



## Awareness about institutional support to atmanirbhar handicrafts sector – A study of bidriware industry

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### Abstract

The Bidriware Industry of Bidar city of Karnataka, India, is known for its perfection of craftsmanship, and excellence of design. The Bidriware Industry is playing pivotal role in economy of Bidar city. The Bidriware Industry has provided employment to poor and weaker section of society, while preserving cultural heritage of India. Bidriware was awarded the GI tag status in the year 2006. Atmanirbhar Bharat Abhiyan is an extension Swadeshi Movement. There are 5 pillars of Atmanirbhar Bharat among them Infrastructure, Technology and Demand plays a vital role in development of Handicrafts sector and making it Atmanirbhar. The Atmanirbhar Bharat Abhiyan aims to; i) Strengthen the local manufacturers, ii) Improve the standard of living, iii) Revive every sphere of the economy with a rise in fiscal stimulus. A pilot study was conducted to understand the impact of GI Tag and Atmanirbhar Bharat Abhiyan on Bidriware Industry. The study reveals that GI Tag and Atmanirbhar Bharat Abhiyan have not changed the prospects of Bidriware Industry. In the backdrop of this the present study was undertaken by researcher. The study aims to investigate the awareness level about Institutional and non-institutional support and programmes among Bidriware Craftsmen. The study was conducted in Bidar city. Primary data was collected through questionnaire. The result of the study reveals that the majority of Bidriware Craftsmen were unaware about Institutional and non-institutional support and programmes available to Bidriware Industry. The success of Bidriware Industry depends on overall development of Bidriware Industry through institutional support and creating awareness about institutional support and institutional programmes/schemes. The study is expected to help Govt. of India and Govt. of Karnataka in framing suitable policy/programmes for promotion of Bidriware Industry. The outcome of the study is also expected to help the online marketers to develop strategies to reach out to Bidriware Craftsmen as well as developing marketing strategies.

**Keywords:** bidriware industry, bidriware craftsmen, development commissioner (handicrafts), Karnataka state handicrafts development corporation

### Introduction

The term 'Bidriware' encompasses a wide range of artifacts. Bidriware is economic activity and household industry characterized by reliance on household capital and local skills, family ownership, small scale operations, labor intensive, handmade, traditional technology, skills generally acquired outside the formal education system. Bidriware occupies a place of pride in the family of handicraft products. Bidriware, a blend of art, culture and beauty, adorns the tables/cupboards of drawing rooms of many homes not only within the country but also outside. It also found its way into the art galleries of many museums because of its artistic value. Among the classical works displayed in the famous British Museum one of the arts created in the year 1789, shows an unidentified lady smoking Bidri Hukka. Bidriware industry is highly labour intensive and of late contributing fairly to the economy of Bidar. The special nature of Bidriware products derives from their distinctive features, which can be utilitarian, aesthetic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic. The Bidriware Craftsmen are backbone of Bidar economy and survival of Bidriware industry depends on them. Therefore, these craftsmen need an institutional support; at their places i.e. craft pockets for value addition and for the edge with other competitive products such machine made decorative, aesthetic and religious products. Given the

support and necessary encouragement by the Government and non-governmental agencies, Bidriware industries can, in its own way, contribute for the economic development. Proper presentation of the Bidriware through special promotional programmes in the international market can bring substantial amount of foreign exchange because of antique value of Bidriware.

### Literature Review

Bidriware Industry plays a pivotal role in Bidar Economy but due to lethargic attitude of government as well as Bidriware Craftsmen, the industry growth rate is sluggish. Dilip and Manish (2018) <sup>[1]</sup> has made an attempt to examine the awareness level of handicrafts schemes among the artisans. According to them, most the schemes are run by Ministry of Textile, but still the artisans financial, lack of technological and marketing knowledge, awareness about governmental schemes. Most of the artisans have no information about handicrafts schemes. Fatma and Nigam (2021) had focused on numerous government and non-government initiatives aimed at promoting, revitalizing, and preserving handicrafts, as well as the effect of these initiatives at the grassroots level. Florence (2005) <sup>[2]</sup> had suggested strategic measures to improve markets for village crafts. According to him, insufficient and unsystematic data on production and sales; were the major obstacles for developing marketing strategies. Mukul and Vivek (2020) <sup>[3]</sup> opinioned that Atma

