

First Global Handicraft Index 2022: World's first GHI for growth and promotion of our craft, Tradition, and Skill of Artisan at the Global level

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Foreword

We are all happy to announce that we are going to give the world-first global handicraft index. this will be the first global handicraft index in the world, we use the foreword to offer our thanks to nations and nation people who helped in preparing this type of first global handicraft index. even I have to give the first global handicraft index in the world with some parameter and some indicator that is explained below. we also thank our college our guide and the whole world community who supported me in developing the global different reputed journal and author from where we have taken data for making this handicraft index and thank our team of editors and partners as we prepare for our decennial and world's first global handicraft index. The first report will be produced by the humanities and social sciences, Motilal Nehru national institute of technology Allahabad Prayagraj India report 2022 I am also thankful to direction of MNNIT Allahabad prayagraj India for positive support to professor, research scholar for doing better research in any field. We all are appreciated by head of department who gave much contribution and motivation to make this type of index for welfare of people. for making this index we have taken data from the world bank report, ILO report, Global business report UNCTAD report, IMF, UNDP, WTO, FAO..

In this paragraphs top five country rank has been given india is at the top, Iran is at 2nd, China 3 and Ajarbaizan is 4th position in global handicraft index 2022

The first proposal for the global handicraft index was published in the European Journal of sustainable development volume 6. This was based on Indian small industry data for budgets 2010 and 2021. This has given me an idea about the development of handicraft index at global mean how to conserve our tradition our culture and ancient traditional craft that are sustainable and are ecofriendly and are daily use for every people this sector also provides job to a local artisan, income generation for rural people, and maintain is an environment not in the nature that invited national governments to "give

Authors have taken much support from the director of MSME and NIMSE Hyderabad office has continued her excellent work as the Production Editor.

Our data partner is Gallup, and institutional sponsors include the Sustainable Development Solutions Network (SDSN), the Center for Sustainable Development at Columbia University, the Centre for Economic Performance at the LSE, the Vancouver School of Economics at UBC, and the Wellbeing Research Centre at Oxford. Whether in terms of research, data, or grants, we are enormously grateful for all of these contributions. In last this will focus on welfare of people or maximum population especially rural, tribal, women and unskilled labor of the world, that are involved in handicraft sector.

Abstract

The handicraft sector has the capacity to resolve the job problem, increase the GDP of countries, entrepreneurship developers women empowerment, conservation of country and religion heritage tradition on old skills of rural, tribal, and women of globe digital time period where all people are running behind the use machine-made product, that is harmfully polluted and negative to our simple lives, so this paper has tried to give the world first global handicrafts index on the basis of previous research that was given for the proposal of global handicraft index in Feb Feb 2022.

Keywords: Global handicraft index pillar, goal, dimensions', parameter, sustainable development,

Introduction

This new global handicraft index will give a new glimpse of world handicraft sector and will create positive completion, increase export, production, demand, purchasing market, upgrade and enhance the artisan's skills and will connect them with digital knowledge and digital technology in a new era. The parameter and indicator that has been proposed will support the data that has been given in the article. *The global handicraft index* is unlike any that has before. COVID-19 has shaken, taken, and reshaped lives everywhere. In this chapter, our central purpose remains just what it has always been – to measure and use subjective well-being to track and explain the quality of lives all over the globe. Our capacity to do this has been shaken at the same time as the lives we are struggling to assess. We want to give sustainable export in small the industry in which handicraft sector plays an important role and weaker sections, underprivileged categories, rural, unskilled, illiterate, tribal, and, traditionally related people can earn money, protect their lives from infection, heritage, use biodegradable raw material, and sale demand and create local job for the large population at global level even when all world was facing Covid then mask making by hand was increasing and helping the people to protect the life of people. May time handicraft industry has played an important role, providing job, increasing GDP of the nation, conserving the culture their countries reviving their ancient traditional craft. While still relying on the Gallup World Poll as our primary source for our measures of the quality of life, this year, we tap a broader variety of data to trace the size and distribution of the happiness impacts of COVID-19. We also devote equal efforts to unravelling how geography, demography, and the spread of the virus have interacted with each country's scientific knowledge and social and political underpinnings, especially their institutional and social trust levels, to explain international differences in death rates from COVID-19.

Largest exporter of ah handicraft product in the world

India is known to be the largest exporter of handicraft items among all other developing countries. The handicraft industry of India has ensured opportunities to more than six million craftsmen including females who can utilize their talents to earn a proper livelihood (yadav et al 2022h)

Which country has the highest demand for Indian handicrafts? **USA** tops with a share of about 28 per cent in India's total handicrafts exports followed by UAE (11 per cent), Germany (five per cent), UK (five per cent) and Latin American Countries (five per cent)

Which country is famous for handicrafts? India As far as art and culture are concerned, **India** features amongst the topmost rated culturally rich countries in the world. The handicrafts of India have been loved and respected worldwide and have left everyone awestruck (yadav et al 2022q).

First, we shall present the overall life evaluations and measures of positive and negative emotions (affect) for those countries for which 2020 surveys are available. The resulting rankings exclude the many countries without 2020 surveys, and the smaller sample sizes, compared to the three-year averages usually used, increase their imprecision (yadav et al 2022p). We then place these rankings beside those based on data for 2019-2021, before COVID-19 struck, and also present our usual ranking figure based on the three-year average of life evaluations 2018-2020. Handicraft is one of the most important sectors in the Indian economy employing more than seven million people. The country produces woodwork, art metal wares, hand printed textiles, embroidered goods, zari goods, imitation jewelry, sculptures, pottery, glassware, attars, agarbattis, etc. India is one of the largest handicraft exporting countries (yadav et al 2022o). In March 2022, the total handicraft export excluding handmade carpets from India was US\$ 174.26 million which was an 8% increase from February 2022. During 2021-22, the total exports of Indian handicrafts were valued at US\$ 4.35 billion; a 25.7% increase from the previous year.

1.1. Why did we require Global handicraft index?

Because this industry has its history in the development of world's economy and it has history to creating job innovation, skill of artisan, close connection with words famous religion, upgradation of artisan's skill at global level, close ness with nature and environment, ecofriendly or sustainable creation of talent of rural and tribal people skill with ancient tradition and heritage of its nation at global level (yadav et al 2022e).

Second reason was that all manufacturing factory were not able to provide local a job to illiterate and unskilled labor. There was same problem in service sector or public service for all citizens at global level. So handicraft sector fulfilled all given gap by providing job , skill earning, finishing of talent, connecting of local talent with global variety (yadav et al 2022d).

1.2. What is the basis of development of global handicraft index at global level?

. In proposed global handicrafts we have propped some parameter and indicator that are very important for development of the GHI 2022. in 2022 feb month yadav et al 2022 b) described some parameter and important indicator that satisfy the development of GHI 2022 (yadav et al 2022c).

1.2.1. How GHI 2022 will help to the worker in handicraft sector.

This index will be for welfare of people, that are involved in handicraft sector, their family, women tribal people are involved in this sector. So this will help to promote them, increase their annual income, make them happy, improve the quality of their life, aware about their tradition, heritage, culture and ancient trade of people(WTO 2021).

