

DIGITALIZATION OF HANDICRAFTS MARKET FOR FUTURE TRENDS

Abstract

For numerous periods, crafters have been leading a gruelling life due to factors like lack of finances for product development, enthrallment of mediators, and trade of products at lower price points. The profit from thee-commerce sector in India is going to rise, as a result, brimming with prospects for the handcraft sectors. The paper will concentrate on detailing digital players' places in the handcraft of India, understanding the sustainable growth of the handcraft assiduity, and studying unborn trends of the crafts sector in a digital terrain. The methodology espoused for the fulfilment of the study purpose will be exploratory exploration and data and substantiation will be collected through secondary sources like government reports, websites-journals, and-articles. The results of the paper will help the experimenter further to concentrate on the collection of primary data and to conduct descriptive exploration to check the delicacy and trustability of the information collected.

Keywords: Handicrafts, digitalization, e-commerce, tradition, transition

Author

Sudha N

Assistant Professor
Department of Management
East West College of Management
Bangalore, India
sudha.bims@gmail.com

Supriya

Assistant Professor
Department of Management
East West College of Management
Bangalore, India
supriyaewcm@gmail.com

I. INTRODUCTION

E-commerce is playing a vital part in supporting Indian tradesmen and crafters, offering them a new shaft of expedient during the epidemic convinced extremity. The craft sector is one of the largest job creators, employing over 7 million crafters and over 67,000 exporters, with a presence in both domestic and international requests. For ages, multitudinous crafters have been leading a challenging life due to factors like lack of finances for product development, involvement of intercessors, and trade of products at lower price points. The situation calls for a strong resuscitation strategy to help tradesmen regain their footing, and what could be a better result at this juncture than going online.

II. REVIEW OF LITERATURE

(Hashmi, 2012) still, Indian handcraft has great progress contingency in the changing script with its preliminary strength being the abundant and cheap vacuity of force and being a traditional profession of millions still necessitates truly low investment equated with other countries.

(Damoska et al. 2019) Digital tools like online platforms are getting increasingly imperative, especially for small handcraft directors like crafters. Through the model of there-emergence of hand created product as heritage technology, the paper makes visible the process of ICT predicted redefined competitiveness design of handcraft products. E-commerce opens doors and new lead-ins for micro and small- sized initiatives to trade globally.

(Ghosal et al., 2019) one of the major causes of the decline of the request is linked as lack of deals promotions adverts which in turn causes a lack of customer awareness for these products. Promoting these goods to the client through an online gate won't only raise the deals promotions broadcasts but also increase customer awareness.

III. OBJECTS OF THE STUDY

1. To know the digital players' places in the handcraft of India.
2. To understand the sustainable growth of the handcraft assiduity.
3. To examine unborn trends of the crafts sector in a digital terrain.

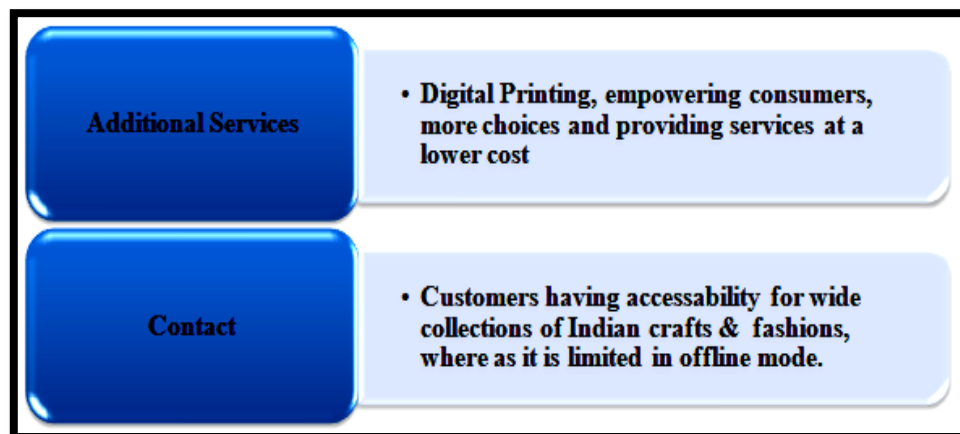
IV. RESEARCH METHODOLOGY

This disquisition paper is exploratory in nature and depends on secondary sources like reports published by the Government of India, KPMG in India's Media and Entertainment report 2019, e-journals, and papers. E-commerce enlightening new competences. One of the most substantial challenges for crafters who were dealing offline is the on-going epidemic, which has intensely exaggerated them in the form of reducing deals and earnings. Therefore, creating an online existence has come an obligation for these traditional players to endure their businesses and revive from the losses they had incurred, especially in the formerly numerous months.

