

PERFORMANCE OF WOMEN ARTISANS AS ENTREPRENEURS IN ODOP IN UTTAR PRADESH TO BOOST ECONOMY: STRATEGIES AND A WAY TOWARDS GLOBAL HANDICRAFT INDEX FOR SMALL BUSINESS

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ABSTRACT

The sustainable economy is an era of women as entrepreneurs perceiving, organizing resources, novel opportunities, and undertaking risks to achieve their goals in developing new innovative ventures for measuring new horizons in the time of pandemic when the whole world was facing a huge problem of covid 19. India was one of the most affected countries in that time migrant people were returned to the country and become jobless in that situation, women especially rural and semi-urban tribal emerged as a new entrepreneurs in every sector especially in micro-entrepreneurs slowly because due to pandemic demand and supply was slowed down but handmade mask moon craft bamboo craft wooden work. There is potency in women entrepreneurs to confront numerous challenges, such as ensuring sustainability, equilibrium, creating equity, and diverging economies in inclusive socio-economic development, tremendous seizing by business opportunities in this commercial world. One district one product (ODOP) when started in 2018 in Uttar Pradesh incited by Japan government in 1979 and it became so famous in Uttar Pradesh to boost economy and artisan of 75 districts of up women artisan increase and transformed in entrepreneurship Uttar Pradesh and northeast of India before pandemic were experiencing an economic renovation through transformation technology but pandemic has slowdown their speed but after then it again increasing by the national slogan of vocal for local through atmanirbhar Baharat Abhiyan through the growth of women-oriented handicraft industries like moon craft, bamboo craft (MSMEs). The study aims to; identify the entrepreneurial performance, growth trends of women's entrepreneurship in the micro-enterprises(handicraft) in India after post-pandemic and its impact on women; examine entrepreneurial activities of women's significantly vary across the form of women-led enterprises, type of organization, and activity nature and type of organization; challenges faced by women entrepreneur and explore the prospect through micro-entrepreneurial activities. 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.

Keywords: ODOP, Handicrafts, Unorganized Sector, Entrepreneurship COVID- 19 Strategies, Global Handicraft Index.

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INTRODUCTION

India and more than 130 countries are suffering from COVID-19 Pandemic disease which has become a large challenge for the current world.

For boosting Indian economy in current situation MSMEs Sector are key role to start up, Handicraft sector can provide opportunity and have the capability to solve the migration problem of people from country to country, state to state by provisional-level level job and creativity Hunnar and Have a great opportunity to make the Artisans as Entrepreneur and improve the social, economic situation of rural, weaker section.

In the ODOP industry unorganized workers and tribal people of the world especially in the case of India because these people are facing huge challenges during the lockdown period and stay at their homes and their hands are empty without money and Jobs. We should have to think to create our Local Talent and Traditional art and craft which are Sustainable Eco friendly and providing local market to Handicraft Sector for India to be self-resilient Bharat and Vocal for Local slogan of India. all ODOP and agribusiness industry is an unstructured season-based, family-based decentralized, labor-intensive cottage industry. Strategies for development ODOP sector for the welfare of women Agrepreneur Artisans, their socioeconomic justice and better management-labor relation. In this paper, we have tried to provide the important Strategies for starting a new Innovative Entrepreneurship or new Start-Up to foster and stand the Communities, weaker section (Tripathi et al. 2021).

Handicraft sector, Tribal and rural community entrepreneurship can provide opportunity and have the capability to solve the migration problem of within inter-state by providing local jobs and improve the social-economic situation of the rural weaker section, unorganized suburban worker and tribal people, especially in the Indian context (Vanita 2018) People are facing enormous challenges during lockdown period and stay at their home and hands are empty this pandemic realize to re-think to our structure of the economy and promote our local talent and revive our traditional craft art which is sustainable, Eco-friendly and providing local market handicraft sector for the Indian market to be an Atmaa nirbhar, Bharat.

The better concept for community entrepreneurship is the self-help group in which female Entrepreneurs are working and same in one district one product ODOP followed by the government of Uttar Pradesh in which each district has unique and famous craft made by local communities. India has some fine crafts like Pochampalli Saris in Andhra Pradesh, Patola in Gujrat, jamdani in WB, Black pottery of Manipur, Gott Patti in Odisha bamboo and cane art in Assam, Tripura, Mizoram Asami's sari, Carpet in UP.

In the current situation, no one wants to return their workstation because of, health and financial problem. India has immense potential to overcome this situation with their traditional resources to engage more labor workforce into skilled artisans and self-dependent, also improving technology in the handicrafts sector. India has the chance to become a hub export to the world in handicrafts and other products. Handicraft sector and MSMEs can emerge potential power to provide jobs and sustainability through Handicraft Atmnirbhar Bharat.

There are essential Strategies that have a unique role in the development of ODOP and women entrepreneur that is also part of agrepreneurship and small industry, this can help India as Atmaa nirbhar Bharat. On the world map, India is the largest diverse country called mega diversity country and there is a different tradition, living pattern, dressing sense, cultural utilization of daily use products.

Mainly we are focusing on women, tribal people, and handicraft work is culturally hereditarily related to these people. However, a tribal community of MP and Chhattisgarh is an expert in the handicraft sector in Carpet, Zari Zardonji, Chikankaari, handicrafts, silk carpet, and other small-scale industries. About 56% of the people have involved in agriculture and related industry and a massive share of the Indian GDP of Indian income MSME in 2017-18.

