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Executive Summary

The handloom & handicraft industry of India essentially mirrors the aspects of the age old civilization of India. It occupies a distinct and unique place in the Indian economy, besides being the largest generator of non-farm rural employment. While available statistics indicate an economic sector of considerable size, there is still immense scope for expansion.

No wonder the phrase 'unity in diversity' is so applicable to our country. Each state has its unique handicraft products; so the diverse nature of the Indian handicraft industry is evident. Despite this fact, it is a high employment intensive sector, employing over 6 million part time and full time artisans (inclusive of the carpet manufacturing sector), including women and a large section from the weaker strata of the society. Besides being an employment generator, the handicraft industry is economically extremely viable, because very low capital investments are necessary while the potential for export of the various handicraft products is considerable and that makes this industry an important foreign exchange earner of our country.

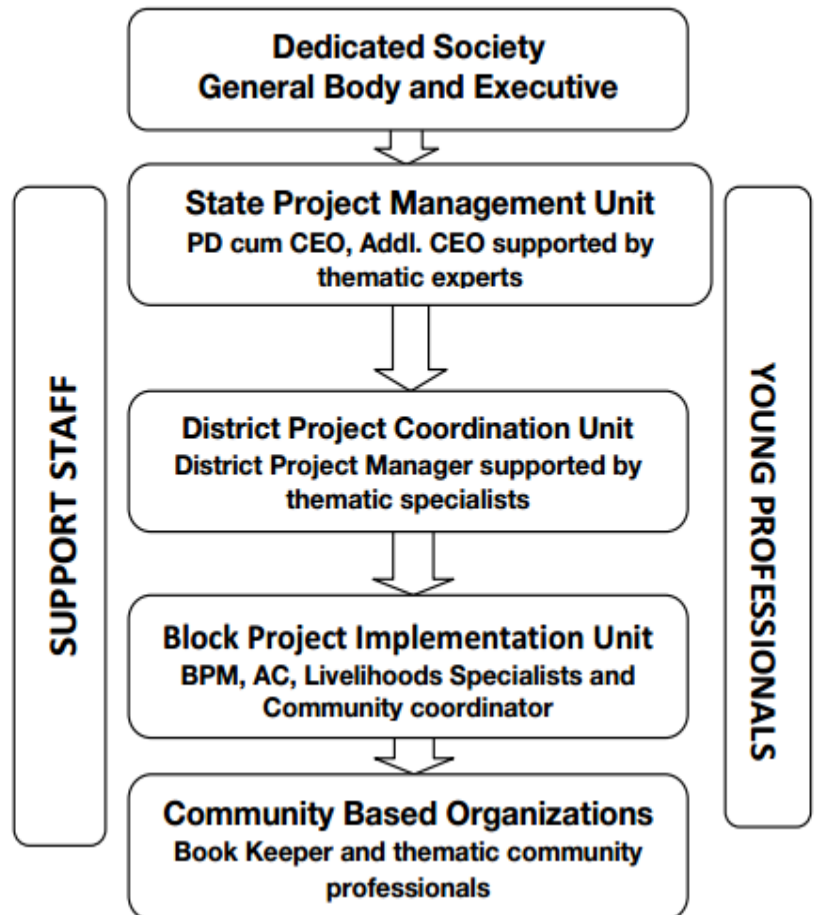
In this report, brief idea about handloom and handicraft industry is given and this report focus on the scope of ecommerce for handloom and handicraft products of Bihar and therefore survey was conducted to identify online shoppers and to get feedback and liking towards handicraft products specially awareness about Bihar handloom and handicraft products.

Chapter 1: Introduction

Bihar Rural Livelihoods Promotion Society (BRLPS) popularly known as JEEViKA was established in 2005 by Government of Bihar, GoB with the assistance of World Bank for Poverty Alleviation in the state. The World Bank assisted Bihar Rural Livelihoods Project was launched in 2006. After a successful pilot in 22 villages across 5 blocks in 2006, the project expanded to 18 blocks in 6 Districts in 2007. In 2009, 24 more blocks were added. JEEViKA commenced operations in 11 more blocks of 3 districts in Kosi area under Bihar Kosi Flood Recovery Project in December, 2010. In April 2011, JEEViKA was designated by

Government of Bihar as State Rural Livelihoods Mission to roll out National Rural Livelihoods Mission in entire state. JEEViKA has upscaled its interventions in 533 blocks across 38 districts in February, 2014. JEEViKA promotes rural livelihoods and enhances social and economic empowerment of the poor, particularly women. The project has been making significant strides in supporting and nurturing institutions of the poor, its federations and their livelihoods.¹

JEEViKA – Implementation Arrangements



Objective of the Organization

Social and Economic Empowerment of the Rural Poor through:

- ✓ Creating self-managed community institutions of poorest of the poor and poor households.
- ✓ Enhancing income through sustainable livelihoods.

The core strategy of the BRLP programme is to build vibrant and bankable women's community institutions in the form of self help groups (SHGs), who through member savings, internal loaning and regular repayment become self sustaining organizations. The groups formed would be based on self savings and revolving fund and not on a single dose of community investment fund (CIF) funds for association given as a subsidy. The primary level SHGs would next be federated at the village, by forming village organizations (VOs), then at a cluster level, to become membership based, social service providers, business entities and valued clients of the formal banking system. Such community organizations would also partner a variety of organizations for provided back end services for different market institutions such as correspondents for banks and insurance companies, procurement franchises for private sector corporations and delivery mechanisms for a variety of government programmes.

This is shown in figure given below:

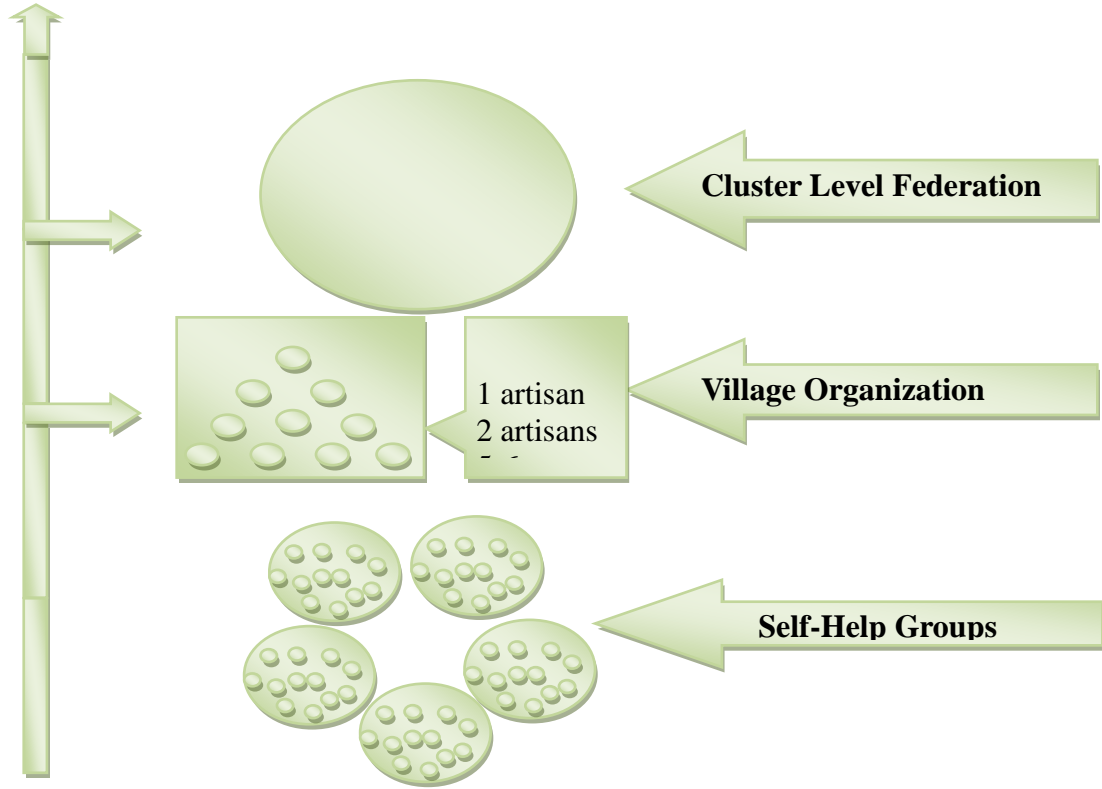
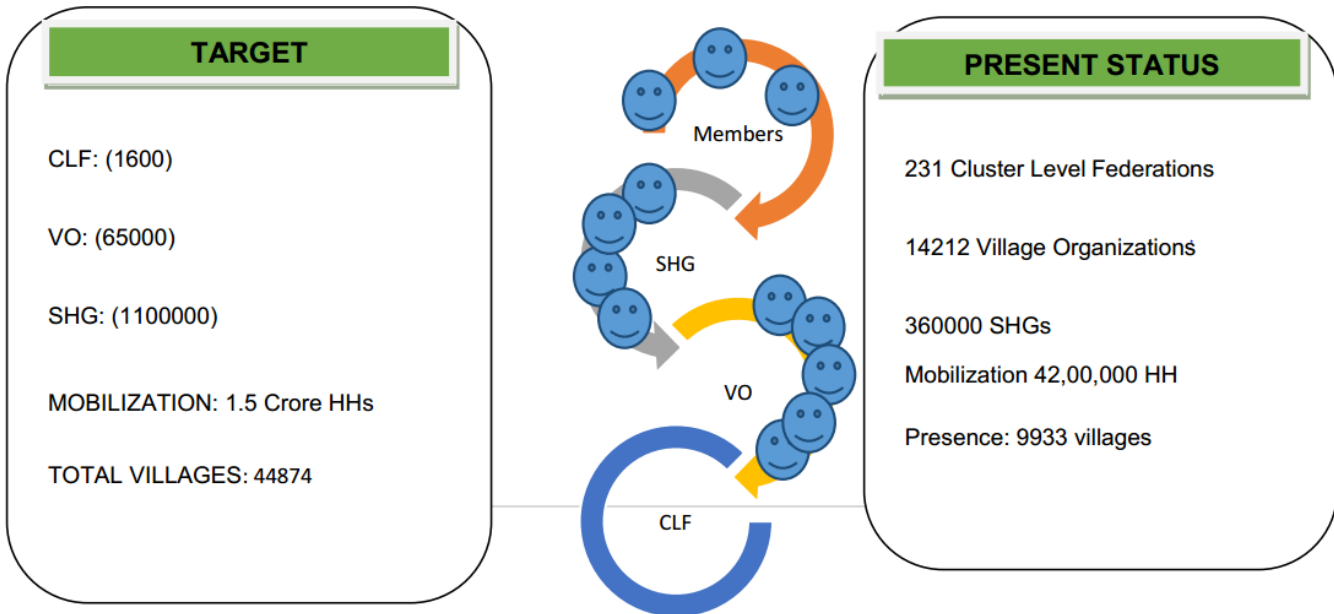


Figure: 1

Each self help group (SHG) consists of 10-12 members (artisans). 15-20 SHG forms a Village organization (VO) and 30-40 VO forms a Cluster Level Federation. There are 38 districts in the state and 3 blocks in each district. A block consists of a SHG, VO and CLF.

