

A photograph of a person working on a handloom in a traditional setting. The person is wearing a white shirt and is focused on their work. The loom is made of wood and is set up in a room with a thatched roof. The lighting is warm and natural, highlighting the texture of the threads and the person's hands. The background shows the interior of the room, with wooden beams and a window in the distance.

The Struggle of the Artisans: A study of the handloom sector in Kerala

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About Handicrafts

The handicraft industry is vital to India's economy, providing sustainable goods, employment in rural and suburban areas, and showcasing the nation's rich heritage and culture.



OBJECTIVES

**IMPORTANCE OF THE
HANDICRAFTS INDUSTRY
IN THE INDIAN ECONOMY**

**WHAT ARE THE
ARTISANS' STRUGGLES?**

**WHY ARE THEY IN
THEIR CURRENT
SITUATION?**

**HOW CAN WE
IMPROVE THIS?**



RELEVANCE

To protect and recognise the effort of the artisans

To raise awareness on the decline of their industry

To highlight their contributions to Indian economy



METHOD

10 qualitative, semi-structured interviews of the handloom artisans in Kannur, Kerala.

MAIN FINDINGS

1

Uncertainty of
Income

2

Decline in number
of artisans

3

Reduced
demand

4

Technological
Advancements

5

Government
Support



There are many factors which impact this industry, however, without demand, they can't grow sustainably

DISCUSSION



The handicraft's industry is a pivotal part of our economy and it is our job to protect them and preserve our culture.

CONCLUSION

THANK YOU

