

**ST. MIRA'S COLLEGE FOR GIRLS, PUNE**  
**(AUTONOMOUS-AFFILIATED TO SAVITRIBAI PHULE PUNE UNIVERSITY)**

**Name of Faculty:** Dr. Rama Venkatachalam

**Name of Funding Agency:** ICSSR, New Delhi

**Amount of Funding:** Rs. 4 lakhs

**Title of Project:** "Socio-Economic and Cultural Empowerment of Women through the Revival of Craft: A Case Study"

**Type of Project:** Minor

**Year of Award:** 2014

**Year of Completion:** 2016

**Status:** Complete

*Abstract:*

*Indian handloom and handicraft sector represents an important source of sustenance in rural areas and is also the single most prevalent non-farm livelihood. Originally, handicrafts may have started as a part time activity in the country side, however, it has now transformed into a flourishing economic activity due to ever growing market demand. Handicrafts are a potential industry, as they hold the key for sustaining not only the existing set of millions of artisans, but also for an increasing number of new entrants in the craft activity.*

*This research probes into the strengths of this industry; availability of unique local resources, strong existing pool of skilled artisans, low capital investment, rich and diversified culture producing unique and exclusive handicrafts, a high potential for empowerment of women, youth and people with disabilities and increased recognition in local as well as global markets. This research also attempts to promote the craft sector keeping in mind the increasing demand for eco-friendly, handmade, quality products and the greater recognition of the inherent qualities of the artisans that is simple, inexpensive adaptable to changing needs, and above all, the spiritual dimension of craft.*