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## CONCEPT FOR SUSTENANCE AND GROWTH OF CRAFT CLUSTERS IN RURAL INDIA (BETUL, MADHYA PRADESH A CASE STUDY)

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### ABSTRACT

India is affluent in Craft practices. Crafts, which are diversified in nature, are practiced industrially, individually as well as in guilds in rural and peri-urban areas. Handicrafts sector in the country provides employment to as many as 35 lakhs people and earns foreign exchange to the tune about Rs.36,000 Crores annually. The sector plays a crucial role in rural economy of the country (<https://industry.kerala.gov.in> 2022). One of the greatest challenges encountering crafts of rural India is not only to develop the consciousness of the crafts persons who are mostly marginalized but also to transform the practice into an organized and competitive entrepreneurial structure. The research is performed keeping in view the possibility to consolidate the traditional craft practice and the commercial aspect of the same by upgrading the capability of crafts persons. The systematic and strategic approach in the form of the proposed combined system model makes craft management more effective, professionalized, organized and sustainable for long term across larger geographical span. The proposed model is an opportune investment platform rendering services to society as job creator. The combined system model with its approach and methodology and deliverables becomes an ideal base for Micro, Small and Medium Enterprises (MSMEs) which is replicable in other places in the country synergising with different cultures and craft practices.

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## INTRODUCTION

Historically handicraft products have a significant social acceptance in India. As an occupation craft practice through the ages always helped in offering self-sustenance and employment in the society forming the identity of a particular culture in a specific geographical area thereby enhancing the economy. There are many handicrafts which have acquired remarkable position and appreciation in global platform. Largely the traditional crafts are practiced in guilds in rural or peri-urban areas. The skills are inherited to foster the requirements of agriculturally inclined society. There are diverse and numerous types of crafts available throughout India (Halder, S et al 2020). Crafts have been an integral part of socio-economic system in central India which has a heritage of agrarian economy. The state of Madhya Pradesh which falls under the Central Plateau Hills and Western Plateau Hills embrace major portion in central India. Betul is one of the two districts located in the agro-climatic zone of Satpura Plateau (along with Chhindwara district) in southern part of Madhya Pradesh (<http://betul.nic.in>2017). According to Census of India 2011, Madhya Pradesh, District Census handbook Betul, the total population of the district is 1575362 and the total tribal population in the district constitutes to 667018. It constitutes approx. 42.3% of the total population of the district. The scheduled caste population in the district is 159296 which is just over 10% of the total population of the district (<http://betul.nic.in/census2017>).

The economy of the region depends majorly on agriculture and it has been the essence of livelihood (Kumbhare, B 2014).

There are three rural folk crafts that are being practiced in Betul district. The craft practice is spread across forty-seven rural and peri-urban areas. The crafts are:

- Dhokra otherwise known as Cire Perdue (Locally known as *Bhareva-shilp*)- There are more than three hundred crafts persons belonging to around ninety-five families who practice the craft.
- Terracotta (Locally known as *Mitti-kala*) – More than five hundred crafts persons belonging to around one hundred and ninety-five families are engaged in the craft practice.
- Bamboo Craft (Locally known as *Baans-kaam*)- There are more than thirty-four hundred artisan families with over nine thousand craftsmen engaged in the practice of the bamboo folk craft in the district.

To understand the economy in the craft clusters, ethnography, awareness of the crafts persons, undesirable features or drawbacks and problems existing with the craft practices and their ecosystem and aspirations of the next generation crafts persons the authors visited 34 different villages in Betul district, several times over a period of five years as a part of observation and interaction process. Effort is made to adopt apposite methodological path incorporating both variable

