

# Exploring Key Determinants Influencing Production in Handicraft Sector

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## ABSTRACT

Handicraft has been most diversified sector in India spread over each and every state of the country. It is the second highest employment generating sector after agriculture and is mostly cottage-based production. The artisans of the crafts have played crucial responsibility to produce quality products for the market, but the production part of the craft sector has been facing numerous problems, which adversely affect the entire sector. In this study, we attempt to investigate the prominent issues related to the production section of the crafts which influence the handicraft sector. The major influencing factors of the production section are fundamental support, manufacturing prospects, Information diffusion, procurement procedure and Additional obstructions. These factors help to build up an elementary framework for the production of the crafts products and also provide competitiveness to the products in the markets. This paper is divided into five sections. The first section discusses about the production section of the handicraft. The second section includes review of literature regarding different parameters of the production involved in manufacture. The third section deals about the objectives and research method and the next part deals with data analysis and interpretation. The last section incorporates the findings and conclusions.

**Keywords:** Production, Artisans, factors, Influence, Handicraft, Training etc.