COMMUNITY INSTITUTION PRESENCE

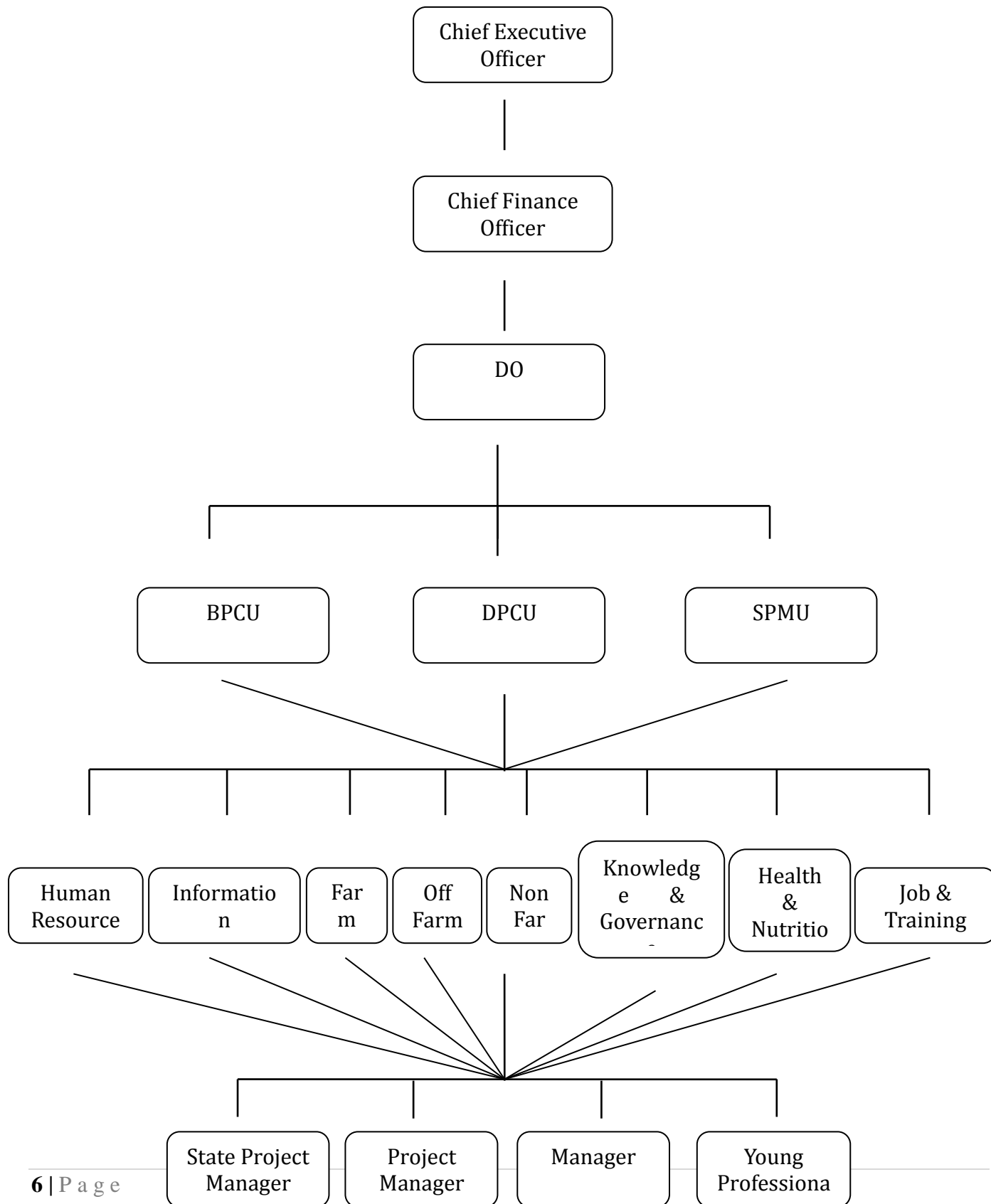


Crafts

JEEViKA basically promote art and craft Products like:

- Madhubani
- Sikki
- Sujani
- Bamboo
- Jute
- Bangles
- Stone art

Organizational Structure



Chapter 2: Scope of research:

Rising demand of Indian handicrafts in US, Britain, Canada, Germany, Italy etc provide great opportunity. Each industry need handicraft such as fashion industry, real estate, home décor etc.

For Internet tech savvy buyers online is the easiest way to find and shop for various handicrafts. Also ecommerce is one of the most promising channels in today's marketing scenario for selling handicrafts. It makes sure easy availability of goods at global level. Since Bihar is known to have a special knack for handicrafts and artistic works, it has great potential to do exceptionally well in today's marketplace. The handloom and handicraft products made by artisans of Bihar are quite useful, reasonably priced and only lack exposure in the market.

There are many artisans from different villages of Bihar who are engaged in the craft making. The handicraft products made by artisans has immense potential of becoming favorite among customers if dedicated work is done to the development of these crafts and setting it example for other states.

JEEViKA act as a platform to provide financial support, infrastructure and market to the artisans of different clusters in Bihar. It has created employment opportunities and worked towards upliftment of the artisans but it is not very successful in generating orders in bulk for them due to absence of a marketing chanel like offline retail or online retail. Retail shop is soon to be inaugurated at Patna airport. But it won't be able to reach to more potential customers worldwide.

The research work is about analyzing the awareness and purchasing pattern of the handloom and handicraft products by customers for development of web-shop for non-farm products.

Chapter 3: Literature review

Handicraft industry at a glance:

India is one of the most sought after destinations for handicraft due to variation in culture and people who produce varied kinds of handicraft.

Handicraft market in India is growing at a very steady pace. It is almost doubling in every five years. In the handmade products India enjoys 2% of share at global level.

Handicraft export promotion in India is handled by the Export Promotion Council for Handicrafts (EPCH). Industry experts believe that global trade now depends upon more on ecommerce along with traditional medium for trading.

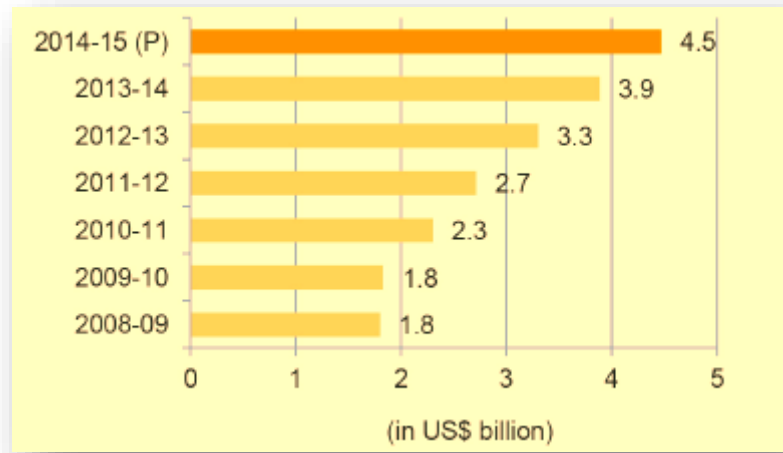
India is one of the largest users of Internet across the world and expected to cross US in the coming years and therefore e-commerce has huge hidden and untapped opportunities for the businesses as well as local artisans. It has changed the way business is done and transacted by providing a global marketplace.

Ecommerce present a great marketing platform to the domestically produced products. Total worth of the Indian handicraft industry across the globe is US \$ 100 billion. In the world's handicraft, market share of India is 1.2%. Carpets, woodware, bamboo products, marble sculpture, bronze sculpture, leather products, paintings, zari goods, embroidered goods and jewelry are few of the most desired handicraft products from India.

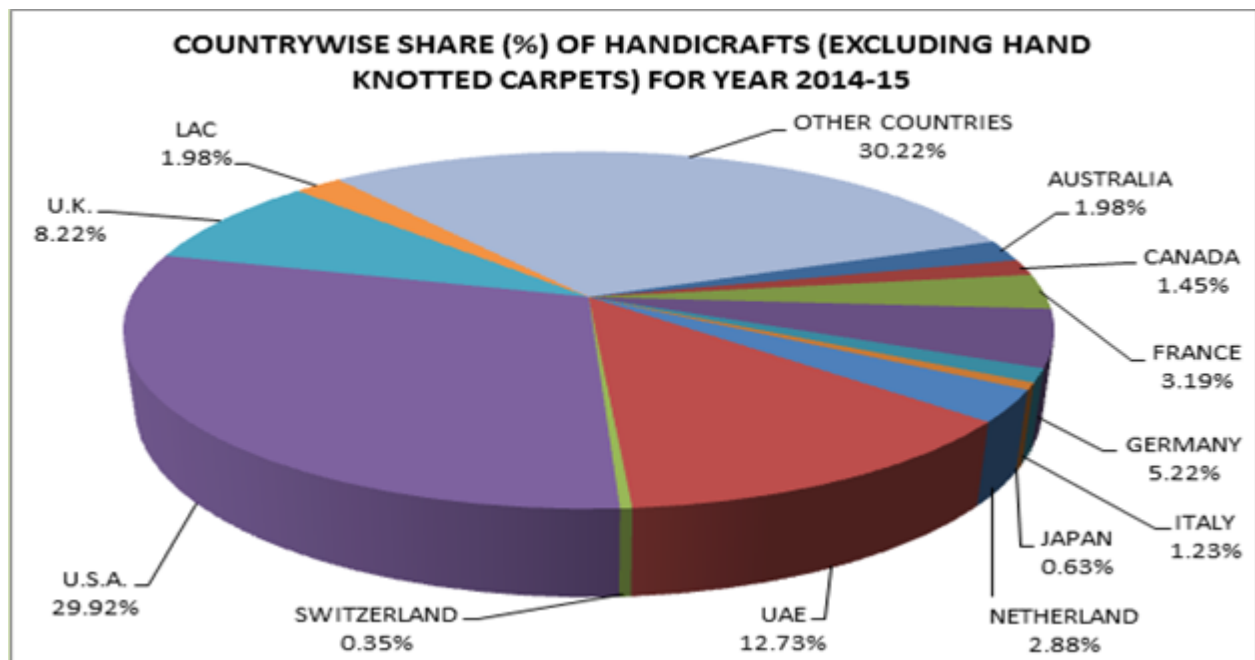
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In 2014-15, Indian handicrafts exports stood at 4.5 billion, up approximately 15.4 % over the previous year's exports. Exports of Indian handicrafts have increased at around 16.4 % since 2008-09. Indian handicrafts are exported across geographies with the top 10 destinations being the US, the UK, the UAE, Germany, France, Latin American countries (LAC), Italy, the Netherlands, Canada, and Australia.



Source: Export Promotion Council for Handicrafts (www.epch.in)



Source: Export Promotion Council for Handicrafts (www.epch.in)

Indian Handloom overview:

India's Textile Industry is the country's second largest industry in terms of employment potential. Handloom sector plays a very important role in the country's economy. Handloom industry is the largest cottage industry in the country with 23.77 lakh looms.

The major handloom export centres are Karur, Panipat, Varanasi & Kannur where handloom products like Bed linen, Table linen, Kitchen linen, Toilet linen, Floor coverings, embroidered textile materials, curtains etc. are produced for export markets.

The Handloom industry mainly exports fabrics, bed linen, table linen, toilet and kitchen linen, towels, curtains, cushions and pads, tapestries and upholstery's, carpets, floor coverings, etc. The major importing countries of Handloom products from India are USA, UK, Germany, Italy, France, Japan, Saudi Arabia, Australia, Netherland and UAE.³

Export of handloom products was Rs.1253 crore (US\$ 241 Million) during FY 2009-10 and witnessed a steady increase during the FYs 2010-11, 2011-12 and 2012-13 registering Rs.1575 crore (US\$ 303 Million), Rs.2624 crore (US\$ 505 Million) and Rs.2812 crore (US\$ 521 Million) respectively. Subsequently export witnessed a decline during FY 2013-14 registering Rs.2233 crore (US\$ 372 Million). However, export has marginally increased during FY 2014-15 reaching Rs.2246 crore (US\$ 374 Million).

Table indicating export of handloom products to top 20 countries during FYs 2009-10 to 2014-15
Value in USD Million and INR Crore.

(USD Conversion rate: 1 US\$ = Rs.52 in 2009-10, 2010-11, 2011-12, Rs.54 in 2012-13, Rs.60 in 2013-14 & 2014-15)

S.#	Country	2009-10		2010-11		2011-12		2012-13		2013-14		2014-15	
		USD	INR	USD	INR	USD	INR	USD	INR	USD	INR	USD	INR
1	U S A	112.99	536.05	155.84	710.07	255.53	1224.59	247.04	1344.15	117.89	713.21	107.77	658.95
2	U K	14.52	68.91	23.41	106.68	40.91	196.06	28.97	157.63	26.05	157.59	29.63	181.19
3	GERMANY	20.59	97.71	23.91	108.94	40.85	195.79	25.64	139.50	24.96	151.00	25.37	155.12
4	ITALY	9.06	42.99	10.10	46.03	14.89	71.38	13.45	73.20	15.43	93.33	15.71	96.04
5	FRANCE	8.92	42.34	10.01	45.59	12.18	58.39	16.06	87.36	14.30	86.49	14.84	90.71
6	AUSTRALIA	8.11	38.48	10.92	49.75	19.03	91.19	20.86	113.51	11.88	71.85	14.53	88.87
7	JAPAN	7.50	35.60	5.58	25.44	12.74	61.05	14.03	76.35	13.49	81.61	11.46	70.09
8	NETHERLAND	6.97	33.06	7.59	34.56	11.50	55.09	7.35	40.02	10.83	65.52	10.15	62.05
9	SWEDEN	6.19	29.35	6.05	27.55	8.59	41.18	6.66	36.21	7.08	42.82	8.82	53.94
10	SPAIN	5.12	24.27	5.48	24.97	8.83	42.32	6.15	33.49	7.40	44.78	8.28	50.60
11	SAUDI ARAB	1.63	7.72	2.28	10.41	2.66	12.75	4.02	21.89	11.92	72.12	7.59	46.38
12	BRAZIL	1.19	5.66	2.07	9.43	3.77	18.04	5.16	28.09	5.08	30.76	7.24	44.26
13	SOUTH AFRICA	3.54	16.81	4.42	20.15	6.04	28.92	10.93	59.47	6.24	37.75	6.51	39.78
14	U ARAB EMTS	7.46	35.37	7.99	36.39	11.41	54.66	15.67	85.27	9.13	55.21	5.76	35.21
15	KOREA RP	0.26	1.21	0.92	4.19	3.08	14.75	1.57	8.56	1.89	11.46	5.63	34.45
16	NORWAY	2.17	10.30	1.69	7.70	3.12	14.95	3.68	20.01	4.36	26.37	5.54	33.86
17	CANADA	5.26	24.94	7.57	34.48	9.98	47.84	9.37	50.97	6.14	37.13	5.00	30.57
18	POLAND	2.13	10.10	2.03	9.27	5.41	25.92	2.92	15.88	3.26	19.69	4.72	28.87
19	MALAYSIA	0.93	4.42	0.80	3.66	2.08	9.99	2.45	13.32	2.69	16.28	4.59	28.07
20	MALI	-	-	0.00	0.00	-	-	-	0.05	-	7.94	4.53	27.70
21	Other countries	39.52	187.51	57.00	259.71	74.93	359.10	74.81	407.03	67.80	410.19	63.75	389.76
Total		264.07	1252.81	345.67	1574.95	547.54	2623.96	516.80	2811.97	369.11	2233.11	367.41	2246.48