(qualitative) approach and attribute (quantitative) approach with the aim to answer fundamental questions i.e. “what”, “why”, “who”, “whom”, “when”, “whether”, “how”, etc (Tavakol. M et al, 2004). The research approach is largely naturalistic (qualitative) inquiry approach with the application of systems thinking and systems theory towards understanding the social world intervened with and interpreting the experiences and actions of traditional crafts persons and their communities in their respective societal and cultural context. Group interview was conducted as a part of participatory approach (through direct communication with groups of crafts persons in 34 different villages across the district). Crafts persons were interviewed in groups of 20-30 people in different villages. A total of over 1145 crafts persons were interviewed. It is established that there are more than nine thousand crafts persons belonging to more than three thousand six hundred families, engaged in the aforementioned rural folk crafts directly or indirectly. The craft skills are inherited and are being practiced for generations. The annual average gross income of crafts person's families practicing different crafts in 34 villages and peri-urban (clusters) areas across different tehsils for the past four years (2019-2023) is studied. The annual average income of a Dhokra crafts person's family (for the period 2019-2023) varies between one lakh rupees to two lakh twenty thousand rupees approximately. The annual average income of a Terracotta crafts person's family (for the period 2019-2023) varies between ninety-five thousand rupees to one lakh thirty thousand rupees approximately. The annual average income of a Bamboo crafts person's family (for the period 2019-2023) varies between forty thousand rupees to eighty-five thousand rupees approximately. The per capita income in the India for the year 2014-15 was eighty-six thousand six hundred forty-seven rupees. It has flourished 45% from 2014-15 to the year 2018-19 to one lakh twenty-six thousand four hundred and eight rupees. It again flourished just over a whopping 79% to two lakh twenty-six thousand five hundred and ninety in 2024. The growth is enormous. On the contrary the crafts persons are forced to switch skills and getting engaged as labourers for economic and social security of their respective families (Source: Various crafts persons from different villages 2018, <https://www.business-standard.com> 2019 and <https://www.imf.org> 2024). The existing economy in the clusters is found to be affecting a number of factors in their lifestyle. It affects their employment freedom. The hand to mouth situation doesn't help in providing long term goals as it requires investment followed by rationale and analytical skills. Their capabilities, actions and decisions don't help them with a dignified subsistence creating dissonance between income and motivation of crafts persons. There are fourteen undesirable features or drawbacks and problems commonly identified with craft clusters in rural and peri-urban areas in Betul, Madhya Pradesh (Halder, S et al 2020). They are as follows:

1. Lack of social safety net as a part of protective and economic security.
2. Dearth of income prevents qualitative and specialised education.
3. Dearth of quality and specialized education is a barrier in forming rationale and analytical skills.
4. Lack of employment freedom.
5. Lack of advance healthcare and medical system.
6. The economic well-being amongst the craft clusters cannot be established unless the prosperity is motivating and evenly shared by all.
7. In the area of all three folk craft there is a lack of human capabilities. It involves freedom of measures or actions, skills and choices or decisions and the factual hope towards dignified subsistence.
8. Lack of entrepreneurial ability depending on the working of markets.
9. The existing product line is age old and limited.
10. Urbanization with the help of information technology and supply transportation has paved ways even in far remote places for the Industrially made products, providing the craft products very little opportunities.

11. Certain jobs in Indian societal system are considered impure and then associated with the lower castes and particular tribes. The crafts persons lose dignity of handiwork in many cases.
12. Need of even support from local administrative authorities across all craft clusters securing economic facilities and social opportunities.
13. Dissonance between income per head and motivation (freedom) of crafts persons.
14. Governmental involvement with direct interventions in craft clusters through instructions only rather than influencing by giving impulses.

The ecosystem encompassing each of the craft clusters of dhokra, terracotta and bamboo craft, in Betul has a number of dimensions whose confluence help in the functioning of the philosophical, spiritual and economic implications in the society. The fourteen dimensions mentioned above are in relation with numerous paradigms of everyday life of the crafts persons and may be broadly classified as intellectual aspects, societal dimension and environmental aspects as mentioned above (Capra and Luisi 2014). Poor economy and lack of employment freedom have led the crafts persons to switch skills in large scale. They get engaged as daily wage labourers. So much so that presently there is no economic security prevailing with craft practice in the region. The situation is not surprising because according to a report in The Indian Express on 25<sup>th</sup> April 2020, due to lack of sales in the crafts sector, one of the biggest sources of employment in rural India, is in tatters (<https://indianexpress.com> April 2020). Another report of the United Nations suggests that in India, over the past 30 years, the number of artisans has declined by at least 30 per cent and many of these artisans are joining the ranks of casual wage labourers and the informal economy (Jena P.K. 2007). The crafts persons having employment freedom and assured social safety net with economic security would be motivated to practice their inherited skills i.e. crafts.