Nirbhar Bharat will help in saving natural resources and promoting an environmental-friendly lifestyle. India could be a leader in green technology for delivering green products and services through green processes which would keep the equilibrium of ecology. The study conducted by Rahul and Sanjay (2015) <sup>[5]</sup> indicate that only one third of the total population is aware of all categories of Government policies and schemes for Handicrafts. According to Shailendra (2022) <sup>[7]</sup> respondents were unsure if the government will be able to achieve the objective of Atmanirbhar Bharat Abhiyan towards reviving the sectors affected by COVID-19 due to unclear scheme related information; lack of skilled labour, non-availability of infrastructure and existence of capital deficit; etc. According to Suresh (2016) <sup>[8]</sup>, an average Indian customer had low awareness of crafts and genuineness of craft products and Designs of artisans could easily be copied. State Handicrafts Development Corporations had closed downed their sales emporia due to fall in sales. He thrown away questions to researchers/academician seeking answers to following questions i) How to protect the designs of artisans from copying from the perspective of 'intellectual property' in a legal manner?, ii) whether Social Branding of crafts is needed?, iii) What should be the role of State Handicrafts Development Corporation – marketer or facilitator in implementing artisan development programs?. The present research paper is intends to investigate the magnitude of awareness about Bidriware Industry among Bidriware Craftsmen but also trying to address few of the questions raised by Suresh in his Case Study. This research paper has the following specific objectives: 1) To examine the organizational structure, size and growth of Bidriware Industry, 2) To study the awareness level of Aatma Nirbhar Bharat among Bidriware Craftsmen, 3) To measure awareness level about Intuitional Support available to Handicraft Sector in general and Bidriware Industry in particular, 4) To measure awareness level about Non-Intuitional Support available to Bidriware Industry, 5) To make comprehensive recommendations for integral development and prosperity of Bidriware Industry. For a methodical analysis, the paper is arranged in the following sections: After a brief introduction, the review of literature is presented, followed by the research methodology highlighting sampling, data sources and period of study. This is followed by results of the study, discussion and conclusions.

### Methodology

The information for the study was collected from both primary and secondary sources. A census survey was conducted to collect the information about all aspects of Bidriware Industry, its craftsmen and agencies involved. The Researcher had detailed discussions with personnel of District Industries Centre-Bidar, Bidriware Craft Complex, Karnataka State Handicrafts Development Corporation, Karnataka State Finance Corporation and NGO. The Researcher also interviewed craftsmen to have first hand information about their views on the role being played by institutions. The period of study has been confined to 5 years i.e. from 2017-18 to 2021-2022. For seeking awareness level among Bidriware Craftsmen, 5 Point Likert Scale had been used. The data has been processed through mathematical and statistical tools such as Percent, Mean, Paul & David, and Jonald L. Pimentel Methods for analysis and interpretation of the data and finding the results.

**Table 1:** Paul and David Method of Mean Score

Mean Score Range	Awareness Level
from 0.01 to 1.00	Totally Unaware
from 1.01 to 2.00	Unaware
from 2.01 to 3.00	Neutral
from 3.01 to 4.00	Aware
from 4.01 to 5.00	Totally Aware

### Demographic Profile of Bidriware Craftsmen

**Table 2:** Profile Details of Bidriware Craftsmen

Variable Factors	Variability	Frequency	Percent
Gender	Male	211	65
	Female	113	45
Age	Below 18	38	11.7
	19-28	52	16.0
	29-38	77	23.8
	39-48	90	27.8
	49-58	36	11.1
	Above 58	31	9.6
Caste	OBC (Muslims)	245	76.6
	OBC (Others)	29	9.0
	ST (Meda)	39	12.0
	SC	07	2.2
	General	04	1.2
Educational Qualification	Illiterate	246	75.9
	7 <sup>th</sup>	32	9.9
	10 <sup>th</sup>	15	4.6
	12 <sup>th</sup>	21	6.5
	Undergraduate (General)	05	1.5
	Undergraduate (Professional)	02	0.6
	Post-Graduate	01	0.3
	Other	02	0.6
Annual Income	Less than 1,42,200	315	97.2
	1,42,200 to 3,00,00	3	0.9
	3,00,000 to 5,00,000	2	0.6
	Above 5,00,000	4	1.2
Mode of Acquisition of Skills	Specialized Bidriware Course	27	8.3
	Bidriware Training [General]	63	19.4
	Marketing Training	0	0
	Design & Product Dev. Training	0	0
	Financial Mgt. Training	0	0
	Packaging Training	0	0
	Self-Learning	234	72.2