Source: www.hepcindia.com/export-scenario

This is what some experts say:

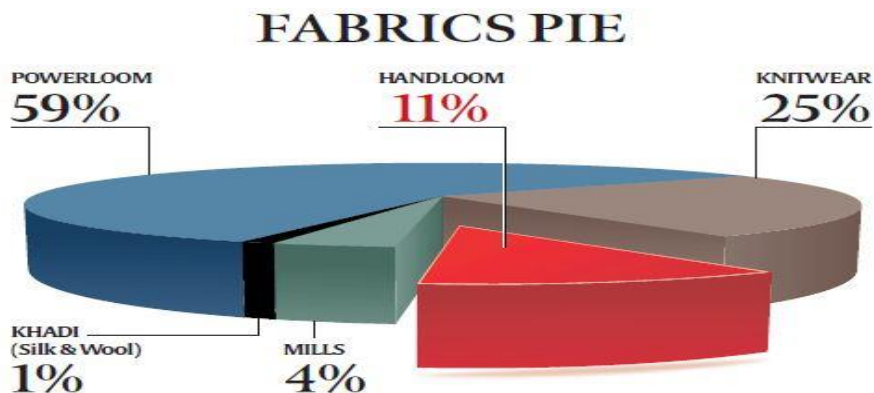
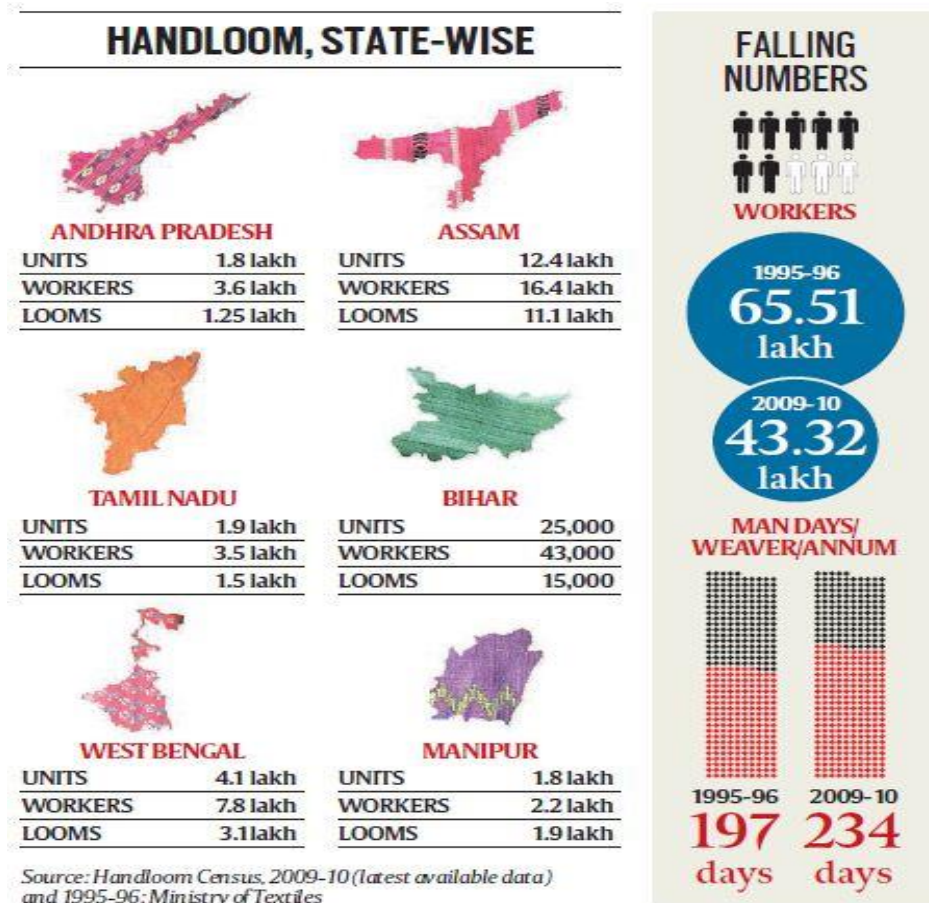
Ritu Sethi, chairperson, Craft Revival Trust: Have separate policies for powerloom and handloom, ensuring that powerloom policy does not cannibalise handloom. Handloom is the second largest industry after agriculture, giving millions direct and indirect employment, and deserves its own ministry.

Maqbool Hassan, master weaver, Varanasi: Have a handloom mark like the gold hallmark to certify authenticity.

Jayati Ghosh, economist: Give handloom weavers access to markets, knowledge, credit. Get textile experts on board as decision-makers.

Deepika Govind, fashion designer: Teach weaving in schools to instill pride in students in urban areas and give a sense of purpose to weavers. Increase market connects for weavers from remote areas.

Laila Tyabji, founder, Dastkar: Government should invest in pre-loom and post-loom stages to ensure handloom weavers get finance, timely raw material and market access. Don't concentrate only on design and promotion.⁴



Source: indianexpress.com

At present the following e-commerce platforms have been engaged by the office of Development Commissioner for Handlooms for marketing of handloom products⁵:

1. M/s. Flipkart

2. M/s. eBay India Pvt. Ltd

3. M/s Weave Smart Online Services

4. M/s. Craftsvilla Handicrafts Pvt. Ltd.

5. M/s GoCoop Solutions & Services Pvt. Ltd.

6. M/s. Pegarse Technology Pvt. Ltd.

7. M/s Gaatha Handicraft Pvt. Ltd.

8. M/s Seniorita Creations Pvt. Ltd.

9. M/s Amazon Seller Services Pvt. Ltd.

E-retailing:

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Online shopping was invented by Michael Aldrich in 1979. The prospect of online marketing is increasing in India with the increasing internet literacy. There are alternative names for online shopping such as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business to-consumer (B2C) online shopping. Retail success is no longer all about physical stores and it is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes, the concepts of satisfaction and

loyalty for website which involved in providing services on the website and transacting online. Companies before using effective marketing strategies analyze various factors to convert potential customers into active ones. The five dominant factors which influence consumer perceptions of online shopping are Information, Ease of use, Satisfaction, Security/Privacy, Proper Utilization.⁶

E-Commerce provides following features:

Non-Cash Payment – E-Commerce enables use of credit cards, debit cards, smart cards, electronic fund transfer via bank's website and other modes of electronics payment.

24x7 Service availability – E-commerce automates business of enterprises and services provided by them to customers are available anytime, anywhere. Here 24x7 refers to 24 hours of each seven days of a week.

Advertising / Marketing – E-commerce increases the reach of advertising of products and services of businesses. It helps in better marketing management of products / services.

Improved Sales – Using E-Commerce, orders for the products can be generated anytime, anywhere without any human intervention. By this way, dependencies to buy a product reduce at large and sales increases.

Support – E-Commerce provides various ways to provide pre sales and post sales assistance to provide better services to customers.

Inventory Management – Using E-Commerce, inventory management of products becomes automated. Reports get generated instantly when required. Product inventory management becomes very efficient and easy to maintain.

Communication improvement – E-Commerce provides ways for faster, efficient, reliable communication with customers and partners.

Handicraft market in India is growing at a very steady pace. It is almost doubling in every five years. In the handmade products India enjoys 2% of share at global level. Because of weak market forces and fake products near about 7-10 people leave this job to explore other opportunities.

Handicraft export promotion in India is handled by the Export Promotion Council for Handicrafts (EPCH). Industry experts believe that global trade now depends upon more on ecommerce along with traditional medium for trading.

Though there is no standard definition of e-commerce but the OECD (Organization for Economic Co-operation and Development) defines e-commerce transactions – “the sale or purchase of goods or services, whether between businesses, households, individuals, governments, and other public or private organizations, conducted over computer-mediated networks. The goods and services are ordered over those networks, but the payment and the ultimate delivery of the good or service may be conducted on or off-line.”

India is one of the largest users of Internet across the world and expected to cross US in the coming years. Hence e-commerce has huge hidden and untapped opportunities for the businesses as well as local artisans. It has changed the way business is done and transacted by providing a global marketplace. Ecommerce present a great marketing platform to the domestically produced products. It also provides scope for the expansion to the exporters.⁷

Chapter 4: Objective

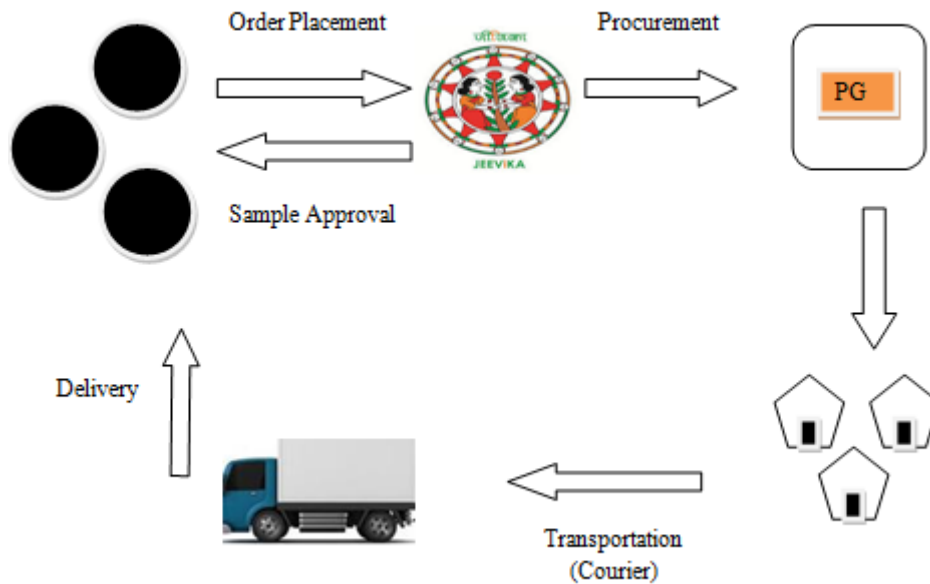
To develop an effective, well placed e-commerce site for sale of handmade products of JEEViKA.

Sub-objectives:

- ✓ To create an infrastructure for the fulfillment of Web-based sales.
- ✓ To make JEEViKA a well known an online handloom/handicraft firm selling products from clusters.
- ✓ To study the factors that drive customers toward the web shop.

Chapter 5: Supply Chain Management

Process Flow:



JEEVIKA acts as a platform for the artisans of the different clusters and link them with the market/customers for their better living, productivity & livelihood.

Order placement:

The artisans make as per the order given by the customers, which include;

- ✓ Government institutions,
- ✓ JEEViKA Head Office,
- ✓ Direct consumers
- ✓ Trade fairs
- ✓ Exhibition
- ✓ State emporiums

Order approval:

The samples are approved either by the customers or the artisans themselves. The customers often provide the samples to the artisans group as to what kind of material to be used and what design to be done. But sometimes, the artisans or the master artisans have their own design & artistic skills according to which they make the products.

Procurement:

There is a system called master artisans system that prevails within the clusters of Bihar under which master artisans get the entire production flow done by the local artisans group within the cluster. The master artisans are only liable to purchase the raw products and provide wages to the workers. Raw materials are locally procured (district market) or from the other districts. The local or lower level artisans are only responsible for the production process as they are not well equipped, financially or socially.

Production & packaging:

The master artisans purchase the raw products, hire workers, artisans and take orders from customers. The master then has artisans working for him who often create the products. In this way, a master artisan can increase his livelihood by increased production and sales, while regular artisans can find employment when they cannot afford the initial costs of the entire chain of production.

The production takes place within or around the living premises of the artisans

for silk weaving, pit looms are established inside the houses of the weavers, for lac processing, furnaces are made beside the house, for madhubani painting, open air rooms are taken on rent where a group of artisans can work together, for sujini embroidery, rooms are taken on rent for group work

Packaging is done by the artisans' groups themselves.

Transportation:

Once the goods are ready, they are transported to the buyers place via courier services (road, rail or airways, depending upon the distance & place).

All the expenses are incurred by the artisans themselves (which is included in their product cost).

