



**RESEARCH PAPER**

**Crafting Perspectives: Decline of Local Handicrafts in Chitral District,  
Khyber Pakhtunkhwa**

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**ABSTRACT**

This study examines the decline of local crafts and its impact in the District of Upper Chitral, Pakistan. Utilising Anthony Giddens's theories outlined in his book 'The Consequences of Modernity' as a foundation, this analysis investigates the impact of contemporary marketing strategies employed by brand capitalists on consumer behaviour, resulting in a significant decrease in local handicrafts and folk culture. This research article examines the socio-economic factors contributing to the decline of handicrafts using a quantitative approach. The findings of the study reveal a complex relationship between the likeness of modern industrial products and the decline of traditional indigenous crafts. The factors that contribute to this decline include, a lack of infrastructure, and a shift towards other careers, several factors contribute to this decline, including inadequate infrastructure, a shift towards other careers, lower production, and fading interest among younger generations. Some of the significant challenges that female workers face are limited marketing opportunities and a lack of recognition for their handmade work. Therefore it is recommended that accessible exhibition centres be established. Promotion of marketing strategies for artisans and to promote entrepreneurship among illiterate women interested in handicrafts. The ultimate goal is to revitalise and protect traditional handicrafts, preserve cultural heritage, and enhance the skills of artisans in District Upper Chitral. Overall, the study emphasizes the importance of protecting traditional handicrafts from the impact of modern branding. It emphasises the need for specific actions to aid in the revival of these traditional crafts.

**KEYWORDS** Artisanal Work, Cultural Heritage, Handicrafts, Indigenous Crafts, Lack of Facilities, Raw Materials, Socio-Economic Impact

**Introduction**

Handicrafts, which include artefacts that embody cultural subtleties, serve as symbolic representations of human artistic creativity worldwide. These crafts, which frequently employ natural materials and ancient techniques, not only preserve cultural traditions but also function as a valuable economic asset, particularly in poor countries. Rooted in communal traditions, handicrafts transmit knowledge and skills across generations, playing a pivotal role in conserving artistic traditions (Labadi, 2017; Jones et al., 2012).

While contemporary handicrafts persist alongside industrial innovations, certain traditional crafts face decline, necessitating attention to their preservation (Shah and Patel, 2016). Artisans, crucial contributors to society, enrich life with their crafted

products, encompassing various materials beyond wool and weaving (De Silver and Kundu, 2007).

Pakistan boasts a diverse array of crafts, symbolizing the craftsmanship and creativity of its regions. Sindh, renowned for its arts, holds a rich history of traditional craftsmanship, contributing significantly to the country's economy (Khan, 2011). Particularly noteworthy is the role of women in handicrafts, offering them a means of livelihood and showcasing their cultural significance (Makhdoom & Shah, 2016).

Chitral, nestled in Khyber Pakhtunkhwa, stands out for its indigenous handicrafts such as embroidery, woollen products, and decorative pieces. Nevertheless, the continuation of these traditional crafts is jeopardised by present-day obstacles such as waning enthusiasm among the youth and insufficient opportunities for market penetration (Nasaruddin et al., 2021).

Because of inadequate government funding and job training opportunities, traditional handicrafts in Chitral are in danger of extinction. To evaluate the socioeconomic viability of traditional crafts, it is essential to understand how cultural identity degradation affects people who depend on them for money. Particularly in less developed nations, the preservation of handicrafts is crucial for promoting economic development and protecting cultural heritage. We hope to learn what's causing the indigenous handicrafts sector in Chitral to collapse and how it's affecting the families who worked in it economically. The results will be very helpful in planning conservation efforts and dealing with the fallout from this reduction in the area.

### **Literature Review**

Crafts and handicrafts have a long and fascinating history across different continents, reflecting diverse cultural values and traditions. Originating in England in 1888, the Arts and Crafts Movement emerged as a response to the profound impact of the Industrial Revolution on traditional methods of production. It prioritised excellence and functionality and drew inspiration from mediaeval design (Gomez, 2001). Handicrafts, with a history of over 5000 years, reflect the rich legacy of ancient civilizations like the Indus Valley, showcasing skills in pottery, metalwork, jewellery, and weaving (Zahir, 2012).