The combined system model has vision towards the following:

- Capability upgradation for the craft practitioners towards forming rationale and analytical skills and have dignified subsistence.
- Economic well-being and prosperity are motivating and evenly shared by all.
- Develop entrepreneurial ability amongst crafts persons depending on the working of markets.
- Create identity for each of the crafts practiced in the region respecting the traditional practice, culture, rituals and ecosystem of craft practitioners.
- Consistently lookout for new market avenues across larger geographical span.
- Tie ups with educational institutes both national and global so that crafts persons have the privilege of technological, trends and design access in those institutes taking the craft at global platform. With time the consumer awareness is also addressed.

## METHODOLOGY

The following steps were undertaken:

- a) **Group interview process as a participatory approach:** It was participatory (through direct communication with groups of crafts persons across different villages).
- b) **Classification of undesirable features:** Establishing relationship, pattern and connectedness of undesirable features or drawbacks and problems existing with the craft practices and their ecosystem.
- c) **Focus group discussion and brainstorming process:** It was conducted with the help of experts (designers, craft practitioners and entrepreneurs) to produce ideas.
- d) **Substantiation and consolidation:** Validation of the focus group discussion and brain storming exercise with the help of

experts (administrators, academicians, researchers, conservationists, anthropologists and museum curator).

- e) **Case studies:** Study of various strategic social system models by different governmental organizations/ bodies in similar environment towards systematising the socio-economic system especially in rural or peri-urban sectors.

Focus group discussion and brain storming process was conducted to invite number of ideas, perceptions and opinions so that later they may be evaluated and improved upon (Jones C. J 1970). A number of ideas were obtained from a group of academicians, design practitioners, crafts persons, management experts and people associated with non-governmental organizations (NGOs).

The exercise was primarily focussed on ideating suitable strategies towards social and economic strengthening of craft and craft clusters in remote areas. The ideas obtained are as follows:

- Tourism/ Cultural Tourism in remote areas. It would improve infrastructure as well as trade.
- Educational and capability upgradation setups need to be initiated.
- Innovation of new products with greater perceive value and redefining the identity of the craft and thereby the cluster.
- Forming an organization which consistently works on identifying fresh markets for the craft clusters in the region. It also evenly distributes work amongst crafts persons unbiased.
- Empowering the crafts persons with greater capabilities in their area of craft practice with new and accessible markets.
- Application of innovative promotion and marketing tools in greater geographical span.
- Efforts towards making consumers aware about the craft and craft products and empathise.
- The state should take pride and have the sense of belonging towards possessing the rich tradition. Accordingly necessary steps need to be taken to showcase the same.
- Encouraging academic institutions and design, architecture and management students to value add the enterprise.

Systems thinking is a purview for seeing the whole (Checkland, P 1999). The ideas mentioned above are entities which can be considered as individual systems. There is interrelationship that can be visualized among different ideas or rather systems and each of the system is a group of elements in interaction (Bertalanffy, L Von 1968). The focus group discussion and brain storming exercise ought to be validated. Seven experts were identified who are administrators, academicians, researchers, conservationists, anthropologists and museum curator. They are related with rural sector and crafts persons. They have been interviewed regarding the same.

The expert's opinion regarding the crafts persons and craft clusters revolved around the following:

- Governmental, non-governmental and corporate organization's interventions.
- Education/ capability and technical upgradation through various means.
- Functional operating enterprise with organized operation and marketing management plans.
- Redefinition of existing product line.
- Orientation of the crafts persons towards more promising markets.
- Conscience amongst consumers in more promising markets.
- Positioning of the crafts and strong promotion.
- Communication (both ways) platform between crafts persons and alternative market consumers in urban environment and abroad.

Reassessment of expert's opinion was done with the application of transformation techniques or removal of mental blocks.

Transformation technique can be applied to corroborate ideas (Jones C. J 1970). The transformation technique that is used is as follows:

- a) Placing each of the ideas and linking it as a solution to the problems with the help of attribute listing (Crawford R.P 1954).
- b) Relating the ideas with each (viewing their dependence on each other) other and the problems that are to be addressed with the help of attribute listing (Crawford R.P 1954).
- c) Rearranging, combining and juxtaposing the ideas (Jones C. J 1970 and Osborn A. F, 1963).