Source: Prepared by Author based on the data collected from Bidriware Craftsmen

The table-1 shows that the Bidriware Industry is dominated by males. The interaction with craftsmen has revealed that the implementation of various schemes by governments had motivated male craftsmen to encourage their female family members to enter into Bidriware Industry and hence female accounted for 35 percent. 10 years back, only 10 women were practicing Bidriware Craft. All craftsmen are registered with Development Commission (Handicrafts) and holding Pehchan Cards (Artisan Identification Cards). Muslims are accounted for 76.6 percent followed by Meda Caste people (ST) who accounted for 12 percent. The age group of (29-58) years constitutes 62.7 percent among the respondent craftsmen. Young generation is not interested to pursue Bidriware craft. Simultaneously, 75.9 percent of the respondent craftsmen are illiterate and education level of 21 percent of respondent craftsmen is up to intermediate level. More than 85 percent of the Bidriware Craftsmen is carrying

out its livelihood, while being Below Poverty Line. More than 70 percent of respondents acquired Bidriware skills through self-learning mode. The study reveals that most of the Bidriware craftsmen, who are holding Artisan Cards did not have knowledge about Bidriware and in fact some of them have registered multiple times and the authorities without verifying authenticity of craftsmen, had included their names in artisan database. In fact some of them made registration with ulterior motives to enjoy the facilities/benefits offered by the governments. This has adversely affected genuine craftsmen who have wedded to Bidriware.

### Origin of Bidriware

Bidriware an alloy of Zinc and Copper on which a design is engraved, the incision are filled with Silver wire or sheet, after words it is smoothened and blackened through magical soil treatment. The origin of Bidriware is obscure. No records tracing and continuity of Bidriware craft are available today. According to Historian, when Ahmed Shah Bahmani shifted his capital from Gulbarga to Bidar; the invited the Iranian artisans to build the fort and palace here. Among them a person by name Abdul-bin-Kaiser invented the Bidriware. He uses to produce articles in leisure and present them to the Nawabs and Nobles. The Bidriware undergoes an eight-stage process. The basic material of Bidriware is an alloy of zinc and copper in the proportion of 16:1. It is on this alloy that artistic designs in pure silver are engraved. There is a particular type of soil found in the inner depths of ruins which are three hundred years old, in buildings where neither sunlight nor rain has fallen for hundreds of years. This soil, when mixed with ammonium chloride and water, produces a very special paste which is rubbed onto the heated Bidriware article. The paste darkens the body of the piece, but has no effect on the silver inlay. As the paste is rinsed off, the design springs dramatically into view, the shining silver resplendent against the black surface.

## Results and Discussions

### 1. Organizational Structure, Size and Growth of Bidriware Industry

The organizational structure, size and growth of Bidriware Industry of Bidriware Industry is measured by using No. of Units, No. of Craftsmen, type of Bidriware Units, ownership pattern, Investment in Fixed Assets, Scale of Production, Size of Market area, Volume of Sales, Procurement, etc. Each of these measures has its own limitations.

**Table 2: Number of Bidriware Units**

Year	No. of Units Established during the Year	Cumulative	Growth Rate (%)
2000-01	-	163	-
2001-11	4	167	2.5
2011-21	(2)	165	1.2
2021-22	-	165	-

Source: Prepared by Author based on the data collected from Bidriwar & Bidriware Craftsmen

The Bidriware Craft Complex has constructed 170 house-cum-worksheds. Out of 170 sheds, 149 sheds were allotted to Bidriware Craftsmen. 24 units located in different parts of Bidar city. It is observed that 38 units were not functioning and majority of craftsmen had let-out their house-cum-

worksheds on rental basis for residential purpose. So, presently 135 units were functioning in Bidar. The growth rate of Bidriware Industry has declined over a period of time. Neither the allocation of GI Tag to Bidriware nor Atmanirbhar Initiatives has helped to preserve declining Bidriware Industry.