1.3. Research Gap

Even some concept has been given about developing the global handicraft index but no parameter indicator, pillar, dimension and Goal were given in that article earlier this article. So, the following research, the gap has been seen during the review of the literature about the article like as. It has been seen that a fewer research article is given on this topic that does not completely explain the indexing before (yadav et al 2022a). They have focused on developing a global handicraft index but not give about any parameter and index on which this index will be based so for the solving of this problem this paper has proposed some special indicators that affect the handicraft sector and enhanced the skill, promotions, creating positive completion among the handicraft sector (Chattopadhyay, 1980).if we see the review of the literature the following literature support the article development but only proposal for global handicraft index was directly related to this article supported by Yadav et al. (2021a), which described the important steps that are useful for the development of this sector of the country this they explained about the import handmade carpet and shazar stone. Vanita Ahlawat (2018) focused on labor productivity and countries textile sector. She has discussed in her paper that most of the laborers are women in the textile industry. A study conducted by Mehrotra et al.(2020) for 690 handicraft industries (small business) enterprises found a drastic fall in the growth rate (this was due to pandemic COVID-19) of net sales by (-)66.7% in the first quarter of the financial year 2020-2021. Yadav et al. (2022b) discussed a visionary concept of the global handicraft index and role of the role of handicraft artisan and strategies for the development of the. The situation worsened further when the government announced the extended nationwide

lockdown amidst the COVID-19 crisis. Results suggested that there is enormous gender disparity in employment; that is women are very few in comparison to men workers.

2. Objective

- To study how parameter and indicator help in making global handicraft index.
- to study different 6 pillar that support o papering global handicraft index
- To list the countries rank wise at global handicraft index

3. Research Methodology

“The study is based on secondary data from world handicraft resources and USAID data and different reputed 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 and 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” (yadav et al 2022f).

3.1. Data and Variable

Secondary data has been utilized to estimate the size and composition of the handicraft units and is completely based on journals overview in this sector of India analyzed using 20 variable nature of business either it is a hereditary skill or civil hereditary business training adopted to design or self-evolved design, an association of artisan from craft cluster SHG, NGO, nature of the product that ceremonial decorative, and the composition of labor is family and casual labor, regular labor, and contractual labor. Hour of work in the company is full-time work or part-time work in a year, we have taken the data from IMF, WTO, UNCTAD, ILO, UNDP, SDG report, several paper and journal, magazines. (yadav et al 2021a).

Another question is 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 (yadav et al 2021). 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. The number of artisans 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 (yadav et al 2020).

3.1. The report answers questions such as

1. What is the market size and forecast of the Global Arts & Crafts Supplies Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Arts & Crafts Supplies Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Arts & Crafts Supplies Market?
4. What is the competitive strategic window for opportunities in the Global Arts & Crafts Supplies Market?
5. What are the technology trends and regulatory frameworks in the Global Arts & Crafts Supplies Market?
6. What is the market share of the leading vendors in the Global Arts & Crafts Supplies Market?
7. What modes and strategic moves are considered suitable for entering the Global Arts & Crafts Supplies Market?
8. What is the size of the global handicrafts market?
9. What has been the impact of COVID-19 on the global handicrafts market?
10. What is the expected growth rate of the global handicrafts market?
11. What are the key factors driving the global handicrafts market?

12. What is the breakup of the global handicrafts market based on the product type?
13. What is the breakup of the global handicrafts market based on the distribution channel?
14. What is the breakup of the global handicrafts market breakup based on the end use?
15. What are the key regions in the global handicrafts market?
16. Who are the key companies/players in the global handicrafts market?

What is the estimated value of the Global Handicrafts Market?

The Global Handicrafts Market was estimated to be valued at \$680.0 Billion in 2021.

What is the growth rate of the Global Handicrafts Market?

The growth rate of the Global Handicrafts Market is 10.7%, with an estimated value of \$1252.0 Billion by 2027.

What is the forecasted size of the Global Handicrafts Market?

The Global Handicrafts Market is estimated to be worth \$1252.0 Billion by 2027.

Who are the key companies in the Global Handicrafts Market?

17. What was the global handicrafts market size in 2020?

In 2020, the global handicrafts market attained a value of nearly USD 647.57 billion.

18. What is the growth rate of the market?

The market is projected to grow at a CAGR of 10.9% between 2021 and 2026.

19. What is the forecast outlook of the market for 2022-2027?

The market is estimated to witness a healthy growth in the forecast period of 2022-2027 to reach about USD 1,204.7 billion by 2026.

20. What are the major industry drivers?

The major drivers of the industry, such as the rising demand for kitchenware, decorative materials, toys, and others, increasing demand for an extensive range of handicraft products at an affordable price, and the rising demand for fashion accessories, home accessories, and jewellery, are expected to aid the market growth.

21. What are the key industry trends of the global handicrafts market?

The key market trend guiding the growth of the handicrafts market includes the rising demand for the product as an important source of huge exports and potential foreign exchange in the forecast period.

22. What are the major regional markets of handicrafts, according to the EMR report?

23. What are the major regional markets of handicrafts, according to the EMR report?

The major regions in the industry are North America, Latin America, the Middle East and Africa, Europe, and the Asia Pacific.

24. What is the dominant product type of handicrafts in the industry?

The Woodward segment is the leading handicrafts product type in the industry.

25. What is the leading distribution channel of handicrafts?

The mass retailer segment leads the distribution channel segment.

