factors					Total
	Hereditary	Trained in this line	Good profit	No alternative employment	Other reasons	
10-20 years	3(3)	5(5)	1(1)	16(16)	3(3)	28(28)
21-30 years	12(12)	7(7)	6(6)	4(4)	6(6)	35(35)
31-40 years	6(6)	3(3)	7(7)	3(3)	3(3)	22(22)
41-50 years	4(4)	2(2)	1(1)	-	2(2)	9(9)
Above 51 years	2(2)	3(3)	1(1)	-	-	6(6)
<b>Total</b>	<b>27(27)</b>	<b>20(20)</b>	<b>16(16)</b>	<b>23(23)</b>	<b>14(14)</b>	<b>100(100)</b>

**Source: Primary data**

**Note: Parentheses indicate percentage**

The above table depicts that the 16 percent of the brassware handcrafters who belong to the age group between 10 to 20 years are motivated by no alternative employment factor, 12 percent of the brassware handcrafters who belong to the age group between 21 to 30 years are motivated by hereditary factor, 7 percent of the brassware handcrafters who belong to the age group between 31 to 40 years are motivated by good profit factor and another 7 percent of the brassware handicrafts who belong to the age group between 21 to 30 years are motivated by trained in this line.

The 'Chi-square' test is attempted in order to study the relationship between the age group of brassware handcrafters and motivational factors.

The result of 'Chi-square' test for the relationship between age group of brassware handcrafters and motivational factors is presented in Table .9.

Table .9

**Age Group of Brassware Handcrafters and Motivational Factors**

Particulars	Value	Df	p Value
Pearson Chi-Square	36.340	16	0.003
Likelihood Ratio	37.338	16	0.002
Linear-by-Linear Association	6.960	1	0.008
N of Valid Cases	100		

**Source: Primary data**

The calculated chi square value of motivational factors among different age group of brassware handcrafters is 36.340. As the 'p' value is less than 0.05, the null hypothesis is rejected. Hence, it is concluded that there is a significant relationship between age group of brassware handcrafters and motivational factors.

➤ **Motivational factors among different marital status of brassware handcrafters**

Brassware handcrafters of different marital status have different motivational factors. Hence marital status wise classification of motivational factors among handcrafters is attempted. The following table shows the motivational factors among different marital status of brassware handcrafters.

Table 10

**Motivational Factors based on marital status of brassware handcrafters**

Marital Status	Motivational Factors					Total
	Hereditary	Trained in this line	Good profit	No alternative employment	Other reason	
Married	17(17)	10(10)	10(10)	11(11)	9(9)	57(57)
Unmarried	8(8)	9(9)	6(6)	11(11)	4(4)	38(38)
Others	2(2)	1(1)	-	1(1)	1(1)	5(5)
<b>Total</b>	<b>27(27)</b>	<b>20(20)</b>	<b>16(16)</b>	<b>23(23)</b>	<b>14(14)</b>	<b>100(100)</b>

**Source: Primary data Note: Parentheses indicate percentage**

The above table depicts that the 17 percent of the brassware handcrafters who are married are motivated by hereditary factor, 11 percent of the brassware handcrafters who are married are motivated by no other alternative employment factor, another 11 percent of the brassware handicrafts who are unmarried are motivated by other alternative employment factor, 10 percent of the brassware handicrafts who are married are motivated by good profit factor and 9 percent of the brassware handicrafts who are unmarried are motivated by trained in this line factor.

The 'Chi-square' test is attempted in order to study the relationship between the marital status of brassware handcrafters and motivational factors.

The result of 'Chi-square' test for the relationship between marital status of brassware handcrafters and motivational factors is presented in Table .11.

Table .11

**Marital Status of Brassware Handcrafters and Motivational Factors**

Particulars	Value	Df	p Value
Pearson Chi-Square	3.825	8	0.873
Likelihood Ratio	4.597	8	0.800
Linear-by-Linear Association	0.015	1	0.902
N of Valid Cases	100		

**Source: Primary data**

The calculated chi square value of motivational factors among different marital status of brassware handicrafts is 3.825. As the 'p' value is higher than 0.05, the null hypothesis is accepted. Hence, it is concluded that there is no significant relationship between marital status of brassware handcrafters and motivational factors.

➤ **Motivational factors among different educational qualification of brassware handcrafters**

Brassware handcrafters of different educational qualification have different motivational factors. Hence educational qualification wise classification of motivational factor among handcrafters is attempted. The following table shows the motivational factor among different educational qualification of brassware handcrafters.