However, challenges plague the industry at multiple levels. Discrimination against artisans, particularly women, remains prevalent, hindering their socio-economic progress (Azhar, 2010). Moreover, limitations in infrastructure, competition with machine-made products, and inadequate access to markets and raw materials pose significant hurdles for artisans globally (Jena, 2010; Rogerson, 2010). The younger generation's disinterest in pursuing traditional crafts due to their complexity and time-consuming nature further contributes to the industry's decline (Rogerson, 2010).

To address these challenges, embracing technology emerges as a potential solution. Incorporating modern techniques can enhance competitiveness, efficiency, and production capacity while preserving traditional skills and heritage (Ahmad, 2000). Additionally, governmental support through policies, financial aid, and legislation is crucial to recognising artisans' cultural contributions and sustaining traditional crafts (UNESCO, 2017).

The handicraft industry holds significant potential for generating profitable employment opportunities, contributing to economic growth, and serving as a crucial aspect of sustainable production (Ahmad and Khatoon, 2012). Craftsmanship adheres to

the ideals of sustainable development, which seek to fulfil current needs without risking the ability of future generations to fulfil their requirements (Sennett, 2009). Culture, as emphasized by UNESCO, encompasses various forms over time and space, emphasizing the individuality and richness of cultural diversity (Azimi, 2013).

However, challenges exist at multiple levels. Discrimination against artisans, particularly women, hampers their socio-economic progress. Pakistan's female labour force participation rate remains low, impacting the overall economy (Nizamani et al., 2019). Access to markets, raw materials, and financial resources remains inadequate, hindering the industry's growth (Jena, 2010; Rogerson, 2010).

Technological integration presents an opportunity to address these challenges by enhancing efficiency and preserving traditional skills (Alivizatou et al., 2012). Nevertheless, the industry encounters obstacles such as the expansion of worldwide markets, the reduction of products to mere commodities, and a lack of acknowledgement. The lack of acknowledgement serves as a driving force for artisans, particularly those who are younger, to pursue alternative careers (Berma, 2001). Labourers are subjected to unfavourable circumstances due to insufficient job stability, ambiguity in employment contracts, the absence of official registrations, and deficient compensation protocols. All of these elements contribute to these individuals' stressful and insecure environment. The lack of training and prospects for career progression further compounds their circumstances, adversely affecting their productivity and performance (Jalil et al., 2021).

It's hard for the art sector to get good raw materials, get into markets, and get global financial support, all of which slow down its potential growth (Gomez & Khan, 2000). As a viable option, entrepreneurship offers the chance to bring new ideas to the world, create jobs, and support economic empowerment (Murad, 2023).

However, women entrepreneurs still face problems when they try to properly market their products, use new technologies, and get revenue from customers (Nawaz, 2000). Handicrafts are essential for a nation because they create jobs and reduce poverty, highlighting the need for economic equality and women's freedom (Richard, 2007). Problems with getting into markets, not having enough infrastructure, and not being recognised hold back the sector's potential, which in turn limits its ability to help the economy grow (Barber & Krivoshlykova, 2006).

Provinces such as Sindh and Chitral in Pakistan exhibit lively cultural heritages, where handicrafts play a crucial role in creating employment opportunities (Yang et al., 2018; Sara, 2000). Nevertheless, the industry encounters obstacles in terms of market entry, acknowledgement, and a dearth of modernization, which adversely affects its potential for expansion (Sirika, 2008).

Research conducted on handicrafts highlights several challenges faced by the traditional handicraft industry, particularly in *Qaleen* manufacturing. The intricate and time-consuming nature of the manufacturing processes deters the younger generation from inheriting these traditional techniques, resulting in a vulnerability to this legacy (Sara, 2000; Wang, 2020). Moreover, hurdles in obtaining raw materials, financial constraints, and limitations in accessing loans hinder the growth of craftsmen, especially those from impoverished backgrounds (Khan & Ali, 2001).

The decline in local handicrafts not only impacts cultural identity but also has negative socio-economic effects on people relying on these traditional crafts for livelihoods. The lack of infrastructure, facilities, and updated training for women artisans

limits their involvement in this industry (Laghari, 2011). Consequently, younger generations are less inclined to pursue crafts as a career, preferring easier work in factories with higher salaries, leading to the vulnerability of traditional heritage (Rogerson & Levaku, 2010).