**Table 3: Organizational Structure of Bidriware Industry**

Variable Factors	Variability	Frequency	Percent
Type of Bidriware Craftsmen	Manufacturer	24	7.4
	Manufacturer-cum-Businessmen	8	2.5
	Businessmen	2	0.6
	Worker	290	89.5
Type of Bidriware Units	Tiny Units	13	9.6
	House-cum Work Shed	111	82.2
	Work Shed cum Shop	8	5.9
	Shops	3	2.2
Ownership Pattern	Proprietary	135	100
	Partnership	-	-
	Cooperative Society	-	-
	Public Limited Company	-	-
	Private Limited Company	-	-
	Govt. Units	-	-
Fixed Capital Investment	less than 25,000	113	83.7
	25000-50,000	06	4.4
	50001-75,000	03	2.2
	75001-1,00,000	02	1.5
	Above 1,00,000	11	8.2
Scale of Production	Large Scale Production	-	-
	Medium Scale Production	-	-
	Small Scale Production	05	3.7
	Order Based Production	130	96.3
Procurement of Bidriware Products by Bidriware Craft Complex	Regular Procumbent	-	-
	Seasonal Procurement	-	-
	Order based Procurement	11	8.1
	No Procurement	124	91.9
Nature of Demand	Seasonal Demand	135	100
	Non-Seasonal Demand	-	-
Size of Market Area	Local Market	125	92.6
	Regional Market	06	4.4
	National Market	04	3.0
	International Market	-	-
Volume of Sales	High Volume	-	-
	Low Volume	-	-
	Very Low Volume	135	100

Source: Prepared by Author based on the data collected from Bidriware Craftsmen

Approximately 90 percent of respondents are working as Bidriware workers. 82.2 percent of units were functioning in the form of House-cum-worksheds. The ownership pattern of all the Bidriware units is proprietary. Most of the Bidriware Craftsmen were living Below Poverty Line. Therefore, they could not make enough investment in fixed assets. The study reveals that 83.7 percent of the Bidriware Craftsmen have invested less than Rs.25,000/- in fixed assets. The mode of operation of 96.3 percent of Bidriware Units is Order Based. 91.9 percent of units have complained that the Bidriware Craft Complex has stopped placing order and procuring Bidriware products from craftsmen. The Bidriware products are in demand during only part of the year viz., marriage season. Bidriware products are purchased by tourist visiting Bidar (92.6 percent). The national market coverage of Bidriware products is 3 percent only. According to Craftsmen, the demand for Bidriware

exists in metropolitan and big cities such as New Delhi, Kolkata, Hyderabad, Aurangabad, Bangalore, Pune and Mumbai. The volume of sale of Bidriware is very low and

hence young generation is not willing to enter into this industry.

## 2. Awareness Level about Atmanirbhar Bharat Abhiyaan

**Table 4:** Awareness about Atmanirbhar Bharat Abhiyaan among Bidriware Craftsmen

Variable Factor	Mean Score	Awareness level
Term "Atmanirbhar Bharat"	1.82	Unaware
Term "Atmanirbhar Bharat Abhiyaan"	1.91	Unaware
Meaning of Atmanirbhar Bharat Abhiyaan	1	Totally Unaware
Key objectives of the 'Atmanirbhar Bharat Abhiyan	1	Totally Unaware
Five Pillars of Atmanirbhar Bharat Abhiyaan	1	Totally Unaware
Benefits of Atmanirbhar	1.18	Unaware
Slogan "Vocal for Local"	0.90	Totally Unaware
Local4Diwali [Social Media Campaign]	0.94	Totally Unaware
Craft Skills required to become Bidriware Craftsmen	5.4	Totally Aware
Managerial Skills required to become Entrepreneur	1.99	Unaware

Source: Prepared by Author based on the data collected from i)

i) Office of Development Commissioner (Handicrafts), New Delhi, & ii) Bidriware Craftsmen

The table-3 demonstrate that none of the Bidriware Craftsmen had knowledge and awareness about i) Meaning of Atmanirbhar Bharat Abhiyaan, ii) Key objectives of the 'Atmanirbhar Bharat Abhiyan, iii) Pillars of Atmanirbhar Bharat Abhiyan, iv) Slogan "Vocal for Local", v) and Local4Diwali [Social Media Campaign]. They were also don't know i) the meaning of Atmanirbhar Bharat, ii) Atmanirbhar Bharat Abhiyan, iii) Benefits of Atmanirbhar and iv) Managerial Skills required to become Entrepreneur. However, Majority of them were aware about Craft Skills required to become Bidriware Craftsmen.