The four conceptualized ideas that can be established into interrelated four prong combined system model are as follows:

1. Education/ skill & capability upgradation system through various programmes largely focussing on the crafts person's culture, lifestyle, environment and inherited skills.
2. Functional operating enterprise which is flexible and works towards continuous identification of newer market avenues. It also develops enterprising skills amongst crafts persons to enhance operations.
3. System for marketing and promotion across greater geographical span. It should focus on market strengthening, identifying growth opportunities and most importantly market development.
4. System for communication to develop consumer awareness.

## RESULTS

There are five discrete forms of freedom as described by Sen those influence the overall freedom of people in a socio-economic environment. They are as follows (Sen, A 2000).

- a) **Political Freedoms:** It comprises broadly the civil rights of citizens towards the entitlement of socio-political freedom and equality. People should be able to rightfully discuss and decide on the principles of governance and who may be given the reign.
- b) **Economic Facilities:** It encompasses the opportunities that are seen as prospect for utilizing economic entitlement in context to human efforts, entrepreneurial ability, fostering production, industries, etc., depending on the working of markets.
- c) **Social Opportunities:** It deals with the steps towards capability development of people that the society provides for a better living e.g. quality educational facilities, healthcare, public transportation system and so on.
- d) **Transparency Guarantees:** It refers to the need of observability towards the functioning of social system. It provides the freedom towards rational transaction avoiding corruption. It ensures information about various types of offers or opportunities those are available in the open market system.
- e) **Protective Security:** It refers to the arrangements of a social safety net to prevent economic vulnerability and deprivation.

The craft clusters scattered over seven tehsils and forty-seven villages and peri-urban areas in the district lack in the above mentioned five points. The crafts persons lack education and awareness. They are unable to foresee the opportunities. They earn with inherited but restricted skills. The question is, what makes a life good one and under what circumstances for the crafts persons who lives it? To have a conscience to answer the question the crafts persons should have the substantive specialized education, awareness and experience by themselves. System is a structure with various elements or functional groups. The combined system model, personify the arrangement of various functional groups within the system and maintain the interrelationship within them. It enables the whole structure to function as desired (Capra, F and Luisi, P. L 2014).

**Scope of the combined system model:** The fourteen paradigms of undesirable features or drawbacks and problems mentioned earlier by

itself create a substantial scope for the intervention. The crafts persons of present generation do switch occupation and get engaged as labourers in farm lands, brick kilns, construction sites etc. to provide economic security to their family. The next generation of crafts persons aspire for social and economic development. They wish to have a dignified job with economic security. However, they lack the education and the wish stay far-fetched. They also switch skills and get engaged as labourers with their elders to attain economic security. The envisaged four prong combined system model is strategized to be integrated with various interactive pattern of rural environment of the crafts persons. The combined system reconstitutes educational, economic and social system. The system will have to reach out to craft practitioners at grass root level in remote rural areas and make an effort towards mutual trust. For that the system needs to have perseverance because transition will take time. Fig 1 below depicts how the four- prong combined system model functions in synergy towards addressing the paradigms of undesirable features or drawbacks and problems.

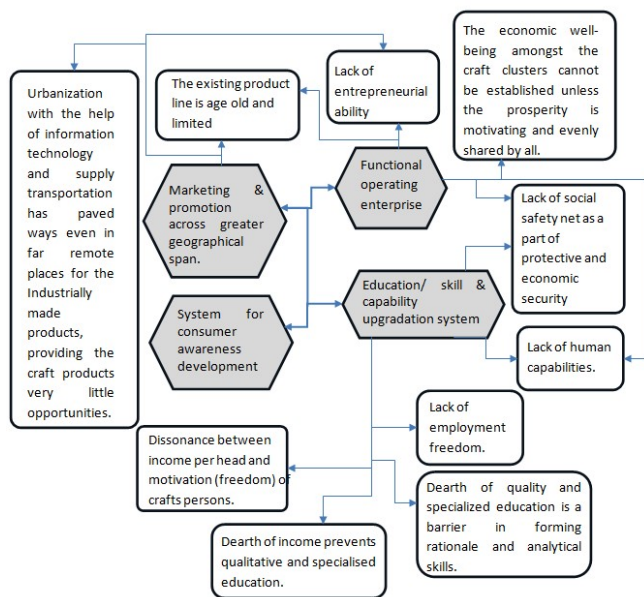


Fig. 1. The four- prong combined system model and how it affects the social, economic and ecosystem of the crafts persons

