





Proposal of a Global Handicraft Index for Sustainable Development: A Visionary Approach for Small Industry and Developing Strategies for Handicraft (Rural Industry)

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ABSTRACT

The purpose of this paper is to give a separate index for the development of handicraft products developing sustainable completion and better utilization of the natural and rural industry and better completion in handicraft industries, conserving the heritage of all countries handmade tradition, the skill of artisans, making them entrepreneurship to artisans. Among them, we know that whole world is facing a big problem of plastic glass and other population and climate is also affecting due to environmental pollution in the world so if all want to maintain their life and living padder better and sustainable then they should have to make the product for their utility that is sustainable and utility decorative and that will have to give local job and enhancing the local talent of the artisan and rural, tribal people special women. We know that all are worker but want to be entrepreneur and earn their mount and increase the GDP of their country and in last want to be happy in the world so the objective to the paper is to develop and innovation and suggest first global handicraft index like global innovation index, global happiness index, global hanger index, global environments risk assessment index, and other index that have help the world each country for developing and giving better competition between the other sector, and other sector so in case of handicraft sector that artisans, and worker ground completion's, better development, capacity building of the artisan women empowerment in handicraft sector and in last socio-economic welfare of artisan and over global development the reviving of handicraft industry in the world that is facing huge problem in comparison of machine-made product in current scenario and to conserve our local talent, our heritage product, our tradition and ancient skill and monument and sustainability to product and eco-friendly living pattern of the people in whole world.

Keywords: global handicraft index, sustainable development, parameter, indicator of handicraft

INTRODUCTION

Handicraft products are generally sustainable products made by hand or with the help of simple tools that are self-made by hand in the hole process artisan that made the craft product are called craftsmen and they use natural resources like as wood, claystone, bamboo, jute, moonj, willow plant, banana leaf, monas plant, some special shrubs, and scrub found in a forest or simply forest material some special stone also occur in river ocean, and like sheep, and the product is made by these handicraft artisans so this sector is also called sustainable industry mow days. India is called for it its natural product hasta la so-called the land of handicraft products in the world (Vanita Ahlawat, 2018). Handmade products are utility decorative, traditional, and religious. This is even core

but in manufacturing, it is an addition to industrial products and is famous in India. These types of crafts produced are known as hasta la or in other words handmade. It is also known for its cultural market, mela or haat, traditional demand of the product and India is the largest diversity about handicraft amongst the topmost handmade rated cultural country (Yadav et al., 2021a). To understand the situation of the world handicraft sector from a different country and the position of the handicraft sector that is necessary for sustainable development. The objective of this article is to propose a new approach for the global handicraft index at the world level as conceptual. To suggest strategies for developing global handicraft index and marketing strategies for artisans, better competition, promotion of handicraft artisan and to turn the world toward sustainability through handicraft products. This index will give enhancing the skill up-gradation, competition

in the handicraft industry, increasing export, and attraction of handicraft market rather than machine-made. It also suggests 11 parameters and 20 indicators on which the proposed handicraft index will be prepared at the global level. So there is a need for initiative for researchers that want to work in the sector of the handicraft industry and to want to give the new horizon at the front of other machine-made products that are harmful and costly non-eco-friendly and that is trading and increasing jobless growth so this handicraft index will help to at artisan increasing the employment, income decreasing the jobless growth converting the gig worker and creating local talent and making it as the global label.

Need of Proposal of Global Handicraft Index

This research article is focused because this sector is not growing as well as other manufacturing sectors and there is no positive competition, advanced skill enhancement, a new generation is turning their mindset toward another sector rather than the handicraft sector. So it has been needed to do the research in developing an index that can enhance the skill of the artisan and can create positive competition, export, to promote sustainable products between population and to provide local job in the artisans special rural and tribal of global level people.