26. What is the leading end-use of handicrafts?

27. Who are the key industry players, according to the report?

3.2. Diagrammatic representation of GHI 2022 on which it is based.

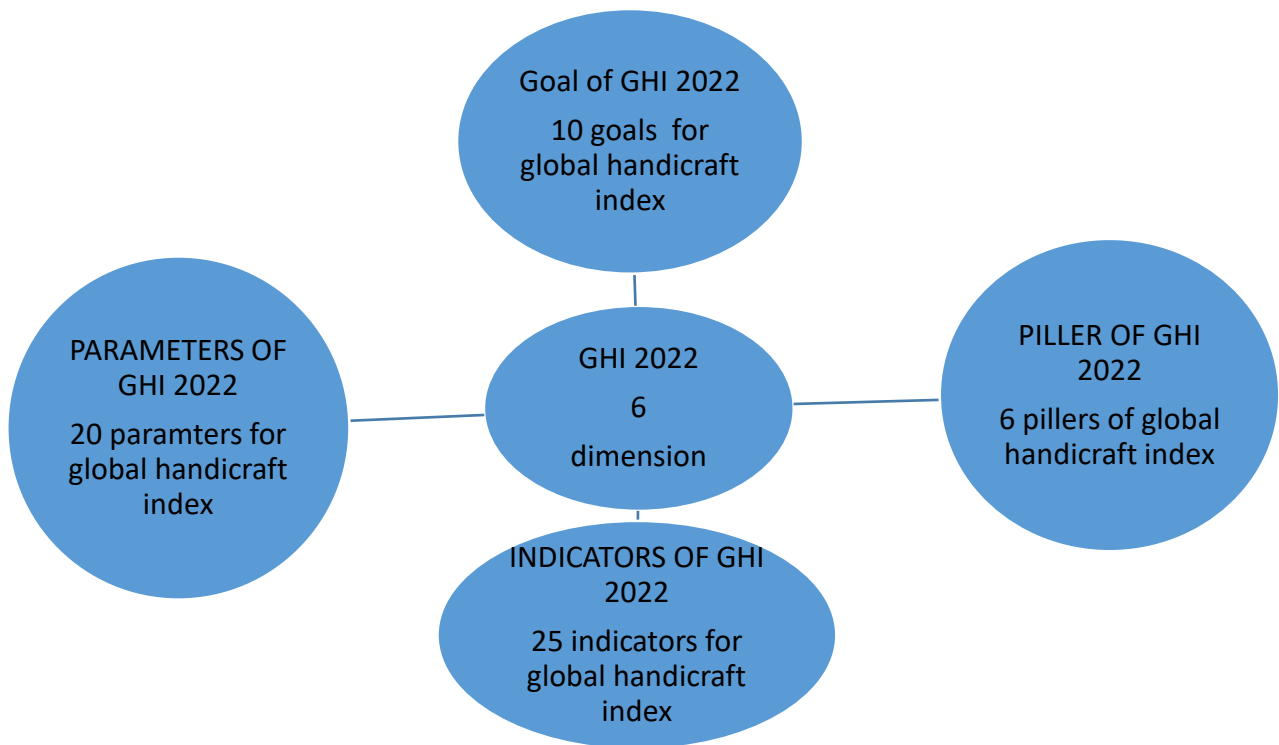


Figure 1 :4 Basics of Global handicraft index 2022 designed by author

Sources: designed by author 2022

4.Basis of GHI 2022

4.1. dimension of GHI 2022

There is 6 important dimension of GHI on which it is based and it help the industry and market of handicraft

- 1.Economic dimension
- 2.Financial dimension
- 3.Social dimension
- (a) gender empowerment and(b) human resource dimension
- 4.Environmental dimension
- 5.Political dimension
- 6.Technology dimension

4.2. Pillars of GHI 2022

There are 8 important pillars of data the on which global handicraft index has been prepared. these pillar are

1. Supply data of handicraft product at global level
2. Marketing of handicraft product at global level
3. Demand of handicraft product at global level
4. Production of handicraft product at global level
5. Export pf handicraft product

6. Value of handicraft product in religion and
7. Number of entrepreneur in handicraft at global level
8. Consumer and producer relationship, B2B,B2C,B2G,C2C,

4.3. Indicator for Global Handicraft index

There are 25 Indicator and 20 Parameters on which we have developed GHI 2022 (yadav et al 2022b). There are 25 indicators: see table 1 below

Table 1 show the GHI 2022 INDICATOR

GHI indicator 25
(1) decorative and decorative valueof craft,
(2) artisan’s skills,
(3) marketing of products,
(4) consumer behaviors,
(5) product demands,
(6) local culture,government policy,
(7) artisans’ safety,
(8) artisan’s talent andcapacity,
(9) the role of meditators,
(10) handicraftinfrastructure,
(11) electricity supply,
(12) promotional window at the local level at global level, customer interest, andnationalism of the handicraft demand,
(13) digital technology,
(14) labor strategies,
(15) competition between sustainabilityof the handmade product,
(16) quality in comparison of machine-made product,
(17) women security in handicraft sector,
(18) branding of handicraft product at global level,
reviving of handicraft product,
(20) conservation of oldskill,
(21) use of AI in handicraft product making,
(22) institution establishment of handicraft sector,
(23) training center of handicraft product and global handicraft parks,
(24)syllabi about awareness of handicraft product, and
(25)environmental value of craft.

4.4. Parameter of Handicraft Index

There are 20 proposed parameters that can help in developing global handicraft index and national handicraft index. (yadav et al 2022b)

Table 2 show the parameters' of GHI 2022

(1) economic parameter,
(2) social parameter,
(3) financial parliament,
(4) technological parameter,
(5) governance parameter,
(6) empowerment parameter,
(7) educational parameter,
(8) religious parameter,
(9) AI parameter/Digital parameter,
(10) ICT parameter,
(11) gender parameter,
(12) promotion parameter,
(13) policy parameters,
(14) innovation parameters,
(15) environmental parameters,
(16) cross-cultural parameter,
(17) entrepreneurial parameters,
(18) institutional parameter,
(19) skill parameter,
(20) branding parameter and hand-made products due to variety.

4.5. Goals of GHI 2022 development

There are 13 necessary goal that can help in index development.

To increase the awareness about the traditional art and craft between the global population

Income generation for all

To reach the job in maximum hand

Market enrichment

Supply of handicraft product at global level

Creation of demand of handmade product

Turn the world toward sustainable development in current era

Women empowerment and entrepreneurial development of women

Bringing happiness in common people along with rich people

Heritage and culture conservation that is closer to nature

Increasing the GDP of nations

Global export and import of handmade product

Benefits of This GHI 2022

4.6. Market behaviour for promotion of GHI 2022

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Arts and Crafts Market

Overview of the regional outlook of the Arts and Crafts Market:

4.7. Export destination of handicraft product at global level from Asian country like as India , china , Bangladesh are given below.

The major handicraft export destination are the US, the UK, LAC, Australia, Canada, France, Germany, Italy, Japan, Netherlands, UAE and Switzerland. The US is the top importer of Indian handicrafts with a share of 38% of the total exports during 2020-21. The UK, UAE, Germany and Netherlands are among the largest carpet export destinations for India with a share of about 6.4%, 6%, 6% and 5.5% respectively as given in figure 2..



Source: Export Promotion Council for Handicrafts (EPCH)

Figure 2 taken from EPCH India 2021

4.8. Global Handicraft Market Segmentation Analysis

The Global Handicraft Market is segmented based on Product, Material, Application, Distribution Channel, And Geography.



Figure 3. showing handicraft market segmentation that increase the global sale of products.

Sources: expertmarketresearch.com. 2022

4.9. Market classification

Table 3 show the market classification of Handicraft sector at global level.

Handicraft Market, By Product
Based on Product, The market is segmented into Woodcraft, Pottery, Jewelry Production, Paper Craft, Textile Printing, and Others. Woodcraft involves designing the crafts like sculptures, daily use products where the primary ingredient is wood. Pottery refers to the formation of various artifacts which involve soil and clay designed by hand. Jewelry production comprises of forming ornaments using traditional techniques and conventional tools. Papercraft goods like paintings, sketches are created by hand on special grade traditional paper. Textile printing is the process of applying colors to fabric in definite patterns or designs.
Based on Material, The market is segmented into Sheet Metal, Natural Fiber, Wrought Iron, River Stone, Wood Beads, and Others. Sheet metal is a thin flat sheet made out of metal used for handicraft. The natural fiber is a hair-like raw material directly obtainable from an animal, vegetable, or mineral source. It is converted into nonwoven fabrics such as felt or paper. Wrought iron is an iron alloy with low carbon content. River stone is a sedimentary rock that is a form of limestone. Stone crafts are being prepared using river stones. Wood beads are used in producing bracelets and other wearable ornaments.
Handicraft Market, By Application
<ul style="list-style-type: none"> • Residential • Commercial
Based on Distribution Channel, The market is segmented into Online and Offline. Handicrafts are available for sale and purchase on online platforms through various e-commerce websites. Offline distribution channels are comprised of retail outlets that are physical spaces for browsing and purchasing handicrafts.