The individual systems in the four-prong combined system model ought to function simultaneously to complement each other as mentioned in Fig 1.

**Approach and methodology towards establishing the combined system model:** The strategic location for the combined system model should ideally be well connected by road as well as railways with other towns and cities. The place needs to be well connected with other tehsils, villages and existing markets. The location of surrounding area should ideally be inhabited by different communities and tribes practicing crafts. It would help the institution to be endorsed likewise by all. The place should have market in the vicinity to arrange inventory and resource material for craft workshops, and academic purpose. The conscience amongst the crafts persons towards quality of life needs to be built. For that there has to be belief and hope between the crafts persons practicing different crafts and the four-prong combined system model. The system is ought to be integral part of the crafts person's life and livelihood and soak in their culture, tradition and ecosystem. It cannot remain isolated. There need to be trust which would help the relationship and sense of belonging. Other than being part of the crafts person's life and livelihood the other factor to develop trust will be the system's deliverables. It needs to be qualitative, fast and consistent.

**The systems as proposed in the combined system model:** The capability enhancement/ education system may facilitate with short term programmes and long-term programmes. The short-term programmes set sight on all age groups and is structured for duration

for three months to six months. On the other hand, the long-term programmes meant for younger generation (teenagers) may be structured for duration for three years to five years focussing on individual craft and building its identity across a larger geographical span. The programmes need to emphasis intensively on the following:

- The traditional craft practice and its relationship with their culture, rituals and ecosystem. The crafts person's interpretation of myths and legends.
- Cherishing the regional folk dance, music, art forms and life style belonging to particular tribes.
- **Emphasising agro based products and related industries with orientation towards** improvised agricultural system, animal husbandry **ethno-veterinary practices.**
- Craft practice with finer skills as well as with contemporary process using improvised tools.
- Product innovation, quality benchmark system and managing raw materials.
- Market orientation and understanding market opportunities.
- Understanding of current and future trends.
- Introduction of marketing and promotion tools.
- Communication and trading practice in alternative markets. Developing entrepreneurial ability.

A functional operating enterprise for crafts is a system or a body which is required to be formed with a goal towards consistently working on identifying fresh markets for the craft clusters in the region. It should also be responsible in evenly distributing work amongst crafts persons in unbiased way. The functional operating enterprise as a system needs to work with the education/ skill & capability upgradation system closely. Together they can work towards orientation of crafts persons with urban society and alternative markets and also technically upgrade the crafts persons with frugal engineering which supports quality and production. The venue of the education/ skill & capability upgradation system mentioned earlier should also include a common facility centre or common practice centre. Wherein the crafts persons who have pursued sort term and long-term education programmes are encouraged to exercise their skills. The system should stimulate extending their existing product line with product innovation in context to market expectation with quality benchmark. The venue should also accommodate advanced training programmes in context to design and technical enhancements.

There should be a centralized operating system in the district which regulates the localized operating system in each of the tehsils and provides them with targets.

The central operating system ought to ensure with the following:

- Identification of fresh markets for the craft clusters.
- Promotion of crafts and craft clusters across greater geographical span through various means.
- Respecting traditional craft practice and its relationship with their culture, rituals and ecosystem. It should ensure the availability of raw materials with raw material credit (not cash) facility.
- Fetching orders on demand consistently.
- Dissipate the orders evenly to different localized operating system with instructions regarding quality and lead time.
- Final quality assessment, shipment and payment process with buyers.
- Orienting the crafts persons with various markets at regular intervals.
- Objectifying current and future trends.
- Conducting product innovation and technical upgradation workshops at regular intervals.