It contributes ½ of the entire economy of India, North East bamboo product of Asam and Tripurastate most of the people sustain their livelihood from this handicraft sector. One of the primary sources of employment in the country. Mostly Indian majorities of a rural and tribal populations similarly (70%) living in more than 6 lakhs, small villages, and they depend upon the agriculture and small scale and informal industry. It is now called the Handymen craft industry in the global term at least 700 million artisans that are in rural and tribal people. They completely depend on this handmade sector. This sector has created more jobs, and regular growth economically stable development of more than 700-million rural communities, women needs better economic financial-economic policies, and during this corona disease, 40 million people have become unemployed. All though up Government is ready to set up a 100-acre toy park in greater Noida where they are expecting three thousand crore rupees as an investment from different manufacturer.

Briefing One district one product ODOP

ODOP - this famous scheme was launched by the government of Uttar Pradesh that is One District One Product. The goal is to help the local and block to help the artisan and also provide an enhance the access to the world market this scheme in a place that helps in connecting both sellers and buyers by handicraft and to provide its popularity at global level by marketing, branding, with easy credit by this scheme it will preserve our rich cultural heritage and tradition and unique skill at the district level Ananda.

As we know that Pradesh is emerging as a very fast-growing economy in the last few years and the GSDP of Uttar Pradesh has grown from. Now government of Uttar Pradesh has decided to stable and lunched one district and one product scheme for boosting the traditional industries and their value addition of the product .because it focus for the benefit of local artisan and craftsmen as well as unemployment and this ODOP scheme will play a crucial role for the development of handicraft product and its artisan value in global market because the majority of the export rate of handicraft sector in market value such as information agro based and food processing textile chickankari ,carpet weaving, shazar stone industry Taking its mission a step forward, the Government of Uttar Pradesh announced a multi directional and famous scheme “One District One Product” to give boost to the traditional industrial to enhance the people of Uttar Pradesh and by this program people gain to expertise on one specific products ODOP aims to boost the micro small units that are involved under this scheme and it focus one all handicraft product of the district and benefit to the two local craftsmen and their craft it will play an important role in the boosting the MSME sector because the MSME play an important role in the state economy the state has around 89 lakh MSME in 2017-18.

In Uttar Pradesh, around 305 areas are reserved for micro small, and medium enterprises by UPSIDC and for the development of industries and handicraft sector in Uttar Pradesh there is 1005 exemption from the conversion charge for converting agriculture into industrial land there is 5% interes subsidy in the last five in Uttar Pradesh and for infrastructures interest subsidy it is also 5% (Planning Commission 2012).

Moonj Craft A Family-based Business during Lockdown

During pandemic time when people were not touching any bag basket from the market or no politeness due afraid of corona infection then Moonj craft made product were in daily use of rural urban and tribal people of india this is green eco-friendly biodegradable easily available moonj craft in following district of Uttar Pradesh and it helped family income generation and most the women engaged in the making of Moonj craft because of lockdown they spent their time in making Dalia basket bag carry bag a etc. product and safe from outer infection of disease and this created a new entrepreneur root for women and helped in earning money .so now we try to understand about Moonj craft industry and role of this industry in family business and what was impact of pandemic on Mooj industry and how the solved their problem during this time so as we know that Moonj craft is famous craft of Allahabad Amethi Sultanpur district Allahabad handicraft called Moonj craft in local there are several product of Moonj craft named basket like as Dalia, dauri, bhauki, sika, in north yeast language and the raw material naturally grow in perennial grass called Sarpat and kusha in village and in local language this sarpat is grow in lowland of the district in Prayagraj, Amethi Jaunpur kaushambi Mirjapur but mostly famous in Allahabad and Amethi district local at the bank of small river like Mansaita river in phoolpur tehsil and phaphamau block baratar katiyahi moonj craft village of Uttar Pradesh paigamberpur balipur and at the bank of Yamuna naini industrial area and its near village in Naini region like mavaiya district, sonipur balapur itaura chhewaki station kusha name local and Holi grass in Hindu religion and most of the local peoples are engaged in making various type of decorative and as a utility product and household product from Moonj such as foot mats carry bags stool ropes pen stand chairs table cot bind rope called bandh etc. craftsmen makes these products without using any tools and advanced technology and Equipment's. Many more areas at the bank of kachhar of Ganga and Yamuna river with its subsidiary rivers Sarpat and kasha are used to make moonj craft the same condition is in Amethi district.

Near about 1500 women is painstaking cut soak color and weave the kasha grass with a combination of the Carpet or Sarkanda Grass that is used for binding the kasha grass and giving a shape of according to artisan to craft magic and form Moonj craft with or without lids or a range they make bread baskets and laundry and keep shake baskets and they make all the tableware mat cot round and square fruit basket for the table and shopping basket for shopping and is eco-friendly sustainable fully biodegradable this is a green product in free in a variety Brilliant Colors, Textures, And Style.

As we know that Moonj and raga are important wild grass that is near the bank of the river of Allahabad carpet moonj is the upper layer of the grass that is peeled and knotted this been practiced for the r last 200 years during the time of Bahadurshah Jafar a famous Mughal empire the Moonj craft is very simple and attractive and eco-friendly oiling is basketry technique used by rural women in Allahabad, Bahrain Gorakhpur, in eastern Uttar Pradesh to make crafts that are used for kitchen for storing flour and food grain the basket of Tharu in Bahrain district is different for its uniqueness and bold can be distinguished by their bold styled animal and human motif. In Gorakhpur, the women coil large beautifully patterned munis circular baskets with largemouths and convex bottoms that are laid in a row for the bride to step in as she leaves her home. The bride takes some with her, laden with grain, sweet and other gifts.