4.9.1. Players In Handicraft Market

The “Global Handicraft Market” study report will provide a valuable insight with an emphasis on the global market. The major players in the market are *Zhejiang Ocean Handicrafts Co Ltd, The Handicrafts Gallery, Ten Thousand Villages, Laizhou Arts & Crafts Group Co Ltd, Sana Hastakala, RT Crafts Enterprise, OSM Handicraft, Nepal Craft Shop Pvt Ltd, Native Crafts and Arts, and Asian Handicrafts Pvt Ltd.*

The competitive landscape section also includes key development strategies, market share, and market ranking analysis of the above-mentioned players globally.

4.9.2. Global Handicraft Market Report Scope

Table 4 give the GHI market report.

REPORT ATTRIBUTES	DETAILS
STUDY PERIOD	2017-2028
BASE YEAR	2020
FORECAST PERIOD	2021-2028
HISTORICAL PERIOD	2017-2019
UNIT	Value (USD Billion)
KEY COMPANIES PROFILED	Zhejiang Ocean Handicrafts Co Ltd, The Handicrafts Gallery, Ten Thousand Villages, Laizhou Arts & Crafts Group Co Ltd, Sana Hastakala
SEGMENTS COVERED	By Product, By Material, By Application, By Distribution Channel, And By Geography
CUSTOMIZATION SCOPE	Free report customization (equivalent up to 4 analyst's working days) with purchase. Addition or alteration to country, regional & segment scope

Table sources: <https://www.verifiedmarketresearch.com/product/handicraft-market/>



Figure 4 showing global market snapshot about handicraft product.

Sources: <https://eprints.soas.ac.uk/28824/1/10672993.pdf>

The Global Arts & Crafts Supplies Market size was estimated at USD 39.26 billion in 2021, USD 42.36 billion in 2022, and is projected to grow at a Compound Annual Growth Rate (CAGR) of 8.05% to reach USD 62.51 billion by 2027.

4.9.3. Supply of global handicraft market see figure 5 below.

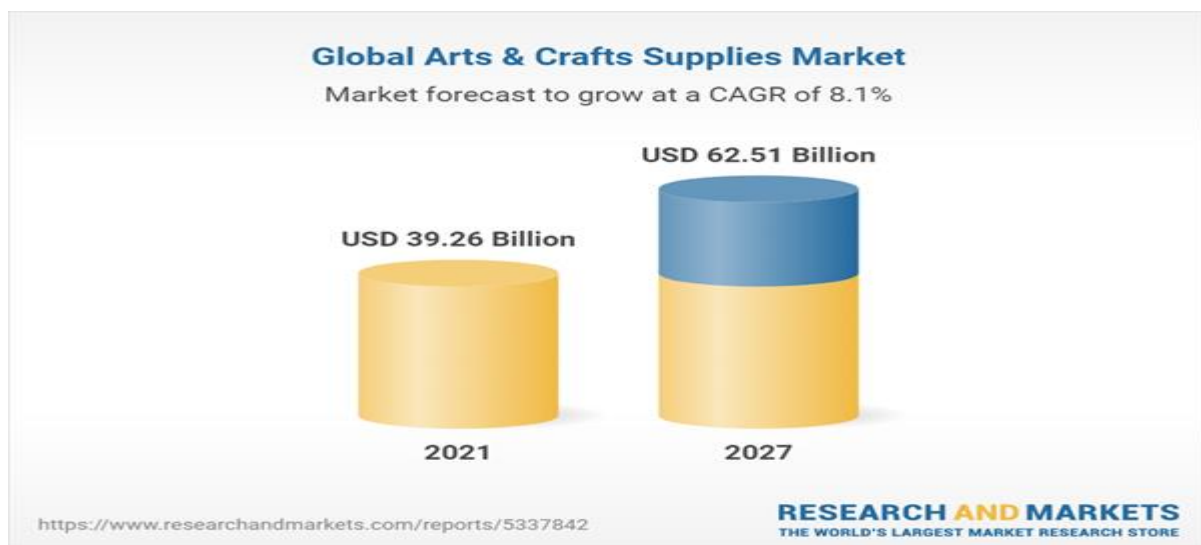


Figure5 showing art and craft supply market at global level.

Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR, JPY, GBP, AUD, CAD, and CHF. It helps organization leaders make better decisions when currency exchange data is readily available. In this report, the years 2019 and 2020 are considered historical years, 2021 as the base year, 2022 as the estimated year, and years from 2023 to 2027 are considered the forecast period.

Market Segmentation & Coverage:

Based on Product Type, the market was studied across Arts Supplies and Crafts Supplies. The Arts Supplies is further studied across Coloring Products, Markers, Pencils & Accessories, and Writing Pens. The Crafts Supplies is further studied across Artmetal Ware, Attars & Agarbattis, Embroidered & Crocheted Goods, Hand Printed Textiles and Scarves, Imitation Jewelry, Pottery & Glass wares, Sculptures, Woodware, and Zari & Zari Goods.

Based on Sales Channel, the market was studied across Departmental Stores, Online Sales, Stationery Stores, and Supermarkets.

Based on End User, the market was studied across Academic Institutions, Colleges, Household, Industries, Offices, and Schools.

Based on Region, the market was studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas is further studied across Argentina, Brazil, Canada, Mexico, and United States. The United States is further studied across California, Florida, Illinois, New York, Ohio, Pennsylvania, and Texas. The Asia-Pacific is further studied across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, and Thailand. Europe, Middle East & Africa is further studied across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

4.9.5. bad Impact of COVID-19 in handicraft sector

COVID-19 is an incomparable global public health emergency that has affected almost every industry, and the long-term effects are projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report delivers insights on COVID-19 considering the changes in consumer behaviour and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecasts, considering the COVID-19 impact on the market (yadav et al 2022n)

4.9.6. Competitive Scenario in global handicraft market:

The Competitive Scenario provides an outlook analysis of the various business growth strategies adopted by the vendors. The news covered in this section deliver valuable thoughts at the different stage while keeping up-to-date with the business and engage stakeholders in the economic debate (yadav et al 2022m). The competitive scenario represents press releases or news of the companies categorized into Merger & Acquisition, Agreement, Collaboration, & Partnership, New Product Launch & Enhancement, Investment & Funding, and Award, Recognition, & Expansion. All the news collected help vendor to understand the gaps in the marketplace and competitor's strength and weakness thereby, providing insights to enhance product and service (yadav et al 2022l).

4.9.7. Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Global Arts and Crafts Market Research Report 2022 (world trade organisation 2002)Status and Outlook)

Arts and crafts describe a wide variety of activities involving making things with one's own hands. 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 (yadav et al 2022k).