This decline compels people to migrate and seek alternative professions, resulting in the loss of economic features and rich cultural heritage associated with these crafts. Rising costs of raw materials further constrain craftsmen, affecting their business expansion and resulting in financial constraints (Sennett, 2009).

The lack of basic infrastructure, such as roads, hampers tourist visits and access to these less-developed regions, impacting the export-import chain of raw materials (Wilkinson-Weber, 2004). Particularly in rural areas, women face significant obstacles in accessing resources and controlling business premises, capital, and land, contributing to a larger hurdle for women entrepreneurs in accessing financial institutions for starting businesses (Nawaz, 2000).

The Chitral Gol National Park is a flourishing hub for Chitral handicrafts, encompassing a wide range of products such as handcrafted wool sweaters, decorative items, embroidered clothing, gems, and expensive stone ornaments. Women's apparel is embellished with distinctive embroidery motifs such as *Quab Bazuri* and *Girovan*. Additionally, renowned embroidered headgear known as "Khoi" are also available. Nevertheless, despite their abundance and distinctiveness, these handicrafts suffer from a lack of well-established distribution channels and efficient marketing strategies, which restricts their reach beyond the immediate vicinity. By using enhanced marketing strategies and receiving increased governmental backing, Chitral handicrafts possess the capacity to allure tourists, yield financial gains for producers, and rejuvenate the local economy (Nasaruddin et al., 2021).

Chitral is renowned for its diverse handicrafts, such as the lady hat (*suiru khoi*), gent cap (*pakol*), handmade carpet (*qaleen*), woollen products, long cloak (*chughha*), and interior décor items. The preservation of these exquisite handicrafts, crafted by talented women, is at risk due to various factors, including insufficient support from both governmental and non-governmental organisations towards these female entrepreneurs (Gulzar, 2021; HG News, 2023; North Times, 2022; Women TV GB, 2021).

The review encapsulates the challenges besieging the global handicraft industry, a rich tapestry of cultural heritage and traditional craftsmanship across various nations. Discrimination against artisans, particularly women, and a lack of access to markets and resources are persistent obstacles. The industry faces a decline due to the younger generation's disinterest in pursuing traditional crafts. This research article focuses on the obstacles faced by craftsmen in the handicraft sector and proposes strategies to revive and strengthen the industry. The article highlights the decline of artisans in the handicraft sector due to industrialization and commercialization. Despite technological advancements and government support, many artisans are abandoning their craft. The sector faces challenges such as limited resources, inadequate infrastructure, and financial constraints. The decline of local handicrafts not only threatens cultural heritage but also impacts the livelihoods of those dependent on these crafts. The article suggests collaboration, technology utilization, government assistance, economic equity promotion, and support as potential solutions to these challenges.

## **Theoretical Framework**

This research article explores the influence of modern marketing practices on indigenous industries, as discussed in Anthony Giddens' book "The Consequences of Modernity." Giddens argues that established brands have a significant impact on consumer behaviour, leading to a preference for national and global brands over local products. Consumers are willing to pay higher prices for renowned brands due to their reputation for superior quality. The pursuit of material possessions, driven by factors such as social status, personal fulfilment, and the appeal of novelty, greatly influences the endorsement and acceptance of branding. Brands can offer insights into an individual's identity and social standing.

In Anthony Giddens' book "The Consequences of Modernity," he explores the negative impact of modernity and capitalism on small businesses and traditional craftsmanship. Giddens highlights the advantages that large firms and global brands have in the current capitalist system, such as their vast resources, marketing expertise, and mass production capabilities. This poses challenges for small-scale local firms and traditional crafts in maintaining their unique connection to local cultures and communities, ultimately affecting their ability to thrive. The dominance of heavily marketed brands often overshadows the appeal of locally made products, leading to smaller industries struggling to maintain their market presence and losing ground to larger enterprises that offer more standardized goods. This not only affects the economic sustainability of these small businesses but also results in the gradual decline of distinct cultural expressions and traditions associated with these crafts. So there are negative effects of capitalism on the local cottage industry (Giddens,1990).