Role of Handicraft Sector in Sustainable Development

In the period of machine-making where more craft products are produced within a short time and reducing jobs and creating pollution in the ecosystem, there is a need and promote our traditional craft-making prepared by hand with use of natural material. Because these materials are natural so no fuel is used for making them, and they do not create pollution so we can say that handicraft products are completely sustainable and help in the increment of sustainable development by providing local job public utilization, increasing traditional value, and reviving our heritage.

Worlds Handicraft: An Overview

From the world bank data, it has been clear that 78% of unorganized workers are in the handicraft sector and the role of the handicraft sector in world GDP is 27.49%, and 87% of women are engaged in the handicraft sector at this time (World Bank, 2020). At the same time, the international labor organization has submitted its report after the pandemic to the World Bank and said that during the pandemic 60% of workers were engaged in the handicraft sector due to lockdown and after the slowdown, their services sector manufacturing ring sector, and in those 90% women were engaged in handicrafts sector. At least 39% women were worked as entrepreneurs during and before the lockdown, and 19% man were entrepreneurs in the handicrafts sector (Pravakar Sahoo, 2020). That is published by ILO. In the case of the Asian development, banks have distributed the report that 79% work we are engaged in the handicraft sector during the lockdown and importance in 29% in Asian GDP and mostly in India and Indonesian country was top at the handicraft level (Yadav et al., 2022a).

Some Other Famous Handicrafts of World Different Countries in Short

Leather tanners–Fez, Morocco

Continuing a craft that has not changed since the 11th century, Morocco's leather tanners provide a lasting example of how arts of the past can be maintained in an ever-modernizing world. Amidst the low-lying buildings of the Moroccan city of Fez, you would struggle not to be moved by the color, and indeed odor, of the city's most famous tannery, Chouara. Set out like a giant sheet of honeycomb, the large stone vessels built through the square are filled with scores of colorful liquids, some, such as the cow urine vat, less pleasant than others (World Bank, 2020).

Ikebana in hotel lobby: Flamenco guitar luthiers–Madrid, Spain

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

Calligraphers–India/Pakistan

Bamboo agriculture and handicrafts before the description we are explaining bamboo placement and coasters, bamboo clothing, and other bamboo fabrics. Bamboo toys bamboo fabrics and furniture, bamboo winds chimes, bamboo bird feeders, nesting boxes bamboo lanterns, and lamps (Kaviani et al., 2020). Bamboo has practical use in agriculture fields and is what many craftsmen used woods and grass products for many centuries ago, but that agricultural products have been proven to be flexible and strongest in tensile than the steel, and much flexible and much resistant against many diseases infestation, thus we can say the tools as much ha a crop some crucial crop use are vegetable stakes bean pole trellis pole shade lathe irrigation pipes and lathe ditch lining, fencing the make bamboo invaluable technology for peasant but as a crop of banana, jute, cotton, bamboo is a much profitable as products made from jute cotton and bamboo uses and important bamboo and can be made crops. These crops may be grown for any reason, depending on the intended and special finished product as the utilization of bamboo. There are different crops grown for different purposes decoration, plant matter, gardens, landscaping, intermediate product, and raw materials food items bamboos, musical instrument construction and furniture material flutes drums, roofing tiles saxophone. chairs tables, sofas, armories, pictures, decorative wall hanging weapons bed frames, curtains, jewelry, different conservation of bamboo carps to lesion soil, and desertification it is an important part of agriculture and versatile part, whether it is cultivated to be a tool that utilized in the growth of other crops and offers many options to non-renewable and hardwood and softwood materials.

It is a heritage culture from the ancient time the business of handicraft and handlooms was sped all over the worlds but slowly in the glow of modernity all the industries that were a part of them in our personal lives and it was merchandised we are the rejuvenate the bamboo industries in Uttar Pradesh, as well as India with help of the as we want to be an

entrepreneurship and business mostly in this work women, are engaged currently in Arunachal Pradesh, Pradesh Tripura, Assam, and other green refresh models at micro and medium enterprise. Indian government started a national bamboo mission in a small and medium level of the industries to promote the product development and feed food industry in keeping in our mind and craft e-markets we all together. It is also friendly with nature which a very much need in current life (John, 2017).