Status of global handicraft markets

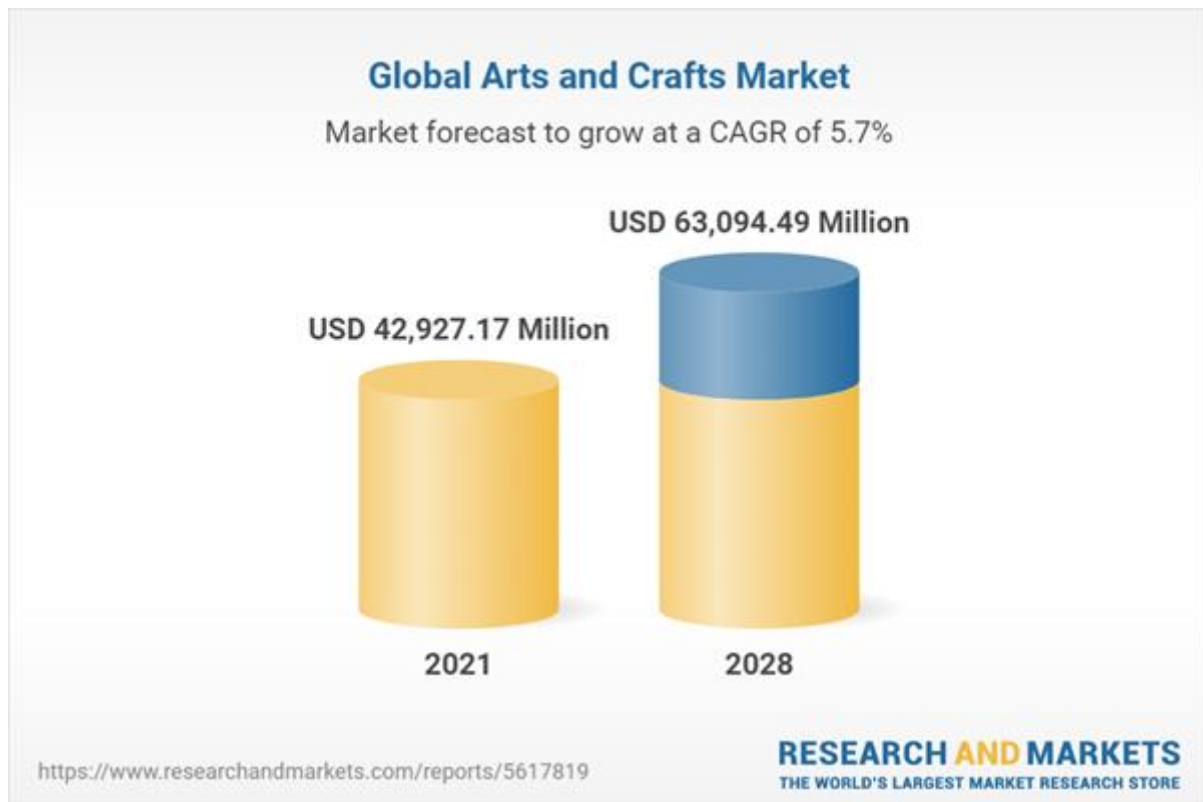


Figure 6.global craft market at global level sources R and market report 2021

Sources: expertmarketresearch.com. 2022

The Global Arts and Crafts Market Size was estimated at USD 42927.17 million in 2021 and is projected to reach USD 63094.49 million by 2028, exhibiting a CAGR of 5.66% during the forecast period. This latest report provides a deep insight into the global Arts and Crafts market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter’s five forces analysis, value chain analysis, etc (yadav et al 2022j).The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Arts and Crafts Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Arts and Crafts market in any manner (yadav et al2022i).

Global Handicrafts Market Outlook

The global handicrafts market stood at a value of USD 647.57 billion in 2020. The handicrafts market is projected to witness a CAGR of 10.9% over the forecast period of 2022-2027. It is expected to reach USD 1,204.7 billion by 2026.

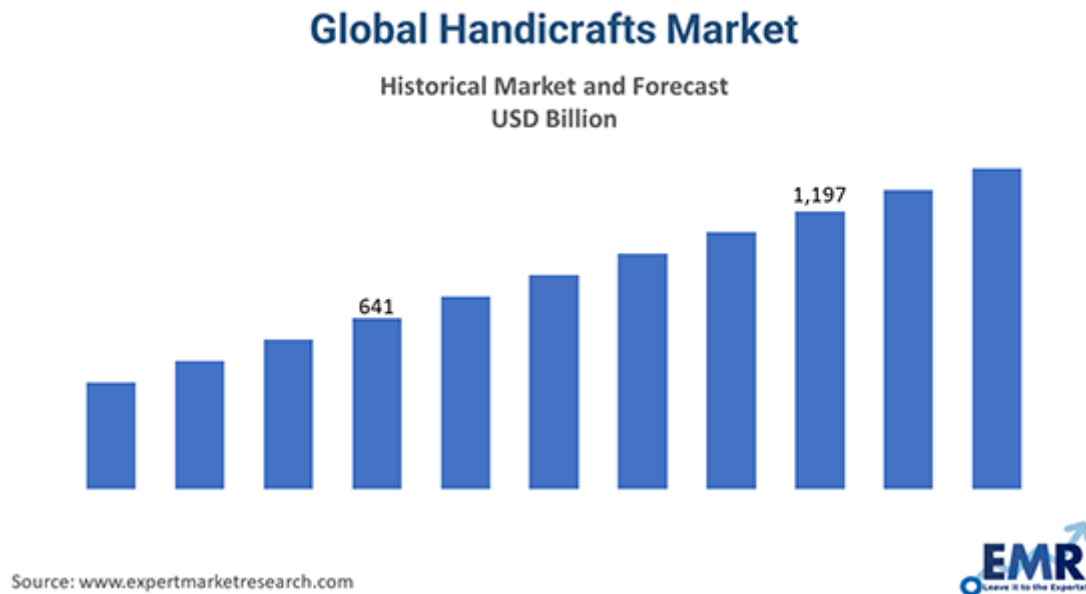


Figure 7 showse global handicraft market forecasting in slae and purchase

Sources ,expertmarketresearch,com. 2022

On the basis of the product types, the woodware segment accounted for the largest market in the total global handicrafts market in 2020 as they are usually used in the manufacturing of kitchenware, decorative materials, and toys, among others. Based on the distribution channel, the mass retailer segment dominated the handicrafts market in 2020. Since mass retailer distributes a wide variety of handicraft products at an affordable price, they are, thus, expected to retain their dominance in the forecast period. On the basis of end use, the market is bifurcated into residential and commercial. The residential segment accounted for the largest end-use segment, owing to the rising demand for fashion accessories, home accessories, and jewellery, among others.

Properties and Applications

Handicrafts are the handmade products, which are prepared using simple tools instead of machines and require considerable hand-eye coordination, along with intense concentration. They artistically represent the culture and tradition of the country or a region. Each handcrafted product is unique and exhibits distinct qualities and is perceived as a symbol of status for consumers as it reflects the essence of vibrant art and culture. Additionally, handicrafts require low capital investments, offer employment opportunities to artisans, and act as a prominent medium for foreign exchange revenue. Owing to the aforementioned factors, handicraft products play a vital role in the overall growth of an economy and are expected to uplift the demand for handcrafted products in the coming years.

Global Handicrafts Market

Market Share by End Use (%)



Source: www.expertmarketresearch.com



Figure 8 depict the market share of handicraft products at global level

Sources: expertmarketresearch.com. 2022

The handicrafts market is broadly categorized on the basis of product types:

- Woodw
- Artmetal Ware
- Handprinted Textiles and Scarves
- Embroidered and Crocheted Goods
- Zari and Zari Goods
- Imitation Jewellery
- Sculptures
- Pottery and Glassware
- Attars and Agarbattis
- Others

Based on the distribution channel, the industry can be segmented into:

- Mass Retailers
- Departmental Stores
- Independent Retailers
- Specialty Stores
- Online Stores
- Others

The major end-use sectors of the global handicrafts market is bifurcated into:

- Residential
- Commercial

The EMR report looks into the regional markets in the global handicrafts market like North America, the Asia Pacific, Europe, Latin America, and the Middle East and Africa.