These types of grasses that grow in the forest and near the bank of these moonj baskets are lightweight and very well weather generally Moonj is harvested time during January and February month and the peel of stalks left out in the deform (Katharua 1986).

Most of the practice done by women they gather raw material from carpet plants and kasha plants and then take the color and boil the color with water and enter the raw material in the hot water and after some time the three raw materials color in their according and women make this product in different shape this craft has been passed down across the generations that have kept it alive now time and this eco-friendly craft and make the product according to their convenience after they finished daily chores. The art of basket weaving is so old as pottery the ancient nomadic food gatherers wove reeds together to prepare the boxes to hold the craft has traditional significances as the product is given later with the advent of different cultures basketry take the desired shape this type of product is daily or rituals purpose. special patterns are involved in creating the different products in ancient color today if the item has to look impressive bright and shining color including tablemate containers, basket new design like as earrings fruit basket. As we know that Naini is a small town that is situated at the bank of the Yamuna river in Allahabad and there are Tons and Belen rivers, Idavary river Ganga also flows in is of Naini mavaiya village and Sirsa Meja. kohdaur Ghats, there village Karchhna tehsil manda in the valley of belon river in Allahabad in modern prayagraaj district Naini is a major producer of moonj grass product carpet and kasha are wild grass that is ishly grow in near the bank of the river in Allahabad is sarpat yarn are peeled into the knotted part and are called a ball. there is a range of different products called ti para vanity case that is used to store the rotis goli round recently is products include books, self, earring fruits basket and hand purpose along with all-purpose rose (Chawla, et al. 2020).

Prayagraj is a famous city of Uttar Pradesh is the local indindustrialea called Naini is known for its Moonj craft. The easy availability of raw materials has enabled the craft of moonmoonom Baratar katiyahi (moonj craft village) situated at the bank of mansiyta a subsidiary river of the holy Ganga of Uttar Pradesh and this craft to flourish in the prayagraj. The market is flooded with a variety of products made from moonj la ike basket (Dalia), coaster stand, bags, decorative items, and more. Eco-friendly moonj products have the potential to do well in the national as well as international markets Planning Commission (2012).

Prayagraaj formally Allahabad is one of the ancient cities in India this city is situated in the confluence of three rivers target is Ganga is one of the oldest cities in India. It is situated at the confluence of famous three rivers- Sarasvati invisible, Yamuna, and Gangaganga and every 12 after three organizes Maha Kumbh and after every 6 years at prayagraj, this is the largest witnesses of the gathering of pilgrimage on the earth because the Utter of utter Pradesh has a great tradition of making basket these baskets used as a special occasion by coiling the outer layer of the Sarpat or moonj.

Employment Condition of People in Uttar Pradesh

27.83 lakh households engaged in handloom sector with 87 percent in a rural area about 10 percent of handloom household belongs to SC 23 percent st,41 obc lobby 3 percent in have idle loom most of them are the rural area account for 57 percent in handloom sector decline from 29 lakh to 25 lakh then 22 lakh and now 13 lakh, but northeast east the intervening as 14 lakh to 15 lakh there are 49 lakh worker of handloom sector of whom 27 lakh from rural background among 18 years adult 77 percent are a female worker and rural area a bit higher proportion of in urban The educational overall situation of people involved in handicraft sector through ODOP in Uttar Pradesh the social condition of people in Uttar Pradesh people involved in handicraft through ODOP are social very backward and mostly worker involved they are seen with either of poor people they are completely social y weaker in comparison of rich people and upper c

and urban people tribal people are completely involved in handicraft sector from thousands of years ago but their social conditions improve till the date as government aspect even government has tried to improve their social condition and participation in education, politic, industry, infrastructure, the services sector Tripathi, & Agrawal (2021). The economic situation of people involved ODOP artisan worker tis are involved in handicraft sector 64 % artisan and worker are economical poor 23 % artisan and worker are not poor but they can run their craft at minimal level 17 prevent artisan are working as an entrepreneur in Table 1.

S. number	Place	Handicraft product name
1	Beneatha	Bazar
2	Kuetra bazar	Shazar
3	Chhotibajar	Bazar
4	Footakuan	Saar`
5	Benanti thana	Saar
6		Saar
7		Saar

During the field survey, the places visited and the product covers are given in Table 2.

s.no	Place	Nature of handicraft product
1	Gopiganj, ahamadpur	Hand-knotted
2	OONJ	Nagar
3	Parishad	Saggy
4	Mode	Handknotted, tufted, Tibet
5	Tdhi puliya phulvsriya	Dari's hand noted tufted durries
6	Madhopur jamunipur	Handloom
7	Paresapur railway fatak	Same as the upper line

The Stone of Glory the Stone of Wonder Infinitive History, Its Shajar

Banda city of Shazar was discovered in Banda a district of the Bundelkhand region about 400 years ago in Banda. The one who discovered I, was an *Arabian* Arab was memorized its import colorful pattern that looks like leaves and trees like structure sometimes time moon, hen, lord Vishnu, Monkey, cloud different decorative flower structure is set up on the ajar .it is natural print so he named it shazar in Arabic .in Indian language haqiq or asphaltic in the Hindi language.

Due to its shins and uniqueness and religious value linkage, the stone is exported to foreign country people but the due unwillingness of the Indian government and Uttar Pradesh government behavior the export of shazar stone has been decline sharply as we know that it is a small industry and there is maximum demand of this stone in Muslim country y but less local demand there is nothing value or less value in India even the stone is popular in middle east country l e as barren Saudi Arab, Iran, Iraq Kuwait Israel, and this ensure cent percent success of export program if promoted properly per the regulation of exporters hajj pilgrims from all over the world Figure 1 about shazar.