The goods are taken to the regional courier service providers by the head person of the PGs or SHGs (i.e The President, Secretary, Treasurer) from where the goods are finally dispatched for the delivery.

Delivery:

The ordered goods are delivered to the destination as per the expected time of delivery.

It generally takes 10-30 days (as per the volume of order).

The payment is also done at the time of delivery to the head person of the PG/SHG (i.e The President, Secretary or Treasurer).

Chapter 6: SWOT Analysis of the Organization

Strength

- 1.Low capital investment.
- 2.Aesthetic and functional qualities.
- 3.variety of unique traditional handmade products from .
- 4.Hand made and hence has few competitors.
5. Increasing emphasis on product development and design upgradation.

Weakness

- 1.Inconsistent quality.
- 2.Inadequate market study and marketing strategy.
- 3.Capacity to handle very limited orders.

SWOT

Opportunities

- 1.Rising appreciation for handicrafts by consumers in the developed countries.
- 3.Growth in terms of search made by retail chains in major importing countries for suitable handicraft products and reliable suppliers.
- 4.Use of e-commerce in direct marketing.

Threat

- 1.Better quality products produced by competitors like Fab India, Jhar Craft, Dastkar, Bihar Emporium.
- 2.Online retailers providing handicraft which are easily accessible world wide.
- 3.Better terms of trade by competing organizations
- 4.Consistent quality and increasing focus on R&D by competing organizations.

Chapter 7: Competitive Analysis

Existing Online Handicraft Portals:

Sujani products			
e-tailers	Product offerings	Price Range	No. of clicks
handsofindia.com	Sarees	Rs.4520-5360	5
	Dupatta	Rs.1890	5
Shopclues.com	Wall hanging	Rs.820-1299	6
handsofindia.com	Sarees	Rs.4520-5360	6
	Dupatta	Rs.1890	6
Jaypore.com	Kurta jacket	Rs.8700	5
	Stole	Rs.2950	
itokri.com	Stole	Rs.1390	5

Bhagalpuri handloom			
e-tailers	Product offerings	Price Range	No. of clicks
Fabindia.com	Bhagalpuri silk Dupatta	Rs.1,590 – 2,990	5
	Sling bag	Rs.1,590	5
	Potli bag	Rs.1,690	5
	Silk floral clutch	Rs.590 – 2,690	5
	Silk Cotton Handloom Sari	Rs.3,990 – 8,990	5
	Silk Cotton Cushion Cover	Rs.290	5
craftisan.in	Handwoven Bhagalpuri silk sari	Rs.4095 - 6500	7
www.jaypore.com	Handwoven cotton sari	Rs. 1990 - Rs. 38990	6

Madhubani Paintings		
e-tailers	Price Range	Checkout(No. of clicks)
kraftbuy.com	Rs.650-3500	4
gangesindia.com	Rs.750-3500	4
exoticindiaart.com	Rs.900-9000	5
redbag.in	Rs.600-3500	4
madhubani.com	Rs.665.05- 26602.18	5

Madhubani products

e-tailers	Product offerings	Price Range	No. of clicks
worldofmadhubani.com	Cushion covers	Rs.4320.42-	5
	Stoles	10302.53	5
	Jewellery box	Rs. 5317.44-	5
		22931.44	
		Rs. 6513.86-	
		7112.07	
madhubaniart.co.in	Stoles	Rs.350-1000	4
	Dupatta	Rs.500-2700	4
	Saree	Rs.4000-9000	4
	Kurti	Rs.400-800	4
	Suit piece	Rs.1500-5500	4
	Hand bag	Rs.1000	4
	Pillow cover	Rs.600	4
	Tea coaster	Rs.400	4
	Handkerchief	Rs.50	4
	Mobile cover	Rs.150	4
	File folder	Rs.300	4
	Bangles	Rs.80	4
	Greeting card	Rs.50	4
engrave.in	Madhubani painting in frame	Rs.500-4500	5
	Wall hanging	Rs.2599-2799	5
	Storage box	Rs.900-1600	5
	Pen stand	Rs.800	5
	Key holder	Rs.800	5
	Tissue holder	Rs.800	5
	Lamp	Rs.1499-2199	5

Sikki products

e-tailers	Product offerings	Price Range	No. of clicks
craftsandlooms.com	Wall art	Rs.1,275 – 16,500	5

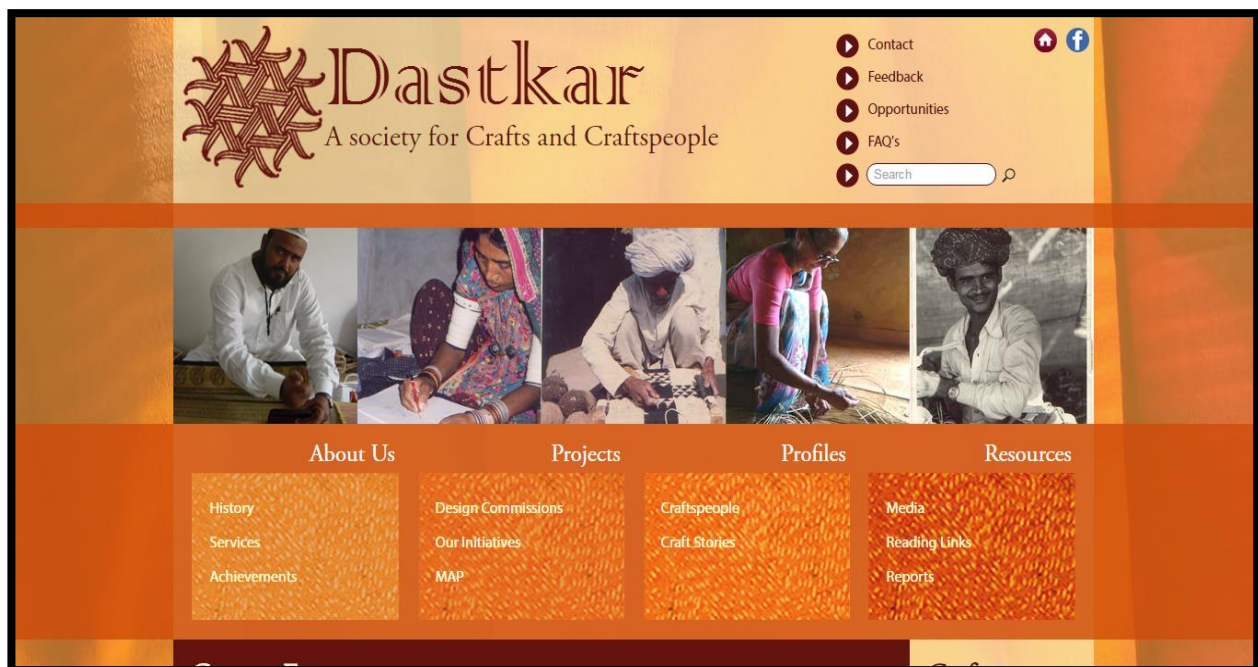
Web-shop Templates of Other Organizations:

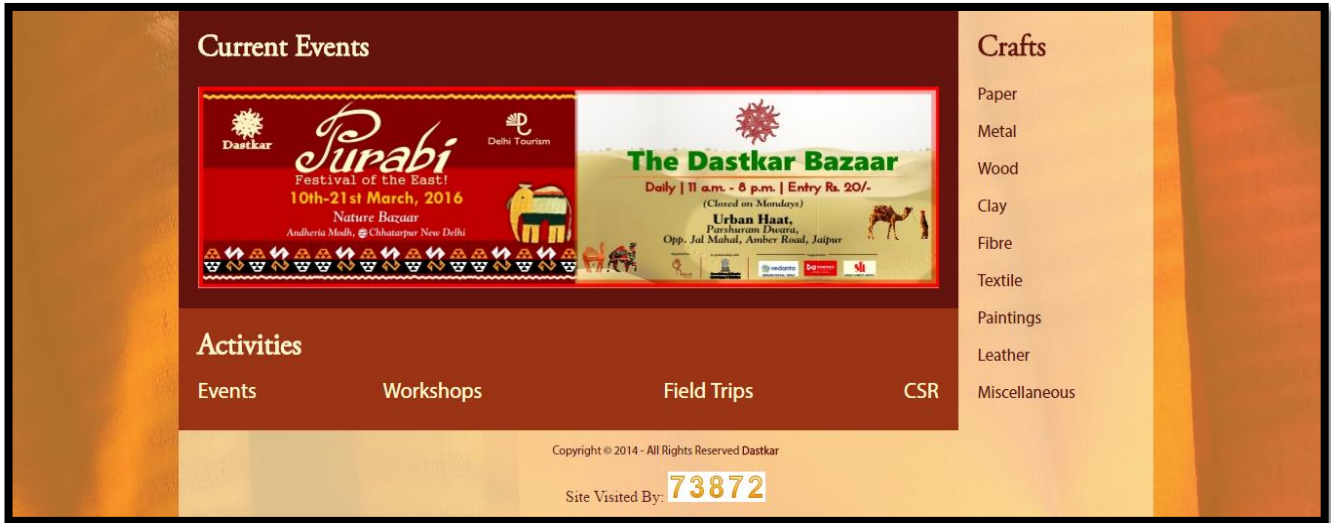
1. Dastkaar

Dastkar is an Indian non-government organisation working with craftspeople across India, for promotion and revival of traditional crafts of India. It was founded in 1981 in Delhi, by a group of six women, including Laila Tyabji. (*Handicrafts India Yearbook Handicrafts India. 1990. p. 355.*)

Formation	1981
Type	NGO
Headquarters	Hauz Khas Village Delhi-16
Services	crafts promotion
Chairperson	Laila Tyabji
Website	www.dastkar.org

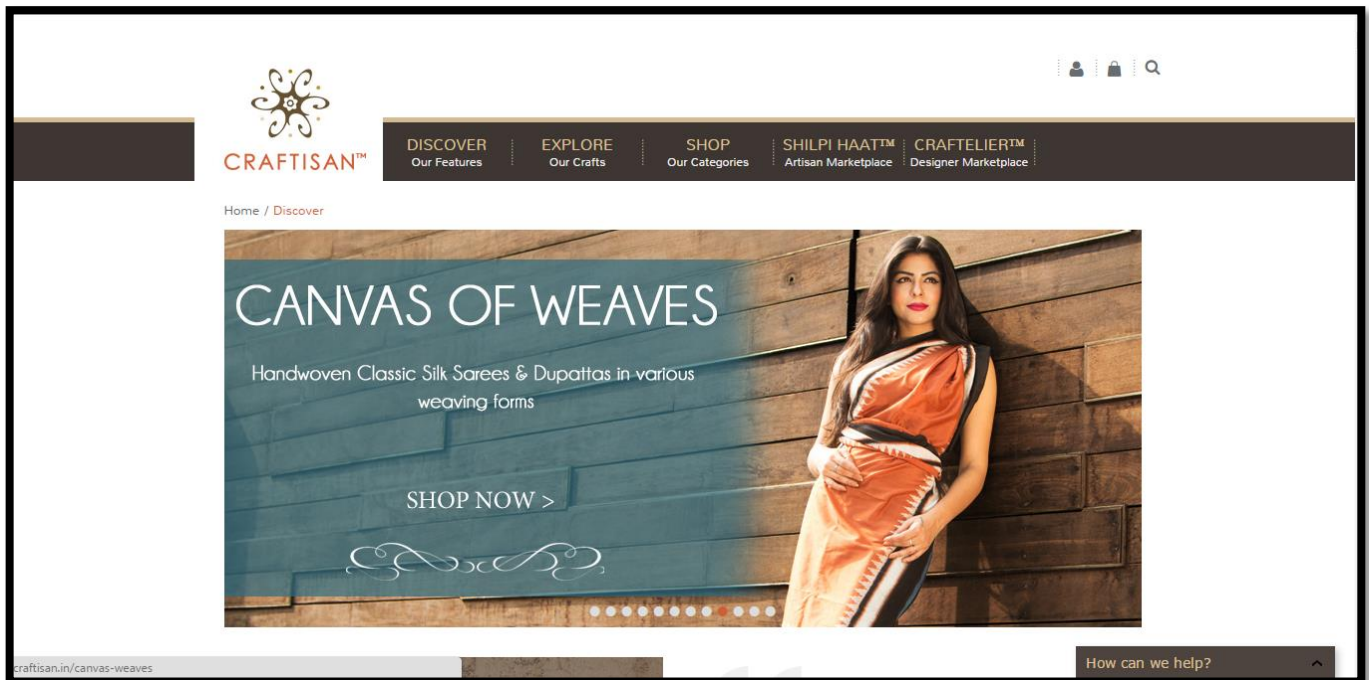
Webpage Layout





2. Craftisan

CRAFTISAN celebrates and promotes this philosophy of handwork. You have arrived at an authentic curated art and craft collective inspired by the elegant and diverse Indian ethos. We feature handcrafted creations by artisans, master craftspersons, craft clusters, Self Help Groups, NGOs, and designers across India.