The localized operating system should be able to ensure the following:

- Respecting traditional craft practice and its relationship with their culture, rituals and ecosystem. It needs to coordinate

with centralized operating system towards consistent availability of raw materials.

- Dissipating work/ orders on demand evenly amongst crafts persons. The institution facilitates raw material (not cash) credit facility system. Where in it allows crafts persons to take raw materials from its stock to fulfil their orders and settle the same once they get their imbursement.
- Setting quality assessment systems and lead time towards the execution of work.
- Encourage the crafts persons to cater their existing market with newer products.
- Providing a platform for budding crafts persons to hone their skills in common facility centre or common practice centre.

Both the central operating system and localized operating system need to reciprocate with each other and function in cohesion. The system for marketing and promotion across greater geographical span is an integral part of functional operating system especially the central operating system. It comes in the picture once the crafts persons are upgraded in skills with the help of technology/ frugal engineering. The market orientation of crafts persons with regard to contextual lifestyle products would help in extending their existing product line with product innovation in context to market expectation and in desired quality. There should be market analysis and planning involved in niche strategic marketing mix with innovative products, competitive price, strategic place (for product placement) and appropriate promotion. Efforts also need to be consistently made to identify fresh markets to break away from competition. It needs to bring together and combine the promotion tools cleverly into coordinated amalgamation towards branding (Ramaswamy, V. S. et al, 1995). Few of the tools can be news releases in print media, brand ambassador, organizing traditional handicrafts show at a massive level (making it a global platform), advertisements in Print media (newspapers, magazines and trade journals), FM radio, video clips in cinema hall, internet and social media, television channels. Folk crafts and traditions to be used as a tool for landscaping and public installation in urban and sub urban areas and demonstration in schools. There should be stalls of traditional handicrafts in tourist places in country and abroad. Simultaneously the system for communication to develop consumer awareness is essential to gain a long-term sustainability of the enterprise. A deep sense of empathy needs to be developed within consumers. A sense of empathy would be beneficial for the enterprise to be differentiated especially within the next generation (teen age and young generation) prospect consumers. These may also be perceived as long-term reinforcements. The system can step up in forging memorandum of understanding (MOUs) with institutes of national repute and international institutes in similar areas and partner with them towards taking the craft at global platform.

**Deliverables:** The first and foremost deliverable is that the institution of four-prong combined system should be able to upgrade the capability through short term and long-term programmes at low cost and provide factual path towards dignified subsistence and community empowerment. The next deliverable is with respect to their earning. The crafts persons practicing different crafts across Betul district stay in joint family structure in their own house. It helps them practice the craft with ethnographic work division between male and female members. They stay in an ecosystem in which they can easily source their raw materials. The institution assures monthly income through order fulfilment for the passed-out candidates of short-term programmes for different crafts. The minimum earning for a crafts person should be more or at par with government rates set for skilled workers (<http://labour.kar.nic.in2019>). It should ensure employment freedom and minimising if not eradicating the dissonance between income per head and motivation (freedom) of crafts persons. The institution ensures availability of raw materials and facilitates raw material (not cash) credit facility system. Where in it allows crafts persons to take raw materials from its stock to fulfil their orders and settle the same once they get their imbursement. Long term programmes focussing on teenagers largely have long term goals. The curriculum and pedagogy need to deliver psychological

assurance towards protective and economic security and dignified subsistence amongst all. The students will be competitive with higher analytical skills and entrepreneurial ability. They will possess greater skills in communication and trading practice in alternative markets. Their understanding of trends and indulgence in product innovation will be a key factor towards the flourishing of the enterprise and redefine the craft identity of that region. Aggressive marketing would help provide even platform to craft products to compete and make its presence felt in reconstructed market boundaries. It would also make people aware about the craft and craft products. Tie ups and memorandum of understanding (MOUs) with various global and national institutions would take the crafts at global platform. The institution becomes a melting pot for the experts, faculties, technologists and students to share their expertise, retaining and respecting the culture, rituals and ecosystem of craft practitioners in the region.