Jute Agriculture and Handicraft Product of India

We know the Jute industry is also agricultural product and many handicraft products are made by jute so we as India largest jute products in the world in looking of Bangladesh. The outer layer of the stem produces the fibers that go into making jute west Bengal of Meghalaya Tripura Andhra Pradesh. It is about 150 years old and is labor-intensive cottage industry (Jadhav, 2020). Two million workers in WB and .4 million in across the country's jute is only the crop where earing bishops to trickle in ways before the final harvest, so the plantation of the jute seeds are cultivated in 4th month of year that is April and harvested in July and August, their leaves are sold in the vegetable forms in local market for two-month products and leave can be cooked and inner stem barks stems can be used for manufacturing of the writing paper it requires very low quantity water ruin comparison of the water and the roots; however, cotton and jute are picking up after the providing slogan of the golden fiber revolution has logged by called by various committees, but it is now facing major problems because of the unavailability of the quality and shining jute and shrinking areas of land and the failure and closing of the many mills related to jute production and lack of product diversification. It is even replaced by glass and plastic wool and insulation and eco-friendly carry bags is the best alternative of the plastic bags so there is much demand of the site handicraft price is the agricultural are should be indicated but at some many artisans and worked ado not work in that area (Khurana et al., 2020).

LITERATURE REVIEW

The following literature supports the current study, like the study done 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. In their research

paper, entitled "Study of handicraft marketing strategies of artisans in Uttar Pradesh and its implications", Waqar and Zeeshan (2013) discuss handicraft marketing strategies as we have discussed the performance of the handicraft sector and the role of women in the handicraft sector or home-based industry. However, Yadav et al. (2022a, 2021b) published about the performance of women in ODOP of Uttar Pradesh and they gave an initial approach about the developing global handicraft index for small businesses.

Research Gap

Even some concept has been given about developing the global handicraft index but no parameter and indicator 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 fever research article is given on this topic that does not completely explain the indexing before. 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 (Chattopadhyaya, 1980).

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.

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 fume work or part-time work in a year.

Another question sale of the product to the consumer, to the local market, to the contractor, in the town, or to the exporters. Product is export or not. Are they get their expected price of the product? Income is sufficient or not this depends other demand of the products reason of quit the work in handicraft sector, due to no labor availability, no quality of thought, the reason for quitting the business. 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.

DISCUSSION AND STRATEGIES

Proposed Indicator and Parameter for Preparing Global Handicraft Index

There are 25 indicators: (1) decorative and decorative value of craft, (2) artisan's skills, (3) marketing of products, (4) consumer behaviors, (5) product demands, (6) local culture, government policy, (7) artisans safety, (8) artisans talent and capacity, (9) the role of mediators, (10) handicraft infrastructure, (11) electricity supply, (12) promotional window at the local level at global level, customer interest, and nationalism of the handicraft demand, (13) digital technology, (14) labor strategies, (15) competition between sustainability of the handmade product, (16) quality in comparison of machine-made product, (17) women security in handicraft sector, (18) branding of handicraft product at global level, (19) reviving of handicraft product, (20) conservation of old skill, (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.

Parameter of Handicraft Index

There are 20 proposed parameters that can help in developing global handicraft index and national handicraft index (1) economic parameter, (2) social parameter, (3) financial parameter, (4) technological parameter, (5) governance parameter, (6) empowerment parameter, (7) educational parameter, (8) religious parameter, (9) AI 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.

For this, we discuss some strategies that will enhance the skill learning better competition in the handicraft sector of the world level. Some indicators are given that marketing strategies and for marketing.

Strategies for Development of ODOP (One District One Product)

Strategies to build links for your small business website in 2019-2020, how to increase website traffic with SEO, simple way a small business can compete with giants in SEO. It should be the development of your online presence search engine optimization (SEO) into content as it is one of the best ways to get your handicraft business listed first online specializing on niche precise keyword will assist to achieve higher relevance in search engine results for related queries use keyword specialized tools like keyword analysis for and link building it is required to focus on relevant, authorities link that drive real traffic (Yadav et al., 2022c).