AJRAKH ELEGANCE
Splendid Ajrakh Block Printed Sarees & Dupattas

Simply beautiful collection! Love the leather craft products I ordered from you. The swift delivery made sure I could use the accessories to work and gush about them to friends.

Rashi, Allahabad



FILTER BY (136) ▾

All Features ▾	Category ▾	Source ▾	SORT BY ▾	Default ▾	📄
Region ▾	Theme ▾	Certification ▾			

FILTER BY (136) ▾

All Features ▾	Category ▾	Source ▾	SORT BY ▾	Default ▾	📄	🔴
Region ▾	Theme ▾	Certification ▾				

102 NGOs, SHGs, Clusters	316 Artisans, Master Artisans	269,013 Livelihoods
CRAFTISAN™ IMPACT		
76 Regions	89 Art & Craft Forms	330 Online Features
		& Counting...

A society from which beauty is removed becomes brutalized. The human craving for beauty has resulted in amazing forms of aesthetic creativity like architecture, gardens, performing arts, cuisines, sacred rituals, art and crafts. Over centuries, nothing has been able to suppress this urge to create beauty. Crafts are an integral part of this experiential creativity and the conduit for the imagination of forms. It is an extension of the human mind given life through the hand – which results in a physical, scientific, intellectual, emotional, meditative and sacred creation, usually born out of local culture, environment, lifestyle and materials. Craft is utility, decoration, ornamentation, meditation and aesthetics all rolled into one.

The human quality of handwork beckons the discerning and sophisticated user of craft products who, by supporting handwork, celebrates its creator and the abstract quality of creativity to adorn, decorate, and use in daily life. CRAFTISAN celebrates and promotes this philosophy of handwork. You have arrived at an authentic curated art and craft collective inspired by the elegant and diverse Indian ethos. We feature handcrafted creations by artisans, master craftspersons, craft clusters, Self Help Groups, NGOs, and designers across India. Like the legendary Silk Route to the famous Meena Bazaar and today's Dilli Haat, Craftisan celebrates India's crafts and craftsmanship and positively impacts craft sustainability and livelihoods of artisans and their communities.

FOLLOW US

- 📘 FACEBOOK
- 🐦 TWITTER
- 📌 PINTEREST
- 📷 INSTAGRAM
- 🔗 GOOGLE+

How can we help? 📄

FILTER BY (136) ▾

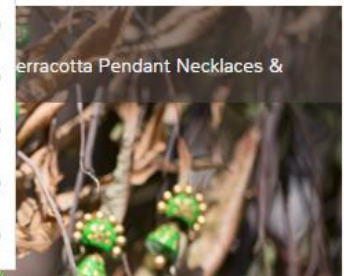
All Features ▾	Category ▾	Source ▾	SORT BY ▾	Default ▾	📄
Region ▾	Theme ▾				

CURRENT FEATURES



TEXTILE KALEIDOSCOPE
Handwoven & Blockprinted Sarees & Dupattas by Sutra

- ALL (136)
- Artisan (108)
- Master Artisan (23)
- NGO (41)
- Self Help Group (34)
- Craft Cluster (33)
- Designer (50)
- Brand (45)



Terracotta Pendant Necklaces &

BY REGION

[Andhra Pradesh](#)
[Delhi](#)
[Gujarat](#)
[Haryana](#)
[Karnataka](#)
[Madhya Pradesh](#)
[Orissa](#)
[Punjab](#)
[Rajasthan](#)
[Uttar Pradesh](#)
[West Bengal](#)

BY SOURCE

[NGO](#)
[Self Help Group](#)
[Master Artisans](#)

BY THEME

[Go Green](#)
[Women Empowerment](#)

BY CERTIFICATION

[Craftmark®](#)
[Fair Trade®](#)
[Geographical Indication \(®GI\)](#)
[Handloom Mark®](#)
[Khadi Mark®](#)
[Silk Mark®](#)



Home / WEAVING / Tussar Silk Weaving

Tussar Silk Textiles are beautiful and rich with a natural deep gold sheen. They are owned and worn with a lot of pride. Tussar silk Textile is favored for its rich texture that gives a contemporary, gorgeous appeal to sarees, salwars and handicrafts that are crafted from it. The sarees come in vibrant colours like pink, green, red, blue and so on. The tussar weaving skill has been passing down generations from weaver to weaver in different weaving clusters of India.



FILTER BY (109) ▾

Color ▾

Material ▾

Craft ▾

SORT BY Default ▾ 

Region ▾

Theme ▾

Certification ▾

Creator ▾



craftisan.in/orange-white-chevron-blockprinted-tussar-silk-dupatta.html



How can we help? 

CRAFTISAN

[Guiding Philosophy](#)
[The Handwork of India](#)
[The Crafts of India](#)
[References](#)
[Media Relations](#)

ABOUT

[About Us](#)
[Team](#)
[Advisory Board](#)
[Careers](#)
[Contact Us](#)

POLICIES

[Terms of Use](#)
[Privacy](#)

HELP

[Customer FAQ](#)
[Shipping / Delivery](#)
[Returns](#)

NEWSLETTER

Get our newsletter with up-to-date information on latest products and offers

Your e-mail



Chapter 8: Research Design

Sample size: 213

Sampling Type: For this purpose Non probability, convenient sampling approach is used.

Method:

- ✓ Questionnaire is prepared keeping the objective of research in mind.
- ✓ Online survey is conducted

Research Methodology:

Bearing in mind the objective of the study it is apparent that exploratory research is employed at first. This was the initial research that was conducted to get familiarize with the concept and to determine best research design, data collection method and selection of subjects.

It is informal research relying on secondary research such as reviewing available literature and/or data, or qualitative research such as informal discussions with artisans, retailers and customers. The results of exploratory research provided significant insight into a given situation.

Then exploratory research is followed by Descriptive Research to study the web-shop and prices of products of other organization, , customer's psychology and factors affecting their purchasing behavior and thus help in decision making process.

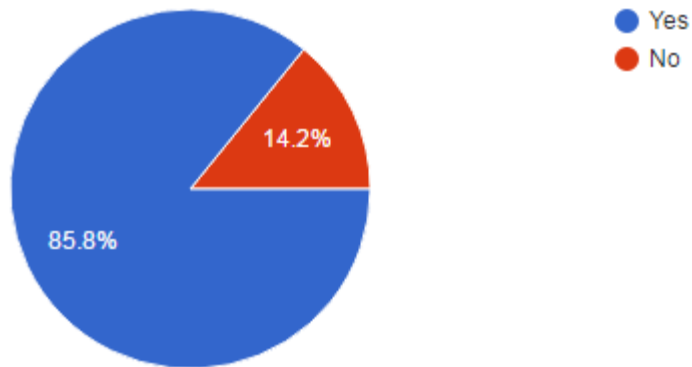
Research is done by visiting clusters in Bihar where artisans are involved in craft making and primary data is collected by preparing questionnaire to know scope and limitations of the online retail format for handloom and handicraft products and the interest of the customers is evaluated.

Chapter 9: Questionnaire Development and Pre-Testing

A small scale survey was carried out to check the efficiency of large scale survey. A self made questionnaire was distributed online to conduct a survey to get some answers related to this research. The questionnaire was framed with to get data from online shoppers, handicraft customers, and to know the awareness and likability towards handicraft and handloom products made by artisans who are working with JEEViKA. A small scale survey was done with Sample size 30 and it came to the notice that There the questionnaire needs to be framed section wise so that appropriate information is gathered as per customer category like online shoppers, offline shoppers and to find out purchasing behavior and awareness of customers for handicraft and handloom products.

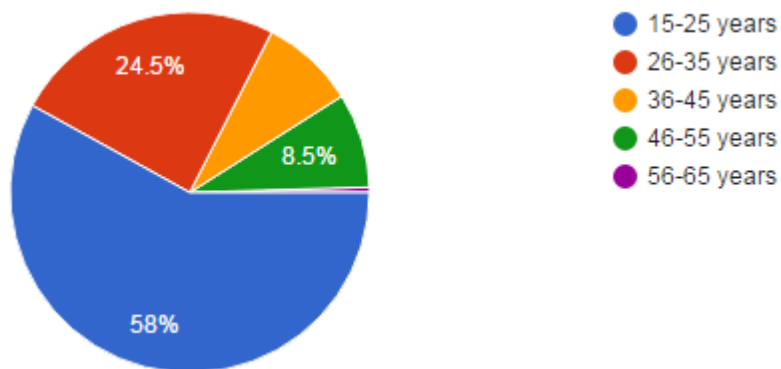
Chapter 10: Data analysis

1. Do you shop online?



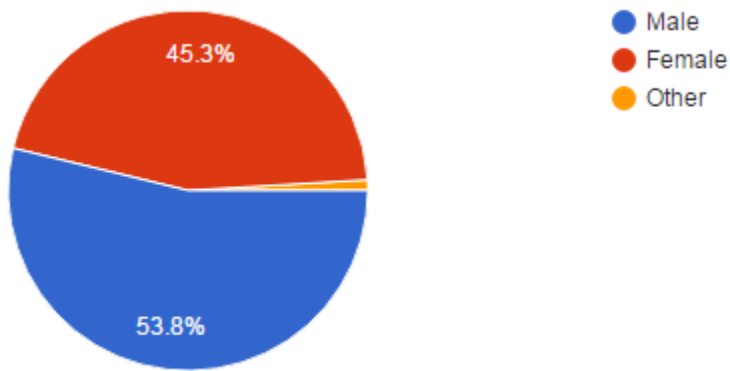
Interpretation: This pie chart represents the percentage of online shopper. According to survey 85.8% out of total respondent shop online.

2. Age Group



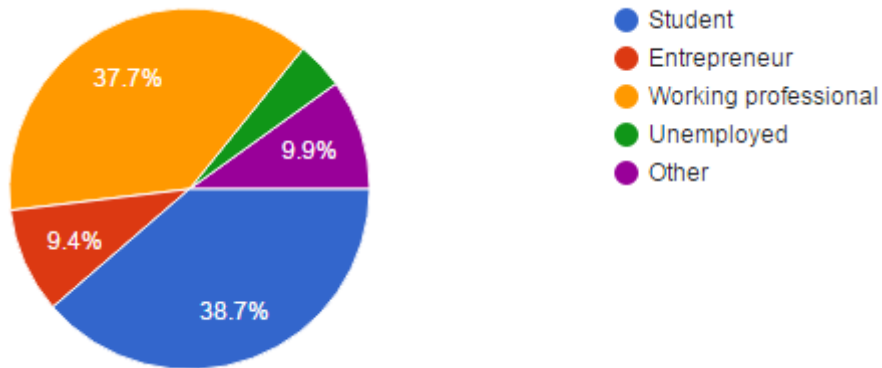
Interpretation: The majority of age group who shop online is 15-25years.

3. Gender



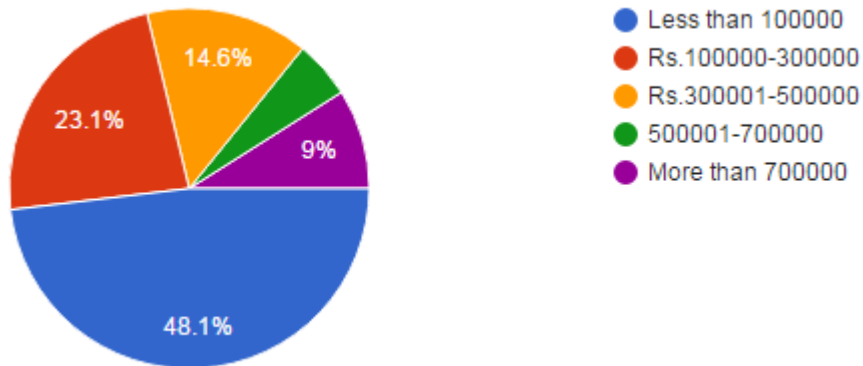
Interpretation: There are more numbers of males shopping online than that of females which is clearly evident on the pie-chart.

4. Occupation



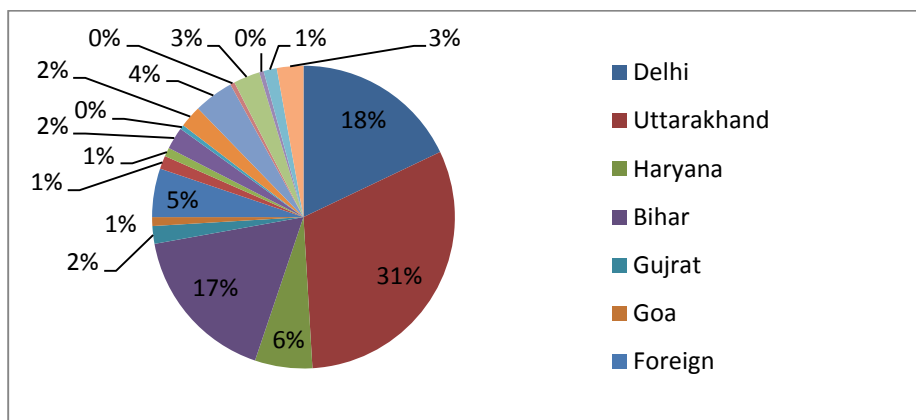
Interpretation: Most of the respondents are students and working professionals.