Figure 9 depict global geographical distribution of handicraft industry

Read more about this report –

Sources: expertmarketresearch.com. 2022

Market Analysis

The growing travel and tourism industry has also provided vast opportunities to local artisans as well as handicraft manufacturers to produce commoditised products and sell them to tourists who are willing to spend significantly on craft items. Moreover, handicrafts require low energy, unlike machine-made products, which involve the utilisation of electricity. Due to the low capital investments, the handicrafts market is growing, particularly in developing regions such as India and China. With the emergence of online retail and various e-commerce channels, the accessibility to handcrafted products has become more convenient for consumers, which, in turn, has provided a thrust to the sales of handcrafted goods across the globe. Also, the transition from ethnic to contemporary designs, coupled with the strong demand from offices, homes, hospitals, and hotels are increasing the demand for handcrafted products. Furthermore, the handicrafts business is also an important source of huge exports and potential foreign exchange; thus, they are likely to boost the global handicraft market in the near future.

4.9.8. World's top handcraft Company

Crayola, Newell Brands, FILA Group, Shanghai Mand G Stationery, Faber-Castell, Societe BIC, Kokuyo Camlin, Pilot-Pen, Pentel, Fiskars, Mundial SA, Beifa Group

4.9.9. Top Reasons to develop this GHI 2022:

Table 5 depicts the reasons of top handicraft company.

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
This enables you to anticipate market changes to remain ahead of your competitors
You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly
Provision of market value (USD Billion) data for each segment and sub-segment
Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market
6-month post-sales analyst support

5. Ranking of countries in first Global handicraft index

On the basis of different handicraft market, supply of handicraft, production status and export of product produced, country, variety of product we have made a list of country that which country is at top rank on first global handicraft index. Even all data are not completely discussed here and questionnaires are described and analysed then some figure of country rank has been seen that we have success to develop this index. I hope it may increase the capacity of further researchers to improve the index year by year in the handicraft sector, they may work more and more and will take help of more data from UNSC, UNDP, IMF, ILO, UNCTAD, WORLD HAPPINESS INDEX, global labour report etc., but I have tried to give at least better competition for production, marketing, sale and purchase variety creation talent and skill upgradation, digital technology utilisation of ICT at global level,

Table 6 depicts the Ranking of country in Global Handicraft Index (GHI) (average production and export evaluations) based on the 2020 survey data is based on different international sources and data.

Country name	Rank	Score, 2020 (95% conf. interval)
INDIA	1	7.889 (7.784-7.995)
IRAN	2	7.575 (7.405-7.746)
CHINA	3	7.515 (7.388-7.642)
AZARBAIZAN	4	7.508 (7.379-7.638)
BANGLADESH	5	7.504 (7.412-7.597)
THAILAND	6	7.314 (7.182-7.447)
INDONESIA	7	7.312 (7.163-7.460)
SOUTH AFRICA	8	7.290 (7.160-7.421)
BULGARIA	9	7.257 (7.124-7.391)
GREECE	10	7.213 (7.080-7.347)
ISRAEL*	11	7.195 (7.072-7.318)

KENYA	12	7.137 (6.984-7.291)
NIZERIA	13	7.035 (6.903-7.166)
UNITED STATES	14	7.028 (6.859-7.197)
CANADA	15	7.025 (6.884-7.166)
BRAZLE	16	6.897 (6.743-7.051)
PAKISTAN	17	6.839 (6.727-6.950)
AFGANISTAN	18	6.798 (6.671-6.925)
TAIWAN PROVINCE OF CHINA	19	6.751 (6.619-6.883)
FRANCE	20	6.714 (6.601-6.827)
SAUDI ARABIA	21	6.560 (6.370-6.749)
VIATNAM	22	6.519 (6.360-6.678)
LAOS	23	6.508 (6.304-6.712)
SOUTH KOREA	24	6.502 (6.357-6.647)
JAPAN	25	6.488 (6.319-6.658)
PHILIPINE	26	6.462 (6.309-6.615)
SUDE AREBIYA	27	6.458 (6.341-6.576)
ESTONIA*	28	6.453 (6.306-6.599)
LITHUANIA*	29	6.391 (6.223-6.560)
URUGUAY*	30	6.310 (6.143-6.476)
KOSOVO*	31	6.294 (6.059-6.529)
IRAQ	32	6.260 (6.088-6.431)
KYRGYZSTAN*	33	6.250 (6.087-6.412)
LATVIA*	34	6.229 (6.085-6.373)
BAHRAIN	35	6.173 (5.977-6.369)
KAZAKHSTAN*	36	6.168 (6.000-6.337)
MALTA	37	6.157 (5.998-6.315)
CHILE*	38	6.151 (5.984-6.317)
POLAND*	39	6.139 (5.974-6.305)
NEW ZEALAND	40	6.118 (5.985-6.251)
BRAZIL*	41	6.110 (5.888-6.332)
SERBIA*	42	6.042 (5.834-6.249)
HUNGARY*	43	6.038 (5.833-6.243)
MAURITIUS	44	6.015 (5.819-6.211)
MONGOLIA*	45	6.011 (5.852-6.171)
MEXICO*	46	5.964 (5.765-6.163)
ARGENTINA*	47	5.901 (5.688-6.113)

THAILAND*	48	5.885 (5.657-6.112)
MOLDOVA*	49	5.812 (5.643-5.980)
COUNTRY NAME	Rank	Score, 2022 (95pct conf. interval)
SOUTH KOREA	50	5.793 (5.653-5.932)
GREECE*	51	5.788 (5.620-5.955)
CHINA*	52	5.771 (5.649-5.893)
PORTUGAL	53	5.768 (5.579-5.957)
MONTENEGRO*	54	5.722 (5.503-5.941)
COLOMBIA*	55	5.709 (5.488-5.930)
BULGARIA*	56	5.598 (5.364-5.832)
BOLIVIA*	57	5.559 (5.365-5.753)
BOSNIA AND HERZEGOVINA*	58	5.516 (5.314-5.717)
NIGERIA*	59	5.503 (5.282-5.723)
RUSSIA*	60	5.495 (5.366-5.625)
EL SALVADOR*	61	5.462 (5.227-5.697)
TAJIKISTAN*	62	5.373 (5.183-5.563)
ALBANIA*	63	5.365 (5.139-5.591)
ECUADOR*	64	5.354 (5.142-5.567)
GHANA*	65	5.319 (5.043-5.596)
HONG KONG S.A.R. OF CHINA	66	5.295 (5.154-5.437)
LAOS*	67	5.284 (5.043-5.525)
BANGLADESH*	68	5.280 (5.014-5.546)
UKRAINE*	69	5.270 (5.072-5.467)
IVORY COAST*	70	5.257 (4.996-5.517)
CAMEROON*	71	5.241 (4.953-5.530)
DOMINICAN REPUBLIC*	72	5.168 (4.931-5.406)
GEORGIA*	73	5.123 (4.891-5.356)
PHILIPPINES*	74	5.080 (4.869-5.290)
NORTH MACEDONIA*	75	5.054 (4.851-5.256)
SOUTH AFRICA*	76	4.947 (4.766-5.128)
IRAN	77	4.865 (4.677-5.052)
TURKEY*	78	4.862 (4.638-5.085)
ZAMBIA*	79	4.838 (4.577-5.099)
MOROCCO*	80	4.803 (4.592-5.013)