1. The benefits of transferring to online platforms

- The profit from e-commerce section in India is conformist to increase from \$ 39 billion in 2017 to \$ 120 billion in 2020, growing at a rate of 51%, highest in the world.
- The new and fast-growing online conception is more captivating in terms of innovative products propelled and new players fastening on educating consumers and reigniting the trend of handcraft in their lives.
- Also, these platforms are acting as a massive support system for tradesmen who do not have adequate resources to capitalize on their reach, giving them collective beginnings to work with domain leaders and helping them to measure their businesses in the long term.

2. One Platform for all crafts needs



3. Shifting consumer trends and behaviours

- **Size of the appeal:** The number of people online will double by 2030. But more importantly, there will be upward mobility within the consumer corridor equivalent that at the top-most end where ménage inrushes go beyond USD70, 000 per annum (around USD125, 000 in 2030), and there will be a growth of three times more to 75 million people by the year 2030.
- **The largest digital member:** Will intersection from forceful to performing by 2030, the Digital Supporter will gather as the single largest digital user group in India, spanning the Digital cosmopolites and the Digital Mainstream. Consumer readiness, which is generally the challenge in enabling stoners to distribute online, is high among this group as it includes both Millennial – who are considered the first digital populaces as well as Early Adopters. Digital pushovers will help shift the Indian digital story from one of compliant consumption to deeper engagement and deals.
- **Falling uniqueness:** In terms of access to and comfort with the internet, there will be an increasingly frame difference in the countrified civic, virile-womanish, and indeed immature-old lives. For illustration, both Millennial (between 35- 50 times in 2030)

and Generation (age 20- 35 times in 2030) would have grown up with outfit with Millennial being the first generation to be measured as digital natives. Generation Alpha (bornpost- 2015) is comfortable with a touch screen from a numerous months old and speaking to voice assistants by the time they can form words. All three of these generations will embrace the internet and technology, not as a tool but as a deeply integrated aspect of everyday life.

- **Leisure:** There are lower differences in the digital behaviour in developed and developing countries in corresponding groups as reading the news and repossessing health information online but hardly any gap when it comes to their recreation. Watching videos, playing games online and listening to music are equally popular application in both fat and arising husbandry. It will be a numerous farther times before the internet is battered for learning as much as for rest in India.

4. Marketplaces for handicraft

- **Etsy:** Etsy offers merchandisers an multifariousness of tools to grow a following, boost visibility, attract new guests, manage force, and communicate with buyers.
- **Hand wrought at amazon:** The Handmade store at Amazon is available solely for hand wrought products. Due to a rapid-fire increase in internet druggies in India, the online stores then are enjoying the advantage of advanced deals. Amazon being the major player in the world can make its position amongst the top online shopping websites in India dealing crafts particulars and others as well.
- **Indie cart:** It's a community of independent shops with handcrafted particulars for family and home.
- **Worldwide arts resources:** ultra-expensive website at Absolutearts.com, which includes tools to promote your portfolio point.
- **Auth India:** They deal with traditional oil, silk thread jewellery, home scenery crafts, hand- painted crafts, and folk art oils from all regions of India. Besides this, they also offer you banner space advertisements on home runners or blog runners.
- **Crafts villa:** With this business, have a free enrolment process, low commission rates on the trade of particulars, and have no limit on the product can upload onto this online business. The demand for Indian crafts is relatively huge in the public as well as transnational request. Craftsvilla has about 12000 crafters laboriously dealing crafts, relics, jewellery, ethnical hand wrought goods, ethnical products, oils, etc. by uploading the image of their product themselves.
- **EBay:** eBay India point is a great place for merchandisers who want to vend hand wrought particulars online. Every website has its exclusive format. eBay earns business freights from retaining PayPal, an online paying service system for druggies to buy particulars online more fluently. eBay is present encyclopaedically in 39 requests, also including the U.S. commerce have over 145 million energetic buyers worldwide.

- **The India craft house:** All the products are sourced directly from crafters or NGOs working nearly with folk and artisan communities from all corners of India. Another intriguing thing about this website is the 'Shop by State' option, which lets to explore the traditional and folk artifice from different countries of India.
- **Kreate:** Another similar platform that deals with authentic hand wrought products all drafted by original crafters. It could be the creator of the product or it could be a dealer that sells hand wrought products, it works both ways.
- **Shopclues:** Within residency of 4 times it has over 12k listed merchandisers retail and further products on the platform to over 42 million callers every time across 9500 positions in the country.

Other spots farther the below backups, as a handicraftsman or an original hand wrought particulars supplier, it could slant formerly being wellestablished brands to vend particulars.

- **Ikea:** The well- established transnational brand has partnered with original talented folk from India and other countries to produce original hand made products.
- **Itsy bitsy:** They have a section ardent to hand made articles where crafters and other talented individualities can come up with their articles and trade them to make profit from the business.