## 3. Awareness Level about Institutional Support available to Handicraft Sector & Bidriware Industry

The State Handicrafts Development Corporations, State Tourism Development Corporation, NGOs are provided 70% financial assistance for setting up Urban Haat (similar to Delhi Haat) consisting of stalls for direct marketing of products to customer, product manufacturing exhibition, museum, etc. neither Karnataka State Handicrafts Development Corporation nor Karnataka State Tourism Development Corporation has made any efforts to set up Bidriware Craft Cluster.

**Table 5:** Awareness Level about Infrastructural Facilities among Bidriware Craftsmen

Variable Factors	Mean Score	Awareness Level
Urban Haat [AB - Atmanirbhar Bharat]	1.71	Unaware
Common Facility Center	3.79	Aware
Raw Material Depot	2.12	Neutral
Bidriware Craft Complex	3.69	Aware
House-cum-Workshed Scheme	4.20	Totally Aware
Craft Cluster with world class Infrastructure [Atmanirbhar Bharat]	0.95	Totally Unaware
Subsidy under Technology Upgradation Fund Scheme [AB]	0.58	Totally Unaware

Source: Prepared by Author based on the data collected from

i) Office of Development

Commissioner (Handicrafts), New Delhi, ii) Karnataka State Handicrafts

Development Corporation, Bangalore & iii) Bidriware Craftsmen

It is evident from table-4 that Bidriware Craftsmen are unaware about Urban Haat Scheme implemented by Office of the Development Commissioner (Handicrafts). Common Facility Center for Bidriware was set-up in Bidriware Craft Complex, Chidri, Bidar for the benefit of Bidriware Craftsmen and they were aware of existence of Craft Complex. The Karnataka State Handicrafts Development Corporation supply Zinc and Silver to Bidriware Craftsmen at subsidized rates through Bidriware Craft Complex but has not set-up Raw Material Depot in Bidar. Hence the mean response is neutral. Majority of Bidriware Craftsmen were provided with House-cum Workshed and hence they are fully aware about the facility received by them. The Craft Cooperative Societies, State Handicrafts Development Corporations, etc are provided 100% financial assistance for setting up craft cluster having world class infrastructure viz., Common Facility Centre, Community Production Centre, Raw Material Bank, Resource Centre, Design Centre, Trade Facilitation Centre, etc. Karnataka State Handicrafts Development Corporation has not made any efforts to set up Bidriware Craft Cluster. The Bidriware Craftsmen are totally unaware about craft cluster development scheme implemented by Office of the Development Commissioner (Handicrafts).

Awareness Level about Production & Technological Facilities is portrayed in table-5. The Bidriware Craftsmen were unaware about scheme of supply of Improved Toolkit as both the agencies have not supplied toolkit required for manufacturing of Bidriware. Till 2018-19, the Bidriware Craft Complex use to supply the Raw-materials such as Zinc and Copper at 50% Subsidized Rate. But from 2019-20 onwards, it has stopped supply of raw-materials and hence the respondent were undecided. The respondents were unaware about schemes such as; i) Supply of Product Prototype, and Supply of Designs/Design Brochure. They were also unaware about Automated Tools and Machines for cutting & Inlay work developed by Visvesvaraya Industrial Trade Centre. They are also unaware about Design Sensitization Workshop conducted by National Institute of Technology. Limited number of Bidriware craftsmen had participated in the said workshop.