**Return on investment (ROI):** The institution comprising combined system promises assured returns in the long run. The model is integrated open system model and is replicable in other places, where in traditional crafts needs to be organized amongst averagely skilled crafts persons especially in rural areas. It provides substantive freedoms to the remote rural crafts persons, contingent on personal, social, professional and environmental circumstances. More the number of vivid crafts practiced in a region the better it is for the enterprise as the products would likely to be livelier. It would help diminish the bulk of sustaining of an under-performing work sector by ensuring social safety net and economic security thereby strengthening the general economy (<https://msme.gov.in2019>). It is evident that with education, learning and skill upgradation the averagely skilled crafts persons can become much more enterprising over a period. Freedom of choice in the life of crafts persons would make them more responsible, affecting the process of decision making towards self-growth. The process of emphasising on the human capital would thereby contribute immensely towards the expansion of economy (Digriz, D 2018). It is an opportune investment platform rendering services to society as job creator. The combined system model becomes an ideal base for Micro, Small and Medium Enterprises (MSMEs) (<https://www.cii.in2020>). It is an investment in research, innovation, social upgradation and cultural environment of humanity (<https://msme.gov.in 2019>). The Micro, Small and Medium Enterprises (MSMEs) sector in India is a big support to the national economic structure acting as a reinforcement to fend global economic upsets (<https://pib.gov.in2019>). As per Press Information Bureau the gross value added (GVA) by The Micro, Small and Medium Enterprises (MSMEs) to the country's Gross Domestic Product (GDP) in 2018-19 is 29.7% and it reduced 29.1% in 2021-22 (<https://pib.gov.in8th Feb 2024>). The government realizes that to stabilize economic security especially in rural sector investment, innovation, research and employment is mandatory. The government in its strategy to scale the Indian economy to five trillion dollar plans to enhance MSMEs contribution onto India's GDP to over 40% from the present day 29% (<https://economictimes.indiatimes.com 2019>).

## DISCUSSION

The purpose of this study is to strategize a system in rural craft sectors in India with assured deliverables. The system is strong enough to draw attention of Governmental intervention. The envisaged combined system model is proposed to reconstitute educational, economic and social system. It is ought to be integral part of the crafts person's life and livelihood and soak in their culture, tradition and ecosystem. The various functional groups in the shared environment complement each other to exploit the opportunities and build on the system's deliverables. It needs to be qualitative, fast and consistent. It also provides a platform of interaction, stimulating relations and foster partnerships amongst crafts persons practicing various crafts with a rationale that is beyond the existing caste system in the society. The combined system model would be rendering services to society as well as be engaged in production of goods and



marketing and promotion of the same, providing an ideal base for Micro, Small and Medium Enterprises (MSMEs). The model may get benefitted from various schemes offered by Ministry of Micro, Small and Medium Enterprises (MoMSME) and Ministry of Rural Development. With assured returns the system which is replicable in nature at different regions, is an investment in research, innovation, social upgradation and cultural environment of humanity. An economy of confident and enterprising crafts persons should be able to produce a society of innovation (Sen, A 2000). It may therefore attract angel investors providing freedom of choice in the life of the crafts persons.

## CONCLUSION

Freedom accompanies the formation of rationale and analytical skills impacting in a positive way the decision-making skills of crafts persons. The domain of the institution comprising combined system focuses on their dignified subsistence. It is not restrained to income of the crafts persons unlike other governmental and non- governmental bodies. The system would be responsible for the upgradation of human capital towards dignified subsistence, socially as well as economically. Over nine thousand six hundred crafts persons are engaged with the traditional rural folk crafts, spread across forty-seven rural and suburban areas in Betul district. They have inherited the skill from their ancestors. The objective of the institution is to empower the huge but averagely skilled human resource with social safety net as a part of protective and economic security along with employment freedom. The prosperity should be motivating and evenly shared by all. The institution will create entrepreneurs who would carry the rationality to amalgamate multiple crafts towards product innovation. The caste system associated socially, with the practice of the respective crafts will not hold strong. It will thereby help forming the identity of the region. Freedom accompanies the formation of rationale and analytical skills impacting in a positive way the decision-making skills of crafts persons. The domain of the institution comprising combined system focuses on their dignified subsistence. The system would be responsible for the upgradation of human capital towards dignified subsistence, socially, culturally as well as economically.

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