IRAQ*	81	4.785 (4.550-5.021)
TUNISIA*	82	4.731 (4.502-4.960)
UGANDA*	83	4.641 (4.381-4.901)
VENEZUELA*	84	4.574 (4.345-4.802)
ETHIOPIA*	85	4.549 (4.249-4.850)
KENYA*	86	4.547 (4.307-4.786)
EGYPT*	87	4.472 (4.200-4.745)
NAMIBIA*	88	4.451 (4.207-4.695)
MYANMAR*	89	4.431 (4.223-4.639)
BENIN*	90	4.408 (4.212-4.603)
CAMBODIA*	91	4.377 (4.140-4.614)
INDIA**	92	4.225 (4.151-4.299)
JORDAN*	93	4.094 (3.882-4.306)
TANZANIA*	94	3.786 (3.504-4.067)
ZIMBABWE*	95	3.160 (2.954-3.365)

Note: A small number of countries/territories have 2020-2021 averages different from those reported in *ghi 2022* due to their 2019 survey data arriving too late for inclusion in *GHI*. An asterisk beside a country name marks a switch from face-to-face interviews to phone interviews in 2020; India added a portion of phone interviews in 2020, amounting to 0.16 of the weighted sample.

Some special about India handicraft, export, and production of handicraft products.

Indian handicrafts are loved around the world for their superior quality, variety, and beauty. The export of handicraft items from India is a significant part of our economy as it employs millions of people. The industry is spread all over India with over 67,000 business owners creating handicraft items for export in India. Over seven million regional artisans work year-round to prepare handicraft items for export. Their amazing craftsmanship is sought after in both the domestic and global markets. However, there are several tariff laws, procedures and registrations companies need to complete before they export handicraft items. India exported handicraft items worth \$3.5 billion in FY 2019–2020, and the value of exports split according to various segments are as follows:

Woodwares – \$420.45 million

Embroidered or crocheted goods – \$320.51 million

Miscellaneous – \$517.68 million

Hand-printed textiles – \$154.96 million

Imitation jewelry – \$94.08 million

Art metal wares – \$250.52 million

The Major Destinations for Exported Handicraft Items from India are as follows:
The United States of America
United Arab Emirates
Germany
United Kingdom

France
Latin American countries
Italy
Netherlands
Canada
Australia
When it comes to export potential, the following importing nations are popular for their love for Indian handicraft items:
Shawls and art wares – Saudi Arabia, Japan, UK, and the USA
Hand-printed textiles and scarves – USA, UK, Canada, and Germany
Art metal wares – Germany, Italy, UK, and the USA
Imjewelryellery – Saudi Arabia, Germany, UK, and the USA
Wooden handicrafts – Germany, France, UK, and the USA
Zari goods – Saudi Arabia, Japan, and the USA
Embroidered and crocheted items – Germany, UK, Saudi Arabia, and the USA
The major states in India involved in the production of handicraft items for export are as follows:
Uttar Pradesh
Andhra Pradesh
Rajasthan
Gujarat
Kerala

The Indian government heavily promotes handicraft items for export from the country. Recently, they raised the incentive rates for such products under the Merchandise Export Scheme from 5% to 7%. Such a move will help exporters of handicraft items recover their production costs while continuing to offer competitive prices.

In September last year, the government approved a fund worth ₹2.8 crores to develop the traditional artisanal industry in Varanasi. Further, such benefit schemes introduced by the Ministry of Textiles have helped thousands of craftsmen affected by the COVID-19 crisis around the country.

Handicraft Items for Export from India

The two major categories under which the handicraft items from India fall are as follows:

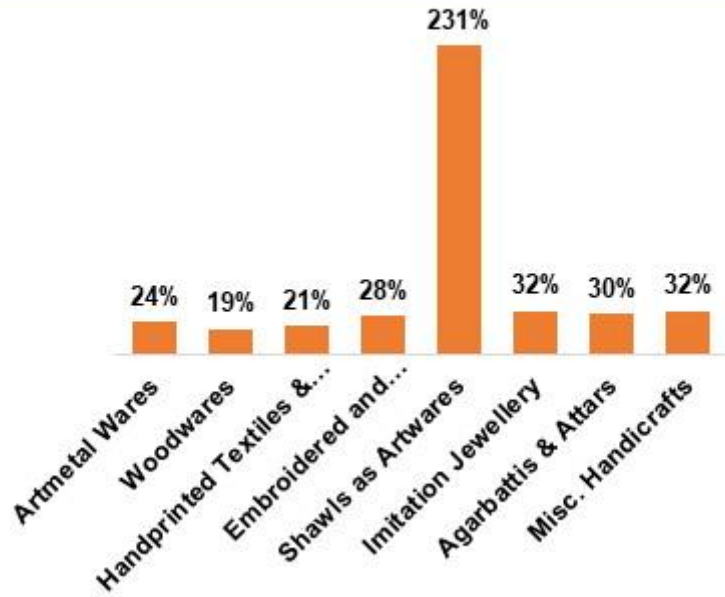
Consumer goods for daily use

Decorative items

While the former deals with utensils, cutlery, textiles, and other consumer goods that may be used in our day-to-day lives, the latter revolves around purely decorative showpieces. Additionally, the former are made all over the country using a variety of materials, including ceramics and even copper. However, the latter is a specialized arts that requires very technical craftsmanship.

Handicraft is one of the most important sectors in the Indian economy employing more than seven million people. The country produces woodware, artmetal wares, handprinted textiles, embroidered goods, zari goods, imitation jewellery, sculptures, pottery, glassware, attars, agarbattis, etc.

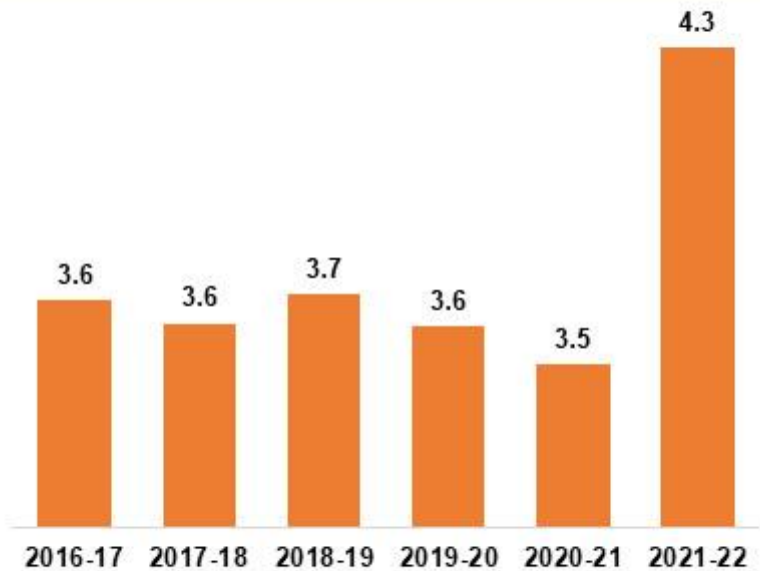
**Product-wise percentage increase in exports
(2021-22 over 2020-21)**



Source: Export Promotion Council for Handicrafts (EPCH)

Figure 9,10 show the types of handicraft product exported to other country.

