

# Handicraft Entrepreneurship: Advantage for Young Entrepreneur



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**Abstract** Nowadays houses are being altered according to the culture and tradition. This trend of fashion is increasing rapidly. The antique characteristics of brass and the nature of being easily blended with any different types of crafts, increase the demand for brass decorative items. The study is on brass metal handicrafts and how they incorporate entrepreneurial factors. This study shows a theoretical and practical analysis of how handicraft entrepreneurship can play a crucial role for young entrepreneurs. It strengthens the growth of young entrepreneurs. It also reinforces the indigenous skills of handicraft entrepreneurship in front of the world by engaging new entrepreneurs and handicraftsmen. It concluded that handicraft entrepreneurship is a culture of creativity and flexibility, advancing their capacity for adaptability and creating new designs. Thus entrepreneurs get help in idea generation as per consumer requirements through handicraft entrepreneurship. Also, an abundance of cheap and skilled labor is available to help in the economical way of product change, evaluation, and screening of product ideas, etc. The new design strengthens the growth. Through entrepreneur engagement with handicrafts, it reinforced indigenous skills in front of the world.

**Keywords** Brass handicraft · Handicraft entrepreneurship · Indigenous technology · Design management · Young entrepreneur

## 1 Introduction

The manufacturing sector has played a crucial role in the economic growth and development of the country. It removes poverty through employment and economic growth. It significantly contributes to the GDP growth of the country. Today the

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Government aims to transform into a global manufacturing hub through innovation, skill development, and protection of intellectual properties under the Make in India Scheme. To achieve this aim, the Government promoted entrepreneurship and job creation at the grassroots level under the scheme of Stand Up India. This study shows a theoretical and practical analysis of how handicraft entrepreneurship can play a crucial role for young entrepreneurs. It strengthens the growth of the country through product innovation and job creation.

## **2 Methodology**

This research encompasses both qualitative primary and secondary investigations. The study involved conducting a field survey to analyze the brass metal handicraft industry in Hajo, Assam. The primary objective was to examine the challenges associated with the current manufacturing process. Semi-structured, personal interviews were conducted with stakeholders to understand the problem.

## **3 Background of Handicraft Entrepreneurship**

### ***3.1 Entrepreneurship***

Entrepreneurship is the engine for economic development and industrialization. It is a process of creating a value-added new product by expending time and effort. It has financial, psychological, and social risks and receives rewards from capital value, personal satisfaction, and independence of decision making. The concept of entrepreneurship defines the entrepreneur [1].

### ***3.2 Handicraft Entrepreneurships***

Industrialization is considered economic development through an increase in the production rate. According to R. Chattopadhyay's argument on industrialization, described employment also plays a crucial role in the nation's economic growth [2]. Handicraft plays a significant role in both economic development and employment. In this handicraft, entrepreneurship plays a crucial role [3–5]. To understand handicraft entrepreneurship, we must look at the traditional heritage handicraft production system. Product diversification, mixing with different materials, crafts, etc., are witnessed innovations and interventions over time to meet consumer requirements. Artisans always used simple tools considering the flexibility in production. Due to the technical excellence of artisans, creativity, and innovation, Indian handicraft

never lost their identity under the rule of different eras and rulers [6–9]. The handicraft sector's circular economy nature creates a feasible and environment-friendly business environment.

#### **4 Significance of Handicraft Entrepreneurship for Young Entrepreneurs**

Developing the vision and business Idea, raising capital for a start-up, assembling a business team, finding the right business location, finding good employees, finding good Customers, unforeseen business challenges and expenses, dealing with competition, keeping up with industry changes and trends are challenges faced by new entrepreneurs in building the entrepreneurship [10]. Design is currently considered a cross-functional and multidisciplinary innovation activity, capable of making sense of social challenges while devising strategic and holistic solutions to support competitiveness [11]. The Craft School of Finland and Iceland focused on developing the student's thinking skills, enabling them to work through various handicraft processes from initial ideas to the final products [12, 13]. There is a tremendous demand for handicraft products all over the world. In recent years, with the emergence of online retail and the proliferation of various e-commerce channels, the accessibility to handicrafts has become more convenient for consumers. Virtual entrepreneurship can reinforce indigenous skills in front of the world through mutual collaboration [14]. Handicraft entrepreneurship is a culture of creativity and flexibility, advancing their capacity for adaptability and creating new designs. Thus entrepreneurs get help in idea generation per consumer requirements through handicraft entrepreneurship. Also, abundant of cheap and skilled labor is available to help in the economical way of product change, evaluation, and screening of product ideas, etc.

#### **5 Pilot Study of Brass Metal Handicraft Industry Hajo, Assam**

The use of brass, bronze, and copper metals is centuries old in India. It is the largest brass-making country in the world. Antique characteristics and the mixing nature of brass metal with other craft products make it more demandable. Both utility utensils and decorative items are made of brass. Today Moradabad cluster is the chief supplier of brass handicrafts to the world. The traditional metal handicraft cottage industries of Assam are losing their shine due to competition from products of Moradabad and better quality products produced by competitor's countries.