## **Material and Methods**

The research methodology incorporates a positivistic approach, emphasizing quantitative analysis. Positivism, aligned with this study, prioritizes empirical data, favouring methods like surveys and statistical data for their consistency and representativeness. The study focuses on District Upper Chitral, examining traditional craftwork among educated and uneducated females. Purposive sampling was used due to the unknown number of families engaged in craftwork, with a sample size of 100 respondents considered appropriate. The study's conceptual framework explores the causes and impacts of the decline in handicrafts, outlining independent, intervening, and dependent variables.

Data collection employed structured interview schedules tailored to educated and uneducated respondents. The analysis, conducted using SPSS, involved demographic, univariate, and bivariate analyses to examine relationships between variables. Ethical considerations remained paramount throughout the research process, ensuring adherence to moral principles, respect for respondents' privacy, and the avoidance of misleading information.

## **Results and Discussion**

This segment examines the deterioration of indigenous handicrafts and the resulting socio-economic ramifications. It provides survey results regarding the susceptibility of different types of crafts, channels of distribution, and government and non-government support. The discourse centres on the ramifications of diminished production and the elements that contribute to the decline of regional handicrafts, delving into the intricate socioeconomic implications that ensue.

**Table 1**  
**Declining Frequencies of Traditional Handicrafts:**

<b>Handicrafts Prone to Decline</b>		
<b>Particular item decline</b>	<b>Frequency</b>	<b>Per cent</b>
<i>Qaleen</i> weaving	66	66.0
Woolen <i>Patti</i>	25	25.0
Woollen long coat	9	9.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The table illustrates the results of a survey in which participants asked questions regarding the susceptibility of different varieties of handicrafts to deterioration. The data presents the frequency and percentage of responses about the perceived likelihood of decline for each specific item. A majority of the respondents (66.0%) hold the belief that *Qaleen* weaving is susceptible to decline. Comparable Woollen *Patti*: Nine respondents (9.0% of the total) hold the view that woollen garment is susceptible to decline, while 25 respondents (25.0% of the total) hold the opinion that woollen *patti* is susceptible to decline.

**Table 2**  
**Handicraft Sales Locations and Support Initiatives: GOs and NGO Sustainability Assistance Analysis**

<b>Handicrafts Sales Locations</b>			<b>Assistance from GOs and NGOs for the Sustainability of Handicrafts</b>		
<b>Place of selling products</b>	<b>Frequency</b>	<b>Per cent</b>	<b>GO's/NGO's</b>	<b>Frequency</b>	<b>Per cent</b>
Local market	22	22.0	Supporting	10	10.
Various regions within the province	18	18.0	Not Supporting	60	60.0
Individualised exhibition hub	27	27.0	To a certain degree	30	30.0
Through public exhibition	33	33.0			
<b>Total</b>	<b>100</b>	<b>100.0</b>	<b>Total</b>	<b>100</b>	<b>100.0</b>

The table details how locally crafted items are distributed for sale, as well as the extent of support that non-governmental organisations (NGOs) and government entities extend to these artisans. Regarding the locations where the artisans vend their handicrafts: A quarter of the artisans (22 percent) engage in the sale of their wares at the local market. Approximately 18% of the population disseminates their handicrafts to various regions throughout the province. Personal display centres are utilised by approximately a quarter of the artisans (27%) to exhibit and sell their handicrafts. A significant majority of artisans (33%) express a preference for selling their products via exhibitions. Concerning assistance from GOs and NGOs: A mere 10% of artisans indicated that they had obtained assistance from these organisations. The overwhelming majority (60%) reported receiving no assistance from GOs or NGOs. Around 30% of artisans reported receiving limited assistance from these organisations, but not comprehensive support. The provided data offers valuable insights into the varied channels through which artisans market their handicrafts, as well as the different degrees of assistance they obtain from NGOs and GOs to maintain their craft.

