A STUDY OF PROMOTIONAL ACTIVITIES OF HANDICRAFT INDUSTRY

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ABSTRACT

The craft industry is well known sector where entrepreneur can make creativity and innovations in the industry and make it at the main sector in the society that new person can invest their money and will power in the handicraft to present the new era of the handicraft industry.

In the past people can work in their homes and they can make things better and easier with their creativity and innovation. But there is no scope of handicraft industry in the past years.

As a researcher we want to promote the handicraft industry by promotion activities like:

1. Ads in local newspaper.
2. Electronic media.
3. Handicraft fairs.
4. Handicrafts exhibition.
5. Posters and videos.
6. Print media etc.

Keywords –

• Promotion, Advertisement, Trade Fairs, Exhibition, Get-together.

Author:

RESEARCH PAPER

INTRODUCTION – The handicraft industry is not new it is in existence for centuries. It was started by entrepreneurs who wanted to capture the small market with their products. In the current scenario to promote handicraft industry it is necessary to do some promotional works that people should know about the products range in the handicraft industry. the products which are produced by handicraft industry is: wood crafting, imitation jewelry, sand portraits, wood work, metal, glassware, metal showcase, brass and copper statue, woven clothes, etc.
Now promotion is very important in every business. Promotion or advertisement is the life blood of any business which is growing. In the handicraft industry there are many types of products are manufactured to promote these products we should arrange time to time trade fairs and exhibition and posters road side shows and advertisement by electronic media and by print media we will advertise or promote handicraft industry.

To promote handicraft industry we should communicate with people provide them the knowledge of handicrafts and some aspects to give new creativity and innovation in the handicrafts that with the help of handicrafts we can change the thinking of people about the small business that they can also achieve success and spread their creativity worldwide.

Handicraft industry will achieve its success path with the help of promotion activities it will capture the small needs of human life and make them more easier and simple to perform the multiple tasks. There are a lot of activities which we can perform in the handicraft industry to promote or advertise the handicraft industry.

We will change the mind set of people about the small business that they can run it by small money but they have more confident and wise in their work of innovation and creativity to make the small handicraft industry in a big giant industry with their innovations in work. Promotion is everything we can promote many products to the public and endorse their facts qualities and qualities and its nature about the product then the customer will able to do the variety of jobs to perform in the handicraft industry.

**PRODUCT RANGE –**

- Metal and jewelry.
- Stone craft.
- Woodwork.
- Glassware.
- Imitation jewelry.
- Handmade paintings.
- Sand pots.
- Brass and copper ornaments.
- Hand woven clothes.
- Stone crafting.
- Statues.
- Designing.
- Crafting.
- Decorative wooden products.
- Metal showcase.
- Handcrafted kitchen accessories.
- Flower pots.

**RESEARCH OBJECTIVE**

1. **To promote handicraft industry**: To promote handicraft industry we should promote the industry with help of many mediums like electronic media, print media trade fairs, exhibitions and many more activities to perform in the handicraft industry.

2. **Technical advancement in handicraft industry**: In the current scenario to promote handicraft industry we should take steps to promote it with the help of better technical advancement and tools to make a change in the handicraft industry.

**RESEARCH METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done. We study the various steps that are generally adopted by a researcher in studying research problem along with the logic behind them.

Reference from- C.R Kothari.

Research area- Moradabad

Research instrument- questionnaire

Type of research – descriptive
Types of samples – simple and convenient

Sample size - 30

Q.1 Have you been receive training program for promotion handicraft?
Q.2 Does the export of handicraft products are profitable venture?
Q.3 How do you see the future of the industry?
Q.4 From how you will inspire about promotions in handicraft industry?
Q.5 Did any of the following factor lead you to start handicraft business?

- Electronic Media: 50%
- Print media: 27%
- Newspaper: 17%
- Trade fairs: 6%
Q.6 Nature of promotional Activity in handicraft industry?
Q.7 You are aware of Sales promotion Activities like (posters, exhibition, trade fairs, etc.?)

Q.8 Do you take advantage of promotion activities?
Q.9 The more you know about sales promotion advertisement the higher the chances of you buying the product package?
Q.10 Which means do you enjoy most in informing you on promotions?
Conclusion: With the help of the views of different people we analyze that promotional activities are required more platform to promote the handicraft industry with current scenario. Different promotional platform are placing their important role in handicrafts.

Promotions are very necessary step for every organization whether it is a handicraft industry or Film industry and different FMCG sector goods are promoted first then it came in to existence public will show their willingness about the product to promote it so promotion is necessary and to promote the industry we will moderate the techniques and tools of handicraft industry to give them technical advancement.

So promotion is a life blood of any industry.

Findings: -

- There should be more requirement of promotional programs.
- Organize trade fairs'.
- Welfare programs for artisans are needed for promotion in handicraft.
- New and advance technology must be taken in handicraft.

Bibliography:-

- Reference from the book – Research Methodology Author:- C.R Kothari
- Reference from the journal – Promotion of handicraft products in Ashanti region.