5. E-Commerce marketplace: There are ample CMS (Content Management Soft wares) to help to start online business.

- **Shopify and Ecwid:** These spots helps to manage, request, and grow original craft business into an online e-commerce point.
- **Magneto:** It's another platform that you can use to make your point.
- **Big- commerce Square Space:** If plan on venturing-commerce business out to the transnational requests.
- **Social media:** similar as Instagram and Facebook Marketplace, is the stylish place to produce, vend and grow as a brand.
- Conferring to the report of Telecom Regulatory of India (TRAI), internet subscribers were increased during the financial year 2019 by 29%, accordingly the broadband subscribers were increased up to 37%, and 30% increase in subscribers of wireless mobiles.
- Internet subscribers in rural area were increased by 56% during the financial year 2019 when compared to urban subscribers, as per the TRAI performance indicators report.

6. Crucial factors impacting the growth of digital consumption

- India is the alternate-loftiest in consumption of online videotape in the world.

- Growth in smartphone users in India increased to 340 Mn in the financial year 2018, and it was reported only 200mn during the year 2015.
- There was a gradual upliftment in smart phones shipments up to 11% in the year 2018.
- Affordable mobile data in the world by various service providers.
- Growth in average data operation per subscriber per month to 8.7 GB from 0.88GB in 2018.
- Growth in online videotape content to meet the demands from 325 million in the year 2019
- Growth in average mobile data download speed to 9.93 Mbps from 8.88Mbps in 2018

7. Unborn trends of the crafts sector in a digital terrain

- **The growing elevation of the assiduity:** According to the Ministry of fabrics, the assiduity has been growing at a constant rate of 20 per time and presently employs over 68.86 lakh handicraftsmen.
- **Tech to the release:** Surely, technological advancements have come the sole choice of abundance for every assiduity, particularly in similar exceptional times, and the handcraft sector is no different.
- **Changed behaviour of craftsmen:** As a result of the appearance of technology and the convenience it offers to their table, there has been a substantial shift in the actions of craft merchandisers and guests.
- **Effective government schemes:** The ' Research and Development Scheme' was established to gather information on the profitable, cultural, social, and promotional aspects of crafts and crafters in the sector to prop in the prosecution of other well programs.
- **Exports v/ s Imports:** Significances Indian crafts are exported to over a hundred nations, with the United States secretarial for nearly a third of all Indian handcraft exports. Although India's crafts have a small share of the global request, the overall probable for growing exports is substantial as the global request nurtures. According to IBEF, the government of India increased incitement rates for hand wrought particulars under the wares import from India scheme (MEIS) to 7 from 5. Over the cast period of 2022- 2027, the crafts request is anticipated to grow at a CAGR of 10.9.
- **The instigation of definite platforms:** These worldwide handcraft trade platforms give free supplier induction and bid to give the assiduity with a more structured image in the global request. The crafts assiduity is rated to be around a\$ 7- 8 billion request, and e-commerce is acting as a reagent for handcraft businesses to drive on a growth route while creating a auspicious and economic future.

V. FINDINGS

1. The approachability of internet is in accretive trend than civic areas. It's 56 in 2019 in pastoral areas.
2. Major-commerce players like Amazon, shopclues, craftvilla and eBay, playing a vital part in championing handcraft products in global requests.
3. The handcraft request is anticipated to grow at CAGR of 10.9, over the cast period of 2022- 27, due to the upward tends in the digital request.

4. Shift in consumer buying geste, request size, digital request member and digital ways to ameliorate the sector.
5. Crucial factors in digital consumption like, growth in smart phone druggies, growth in mobile data download speed, and, growth in average mobile data subscribers are leading compass for digital growth of the sector.

VI. SUGGESTIONS

1. E-market place of crafts to be created among crafters, specifically in pastoral area.
2. Instigation of generating of E-market place of crafts to be taken by hand worker, where it needful introductory chops to use the platform.
3. Sustainability is possible if, crafters are well- set up with varying request and marketing constraint as the study says that further and further digitalization is roaring substantially in pastoral area.
4. There may be a classic shift in operation of internet and smart phones and it has come essential for the dynamic terrain.

VII. CONCLUSION

Openings of the digital platforms enable crafters to pursue a strategy concentrated on further distinctive designs, advanced quality, inflexibility in pricing, and customization. Digital tools enable crafters to pursue an innovative approach to designing crafts. So the digital platforms as a business model have the charge to produce a relationship and engage the guests in designing the product or creation content. Digital tools enable handcraft directors to employ distinctive price strategies to different price parts of guests as well as to apply dynamic prices. Digital tools like online platforms are getting decreasingly important, especially for small handcraft directors like crafters. Digital platforms like request generators or social online platforms offer further import openings, especially for small, micro, or sole entrepreneurs like the handcrafters.

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