

F.No.O-15012/1/16-Research  
Government of India  
NITI Aayog  
(Governance & Research Vertical)

Dated at New Delhi: 5th October, 2018

**Public Notice # 1**

**Sub: Request for EoIs on Research topic "Field Surveys related to India's Handicraft Sector"**

NITI Aayog invites Expressions of Interest (EoIs) for conducting research/study on the above topic from institutions/organisations of repute (including universities /deemed universities). A brief scope/ToRs of the studies proposed are enclosed as Annexure-I.

2. The objective is to arrive at the policy prescriptions on the issue and to have more focused feedback for future policy-making. The Research/Study Proposals, for which EoIs are being invited, will be funded under the Research Scheme of NITI Aayog, 2015 (RSNA-2015) and its amendments, if any. All the institutions/organisations are requested to go through the Guidelines of the Research Scheme of NITI Aayog, 2015 (RSNA-2015), which is available at <http://www.niti.gov.in/guidelines>, before responding to this public notice, especially to satisfy themselves that they fulfill all the eligibility criteria for availing of grant under the said scheme and also that they can conduct the research study project as per the guidelines.

3. The hard copy of EoIs must be submitted by hand/by Registered post to Deputy Adviser (Governance & Research), Room#435, NITI Aayog, Sansad Marg, New Delhi-110001. The EoIs must be sent in envelopes superscribed with the words "EoIs on (name of the topic, as mentioned in Annexure-I)" and the same must reach the NITI Aayog within 30 days of the notified date of Public Notice # 1. For any query in this regard, the Deputy Adviser (Research) (+91-11-23096725) may please be contacted over phone.

4. Required Documents with EoI: These are (i) Copy of the Registration Certificate, (ii) Years of Experience in undertaking similar works, (iii) Address for communication, (iv) Audited Statement of Accounts (for the Financial Year 2016-17 & 2017-18), (v) Copy of PAN Card and (vi) Registration Details in the NGO-Darpan Portal, if NGO.

  
(Dr. B. Bishoi) 02 Oct 2018

**Deputy Adviser (Research)**

**Annexures: As above**

Terms of Reference (ToR)

**Name of topic: Field Surveys related to India's Handicraft Sector**

Reliable data is a pre-requisite for effective policy making. India's craft sector lacks reliable data on its size and contribution to the economy, even while often acknowledged as its second largest source of livelihood. The Ministry of Textiles, the Planning Commission, the Ministry of Statistics & Programme Implementation as well as the Crafts Council of India (CCI) have been working over the years toward addressing this lacuna. CCI and its partners assisted the Economic Census 2013-14 which included artisans for the very first time. The EC Report published in 2016 pointed to the need for additional surveys based on its preliminary findings on the sector, toward its key recommendation of a Satellite Account specific to handmade industries. This proposal relates to that recommendation, and its objective of providing for the first time a reliable understanding of the contribution which artisans and handmade products make to the national economy, as well as a robust methodology to strengthen future data collection.

*1. Background:*

India's resource of artisanal creativity, innovation and skills is the **largest of its kind in the world**. This resource offers a huge **competitive advantage**, with implications well beyond the handmade sector. This is demonstrated by Japan, the East Asian Tigers and in the economies of Italy, Scandinavia, Latin America and through the emerging importance of '**creative and cultural industries**', defined as perhaps the globe's largest sector by UNDP, Unesco and World Bank systems.

Indian artisans and their crafts offer **rural opportunities for non-farm, labour-intensive, employment intensive, value-added activity**. The **export demand** for Indian craft quality is virtually unlimited. In addition, the sector is a huge magnet for domestic and international **tourism**.

India's **artisans are primarily those still at the margins of society**: SC/ST communities, tribal communities, minorities, and women who contribute an estimated 50% of sector output. Handcrafts are thus a **socio-economic safety-net**, including in some of the nation's most sensitive areas: the Northeast, J&K, and the so-called Naxal Belt which extends through craft-rich regions. Crafts are understood to have the **lowest carbon footprint** of any industry. Largely rural and independent of power supply, handmade products rely primarily on natural and local materials.

The skilled used of hands and a legacy of many centuries of traditional knowledge constitutes a major Indian advantage commanding a huge market in India and overseas. The handloom and handicraft sector is diverse, heterogeneous, spread out all over every corner of rural and urban India. Yet data on this huge sector is limited. The Sixth Economic Census 2013-14 was a milestone, including artisans for the first time. However its findings were restricted within the constraints of economic establishments as defined by EC processes as well as to only those handcrafts under the purview of the Ministry of Textiles. In the Report on the Sixth Economic Census (published in 2016) the Central Statistics Office (Ministry of Statistics & Programme

Implementation) called for additional surveys based on its preliminary findings toward the design and implementation of a Satellite Account specific to India's handmade industries, without EC 2013-14 constraints. It recommended surveys to evaluate data from EC 2013-14, analyze several issues arising from data sets, and amplify EC 2013-14 data toward Satellite Account requirements. This RFP is targeted at these survey recommendations as set out by the CSO in its 2016 Report.