**Table 3**  
**Factors and Contributing Reasons for the Decline in Production and Handicrafts Correlation**

Decreased production is a factor in the decline of local handicrafts.			Factors contributing to the decline of handicrafts		
Does a production drop cause a decline?	Frequency	Per cent	If yes	Frequency	Per cent
Yes	55	55.0	Greater preference for modern or industrial products.	22	22.0
No	11	11.0	Less Production	20	20.0
To a certain degree	34	34.0	Lack of facilities	13	13.0
Total	100	100.0	Total	55	55.0

The table above details the opinions of respondents on the impact of decreased output and other contributing factors on the decline of regional handicrafts. 55% of the respondents cited reductions in output as a significant factor in the decline of regional handicrafts. 11% of respondents were opposed to the idea that a decline in output was the cause. Approximately 34% of participants expressed uncertainty or suggested that reduced output contributed partially to the decline. The table outlines supplementary elements that contribute to the perceived decrease in handicrafts. An increased preference for contemporary or industrial products accounted for 21% of the reduction. 20% attributed the exact cause to lower output. 13% of participants identified a deficiency in amenities as a contributing cause to the decrease. Respondents presented a range of viewpoints on how reduced production and several other reasons have led to the decline of regional handicrafts.

**Table 4**  
**Impact of Modern Product Preferences and Lack of Facilities**

Preferences for industrial and modern products as a factor in the decline of local handicrafts			The lack of facilities causes local handicrafts to decline.		
Preference towards modern products	Frequency	Per cent	Is a lack of facilities	Frequency	Per cent
Yes	45	45.0	Yes	73	73.0
No	29	29.0	No	23	23.0
To a certain degree	26	26.0	To a certain degree	4	4.0
Total	100	100.0	Total	100	100.0

The provided table presents the viewpoints of participants regarding the impact of reduced production and other factors that contribute to the decline of local handicrafts. 55% of the participants attributed the decrease in regional handicrafts to a significant decrease in output. Only a small fraction of responders (11% in total) disagreed with the idea that the explanation was a decrease in production. Approximately 34% of the participants expressed uncertainty or suggested that a portion of the decline could be attributed to decreased output. The table provides a detailed account of additional factors contributing to the perceived decline of handicrafts. An increased preference for contemporary or industrial products accounted for 21% of the decline. Twenty per cent

of respondents cited a decrease in output as the precise cause. Thirteen per cent of respondents cited a lack of facilities as a contributing element to the decline. Regarding how diminished production and additional elements have contributed to the deterioration of regional handicrafts, respondents offered a variety of viewpoints.

### Bivariate Statistical Analysis

The bivariate statistical analysis in the tables shows participant opinions on local handcraft decline factors. These statistics indicate substantial associations between decreased output, material acquisition obstacles, preferences for modern products, family income, respondent income, social implications, and economic impacts. They provide simple yet thorough insights into the many elements affecting indigenous handicrafts' decline.

**Table 5**  
**Correlation between Social Factors and the Decline of Local Crafts**

S. No.	Statements	Response	Handicrafts, in your opinion, are on the decline.			Total	Chi-Square Statistic
			Yes	No	To a certain degree		
1	Is switching careers a factor in local handcraft decline?	Yes					X <sup>2</sup> =15.37 P=(0.004)
		No	65(31%)	12(12%)	11(11%)	54(54%)	
		To a certain degree	22(22%)	3(3%)	7(7%)	32(32%)	
		To a certain degree	12(12%)	1(1%)	1(1%)	14(14%)	
		Total	65(65%)	16(16%)	19(19%)	100(100%)	
2	Is it tough for you to obtain raw materials?	Yes					X <sup>2</sup> =15.33 P =0.004
		No	38(38%)	14(14%)	2(2%)	54(54%)	
		To a certain degree	26(26%)	4(4%)	2(2%)	32(32%)	
		To a certain degree	9(9%)	5(5%)	0(0%)	14(14%)	
		Total	73(73%)	23(23%)	4(4%)	100(100%)	
3	The availability of raw materials is difficult.	Locally not available	10(10%)	14(14%)	30(30%)	54(54%)	X <sup>2</sup> =15.05 P =0.005
		Available but costly	2(2%)	10(10%)	20(20%)	32(32%)	
		Any other	0(0%)	4(4%)	10(10%)	14(14%)	
		Total	12	28	60	100(100%)	
4	The preference for industrial and modern products is the cause of the decline of local handicrafts.	Yes	24(24%)	15(15%)	15(15%)	54(54%)	X <sup>2</sup> =17.74 P =0.001
		No	15(15%)	11(11%)	6(6%)	32(32%)	
		To a certain degree	6(6%)	3(3%)	5(5%)	14(14%)	
		Total	45(45%)	29(29%)	26(26%)	100(100%)	