E-marketing

The purpose of e-marketing is to exploit the Internet and other sources and form of electronic communication. The handicraft sector is very supportive of manufacturing so we

can say that there is a large benefit of e-marketing which is bellowed (USAID, 2020).

Brand building

It may be better strategies for the development handicraft artisan to provide a pension in the unorganized sector, especially in handicraft sector the artisan and labor which can get near about 15,000 monthly income or less and their ages are between 18 years to 40 years, they should get pension after completing the age of 60 years the pension should be at least 3,000 to 4,000 thousand (Jain, 2015).

Hunar Haat may be a better scheme for the development of handicraft artisan life and they can upgrade their life for handicraft workers, artisan food processing workforces, and handicraft marketing people, especially in minorities people which are image in the handicraft sector (Agrahari, 2017).

USTAD (Upgrading the skills and training in traditional art and arts craft for development): Government should upgrade their skill and provide training the youth of these families their basics art and culture their heritage and their techniques and make them skilled labor and it should be proper planning and their dignity will be rise by this scheme.

SVEP (Start-up village entrepreneurship program): By this program there should be proper training, capacity building, entrepreneurship advisory services bank helping nature self-help group.

Simplification for power loom scheme proper ad in the newspaper for handicraft industry is also a better strategy for the development of handicraft product and importance of the artisan in the national and international market for their product and quality.

MUDRA SCHEME: This is so famous scheme for the development of any type of sector like the handicraft sector also so beneficial by this scheme because in this there is a low expense for the starting of handicraft work (GoI, 2020a, 2020b, 2020c, 2020d):

1. TIES trade infrastructure for the export scheme, make in India scheme,
2. GEM government e market place scheme, start-up India scheme,
3. Marketing assistance and transporting,
4. Woman in gem scheme, and
5. SEZ special economic zone.

SWAYATT: This is a special handicraft launched by the Indian government scheme for innovation their self-capacity and art and craft technology development by rural and scheduled tribe people in a weaker state (GoI, 2020a, 2020b, 2020c, 2020d):

1. There should be making better global relations with neighboring nations. because these countries have closer art and cultural relationship with the native country.
2. Spreading of cultural policy should be fast in India with another country in which handmade products are used.
3. Cultural trade and fair of handicraft products with India and other countries.

4. Proper exhibition of handicraft products.
5. Soft policies of India with other countries.
6. Sale of handicraft products on tourist places, historical places, temple, mosques, gurudwara, church so the formation of a special hub for craft and artisan-made products at the origin place of craft village.
7. Global style product.
8. Training and study center institute for handicraft products.
9. There should be a regular 2-minute pre-show branding on the TV channel about handicraft products at the domestic and global levels.
10. Regular branding of the seaport of the product about handicraft products and at the airport.
11. E-marketing on social media like Facebook and Twitter.
12. Soft policies of India with other countries.
13. Cultural trade and fair of handicraft product with India and other country.
14. Spreading of cultural policy should be fast in India with another country in which. A handmade product is used.
15. Strategies for Uttar Pradesh handicraft development to provide better carpet market or carpet parks and shajar parks in Bhadohi and Banda advertise of carpet brand product and shajar stone in social media with TVs, Twitter, Facebook, online trading cross-cultural fair of Bhadohi carpet, and ajar of Banda along with other handicraft product in a different city and different country.
16. To develop distribution channel hand on training.
17. Focus on the brand promotion of Uttar Pradesh, minimize the cost.
18. Proper exhibition of handicraft product.

Production and technology

There should be the production of material and technology workshops for the producer and artisan within woodworkers and leather workers in generating the enhancement. There should be proper assignment and study tours to other handicraft production areas to expose producers to the higher quality level and it should be more efficient in the production method (John, 2017).

There should be organizing of the regional conference and seminar on the handicraft sector and also a regular workshop in the suitable area. Proper branding of the local market during the conference and workshop should be applying that region. To create a forum for the exchange of information on the selected topic (CII, 2020).