**Table 6:** Awareness Level about Production & Technological Facilities among Bidriware Craftsmen

Variable Factors	Mean Score	Awareness Level
Improved Toolkit Distribution Program	1.96	Unaware
Supply of Raw-materials at Subsidized Rate	2.38	Neutral
Supply of Product Prototype	1.39	Unaware
Supply of Designs/Design Brochure	1.65	Unaware
Design Development Training Workshop for Bidriware Product, NITA	2.19	Neutral
Design Sensitization Workshop for Bidriware Artisans, NITA	1.97	Unaware
Supply of Automated Tools at affordable Rates by VITC	1.29	Unaware
Supply of Machines for cutting & Inlay work at affordable Rates by VITC	1.26	Unaware

Source: Prepared by Author based on the data collected from i) Office of the Development Commissioner (Handicrafts), New Delhi, ii) Karnataka State Handicrafts Development Corporation, Bangalore, iii) National Institute of Design, Ahmedabad [NIT], iv) Visvesvaraya Industrial Trade Centre (VITC), Bangalore & v) Bidriware Craftsmen

**Table 7:** Awareness Level about Financial Assistance among Bidriware Craftsmen

Variable Factors	Mean Score	Awareness Level
MUDRA Loan Scheme	1.95	Unaware
6% interest subventions for artisans availing MUDRA Loan	1.72	Unaware
20% Subsidy on MUDRA Loan	1.72	Unaware
Working Capital Loan Facility	1.52	Unaware
Showroom Finance	1.32	Unaware
Loan Scheme of Krishna Grammeena Bank to Bidriware Self Help Groups [NABARD Bidriware Cluster Development Programme]	1.87	Unaware

Source: Prepared by Author based on the data collected from i) Office of the Development Commissioner (Handicrafts), New Delhi, ii) Karnataka State Handicrafts Development Corporation,

Bangalore, iii) National Bank for Agriculture and Rural Development, Bangalore [NABARD], iv) Karnataka State Finance Corporation and Public Sector Banks, Bidar & v) Bidriware Craftsmen

It is evident from the table-6 that Bidriware Craftsmen are unaware about financial assistance available for purchase of Fixed Assets, setting up Showroom, working capital, etc. They are also unaware about MUDRA Loan Scheme.

**Table 8:** Awareness Level about Marketing Initiatives among Bidriware Craftsmen

Variable Factors	Mean Score	Awareness Level
Financial assistance for participation in Craft Bazar organized in important fairs/festivals/ prominent cities/historical places/ places of tourist interest	2.08	Neutral
Financial assistance for participation in Exhibition	2.97	Neutral
Financial assistance for participation in National Handicrafts Fair	2.26	Neutral
Financial assistance for participation in Craft Demonstration Programme for Shilp Guru/ National Awardees/ Master Craftsmen	2.05	Neutral
Financial assistance for participation in International Craft Exposure Programme/Cultural Exchange Programme abroad for Shilp Guru/National Awardees/Master Craftsmen	2.12	Neutral
Financial assistance for Web-Marketing	1.67	Unaware
Financial assistance for Participation in Fairs / Exhibitions/ Events on Virtual Platform	1.64	Unaware
Financial assistance for Participation in Delhi Haat Exhibition	1.71	Unaware
Publication of Souvenirs showcasing Handicrafts Products	1.85	Unaware
Dissemination of Market Information	1.46	Unaware
Conduct of Market & Export Awareness Workshops	1.61	Unaware
Procurement of Finished Goods	2.64	Neutral
Assistance in Export Orders for Bidriware through EXIM's Overseas Offices	1.31	Unaware
Buyer-Seller Meetings, EXIM	1.38	Unaware
Artisans International Exposure Trips, EXIM	1.35	Unaware

Source: Prepared by Author based on the data collected from i) Office of the Development Commissioner (Handicrafts), New Delhi, ii) Karnataka State Handicrafts Development Corporation, Bangalore, iii) Export & Import Bank of India [EXIM], & iv) Bidriware Craftsmen

Bidriware Craftsmen were unaware about 9 Marketing initiatives undertaken by governmental agencies (table-7). Their response is neutral with respect to 6 marketing initiatives of governmental agencies.

### Conclusion

Bidriware Industry is dominated by males and Muslims community. All the Bidriware Craftsmen were holding Pehchan Cards. Majority of Craftsmen were illiterate (75.9 percent). More than 85 percent of the Bidriware Craftsmen

belongs to BPL Category. Some of Craftsmen had registered multiple times and the authorities without verifying authenticity of craftsmen had included their names multiple times in artisan database. The growth rate of Bidriware Industry has declined over a period of time. Atmanirbhar Initiatives have not helped to preserve declining Bidriware Industry. 90 percent of respondents are working as Bidriware workers. 82.2 percent of units were functioning in the form of House-cum-worksheds. The ownership pattern of all the Bidriware units is proprietary.