5. Annual Income



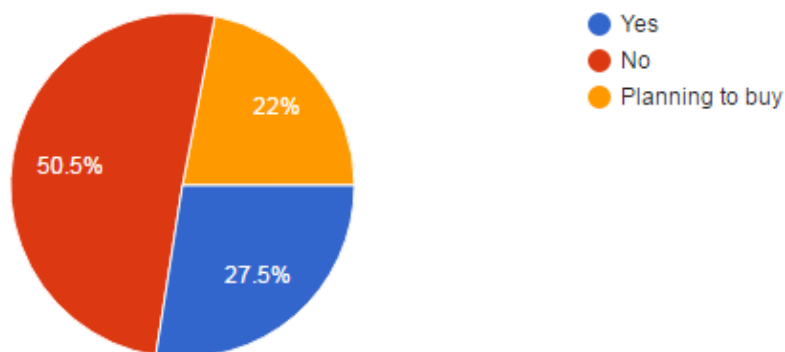
Interpretation: Annual income of most of the respondent is less than 100000.

6. Area of Residence



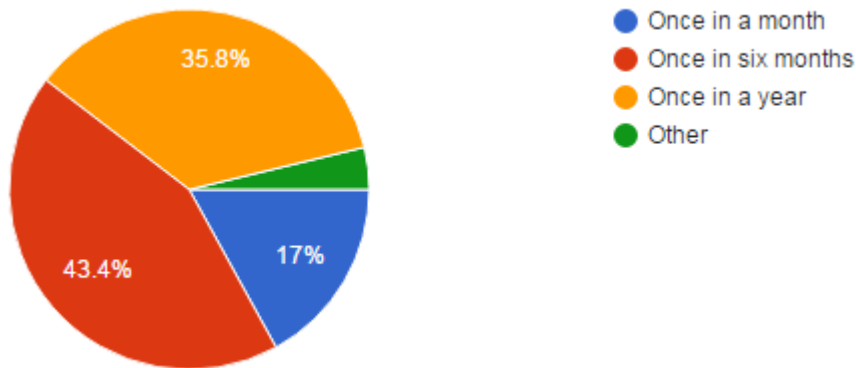
Interpretation: Most of the respondents are from Uttarakhand, Delhi and Bihar.

7. Have you ever bought handicraft or handloom product online?



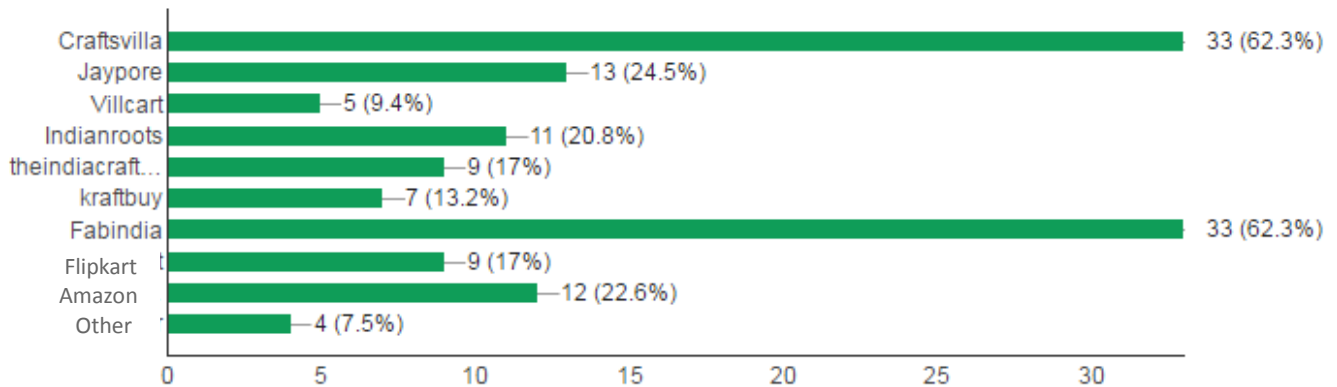
Interpretation: 27.5% of respondents have bought handicraft/handloom product online, 50.5% did not and 22% are planning to buy online.

8. How often do you buy handicraft & handloom products?



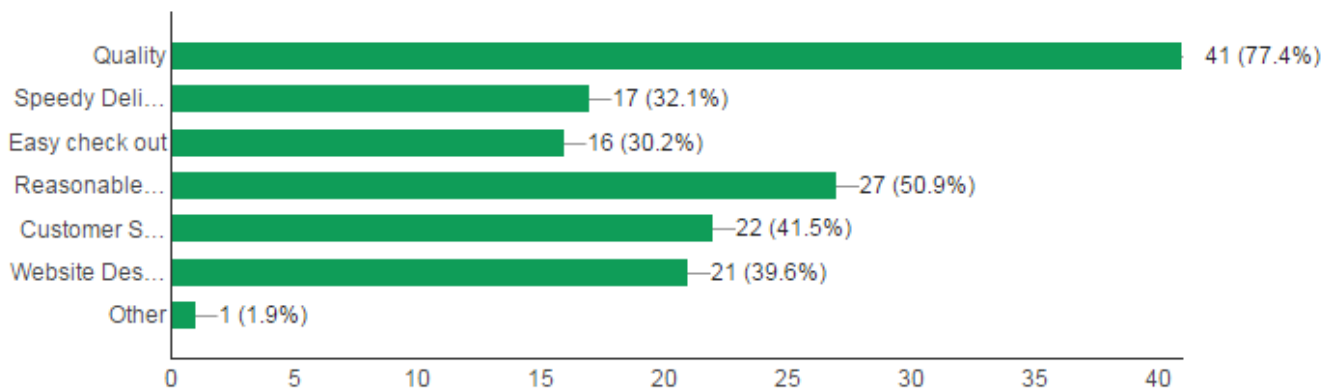
Interpretation: Out of 27.5% who buy online handicraft/handloom product online, these products are often purchased by them once in a six month or once in a year.

9. Which webshop do you prefer to buy handloom and handicraft products?



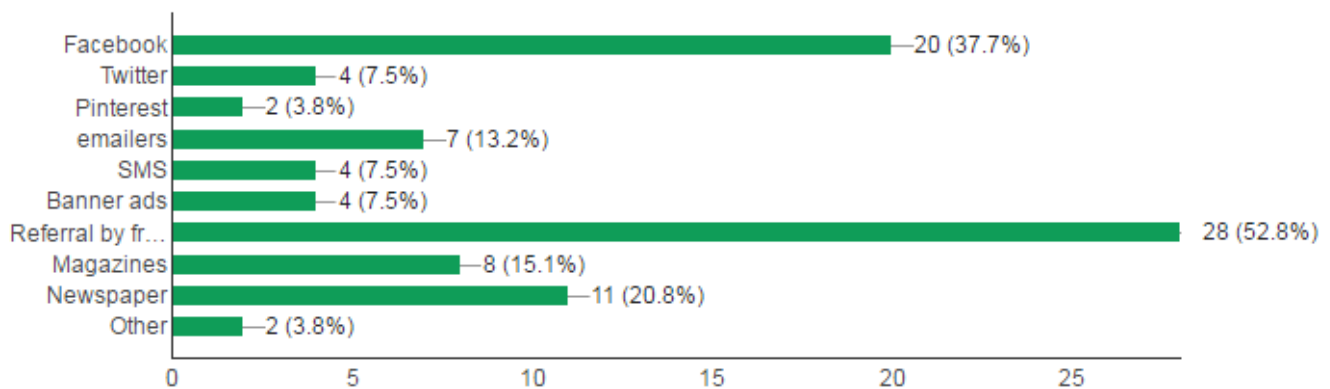
Interpretation: Craftsvilla and Fab India are the most popular handicraft/handloom online retailers.

10. What is the reason to purchase from chosen online portal?



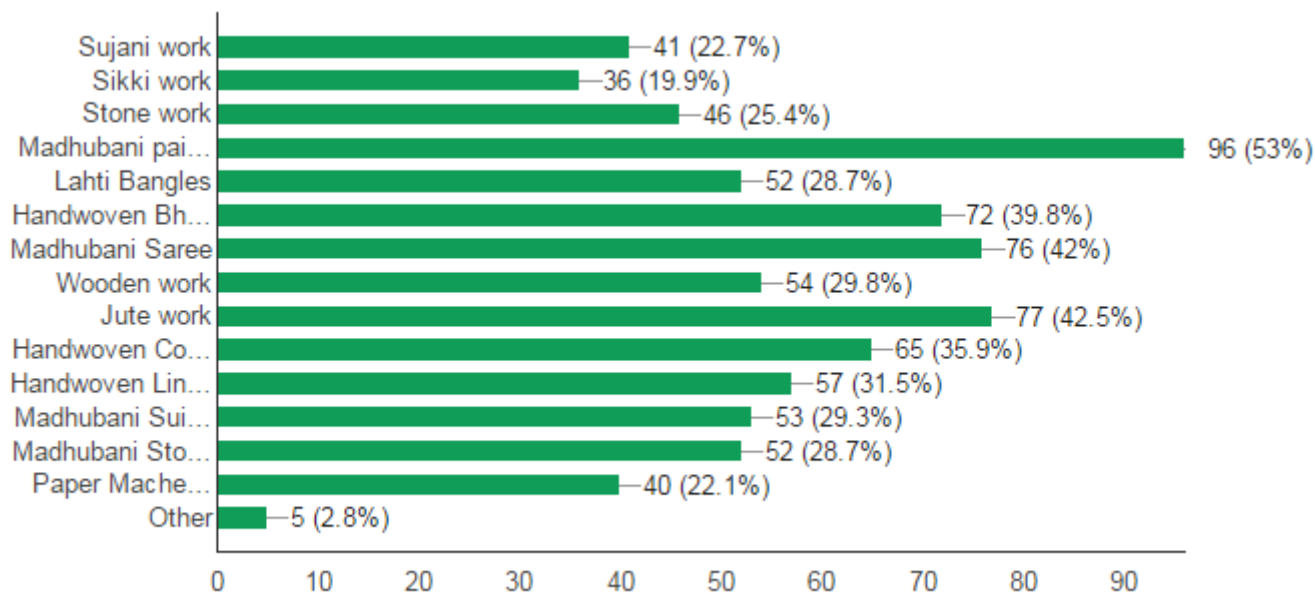
Interpretation: respondents buy from these online retailers due to quality, reasonable price, good customer service and website design.

11. How do you reach/know about above mentioned online portal for shopping handicraft/handloom?



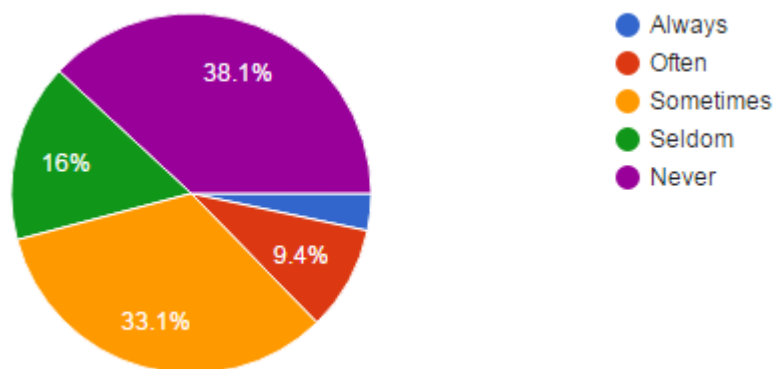
Interpretation: Most of the respondents get to know about these online retailers through referral by friends and relatives, facebook and newspaper.

12. Please suggest few handicraft/handloom products of Bihar which you buy or know.



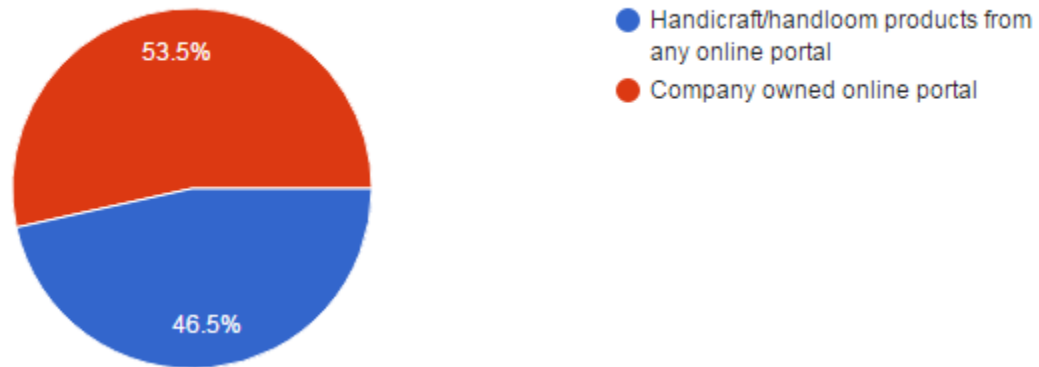
Interpretation: Most of the purchased/known products are Madhubani paintings, Jute work, Madhubani sarees, Handwoven Bhagalpuri silk, handwoven cotton and linen.