Table .12

## Motivational factors based on educational qualification of brassware handcrafters

Educational Qualification	Motivational Factors					Total
	Hereditary	Trained in this line	Good profit	No alternative employment	Other reason	
Illiterates	7(7)	3(3)	5(5)	8(8)	2(2)	25(25)
Primary level	4(4)	7(7)	7(7)	9(9)	2(2)	29(29)
SSLC	8(8)	4(4)	2(2)	1(1)	6(6)	21(21)
HSC	4(4)	4(4)	1(1)	4(4)	1(1)	14(14)
Graduation	4(4)	2(2)	1(1)	1(1)	3(3)	11(11)
<b>Total</b>	<b>27(27)</b>	<b>20(20)</b>	<b>16(16)</b>	<b>23(23)</b>	<b>14(14)</b>	<b>100(100)</b>

Source: Primary data

Note: Parentheses indicate percentage

The above table depicts that the 9 percent of the brassware handcrafters who are of primary level education are motivated by no alternative employment factor, 8 percent of the brassware handcrafters who are illiterates are motivated by no alternative employment factor, another 8 percent of the brassware handcrafters who are of SSLC qualification are motivated by hereditary factor and 7 percent of the brassware handcrafters who are of primary level education are motivated by trained in this line.

The 'Chi-square' test is attempted in order to study the relationship between the educational qualification of brassware handcrafters and motivational factors.

The result of 'Chi-square' test for the relationship between educational qualification of brassware handcrafters and motivational factors is presented in Table .13.

Table .13

## Educational Qualification of Brassware Handcrafters and Motivational Factors

Particulars	Value	Df	p Value
Pearson Chi-Square	20.389	16	0.043
Likelihood Ratio	21.848	16	0.048
Linear-by-Linear Association	0.285	1	0.049
N of Valid Cases	100		

Source: Primary data

The calculated chi square value of motivational factors among different educational qualification of brassware handicrafts is 20.389. As the 'p' value is less than 0.05, the null hypothesis is rejected. Hence, it is concluded that there is significant relationship between educational qualification of brassware handcrafters and motivational factors.

## Location of workshop:

Brassware handcrafters located their workshop in the different places namely attached to the residence and in separate shed. The following table shows the location of workshop of brassware handicrafts.

Table .14 Location of Workshop

Sl. No	Location of Workshop	No. of Respondents	Percentage (%)
1.	Attached to the residence	48	48
2.	Separate shed	52	52
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

From the above table it is clear that out of 100 respondents, 48 percent of the respondents have their workshop attached to the residence and 52 percent of the respondents have their workshop in a separate shed. It is highlighted that more number of respondents (52%) has their workshop in a separate shed.

## Investment

The brassware handcrafters have been categorized on the basis of their investment namely below Rs.12000, Rs.12001-20000, Rs.20001-30000, Rs.30001-40000 and above Rs.40001. The following table shows the investment of brassware handcrafters.

Table .15 Investment

Sl. No	Investment	No. of Respondents	Percentage(%)
1.	Below Rs.12000	31	31
2.	Rs.12001-Rs.20000	42	42
3.	Rs.20001-Rs.30000	5	5
4.	Rs.30001-Rs.40000	13	13
5.	Above Rs.40001	9	9
	<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

Table .15 shows that out of 100 respondents, 42 percent of the respondents have investment level between Rs.12001-Rs20000, 31 percent of the respondents have investment level of below Rs.12000, 13 percent of the respondents have investment level between Rs.30001-Rs. 40000, 9 percent of the respondents have investment level of above Rs.40001 and 5 percent of the respondents have investment level between Rs.20001-Rs.30000. It is highlighted that most of respondents have investment level between Rs.12001-Rs20000.

#### Details about lacquerware units:

Lacquerware are objects decoratively covered with lacquer. Lacquerware includes small or large containers, tableware, a variety of small objects carried by people, and larger objects such as furniture and even coffins painted with lacquer. Before lacquering, the surface is sometimes painted with pictures, inlaid with shell and other materials, or carved. The lacquer can be dusted with gold or silver and given further decorative treatments.

#### Investment :

The lacquerware handicrafts has been categorized on the basis of their investment namely below Rs.12000, Rs.12001-20000, Rs.20001-30000, Rs.30001-40000 and above Rs.40001. The following table shows the investment of lacquerware handicrafts.

**Table 16**  
**Investment**

Sl. No	Investment	No. of Respondents	Percentage (%)
1.	Below Rs.12000	18	14.3
2.	Rs.12001-20000	27	21.4
3.	Rs.20001-30000	34	26.9
4.	Rs.30001-40000	31	24.6
5.	Above Rs.40001	16	12.8
	<b>Total</b>	<b>126</b>	<b>100</b>

#### Source: Primary Data

Table 16 shows that out of 126 respondents, 26.9 percent of the respondents have investment level between Rs.20001-30000, 24.6 percent of the respondents between Rs.30001-40000, 21.4 percent of the respondents between Rs.12001-20000, 14.3 percent of the respondents have investment level of below Rs.12000 and 12.8 percent of the respondents have investment level of above Rs.40001. It is highlighted that most of respondents have investment level between Rs.20001-Rs30000.

#### Sources of Capital:

Lacquerware handicrafts used different sources of capital for the business namely owned fund, borrowed fund and both owned fund and borrowed fund. The following table shows the sources of capital used by lacquerware handicrafts for the business.