This table presents the participants' responses on the contributory factors to the decline of local handicrafts. It provides a summary of the collected opinions on various aspects associated with this decline. The participants were asked whether the decline of local handicrafts could be attributed to the transition to other professions. About 12% were uncertain, 22% disagreed, and 31% concurred. A chi-square statistic of 15.37 accompanied this statement, suggesting a statistically significant correlation between opinions and the decline. The following row describes the difficulties encountered when



acquiring basic materials. In this context, 38% of respondents faced challenges, 26% did not, and 9% were unsure. The chi-square statistic of 15.33 indicates a significant correlation between challenges in obtaining basic materials and the decrease in demand for handicrafts. The third row discusses the availability of basic materials. 10% of respondents cited the unavailability of materials locally, 14% cited their availability but at exorbitant prices, and 30% cited additional concerns. At 15.05, the chi-square statistic indicated a significant correlation between the decline and the category of raw material availability. The table presents perspectives on whether a preference for modern or industrial goods contributes to the decline. In this case, 15% were uncertain, 24% concurred, and 15% disagreed. A chi-square statistic of 17.74 supports this statement, indicating a significant correlation between the decline in local handicrafts and the predilection for modern products. In general, the participants' responses indicate a range of perspectives concerning the various elements that contribute to the waning of indigenous handicrafts.

**Table 6**  
**Correlation between Economic Factors and the Decline of Local Crafts**

Sr	Statement	Response	Handicrafts, in your opinion, are on the decline.				Statistic
			Yes	No	To a certain degree	Total	
1	Decreased production is a factor in the decline of local handicrafts.	Yes					X <sup>2</sup> =16.03 P =0.003
		No	29(29%)	10(10%)	15(15%)	54(54%)	
		To a certain degree.	17(17%)	0(0%)	15(15%)	32(32%)	
			9(9%)	1(1%)	4(4%)	14(14%)	
		Total	55(55%)	11(11%)	34(34%)	100(100%)	
2	Family income in PKR		Less than Rs.40,000	40,000 to Rs.60,000	Above Rs.60,000	Total	X <sup>2</sup> =15.05 P =0.005
		Yes	19(19%)	30(30%)	9(9%)	58(58%)	
		No	1(1%)	18(18%)	8(8%)	27(27%)	
		To a certain degree.	0(0%)	9(9%)	6(6%)	15(15%)	
		Total	20(20%)	57(57%)	23(23%)	100(100%)	
3	Respondent's income in PKR		Less than Rs.40,000	40,000 to Rs.60,000	Above Rs.60,000	Total	X <sup>2</sup> =17.94 P =0.001
		Yes	30(30%)	22(22%)	2(2%)	54(54%)	
		No	12(12%)	20(20%)	0(0%)	32(32%)	
		To a certain degree.	9(9%)	5(5%)	0(0%)	14(14%)	
		Total	51(51%)	47(47%)	2(2%)	100(100%)	

This table presents the participants' responses regarding a range of factors associated with the waning of indigenous handicrafts. The initial segment comprises viewpoints regarding the potential contribution of decreased output to the decline. 17% disagreed, 9% were uncertain, and 29% were in agreement. A chi-square statistic of 16.03 supports this statement, indicating a significant correlation between decreased output and the decline of regional handicrafts. The following sections examine the correlation that exists between the decline and family income. Nineteen per cent of those earning less than Rs. 40,000 agreed, thirty per cent concurred for those earning between Rs. 40,000 and Rs. 60,000, and nine per cent agreed for those earning more than Rs. 60,000 that income was a factor in the decline. The chi-square statistic for family income was 15.05, denoting a notable relationship between income brackets and the decline. Similarly, the table reflects responses concerning the respondent's income in PKR. Respondents

earning less than Rs. 40,000 agreed that their income was correlated with the decline, while 22% of those earning between Rs. 40,000 and Rs. 60,000 agreed, and 9% of those earning above Rs. 60,000 concurred. A statistically significant correlation between income levels and the decline of local handicrafts can be inferred based on the chi-square statistic of 17.94 for respondent income.