Shazar the identity of Banda, glory of Kane river Bundelkhand region



**FIGURE 1
NATURAL SHAJAR STOEN OF BANDA**

Sources figure has been taken from district udhyog sSanghbanada is called as dendrite agtite. Plane (Agate).

1. Ring
2. Lenin
3. Dendrite

And this agate is also known as tree agate and fungus agate found in Banda s ken river on the bank of Banda district Bundelkhand region of Uttar Pradesh the specific character of hazard stone is its colorful pattern leave leaves trees mountain animals symbols etc. and there is different print or patterns and there is a local myth about this semiprecious stone .there is chemical acid basic inorganic stone translucent Dendrite Agate (Agate) is Shazar and is also known as Tree Agate(Agate) and Fungus Agate. It is found exclusively in Banda's Ken River. The specialty of the stone is colorful patterns of leaves, trees, mountains, animals, symbols, etc. There is a local myth about Shazar. It is believed that stone prints impression of any object which lies in front of it for a long time. But it's not true. There is a scientific process behind the

formation of images on Shazar stone. The patterns we see on shazar are chemical but entrapped fossils algae) some character Table 3.

Table 3 TECHNICAL FACTS ABOUT SHAZAR STONE	
Common Name	Haqiq ,hakeek Tree Agate / Dendrite Agate/ Dendrite Agate/ Ken River Stone
Chemical Configuration	Ca (Mg.Fe.Ae.)[(SiAl ₂)O ₆]
Types of Aggregation	Mon, Granular, Masses and Short Columnar Crystals triangle prismatic oval heart shape
Colour	Black, Greenish, Brownish and Colorless white orange-brown color in the
Lustre	Vitreous
Density	3.3-3.6
Hardness	6.5-8

The facts provided are based on observation and due to some creative thinking of them on an interview with Shazar Exporter based in Banda.

Woodwork

The important handicraft product made from wood and the northern country and in wooden work northern India has a rich culture, in Assam bamboo cane and Chhattisgarh is specialized in wood den craft like masks, doors, different window wooden sculpture, Andhra Pradesh is famous for its cutlery, dainty bozos and paper knives a different design. In Tamilnadu especially in Madurai which are rosewood carvings. And Karnataka is famous for its famous elephant's image and furniture made sandalwood is also used to make utility and decorative items, which are a different decorative creeper, birds and animals and most of the females are create Kumbleli in Kerala. is famous and Jharkhand is also famous for wooden work.

Pottery

Khurja pottery industry Pottery is so famous industry of Uttar Pradesh and it is the most known form of all arts. there is a different tradition that is known for handmade pottery in northern India Pottery is considered to be the most sensual form of all arts. This is a basic them of Harappa civilization and in Uttar Pradesh, this pottery is famous in the different color, black dark, and brown colure in Rajasthan a district Alwar is famous for its kagji pottery and blue pottery of Jaipur is much famous in India.

Leather

In the leather sector, Uttar Pradesh is famous specially Kanpur district t of Uttar Pradesh is called a leather city in India, and in the old age time of convention to leather skill in India in ancient time leather was not only use for cloth making but also cap, hat, saddle shoes, garments, footwear, like as Kolhapur chappal is famous all over the country which is made in the Maharashtra state of India. Madhya Pradesh is also famous for its leather industry in India.

Jute as we know that west Bengal and Bangladesh in the independent era was the major part of jute production in Hindustan and this is jute craft product is the main creation of jute artisan and a huge range of the jute product are these craftsmen have created a worldwide position in the field of jut industry and jute made jute bags, footwear, jut Bengal

wall hangings, and much other famous product, Assam, Bihar, Bengal. And it is a famous handicraft market

Brass Handicrafts

Brass and metal brass industry in n different part of India is famous it a famous handicraft industry in Uttar Pradesh Moradabad also called Petal Nagri and Rajasthan there are different kinds of brass like lord Ganesh figure vases, tabletops, ornament boxes, wine glass the artisan tis are involved in brass handicrafts are known as kansaris and these products are manufacturing in Rajasthan.

Bamboo Handicrafts

Bareilly Pilibheet, Lakhimpur, Kheree is famous for bamboo ad-related craft Bamboo made industry is famous creation of northeast India and especially of schedule tribe people of seven sister state in India also called the northeastern region of in handicraft that is made by the bamboo and bamboo related article are generally bamboo crafts they are eco-friendly handicraft product. there are various items made of bamboo-like as baskets, dolls, jewelry, toys, Waal hangings these handicrafts are manufactured in n Assam, Tripura, and west Bengals,

Phulkari's

Phulkari embroidery: this famous Panjabi and Haryanvi technology mean flowers work that was a time when used as embroidery but as the time passed there were named phulkari, but this time passed the term of the word has restricted in swales and scarf's it is a kind of the embroidery that has a complex design which is made in horizontal, vertical, and sometimes diagonal in design and complete the work is done in yellow and white, brown silk floss on cotton khaddar and a famous fabric called kasha a bulbul, these fabrics colure and bright full and in modern fashion, the designers are incorporating this phulkari into different garments and its use has spread to jackets, bags, cushion convertible cover and many more.

Zardozi

Zardozi and Zari embroidery work involve the creation and elaborate design and application of silver and gold threads with small pearls and precious and semi-precious stone that increase the look of Zardozi craft, there are the different intricate design of gold and silver that are made of silk, velvet and even use in form of tissue material that is famous in the largest state of India that is Uttar Pradesh generally y this work was important with silver wires and real gold leaves abut as time passed today the craftsmen make use of a combination of the copper wire which is in silver or gold polished and a silk thread. The famous centers for Zardozi's work are Lucknow, Kashmir, Agra, Delhi, Mumbai, Ajmer, Chennai, and Bhopal (Dixit & Shukla, 2019).