13. How often you buy these local handicraft/handloom products of Bihar?



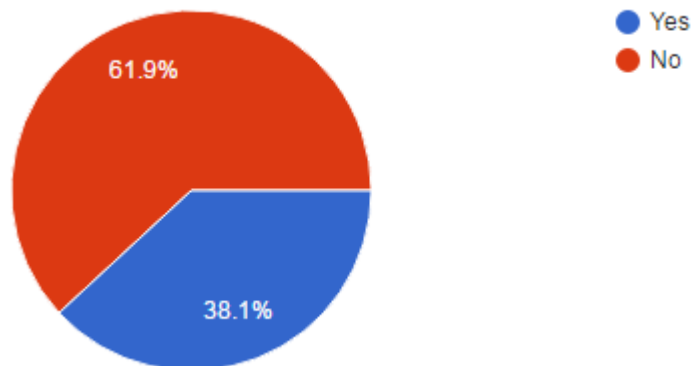
Interpretation: 33.1% respondent purchase such products sometimes, 16% purchase them seldom, 9.4% often, 5.5% always and 38.1% have never purchased them.

14. Which one would you prefer?



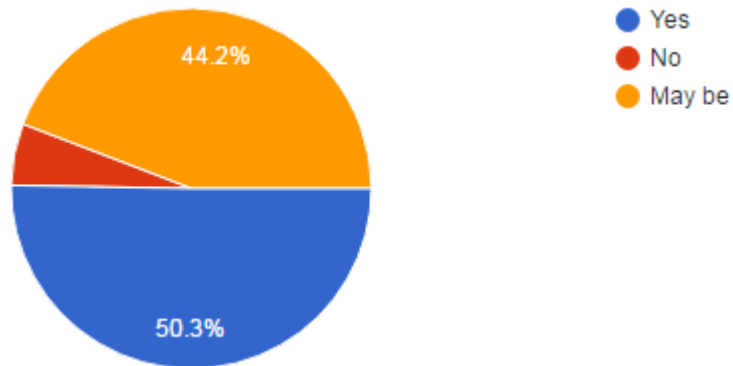
Interpretation: 53.5% prefer company owned portal to buy handicraft/handloom products and rest 46.5% prefer to buy these products from any online portal.

15. Do you know any organization which sell products made by artisans from clusters?



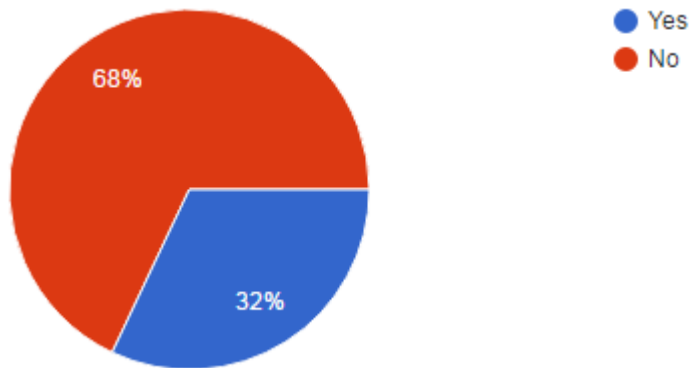
Interpretation: 38.1% respondents are aware of such organizations and rest 61.9% are not.

16. If government of Bihar launches online portal for handicrafts/handloom products, will you consider buying from there?



Interpretation: 50.3% responded yes and 44.2% may buy such products if launched online by government of Bihar.

17. Do you know about JEEViKA?



Interpretation: 68% are unaware of JEEViKA while 32% are aware about the organization.

Chapter 11: Findings

1. Most of the customers are online shopper.
2. There is awareness about handicraft/handloom products made by artisans of Bihar
3. JEEViKA is not known in other states except for Bihar.
4. Craftsvilla and FabIndia are most preferred online portal for handicraft/handloom products.
5. Most of the respondent gave positive feedback to buy from online portal launched by government of Bihar.
6. Good design is crucial to make online business a success: a well-designed online store is good to look at and easy to buy from.
7. Easy navigation through ecommerce site is essential, so customers can quickly find the product they want. They need clear information about the product and it should be easy to order and pay for.
8. Social Media marketing like through facebook is the key to raise awareness about the business.

Chapter 12: Limitations to the study

1. The topic of research being very vast needs a lot time for the data collection process.
2. It is not possible to gather sufficient data for appropriate conclusion in such a short span of time.
3. Most of the people were not willing to spare time to fill questionnaire.
4. The sampling technique used is Non probability convenient sampling which may result in biased data.

Chapter 12: Suggestion

1. JEEViKA needs to hire designers either on permanent or for freelance basis to assist artisans in product development and bringing novelty in designing the handmade products.
2. An online portal needs to be launched to provide global platform to showcase products made by artisans of Bihar.
3. An efficient supply chain model should be formulated to meet the demand and cater to customers through online portal as well as soon to be launched retail format at the Patna airport.
4. Products like Madhubani painting, Madhubani sarees, handwoven Bhagalpuri silk, cotton and linen should be paid more attention as these are the most purchased handmade products from Bihar.

Chapter 14: Conclusion

There is a huge demand of Indian handicraft/handloom worldwide. Therefore efforts should be made to make these products easily accessible to customers in global arena, to increase sale and awareness about these products.

The much widened gap between artisanal clusters in India and the potential market is covered by ecommerce websites. But before launching these products online there are certain loopholes that needs to be taken care of. An efficient supply chain is the key. Once webshop is launched, it is mandatory to keep track of product procurement as per demand of the customers.

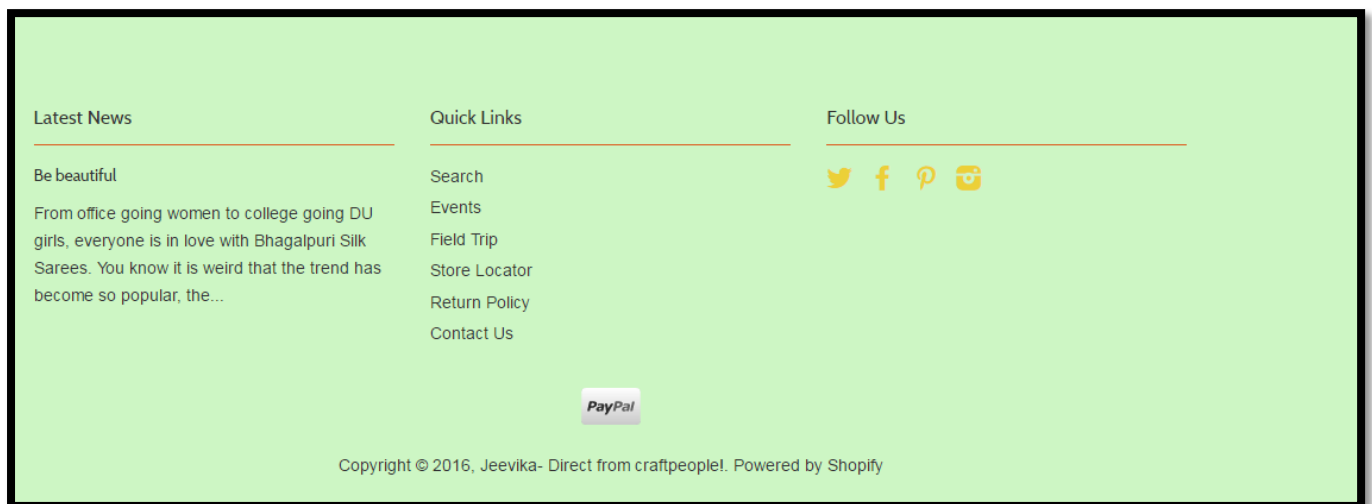
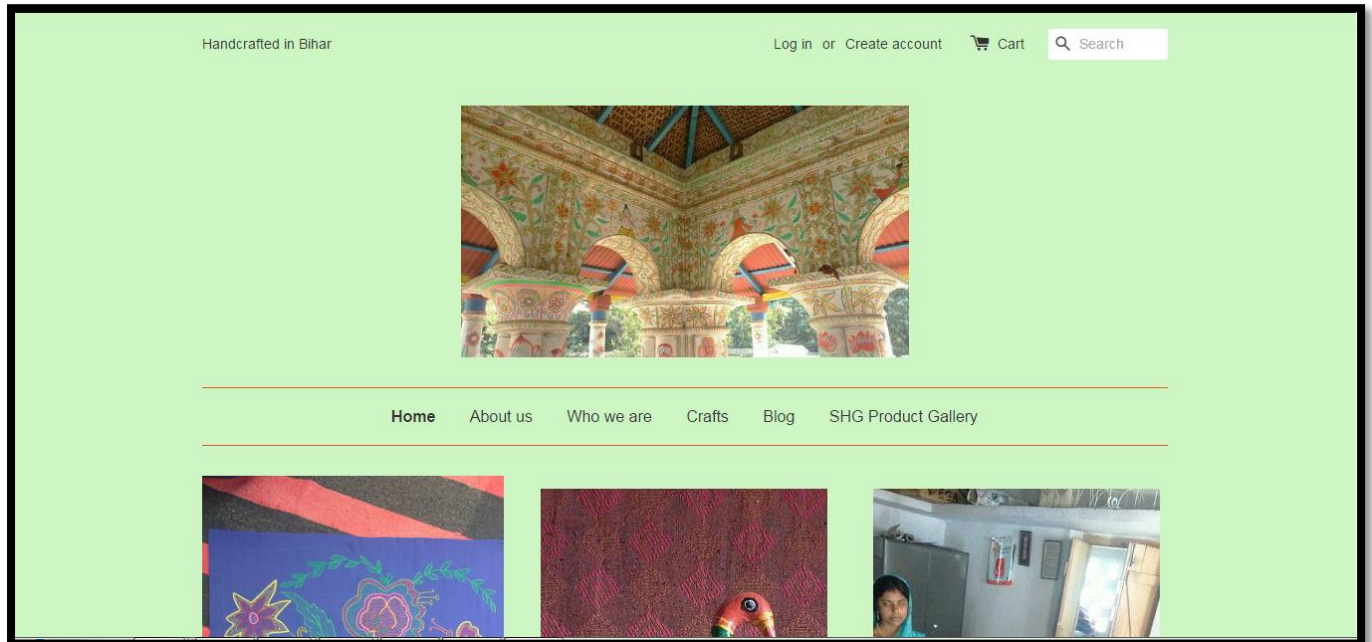
There is a Paucity of reliable data with respect to number of looms or number of weavers, or productivity is another major shortcoming of the handloom sector in Bhagalpur. It is expected that if the infrastructure is improved training program s implemented properly, the efficiency of artisans can be enhanced.

Other clusters like Lahti bangles, Sujani and Madhubani are doing well but it is important to produce quality products that have aesthetic value and are modified as per latest trend/taste of the customers. Apart from providing financial support to the artisans, they should be aware about making products that can compete in the global platform and this is only possible when the handmade products excel in quality and taste as per todays customer.

Direct benefit to the craftsmen may be limited, but the sheer increase in the volume of orders will increase their profit margins.

Chapter 15: JEEViKA Online

Design and development of a web-shop template using Shopify e-commerce platform:



Collections



Handwoven Bhagalpuri Silk Sari



Madhubani



Sujani

Be beautiful

May 10, 2016

From office going women to college going DU girls, everyone is in love with **Bhagalpuri Silk Sarees**.

You know it is weird that the trend has become so popular, the fabric has become so popular but still not many people are talking about it. Of course, almost every Indian online store is selling **Bhagalpuri Silk Sarees** but not much information about this fabric or trend is available.

Why don't you help other friends of yours? If you share this article, more people would get to learn about **Bhagalpuri Silk Sarees** rather than getting an invitation to BUY one. So, are you sharing this article?