The Bidriware products are in demand during part of the year only viz., marriage season. Because of low sales volume of Bidriware, the young generation is not willing to enter into this industry. Bidriware Craftsmen were unaware about Urban Haat and Craft Cluster Development Schemes implemented by Office of the Development Commissioner (Handicrafts). Bidriware Craftsmen were unaware about scheme of supply of Improved Toolkit. Till 2018-19, the Bidriware Craft Complex use to supply the Raw-materials such as Zinc and Copper at 50% Subsidized Rate. But from 2019-20 onwards, it has stopped supplying of raw-materials. Bidriware Craftsmen were unaware about financial assistance available for purchased of Fixed Assets, setting up Showroom, working capital, etc. There are also unaware about MUDRA Loan Scheme. Bidriware Craftsmen were unaware about 9 Marketing Assistance initiatives undertaken by governmental agencies. Growth of Bidriware industry has affected in the first instance because of defective registration policy of Office of the Development Commissioner (Handicrafts). Therefore, the check and control system shall be implemented to ensure that only genuine craftsmen is allocated artisan card and to prevent multiple registration of craftsmen. The Raw-material supply scheme has to be re-launched and zinc and silver should be supplied to Bidriware craftsmen at 50% subsidized rate. The study reveals that the craftsmen were not able to produce new variety of products, which is very vital for the market expansion. For this purpose, it is important to conduct Market Study of Bidriware. The Karnataka State Handicrafts Development Corporation should think in this direction. The study also reveals that both central and state government agencies have not evolved any specific scheme for export promotion of Bidriware. It is suggested that both central and state government agencies should undertake Export Potential Survey of Bidriware but also undertake intensive export promotion activities so that a reasonable part of the total production is exported.

None of the Bidriware Craftsmen had knowledge and awareness Atmanirbhar Bharat. It is recommended that Bidriware Craft Complex in Collaboration with District Industries Center should conduct awareness camp about Atmanirbhar Bharat. The District Industries center in collaboration with NGOs and Local Management Educational Institutions shall organize Entrepreneurship Development Training programme for injecting Managerial Skills. The central and state agencies have implemented different schemes for promotion of Atmanirbhar Handicrafts Sector but without making concrete efforts for creation of awareness about the schemes. Bidriware Craftsmen were unaware of majority of schemes implemented by central and state government agencies. In other words, Bidriware craftsmen were kept in dark and as a result they were unable to claim the benefits of the schemes/programmes/initiatives. The central and state governments are spending millions of rupees on Atmanirbhar Campaign, but no/less emphasis on Atmanirbhar Campaign for Handicrafts Sector. Hence, it is suggested that Bidriware Craft Complex shall undertake wide publicity of the schemes of office of the Development Commissioner (Handicrafts) and Karnataka State Handicrafts Development Corporation. Awareness camp shall also be conducted in collaboration with local Management Educational Institutions, Master Craftsmen, Exporters, and Bankers. it will be nightmare to achieve objectives of Atmanirbhar Bharat Abhiyan unless

Government undertake some concrete measures for promotion of Bidriware Industry viz., i) Strengthen the Bidriware Manufacturers, ii) Improving the standard of living of Bidriware Craftsmen, iii) Revival of Bidriware Industry with fiscal stimulus and iv) Infusion of Technology in Bidriware Industry.

By fostering all round development of Bidriware Industry and creating awareness about various governmental and non-governmental initiatives/schemes/programmes, it is possible to boost-up production, create additional employment, create new market, expand existing market and grab export opportunities for Bidriware and thereby improve the income levels of the craftsmen, supplement foreign exchange and also add stature to our national culture, through this we can also protect our national inheritance. There is scope for further research to investigate; i) problems and Prospects of Bidriware Industry, ii) Marketing and Export Performance of Bidriware Industry, iii) Socio-economic status of Bidriware Craftsmen, iv) Impact of GI Tag on performance of Bidriware Industry.

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