Saris and Silk

If we describe the dressing sense of Indian women and especially in Hindu religion then their wearing cloth sari or Lehnga are generally used in the these are about 4.5 meters

to 8 meters long that women wrap around the widest and drape one end over the shoulder and if we discussed northern India and especially east India is famous for its silk sari that are in different colors and magnificent a famous sari that is called Banarsi sari moong and Assam silk and Baluchari sari in West Bengal is very famous in India, banarsi sari is in silver and gold barcodes and zari fine silk. If we see that the weaving of sari is a household tradition in rural India especially in south India like as different sari example chandlery sari, Kanchipuram sari it has modern look and some motifs and it introduce new shining colors, Andhra state is known as for its cotton sari with rich golden borders and it has heavy phallus and in Karnataka state dark grey to earthy colors, one of the famous sari product of Karnataka is irkal sari that is in a rich color like pomegranate color red peacock blue, and parrot green one famous brand of the sari in Maharashtra is paithani sari which is better in locking in grey to color Yadav, et al. (2020).

Carpet Weaving A Glimpse of Indian Handicraft To the Whole of the World

In north India especially in Uttar Pradesh Purvanchal region in Bhadohi district and spread in Sonbhadra Banaras, Mirzapur, and some part of Jaunpur district. Especially this is in my field survey so broad knowledge about the carpet weaving its type that is produced in Bhadohi rang and its skill and craft quality and different color and many of the factors of development and lagging of the carpet will be discussed in Uttar Pradesh description of handicrafts sector in Uttar Pradesh up play an important role in carpet weaving in carpet Tajmahal culture it figures and better design are given in different print and there is more than 500 carpets manufacturing unit in the spotted city of Bhadohi it makes the Bhadohi as a leading hand-knotted and durries, tufted carpet type in bandha district. This industry is a basic hub in south Asia and also in Jammu and Kashmir industry hubs in South Asia. Also, Jammu and Kashmir are known for their silk carpets, which are mostly woven in Srinagar Khan & Amir (2013).

Important Handicraft of Uttar Pradesh District wise Product under ODOP

Banda city of Shazar was discovered in the Banda district of the Bundelkhand region about 400 years ago in Banda. The one who discovered it was an Arabian. Arab was memorized its important color full pattern that looks like leaves and trees like structure sometimes time moon, hen, lord Vishnu, Monkey, cloud different decorative flower structure are set up on the Shajar stone it is natural print so he named it Shazar in Arabic .in India n language Henequen or asphaltic in the Hindi language. Agra district. This district is popular for its leather and leather-related work like bags and other footwear but this raw material is imported from Kanpur Kolkata Chennai and other countries. Prayagraj moonj craft such as a coaster, stand bags utility item decorative product these products are eco-friendly and this craft have the space to represent the global palate. Amethi is also famous for its moonj product and different products lias chair table carry bags are subtle sidiaryproductst of Chattopadhyay (1980). Badaun is famous for its handicraft product named zari zardozi. This industry is based on largely a cottage base and around 35% family of the state are engaged in the zari and zardozi industry. District Bahraich is most famous for its wheat stalked handicraft product and most of the artisan is awarded state award by the government. Aligarh is much more famous for locks and its hardware product all over the country is famous locks and hardware. The product is famous all over the country. Ambedkar Nagar has a town called tanda and it is known for the Terri cotton cloths and

power loom textile product this district provides much employment and about 43000 artisans are involved in this craft. Aroha is a city of musical instruments especially dholes and around 300 units and more than 1000 artisans are involved in this work. Azamgarh is called the black pottery city of India and the Nizamabad city of Jaigarh has around 200. The district is popular for its black pottery Bagpat the home of furnishing craft also home furnishing this handloom business has been working of khekada for many years but now it has been converted into power loom Baliya bidi is much famous in India and across the country, in the main town of the Aaliyah it is created and marketed in the whole of the world. Banda district the identity of this district is due to famous Shazar stone in the world map this item is used as decorative as well as in jewelry industry, and another decorative item in our country and whole of the gulf country. Barley is also famous for bamboo craft and zari-zardozi craft in the utter Pradesh there are thousands of the micro and small units of this industry there are near about 2.5 lakh people are involved in the manufacturing of the products. there are many handbags, jackets, sari, scarfs Bhadohi the brand of the carpets and this district is popular for world-famous carpets and there are 70000 artisans and around one lakh loom are running in the district there are 510 export units in the district this carpet is famous for unknotted and tufted carpet at the global level. Bulandshahar, khurja is famous for pottery and ceramic work in India this industry provides direct or indirectly in the state map. This district that is kannauj is called perfumes city Itra industry there is Perfume Park and museum in kannauj. Kanpur is the largest center of the leather industry in our country there are various varieties of leatherwork like footwear belts purses, slippers, and Kanpur export around 20% of leather exports in India. Kausambi the city of the banana house in utter Pradesh the food processing units produce a variety of the products like banana chips. beauty product toiletries etc. Lakhimpur Kheri is most famous for tribal crafts because the Tharu tribe of the district is completely engaged in the making of this tribal craft by handmade tools. Lucknow the chikankari and zari zardozi is in Lucknow is exported in the country and another countrywide a large number of employments in the Lucknow city. Mahoba is famous for its handicraft product name Gaura stone craft and it holds a very special place in the world art of and crafts. This stone is divided intmanyay pieces that are used for making several craft items. Mainpuri district of Uttar Pradesh is much famous for Takashi art that is used for decorating jewelry boxes, nameplates, and other similar items. Kushinagar is famous for its banana-made fiber craft in Uttar Pradesh this is used for making threads, carry bags, filament, by-product vermicomposting, and organic compost due to the abundant cultivation of banana in this district. Lalitpur is known for its zari silk sari all over the world for its transparent, exquisite design, engraved butty work, and around 5000 is made here per year (Azim Premji University 2020). Maharajgang due to its maximum forest covering area different furniture products like a chair, doors, beds, tables, dressing tables are crafted in different designs. Meerut this district is much famous in the sports area and called sports city of India and is the second-largest producer of sports good accessories product in India. there are small and medium units that are engaged in making sports goods. Moradabad is famous for its metal and brass work in Uttar Pradesh it is called the brass city of Uttar Pradesh and this district has domestic units as well as the large industries that are involved in the creation of the metalwork. Raibarely is much famous for its wood-related work in Uttar Pradesh it has met the local market in luck now Kanpur, Allahabad. Varanasi district of Uttar Pradesh is famous for the elegant banarsi sari India and the world map Saharanpur is most famous for woodcraft paper crafts country sesames wood generally produces and raw material for this industry. Sant Kabeer Nagar is famous for its Bhakra brassware craft in the state of various types of types and craft stencils and showpieces such as a bowl, plates, glass vessel jugs