Product development and design capacity

To strengthen the strong relationship between artists, designers, craft people, and workers that are directly attached to the handicraft unit. There should be a collaborative and brainstorming workshop around material branding and commercialization of the and maintain the identity old the craft and artisans both.

There should be art and design training and experiment and to develop art and craft education strategy to get more

youth in newcomer people and by developing of multilevel design and program of the system for gift and sovereign market export development fashion accessories:

1. Business skills.
2. Training in business management, strengthening business system.
3. Training in the business system. Creation of business advisor in handicraft sector to assist with a record-keeping account in the system.

Quality

There should be a proper registry of existing craft in the region and development of industry-standard and classification for acceptable quality forecasting the weaving portion. This is used to increase competitiveness increase income and create jobs these strategies have been developed taking into consideration the external environment scan of relevant political economic and social with sustainable development (Jafari-Sadeghi et al., 2020).

Market development

Several regional strategies can be explored in the development of it should be implemented on a different level and requirement the involvement of craft people. Tourism official design consultant, among another facility social, special strategy for the development of carpet and shajar stone.

Sources of raw material to provide the guarantee the availability of the raw material that is used for current and future products and also to ensure their preparation and to accept the standard (Figure 1).

Strategies for Entrepreneurial Development of One District One Product (ODOP) & Women Artisans in India

Trade Facility Center and Rastriya Hast kala Kendra, Mati kala Kendra in Varanasi have been established in 2020. PM also gave a slogan for artisan and skilled people of India to make articles and products for local people to increase the demanding export of the material and make the hub of manufacturing (Yadav et al., 2021a).

Digital and quantum strategy application in ODOP

There are many strategies like setting up advanced management institutions and handicraft technology. There is a need for IT and computer technology in handicraft sector, especially in the promotion and growth of handicraft products and making them entrepreneur and providing training to artisan's computer technology and ICT can play a crucial role in developing handicraft products and artisans' overall development whether it is for selling, purchasing, supply, design, capacity building programs of artisans, training of artisan. AI and artisans training is also required. In an era of the high competition of handicraft products and machine-made products, AI can play an important role in developing new designs and building artisans searching for new designs so that handmade products may become better in quality and variety.

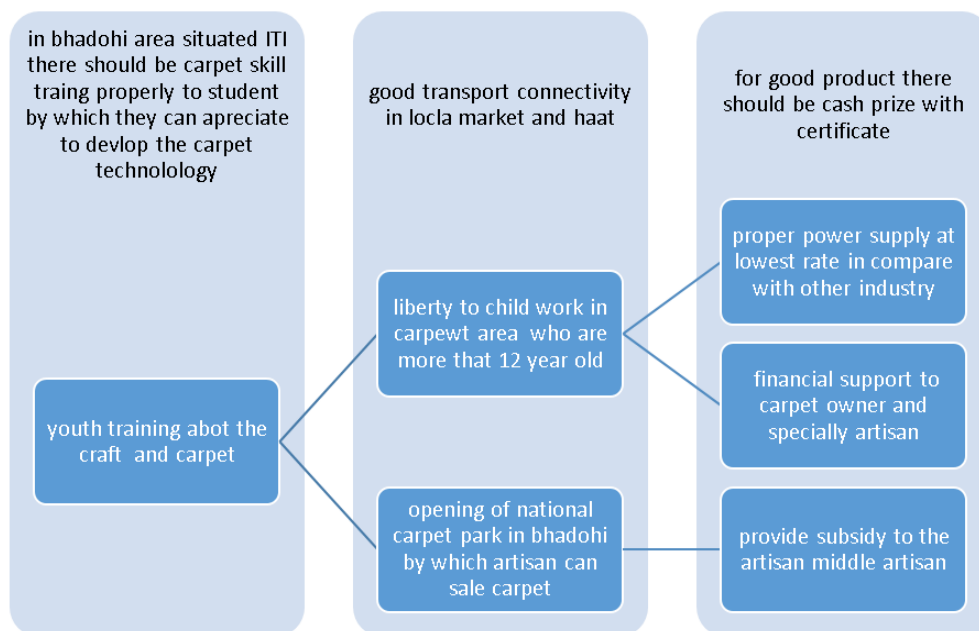


Figure 1. Marketing and promotion strategies (designed by the authors)