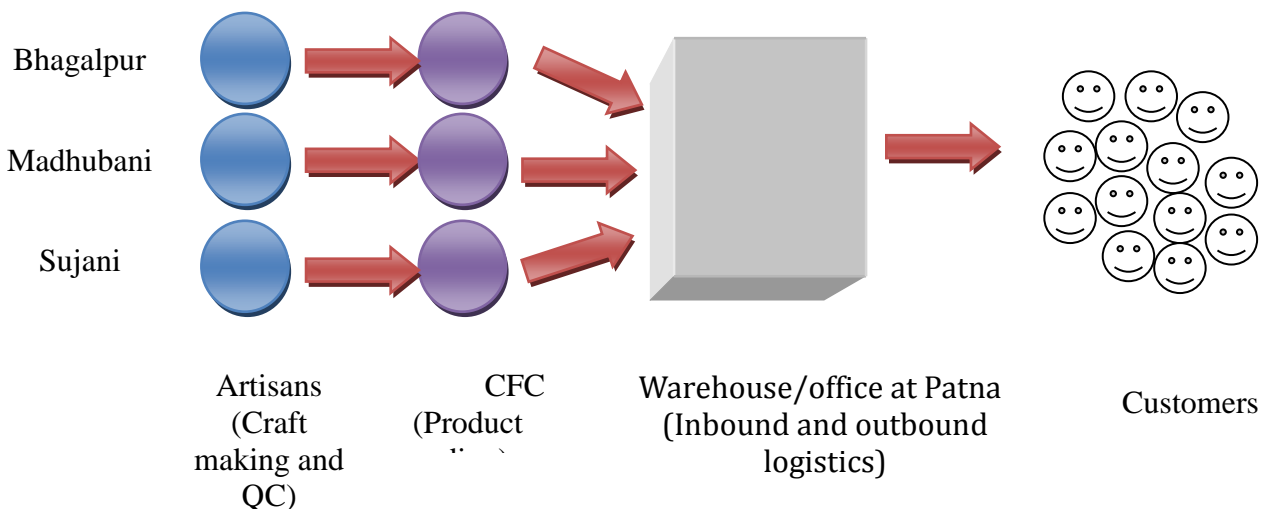


SHG Product Gallery



Future Work: Independently of the main template being developed for the platform, there are many open issues that need to be fixed or improved, as well as new functionalities to be implemented.

Supply Chain Management:



Supply chain management encompasses all the activities which include flow of the goods and services from point of origin to point of consumption.

JEEViKA is known to deliver handmade products which are manufactured by craftspeople based on different regions of Bihar. In case if JEEViKA develops its online portal, it may consider the following activities for delivering quality products to consumers online.

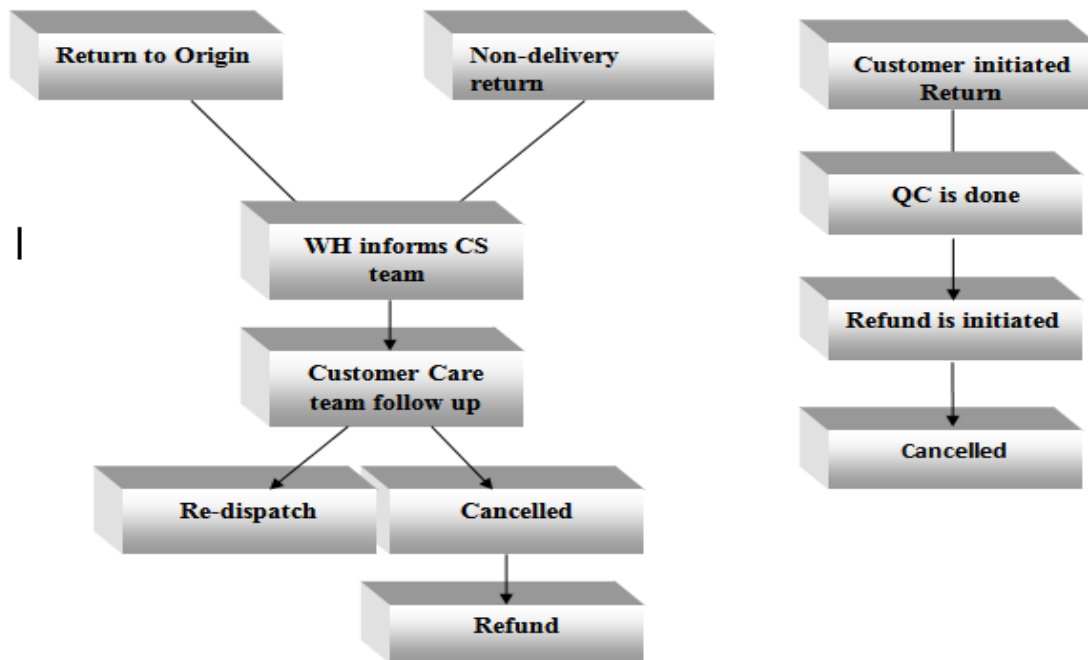
Quality check would be done at the time of manufacturing of handicraft products by artisans and experts to avoid extra as handicraft products once made can not be altered by any mean. Products thus manufactured would be sent to CFC (Common Facility Center) for product coding.

At CFC, product coding would be done in a way that can identify PG group, Craft and Product type for example: A Madhubani Painting from PG Shilp Sangh can be coded as shsa/madh/01. From warehouse product will be delivered as per order.

Warehouse, office handling online portal and studio will be at same place. Products photoshoot will be done at the studio in warehouse only.

Reverse Supply chain:

Reverse supply chain is the series of activities required to retrieve a used/delivered product from a customer and either dispose it or reuse it. It refers to the movement of goods from customer to vendors. There are many reasons where a customer initiated return for many reasons like dissatisfaction with the product, damaged product, undesirable product, sizing issue in product etc. There are two cases: Return to origin/ Non-delivery return and customer initiated return. In first case, if the customer is not present to receive the order or the address is changed, the product is shipped back to the warehouse. Warehouse informs the customer care team and the concerned buyer. Customer team then follows up with the customer and the product is either re-dispatched or the order is cancelled and money is refunded if still customer is not able to get the product. In the later case customer initiates the return, product is picked up from the customer and quality check is done. If the product is returned for the appropriate reasons, customer gets the refund.



Return Policy:

Return Policy would be subjected to the following scenarios:

- ✓ Defective Product received
- ✓ Product Damaged whilst in Transit
- ✓ Incorrect Product Shipped
- ✓ Return or Cancellation of an order/product that you may no longer want

Expected expenditure, Manpower and Marketing Plan:

Basic Startup Plan		
	Min Rate	
E-Commerce Portal	2.5 - 5 Lac Minimum	Rates might differ according to design of website
Domin Name	500 - 700	
Hosting	5 - 6 K	
Maintanance	20 k (3-6 month)	rates might differ accordingly
Employee Requirement		
		Min Salary
Catalog & Content	4-5 Person	15-20 k / person
Digital Marketing	1-2 Person	20 k
Operations	1-2 Person	20k
Logistic & fullfilment	2 person	15-20 k / person
Designer	1 person	20k
Vendor Management	1-2 Person	15-20 k / person
Stylist / Photographer	1 person	20 k
Marketing plan		
Afliate Marketing		
Paid Facebook Marketing	Rs 100	
mailchimp	free / paid . For e-mail marketing	
Google Adverb	Paid - According to SEO word	

Chapter 16: Reference

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2. Mapsofindia.com/Author- Ramandeep Kaur/Retrieved on 10-Jan-2016
3. www.hepcindia.com/ retrieved on 15-Jan-2016
4. www. Indianexpress.com/ Author-Shiny Varghese/ Updated: Jun 3, 2015/ Article: Why India's handloom industry needs hand-holding to get back on its feet/ Retrieved on 15-Jan-2016
5. www.indiahandloombrand.gov.in/ Retrieved on 15-Jan-2016
6. A Customer Perception towards Online ShoppingAn Exploratory Study Khushboo Makwana Khushboo Dattani Himanshu Badlani <http://www.altius.ac.in/pdf/29.pdf>/ Retrieved on 15-Jan-2016
7. (How ecommerce is boosting handicraft industry in India? April 7, 2014/Author Ramandeep Kaur/mapsofindia.com/ Retrieved on 10-Jan-2016

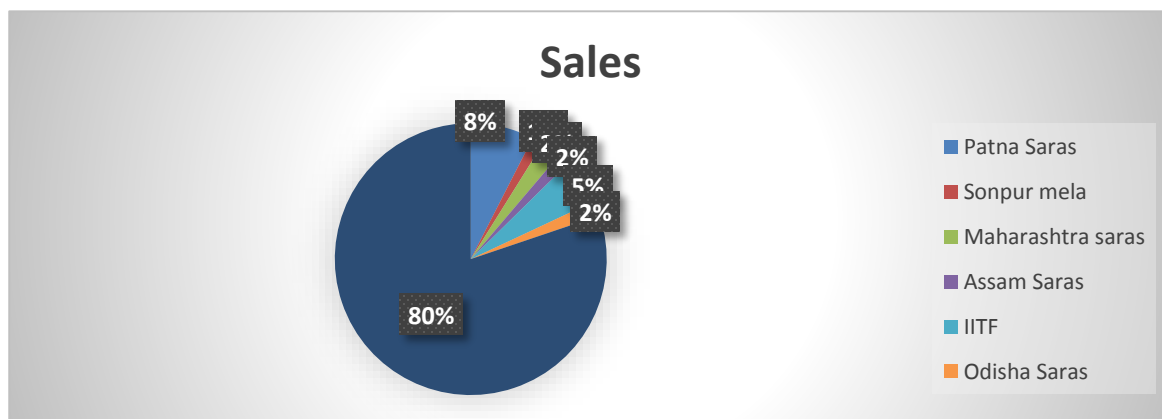
Chapter 17: Annexure

1. Web link: <https://JEEViKA-direct-from-craftpeople.myshopify.com/>
2. Questionnaire link:
https://docs.google.com/forms/d/17wIE1eytm8MTNib7Jnq_Akokm6wdhLRCDvyKsid8n8M/viewform
3. Products made by artisans:

Sl. No.	Products	Category	Unit Cost
Madhubani			
1	Folder	Small	350
2	Wall Hangings		1000
3	Decorative plates		400
4	Hangers		200
5	Wooden bangles		60
6	Mobile covers		200
7	Tissue box		250
8	Greeting cards		100
9	Book marks		50
10	Flower vases		Medium
11	Trays	400	
12	Decorative plates	200	
13	Tea costers(set of 4)	200	
14	Table mats	200	
15	Decorative birds	300	
16	Lamps	550	
17	Wall Hangings	1000	
18	Papermache animals	300	
19	Unstitched Kurti(cotton)	1000	
20	Unstitched Kurti(Silk)	2000	
21	Cushion Cover	500	
22	Dupatta	1000	
23	Stoles	350	
24	T-shirts	400	
25	Tie	500	
26	Male Kurta(cotton)	1000	
27	Skirts	750	
28	Wall-clock	500	
29	Bags	500	
30	Mirrors	500	

31	Buddha paintings		1000
32	Guru Gobind Singh		1000
33	Wall Hangings	Large	2000
34	Wall Papers(1 pc)		600
35	Silk Sari		6000
36	Skirts		1200
37	Bed linens		3000
38	Buddha paintings		1500
39	Guru Gobind Singh		1500
			Total
Sikki			
1	Earrings	Small	50
2	Hair bands		50
3	Gift Boxes		150
4	Bangle set		300
5	Book marks		50
6	Diaries		300
7	Coaster set		225
8	Wall hangings	Medium	500
9	Animal toys		400
10	Baskets		450
11	Flower pot with many flowers		1000
12	Flower pot with 5 flowers		500
13	Flower pot with 1 flowers		150
14	Flower sticks		180
15	Flower vases		900
16	Dolls		500
17	Roti Dabba		500
18	Storage boxes		1000
19	Churi box		500
20	Pen stand		200
21	Lamp base		1000
22	Birds	210	
23	Fruits	200	
24	Sceneries	750	
25	Clutches	700	
26	Buddha	600	
27	Bags	1200	
28	Wall hangings	Large	2000
29	Animals		2100
30	God & Goddess statues		3000
31	Dolls		2100

32	Sceneries		2000
33	Buddha		1200
34	Bags		1800
			Total
Sujani			
1	Handkerchief	Small	50
2	Pillow Cover	Medium	300
3	Wall hangings		500
4	Blouse piece		100
5	Kurti(Silk)		700
6	Kurti(Cotton)		300
7	Folder		300
8	Window curtain		300
9	Cushion cover		400
10	TV cover		300
11	Bags		200
12	Door mat	100	
13	Dupatta	500	
14	Stole	100	
15	Curtain	Large	500
16	Sari		4000
17	Sofa cover set		500
18	Wall panel		500
19	Bed sheet		3000
			Total
Bangles			
1	Set of two (Brass)	Small	180
2	Four piece set (Brass)	Small	250
3	Set of two (Boss)	Small	90
4	Four piece set (Boss)	Small	125
5	Dulhan set	Small	1500



Other Agencies include:

- JEEViKA
- Jiyo
- UNICEF
- Dept. Of Commercial Sales Tax
- Angana
- Individual Customers, etc.

Sales destinations	Sales
Patna Saras	132740
Sonpurmela	24000
Maharashtra Saras	41000
Assam Saras	25040
IITF	95000
Odisha Saras	31500
Other agencies	1413620

Competitors in Local market:

- For Madhubani painting- Angana, Petals Craft etc.

For Sikki Products : No Known player for Sikki weaved product