bells, and craft. World-famous banarsi silk sari district Varanasi Banarsi silk The other largest demand for the banarsi silk especially in northern India. Siddhartha Nagar birthplace of the place of is famous for its Kala Namak rice in then at the nation kind of aroma and soft rice and there are more than 45 units are stables in that area.

Objective

1. To study the handicraft of Uttar Pradesh and ODOP on rural and tribal people of the handicraft sector.
2. Suggest new strategies and ways to the development of handicraft index for ODOP entrepreneurs for increasing demand and supply of handicraft products in the COVID 19 era.

Literature Review

"A Study of the Impact of Government Policies on Marketing Strategy of Handicrafts during disease periods." Handicrafts are the unique expression of our Community and culture. A large group of population is directly or indirectly depending upon handicrafts for their livelihood Economic perspective alone.

Khan & Amir (2013) published their research paper "*Study of Agribusiness and Handicraft Marketing Strategies of Artisans in Uttar Pradesh and Its Implications*". They highlighted that the handicraft sector is lacking Govt support on how well the artisan can produce the article of handicraft by and how they introduced it and four p that place, price, production, and last is promotion.

In the 2018 ministry of textile submitted an end review report on zero defects, the Zero Effect- A report submitted by the Ministry of Textiles Striving to Promote, facilitate and Production, Employment, and Exports Ministry working on Promotion of Technical Textiles. And the contribution of 7% of industrial output, 2% GDP, 15% Indian export earnings Kumar et al., (2015); Sahoo (2020) has concluded that the entire handloom and craft sector is situated in a geographic concentration called a cluster, and he highlighted that artisartisanshese clusters face problems in which there is no relation between artisan and buyers.

Our country is one of the critical suppliers of handmade crafts in the global but the on-availability of cash in the handicraft sector degrades the opportunity of mass production and tremendous craftsman.

Chattopadhyay's (1980) 'India's craft tradition' has given a real picture of the working condition of handicrafts workers, she also highlighted due to foreign entry in Indian handicrafts getting tuff competition, lack of technology also plays a vital role in lags of Indianhandicrafts.

Jaitly (1994); Jadhav (1990) in her paper 'Craft tradition of India' has focused on craft artisans' struggles in their life, she also noted down that artisan life is so hard to narrate the condition of the weaver in Fatehpur Sikri.

Community-based Entrepreneurship has the potential to solve the problem of migration of people within the country and to help India to become the Hub of MSME industries. Researchers and market players indicate that this sector has been impacted considerably during and after the lockdown. 'India's Manufacturing Reel-impact of COVID-19 vi following literature supports the current study, like the study. Her paper titled "*an analysis of growth and association between labor productivity in agriculture and handicraft, the textile industry*" has discussed her paper that most of the laborers are women in the textile industry. A study conducted by Roy, P, Patna, k, and for 747 small business enterprises found a drastic fall in the growth rate of net sales by (–) 66.7% in the first quarter of the financial year 2020–21.

The situation worsened further when the government announced the extended nationwide

lockdown amidst the COVID-19 crisis. 'Impact of COVID-19 pandemic on Micro, Small, and Medium Enterprises (MSMEs and agrepnrure): India report', Microwave Consulting, Lucknow, India has discussed the impact of a pandemic on the handicraft MSME sector.

Research Methodology

A qualitative method has been used to examine the role of the Government in the agreprenure and ODOP scheme, for the present paper author interviewed different artisan, go through various reports such as UP Government and journals. Stratified Random sampling method has been followed sample area was Bhadohi and Banda of Uttar Pradesh. The sample size was 100. 50 from Bhadohi and 50 from Banda. For this mostly primary data was taken for paper while secondary data was only for literature review and taken far from different. For the present study, primary data were collected through questionnaires and interviews during a field survey by asking questionnaires from respondents. Secondary data has been collected from the statistics department, planning reports on handicrafts, economic survey report various research papers.