The handicraft products are analyzed using the Lean tool to understand the product value chain. Also, to identify and improve the bottleneck process. A lean tool is a

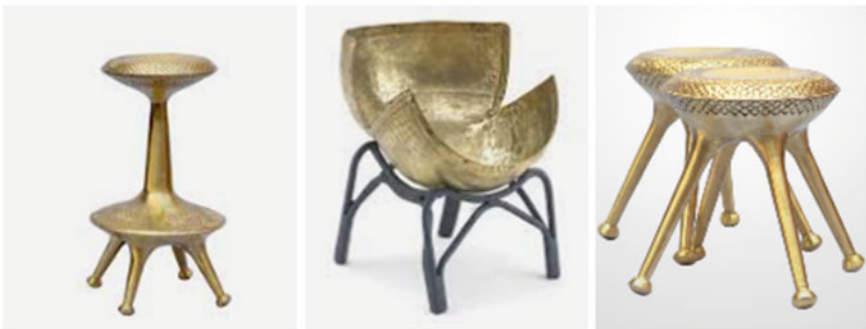
value stream map that shows process activities, the flow of products and information, the relationship of suppliers to the value chain, and customer needs [15].

### 5.1 Issues and Concerns

- Traditional tools & equipment are used in the crafting process.
- Surface finishes and quality issues, for example, rack formation, lead to product rejection.
- Government designed interventions to improve the crafting operation, but some equipment is not in use. The main reason for this is the formation of wrinkles on its surface while making the craft. Thus it affects the product's quality and leads to product rejection.
- High cost of raw material.
- The Assam government set up a rolling mill to solve the problem of raw materials. But slow craft production rate and less demand for raw materials, causing an increase in the inventory cost and higher operating costs. Today this mill is closed.
- The artisans are paid wages based on total production. Artisans have to face problems for sustainable livelihood with low production.

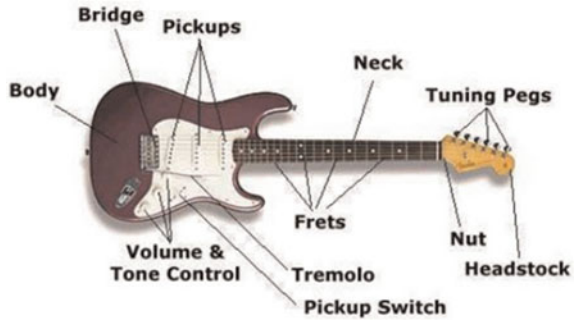
The findings from the field survey reveal a noteworthy initiative by entrepreneur Bordoloi aimed at revitalizing a fading ancient craft. Collaborating with brass metal handicraft entrepreneurs in Assam, Bordoloi has innovatively designed the “Pitoloi chair” (as shown in Fig. 1). This endeavor showcases a proactive approach to preserving and rejuvenating traditional crafts through entrepreneurial vision and collaboration within the local artisan community.

In similar ways to the cultural heritage and creativity of handicrafts, with the help of artificial intelligence, an ontology has developed as the conceptual framework. It generated a bill of the material list for all parts and raw materials to make a unit of the product shown in Fig. 2 [16].



**Fig. 1** Collection of pitoloi chairs

**Fig. 2** Metal electric guitar with main components.  
*source* Bandini and Sartori [16]



Here contribution of our research work through tool design intervention to improve the production rate and quality of the craft's product.

## 5.2 Discussion

The introduction of product diversification has significantly contributed to enhancing the value within the handicraft sector. The feasibility and value added by handicraft skills and techniques are particularly advantageous for young entrepreneurs during the product development phase. However, it's noteworthy that both the quality and pricing dynamics impact both traditional handicraft artisans and emerging young entrepreneurs in this industry. In response to this, there is a pressing need for effective tools that can enhance both the quality and production efficiency. Crafting tools intervention proves to be pivotal in this scenario, bringing numerous benefits to artisans and entrepreneurs alike. These tools not only contribute to reducing material costs but also play a crucial role in minimizing overall production costs while simultaneously elevating the quality of the end product. The integration of efficient tools, therefore, emerges as a strategic solution, fostering a positive impact on both traditional handicraft artisans and the new generation of entrepreneurs involved in the craft.

## 6 Conclusion

Handicraft entrepreneurship can play a crucial role for young entrepreneurs. It strengthens the creative thinking skills of non-technical design persons through technical support and Strengthens the advanced technology knowledge through creativity. Also, abundant cheap and skilled labor is available to help in the economical way of product change, evaluation, and screening of product ideas, etc. The new design strengthens the growth. Entrepreneurial engagement with handicrafts reinforced indigenous skills in front of the world.

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