The research proposal will have three broad objectives:

- (i) To provide an independent estimate of the number of units and persons engaged in the handloom and handicraft sectors through a detailed probing in selected states and districts
- (ii) To use the outcome for developing a methodology to be applied in preparation of the Satellite Account for this important sector
- (iii) To develop a better methodology and design for future national data collection concerning the hand sector.

## 2. Issues:

- (i) India's handicraft and handloom sector is often acknowledged as the nation's second largest source of livelihood. Robust data to back this claim does not exist. The claim itself underlines the importance of creating a reliable data base for a sector with huge implications of **employment, rural transformation, export promotion, environmental sustainability, outreach to marginalized communities and locations, social and political stability**, as well as for **cultural identity and confidence** in an era of rapid change and globalized uniformity.
- (ii) Inclusive and coherent data for the sector is an urgent requirement in the light of variations in current estimates. These include:  
Ministry of Textile estimates: **11-13M** artisans  
(Many artisan communities/skills/products are outside the purview of the MoT).  
Other estimates: ranging between **15M-73M-200M** artisans, depending on definitions used of 'artisans' and 'handcrafts', and of hand processes included.  
These variations make the challenge of reliable data clear and urgent.
- (iii) The challenge of accurate data for the sector engaged the drafting of the **12<sup>th</sup> Five-Year Plan**. It led the Planning Commission to encourage the Crafts Council of India (CCI) to explore methodological issues related to data collection within a diverse and scattered activity of such immense scale.
- (iv) CCI's **Craft Economic and Impact Study (2011)** prompted the Planning Commission and the Ministry of Statistics & Programme Implementation to include the sector in the Sixth Economic Census 13-14.
- (v) **Sixth Economic Census was a watershed achievement**. It was the **first** to include artisans and data on "handicraft and handloom manufacturing establishments". However, it was **restricted** to the EC format of "economic establishments" and to only those crafts under the purview of the Ministry of Textiles.
- (vi) **EC 2013-14 data-base was also limited** to those establishments that take products directly to the market.

- (vii) Within these constraints, EC 2013 indicated almost 2M manufacturing establishments, directly employing over 4M persons, representing over **3% of the population** and contributing **significantly to the Indian economy**.
- (viii) As a huge number of artisans and craft activities are outside the purview of the Ministry of Textiles, these were therefore excluded from the EC 2013-14 format.
- (ix) It was acknowledged at the outset that EC 2013-14 will provide only **broad indications of sector size**. These preliminary indicators could then be utilized to design and conduct a subsequent **Satellite Account** specific to India's hand industries as the next essential step toward **sustainable systems of data collection** for the sector.
- (x) Ministry of Statistics & Programme Implementation has therefore recommended "undertaking further surveys":
  - to **evaluate and** amplify data from the EC 2013-14
  - to further investigate certain findings and use the survey outcomes to **help design a Satellite Account** for "assessing the contribution of this important sector" to the national economy.

*3. Research methodology and data collection/sample size, study area and target groups:* A selection of states (at least 4) and districts (at least 3 districts in each state) with a concentration of relevant units will be made in consultation with the Crafts Council of India as domain experts. In each state, of the three districts two will be chosen on the basis of EC 2013-14 data and one more district as per the suggestion of CCI. In each district sample villages/ urban enumeration blocks need to be selected through a process of stratification and sample allocation. A listing schedule will be canvassed to identify units and persons employed in selected villages/EBs. Both handloom and handicraft units will be divided into groups based on broad activity codes. Each group would be further subdivided on the basis of total employment in the unit. A detailed questionnaire will be used to canvass information on employment, gender, major activity codes of the units, months of operation, value of total output, cost of output, value addition etc. so as to assess the share of handloom and handicraft sectors in the generation of employment and value added. It is expected that the study will survey between 11,000-12,000 units.

*4. Expected outcomes:*

- (i) A more inclusive understanding of the handicraft/ handloom sectors.
- (ii) An estimate of the extent of underreporting of target units in the Sixth Economic Census in the selected districts/ states.
- (iii) Generation of district-level estimates of the total number of handloom/handicraft units, total number of persons employed, and value added contribution of the sector for these districts.
- (iv) Using this data, a methodology to be formulated for the development of a Satellite Account/Accounts specific to 'handmade in India' so as to assess the actual contribution of this important sector to the national economy.

*5. Duration and schedule for completion of the assignment:* The cost of this study in 12 districts of four states should be indicated on the assumption that field work can start immediately and completed within 9 months after appointment.

*6. Support or inputs to be provided to the consultant:* The Crafts Council of India (headquartered in Chennai with state chapters and partner institutions across the country) will provide

domain knowledge, training of enumerators and assist in the selection of states and districts as well as in the analysis/monitoring of data output as well as assist project reporting.

7. Duration of the Study: 9 month

8. Budget for the proposal: Rs 25 lakhs (including all the taxes)