India's handmade exports (US\$ billion)*



Source: Export Promotion Council for Handicrafts (EPCH);

*Data excludes export of carpets

India is one of the largest handicraft exporting countries. In March 2022, the total handicraft export excluding handmade carpets from India was US\$ 174.26 million which was an 8% increase from February 2022. During 2021-22, the total exports of Indian handicrafts were valued at US\$ 4.35 billion; a 25.7% increase from the previous year

Indian Handicraft Export to ASEAN Countries

Table 7 show the indian handicraft exported to AEAN country.

(Rupees Crore)

Countries	2013-14	2014-15	Growth Rate	% Share13-14	% Share14-15
Brunei	3.75	1.01	-73.07	0.72	0.16
Cambodia	4.13	2.99	-27.60	0.80	0.48
Indonesia	29.62	31.06	4.86	5.73	4.99
Malaysia	266.41	330.37	24.01	51.50	53.12
Philippines	7.59	14.7	93.68	1.47	2.36
Singapore	157.95	195.57	23.82	30.53	31.45
Thailand	30.21	25.9	-14.27	5.84	4.16
Vietnam	10.9	11.67	7.06	2.11	1.88
Myanmar	6.72	8.62	28.27	1.30	1.39
ASEAN*	517.28	621.89	16.82	100.00	100.00

Source: DGCIS, Kolkata *Data for Laos is not available

Conclusion about GHI 2022

This will help in the promotion of handicraft product market demand and value of local talent with the high religious value conserving artisan's skill, trivia art safety, and providing better completion good demand of product with a comparison of the machine-made product. For this, there is a need of identifying the major parameter that will affect the handicraft index and important indicators that will help in the promotion, improvement, quality up-gradation, skill enhancement, conserving our traditional art and craft. For we proposed many parameter and indicator which will help in the development of handicraft index at global level and will be helping the world in sustainable and eco-friendly nature, this is the need of time that like other indices in with world happiness index, global innovation index, world climate index, and many more. In this crucial index development, which we 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 heritage product art and craft, technology, conservation, mass level and local employment generation stopping the brain drain, migration of people, entrepreneurial development.

It involves the application of descriptive quantitative analysis of research methodology both from primary and secondary data collected from an online survey and different databases obtained from the government, NGO self-help group (Goswami and Goawami, 2021)

Result

From the discussion, it has been clear that the handicraft sector is key to creating sustainable products and handicraft products are decorative, utility traditional, and heritage-based. So there should be the highest demand for this product and the government should care on the welfare of the artisan and handicraft product conservation for generation welfare and try to enter the skill of the artisan and revive the craft skill live in front of the machine-made. During the time COVID-19, whole worlds faced a lot of problems like as financial economical social problem and the handicraft sector became nearly dead then this proposal of handicraft index will motivate and promote the production, skill in handicraft and much more opportunity of the artisan in the sector in last generating GDP and income. Every country and all related NGO SHG should try to develop this type of index at the global level. It has been clear from the above discussion that a global handicraft index proposal can solve their job problem. 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., 2021a).

Conclusion

The pandemic situation has created more problems for people. Even in this tough time of the whole world and millions of the population have been lost their lives due to COVID-19. Through this index, every country can generate better job obtio for their people and globalize the market of handicraft products. I hope this index will give promotion, positive completion, capacity building of handicraft artisan women entrepreneurship global level, increasing their earning, and in last to fulfill upper given of GHI will be compeer by this index, all Piller dimension will be compete through this. The handicraft sector and all workers that were involved in the situation were also facing. So there was a need for strong promoting vehicles like indexing of this industry. This is so because the handicraft index will give a positive, happy competition and enhance the skill of artisans. One more thing we want to describe is that they want to be an entrepreneur from only workers. Artisans and worker returned their homes and then engaged in hand-making products that they were adopted from their ancestors (yadav et al 2022r).

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. (Yadav et al., 2022a, 2022b, 2022c). Now need be an improvement in the quality and production of handicraft products along with sustainable development. This index will give positive energy to the governments to prepare better plans, for the development of the handicraft industry and the welfare of artisans in the world.

This article only gives the ranking of 95 countries but a lot of country ranking has not been evaluated in this index due the o unavailability of data. when further research will be done the accurate data will come with help of different international agencies, and states and the index list will be more factual and will enhance the index improvement, and capacity building, better competition, export use new technology will change the scenario of this sector and most of the people will get job and last happiness in population will increase day by day. for developing a handicraft index (ashish kumar et al 2022b). Even no primary data has been the obtained about the global handicraft the author has tried to give a new vision to turn towards developing this type of index like another type of index present at the global level. So the need for strategies and thinking about the new approaches toward global handicraft indexed have come in the mind of us; 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 (ashish kumar et al 2022a).

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LIST OF WEBSITES

Name Type Website

A Greater Gift (SERVV) Organization www.agreatergift.org

ADPAH (Association

des Producteurs

d'Artisanat d'Haiti)

Producer www.catgen.com/adpah/EN/100000.html

Aid to Artisans Organization <http://aidtoartisans.org>

America's Mart (Atlanta

Trade Show) Industry www.americasmart.com

Art-ickles.com Retail www.art-ickles.com/store

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Caribbean States
(ACS)
Organization www.acs-aec.org/trade.htm
Bob Corbett's Haiti
Page Other www.webster.edu/~corbetre/haiti/haiti.html
Caribbean Net News Industry www.caribbeannetnews.com/2004/02/03/arrivals.htm
Caribbean Tourism
Organization (CTO) Industry www.onecaribbean.org/information/categorybrowse.php?categoryid=242
Center for the
Promotion of Imports
from Developing
Countries (EU)
Organization www.cbi.nl
Centro Internacional de
Agricultura Tropical
(CIAT Latin America &
Caribbean survey)
Organization <http://gisweb.ciat.cgiar.org/population/>
CIA - World Fact Book -
Haiti Other www.cia.gov/cia/publications/factbook/geos/ha.html
Cost Plus World Market Retail www.worldmarket.com
Country Originals Wholesale www.countryoriginals.com
Crafts Center (CHF) Organization www.craftscenter.org
Crate & Barrel Retail www.crateandbarrel.com
Design Within Reach Retail www.dwr.com
Drexco Producer <http://drexco.com/default.asp>
Economic Commission
for Latin America and
the Caribbean (ECLAC)
Organization www.eclac.cl/default.asp?idioma=IN
Elle Décor (Trend Alert) Industry www.elledecor.com/article.asp?section_id=13&article_id=487
European Fair Trade
Association Organization www.eftafairtrade.org
Fair Trade Federation Organization www.fairtradefederation.org
Fair Trade Resource
Network Organization www.fairtraderesource.org
Florida Customs

Brokers & Forwarders

Association

Organization www.fcbf.com

Fondasyon Mapou Organization www.fondasyonmapou.org/

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