**Table 17**

#### Sources of Capital

Sl. No	Sources of Capital	No. of Respondents	Percentage(%)
1.	Owned fund	34	27.0
2.	Borrowed fund	72	57.1
3.	Both	20	15.9
	<b>Total</b>	<b>126</b>	<b>100</b>

#### Source: Primary Data

Table 17 shows that out of 126 respondents, 57.1 percent of the respondents have used borrowed fund for the business, 27 percent of the respondents have used owned fund for the business and 15.9 percent of the respondents have used both owned and borrowed funds for the business. It is highlighted that most of the respondents have used borrowed fund for the business.

#### SUMMARY OF FINDINGS AND SUGGESTIONS:

##### Findings related to Brassware Units:

##### ➤ Motivational factors among different gender group of brassware handicrafts

It is found that the 18 percent of the brassware handicrafts who are male are motivated by hereditary factor, 14 percent of the brassware handicrafts who are male are motivated by no other alternative employment factor, 13 percent of the brassware handicrafts who are male are motivated by other factors, 9 percent of the brassware handicrafts who are female are motivated by hereditary factor and another 9 percent of the brassware handicrafts who are female are motivated by no other alternative employment factor.

##### ➤ Motivational factors among different age group of brassware handicrafts

It is found that the 16 percent of the brassware handicrafts who belong to the age group between 10 to 20 years are motivated by no alternative employment factor, 12 percent of the brassware handicrafts who belong to the age group between 21 to 30 years are motivated by hereditary factor, 7 percent of the brassware handicrafts who belong to the age group between 31 to 40 years are motivated by good profit factor and another 7 percent of the brassware handicrafts who belong to the age group between 21 to 30 years are motivated by trained in this line.

##### ➤ Motivational factors among different marital status of brassware handicrafts

It is found that the 17 percent of the brassware handicrafts who are married are motivated by hereditary factor, 11 percent of the brassware handicrafts who are married are motivated by no other alternative employment factor, another 11 percent of the brassware handicrafts who are unmarried are motivated by other alternative employment factor, 10 percent of the brassware handicrafts who are

married are motivated by good profit factor and 9 percent of the brassware handicrafts who are unmarried are motivated by trained in this line factor.

➤ **Motivational factors among different educational qualification of brassware handicrafts**

It is found that the 9 percent of the brassware handicrafts who are primary level education are motivated by no alternative employment factor, 8 percent of the brassware handicrafts who are illiterates are motivated by no alternative employment factor, another 8 percent of the brassware handicrafts who are of SSLC qualification are motivated by hereditary factor and 7 percent of the brassware handicrafts who are of primary level education are motivated by trained in this line.

It is clear that out of 100 respondents, 48 percent of the respondents have their workshop attached to the residence and 52 percent of the respondents have their workshop in a separate shed. It is highlighted that more number of respondents (52%) has their workshop in a separate shed.

➤ **Investment**

It is clear that out of 100 respondents, largest number of 42 percent of the respondents has investment level between Rs.12001-Rs. 20000 and next largest number of 31 percent of the respondents has investment level of below Rs.12000. It is highlighted that most of respondents have investment level between Rs.12001-Rs. 20000.

➤ **Sources of Capital**

It is found that out of 100 respondents, majority of 50 percent of the respondents have used borrowed fund for the business and next majority of 40 percent of the respondents have used owned fund for the business. It is highlighted that most of the respondents have used borrowed fund for the business.

➤ **Preference towards sources of borrowed fund**

It is found that Friends and relatives are the first preferred sources of borrowed fund among brassware handcrafters, 'Money lenders' as the second preferred sources of borrowed fund, Merchants are placed in third position, 'Financial institution' as the fourth preferred sources of borrowed fund followed by 'Other sources' ranked in the fifth position.

➤ **Long term credit**

It is found that majority of 51 percent of the respondents have no long term credit and next majority of 49 percent of the respondents have long term credit

➤ **Purpose of Credit**

It is found that largest number of 36.7 percent of the respondents borrowed long term credit for maintenance of workshop and next largest number of 24.5 percent of the respondents borrowed for expansion of business.

**Findings of Hypotheses Testing Analysis**

- It is found that there is a significant relationship between age group of lacquerware handcrafters and their nature of problems.
- It is identified that there is no significant relationship between educational qualification of lacquer ware handcrafters and their nature of problems.

**Suggestions:**

Absence of systematic marketing network has been a discouraging factor in the study area. The handicraft artisans must be organized by themselves under the co-operative umbrella for marketing their products. For this more and more linkages must be developed with outside parties.

- Design registration should be done. That means whatever designs any handicraft artisan has introduced on any item should be registered. .
- The majority of handicraft artisans are not aware of various new schemes like loans at concessional rates, free tools, dyes and chemical, work shed-cum-housing facilities. It is the duty of the promotional organizations to make the handicraft artisans aware of the various welfare schemes and to implement the same on a war footing.

**Conclusion:**

Handicraft is such a product that when a buyer likes it, he is prepared to pay a price, which may be far in excess of the standard price of the product. The prime consideration is his liking for the product. Channel agents, such as middlemen, retailer or distributor try to capitalize on such possibilities and earn significant profit almost wholly at the cost of the craftsmen. Handicraft products may be categorized on the basis of price, export or domestic market, ease of maintenance, ease of storage, utility value or decorative value and modernity or traditional orientation.

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