Figure 2. Supply chain of craft products (local-global market)

From Figure 2, it has been seen that to boost Uttar Pradesh economy through ODOP, Atman number Bharat scheme, during lockdown period for boosting Indian economy and to stand as a manufacturing hub on global map Indian prime minister stated and launched a scheme name Atma Nirbhar Bharat Abhiyan on 20 May 2020.

Approaches for Development of National Handicraft Index as Well as Global Handicraft Index: Strategies at the Government Level

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

this, 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 indies 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 heriatge 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).

At this level, government to develop SEZH (special economic zone of handicraft) and should try to develop of national handicraft Index for developing positive competition about handicraft products and reviewing their traditional art, categorize the state based on green handicraft products that agrihandicraft and agreepreneur and mixed handicraft that application of simple tools and some machine-made product. level of happiness in women artisan as well as male artisans.

Based on income generation ODOP product, quantity-based product, based on the adapted skill of making product from another country. To development of indexing the foreign product highest variety in exporting or not in another country, to see that how many products are 100% sustainable or biodegradable (Al-Dhaafri et al., 2020). To development of parameter that which state has the highest variety of handmade product, which has high export which has highest tags (Jadhav, 2020). Which industry has the highest income generative industry in comparison to handicraft products? How many national handicraft museums are in India and state and compare with the world, national handicraft park development ultra or mega handicraft park number in how many states, and how many Indian institutes of handicraft technology, Indian Institute of Handicraft Management, handicraft skill institute, which country has the highest number of skilled artisans, which country has total skilled and unskilled and pure traditional artisan in handicraft ODOP sector, how many states and how many countries have GI tag in handicraft product, which state is promoting handicraft artisan and product in export and import, which country has promotion sustainable craft, which state has maximum employ in handicraft industry and same in case of the Indian state. This indexing parameter will help the country to create the attraction of people to purchase the handmade product and to attract maximum production hence employment generation, leads to GDP inflow technology transfer from one country to other countries, indexing the skill of handmade at world levels as well as state level, to develop the which state and country have the best infrastructure about handicraft industry, which country has a maximum patent in handicraft technology there should be global bamboo craft park, global stone craft park, global leather park, etc. These will attract the artisan and entrepreneur to develop the sustainable product.

We hope this strategy will help the national and global governments improve the quality, skill, production, export, emplacement, GDP, patent, infrastructure development, tradition conservation of art and craft, turning towards a sustainable world, and promoting local talent. The ministry of minority affairs launched a skill training program to enhance the skill level in minorities community, to index the countries that which country have the maximum number of women entrepreneurs in the handicraft sector and the case of India to indexing state which state has maximum women entrepreneurs in handmade craft production. Also which contrue s handicraft women entrepreneur are much happy, as well as green job provider the same condition should be in India case namely, strive scheme atmanirbhar Bharat scheme, SARAS scheme, and USTAD. It is a grand scheme for minorities and especially among the weaver community.

This excellent scheme empowered the development of the agreepreneur and ODOP sector also, through this scheme,

people can start their handcraft start-up at a very minimal price, other projects such as make in India scheme, TIES (trade infrastructure for the export scheme), start-up India scheme, government E-market place scheme, transporting and marketing assistance scheme, create an exclusive economic zone, by which seller can sell their items through these portals, innovative India: this tag line describes that innovate and develop techniques for women agreepreneur better design of ODOP products.

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. 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.

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 article is only a proposal for developing a handicraft index. Even no primary data has been 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.

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Availability of data and materials: All data generated or analyzed during this study are available for sharing when appropriate request is directed to corresponding author.

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