Sample area was Bhadohi in east Uttar Pradesh and Banda in south Uttar Pradesh as well as Kumbh Mela where different handicraft product is sold and purchased with help of Hunar hat One District One Product scheme of Uttar Pradesh where different district handicraft product producer come in Maagh mela and set up this stall and sale and purchase in the bhabhi sample area

Sample size 100 has been most of the artisan were related to the weaker sector and Muslim even number of worker were women in sample visit and Banda district mostly tribes were artisan but manufacturer wee middle-class artisan.

Data Analysis and Findings

Based on the fieldwork, the author highlighted some strategies and conceptual models. The study is based on primary and secondary data. Secondary data has been utilized to estimate the size and composition of the handicraft units in this sector of India and Uttar Pradesh in bhadohi and Banda .secondary data has also been used to analyze the dimension of the selected are district secondary data has been collected from famous reports of the theme-year plan, thee the five of the specific surveys and NSSO and public information Bauru and times of India various journals of handicr5aft related so some report is taken from the website of NITI Ayaog from data around 2018 or any other products, production is carried out in open air or hours or shop means and production is carried out in open air and household, or in what is the sale workshop, A variable is associate this artisan in which they are connected to SHG, NGO, craft cluster, and producer company sources of raw material from agriculture, the area from forest products, and other product. difficulty in obtaining raw material, what is the nature labor required skilled or unskilled.

Do	Valid	Missing	Mean	Std. deviation	Range
What type of business	100	0	1.43	.462	1
Have g training for the work	100	0	1.30	.467	1
Design of the product	100	0	1.39	1.056	1
Use of handicraft	100	0	2.23	.742	Artisans

Artisan is associated with	100	0	2.63	1.605	3
Production is carried out in	100	0	1.90	.689	3
Sources of the raw material	100	0	3.49	.714	2
Any difficulty to get the raw material	100	0	1.36	.916	3
Nature of labor required	100	0	1.29	.482	1
Composition of the labor	100	0	2.16	.456	1
Is it your full-time work	100	0	1.46	1.012	3
To whom do you sell your product	100	0	3.77	.500	1
Product is exported or not	100	0	1.51	1.602	4
Do we get the expected price	100	0	1.57	.498	1
Do you get sufficient income	100	0	1.70	.785	1
The number of artisans is increasing or decreasing	100	0	1.48	.502	The flow
Flo flow product is increasing or decreasing	100	0	1.48	.502	1
Consumption of the product is increasing or decreasing	100	0	1.57	.490	1
Comparison with machine-made product	100	0	1.39	.461	1

Table 4 data shows different variables described.

Modern Strategies for Development of Handicraft Sector in India

There are essential and modern technical Strategies that have a unique role in the development of green and traditional ODOP and MSME sector; this can help India as Atmnirbhar Bharat. India is a traditional and heritage agricultural country having conserving mega diversity country on the map of the world, and there is a different culture, traditional living pattern, dressing sense, utilization of daily use products. Mostly Indian majorities of a tribal and rural and populations similarly (70%) living in more than 6 lakhs, small villages, and they depend upon the agriculture pre-nure and micro home-based small scale and informal industry.

region-based Agrepreneurial Strategy or Local Strategies

Raw material obtained and finished at this level, should be appreciated by the artisan by educated Pradhan of the village, by the rich people of local people to maximize the production of handicraft product and advertises, through local Haat, Mela or dedicated one block one product (OBOP). For example, the Indian prime minister has especially appreciated India's first toy festival for atmanirbhar Bharat to make India the hub of Indian toys because

Block level and district level strategy

There should be a proper listing of different ODOP in Jila Udhyog Sangh and expert monitoring of these female and entrepreneurial artisans. In Mela or local Haat, there should stock at near about 20% Handicraft products in the local supermarkets and keep motivating the customer to purchase the handicraft product or utility product into imported products from other countries.

National Level Strategy's way toward National Handicraft Index

At this stage, it should be a more stabilized and centralized strategy at the country level to facilitate initiating and promoting ODOP and the handicraft sector. Providing grants to artisans,

subsidies, and providing e loan not to go the bank but also digitally they should provide electronically transfer the loans at minimum interest by the Government. Moreover, for realizing the current role and importance of the handicraft sector, Govt take advantage of the power of social media and online digital marketing players like Flipkart, Amazon, Google, Facebook, Ministry of Finance, Textile, Economy and Planning, NITI Ayaog, try to make a unified plan for upliftment for handicraft sector go

Development of National Handicraft Index as well as Global Handicraft Index: Strategies at the Government Level

In this crucial index development which Author seen and 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 heriatgeioue product art and craft, technology, conservation, mass level and local employment generation stopping the brain drain,, migration of people, entrepreneurial development.

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 on based online 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. on the based on generation ODOP product, quantity-based product, on the based and skill of making product from another country Khurana et al., (2021) 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 .to development of parameter that which state has the highest variety of handmade product, which has high export which has highest tags. 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. I 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 contrite 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, Hunnar haat Agreeprenure scheme USTAD and It is a grand scheme for minorities and especially among the weaver community. This excellent scheme empowered the development of the agreeprenure and ODOP sector also, through this scheme, people can start their handicraft 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 tagline describes that innovate and develop techniques for women agreeprenure better design of ODOP products.

Producer-Level Strategies

If we want to improve the quality of producers' strategies, there should be an allow-income tax rebate for handicraft products at the national level. Shouldbe the proper security and insurance of products and providing subsidy to handicraft industries. Supply raw materials should adopt new technology sufficient and at a reasonable price, adopt, and update the capacity of skilled labor.

Worker-Related Strategy

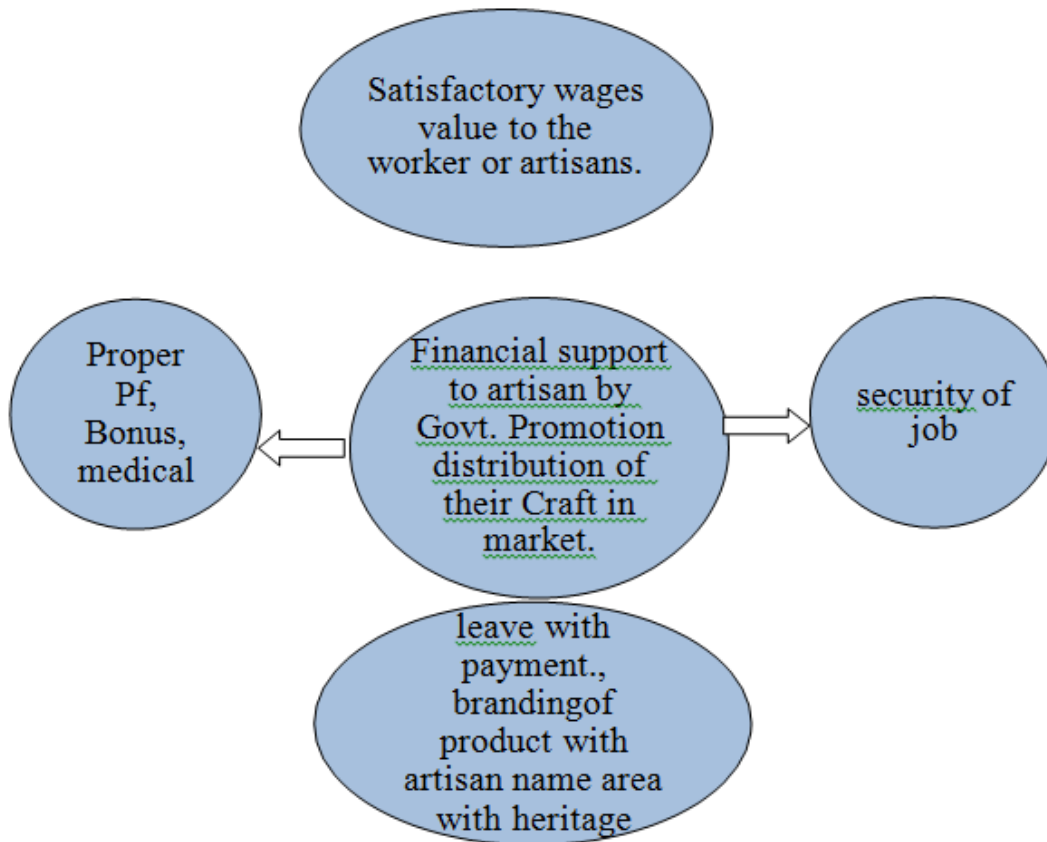


FIGURE 1
THE ARTISAN RELATED STRATEGIES AND FIGURES DESIGNED BY THE AUTHOR

Strategies in Tribal area

During project work, the researcher found that all policies were made only in files, no implication of plan and policies, no guidance was provided to tribal people, concerned authorities just avoided their demand and need. First, give the platform of their product; tribal people are experts in traditional craft, only authorities can provide a valuable stage for the production of their products and offer a good supply chain option Jaitly (1994).

Digital Training of Artisan Strategies

Indian rural and tribal communities are most helpless in COVID time. Community entrepreneurship can provide maximum jobs during corona time even also in later, plan digital training to handicraft artisans so that they update with the market conditions and technology.

Sustainable and Green Handicraft Product Strategies

In the current scenario, there are requirements to pay attention to the production of sustainable and green handicraft products to promote the environment liking and biodegradable products.

Social Media and Ad Strategies

Social media now days are the most influencing medium for promoting the product and connecting with the buyers. Importers handicrafts association should connect with social media to brand their products; this will reach to maximum audience.

For Artisan Development to make Entrepreneurship In India

To deal with entrepreneurial skills is to concern oneself with a wide coverage of aspects of setting up an enterprise and its management. It is not confined to visualization, planning, setting-up, and risk-taking. The skills of an entrepreneur include his ability to deal with view situations, organizations, and social and economic forces as they emerge from time to time. The skills to deal with a situation fore-visualized or suddenly emerging must be an essential characteristic of an entrepreneur.

Aadi Mahotsav by Trifed

In 2008 this has been started the development of skill, capacity building, making entrepreneurs of artisan increase the income and boosting the economy of the country and living standard of tribal people but this scheme has played a crucial role during the pandemic COVID-19 lockdown period.

Atma Nirbhar Bharat Abhiyan Example of ODOP

During lockdown period for boosting Indian economy to stand as a manufacturing hub on the global map, Indian prime minister stated and launched a Scheme name ODOP is also self-resilient scheme like as Atma nirbhar Bharat Abhiyan on 20 May 2020 and this became so much that Indian artisan skill people can start their own business and manufacturing through product Azim Premji University (2020).

Conclusion

As per the current situation, Govt should strengthen the handicraft sector for providing local jobs for migrant workers to get involved in economic activity nearby neighbored districts. Also, promote Community startups and one district one product (ODOP) to boost the rural economy. The ODOP sector has, however, suffered due to its being regularly informal and unorganized, with the additional constraints of lack of education, low capital, inadequate exposure to new technologies, insufficient institutional absence of market intelligence, and a framework. Rural Community artisans have enough skills to compete with the latest trend and fashion. They require only adequate support from the concerned authorities. As Gandhi said, India lived in Villages, if the rural women and home-based entrepreneur Community rises India shining too.

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