**Table 7**  
**Correlation Between Decline of Local Crafts and Social Impacts**

S.No	Statement	Response	Handicrafts, in your opinion, are on the decline.			Statistic	
			Yes	No	To a certain degree.		
1	Are the young generation inclined towards craft work?	Yes	3(3%)	25(25%)	2(0%)	X <sup>2</sup> =15.05 P =0.005	
		No	12(12%)	42(42%)	2(0%)		
		To a certain degree.	5(5%)	8(8%)	1(1%)		
		Total	20(20%)	75(75%)	5(5%)		100(100%)
2	If Yes, Specify	Preference for modern items	20(20%)	11(11%)	5(5%)	X <sup>2</sup> =15.03 P =0.005	
		Its time consuming	3(3%)	17(17%)	17(17%)		37(37%)
		Any other	2(2%)	0(0%)	0(0%)		2(2%)
		Total	25(25%)	28(28%)	22(22%)		75(75%)
3	Where do you practice your craft work	Home	24(24%)	35(35%)	0(0%)	X <sup>2</sup> =16.03 P =0.003	
		Centres	16(16%)	25(25%)	0(0%)		41(41%)
		Total	40(40%)	60(60%)	0(0%)		100(100%)
4	If in centres, do you have any facilities	Yes	4(4%)	6(4%)	2(2%)	X <sup>2</sup> =16.02 P =0.003	
		No	1(1%)	14(14%)	2(2%)		17(17%)
		To a certain degree.	1(1%)	10(10%)	0(0%)		11(11%)
		Total	6(6%)	30(30%)	4(4%)		40(40%)
4	If not, what facilities are not there	Equipment for particular craft/	4(4%)	6(4%)	2(2%)	X <sup>2</sup> =16.02 P =0.003	
		Proper training	1(1%)	14(14%)	2(2%)		32(32%)
		group work	1(1%)	10(10%)	0(0%)		14(14%)
		Total	6(6%)	30(30%)	4(4%)		40(40%)

This table presents respondent feedback on a variety of factors contributing to the decline of local handicrafts. In the initial segment, we questioned the participants about the interest of the younger population in craftwork. A neutral 12% expressed considerable interest, whereas 5% expressed disagreement. The chi-square statistic for this instance was 15.05, indicating a statistically significant correlation between the decline in adolescent interest in handicrafts and the former. The following section inquired about the elucidation of individuals who expressed a curiosity about craftwork. 20% of those who responded affirmatively cited a preference for contemporary items, 3% cited the time-consuming nature, and 2% provided additional justifications. The calculated chi-square value of 15.03 provides substantial evidence supporting the significant relationship between reasons for interest and the decline of

handicrafts. Concerning the site of craftwork practice, a mere 0% selected alternative locations, while 24% reported engaging in craftwork at home and 16% at centres. This question had a chi-square statistic of 16.03, which indicates that the location of the practice has a significant impact on the decline of handicrafts. 4% of respondents who practised in centres reported having facilities, whereas 1% did not and 1% were unsure. 4% of those lacking facilities cited a dearth of specialised craft equipment, 1% cited inadequate instruction, and 1% cited difficulties with collaborative tasks. The absence of facilities was associated with a chi-square statistic of 16.02, indicating a statistically significant correlation between resource scarcity and the decline of handicrafts.

**Table 8**  
**Correlation between Decline of Local Crafts and Economics Impacts**

S.No	Statement	Response	Handicrafts, in your opinion, are on the decline.			Total	Statistic
			Yes	No	To a certain degree		
1	Chitral-made handicrafts are more profitable.	Yes					$\chi^2=17.94$ P = 0.001
		No	1(1%)	42(42%)	10(10%)	53(53%)	
		To a certain degree	3(3%)	22(22%)	10(10%)	35(35%)	
		To a certain degree	3(3%)	9(9%)	0(0%)	12(12%)	
		Total	7(7%)	73(73%)	20(26%)	100(100%)	
2	If so, are you happy with the product's expected value?	Yes	1(1%)	1(1%)	7(7%)	9(9%)	$\chi^2=16.03$ P = 0.003
		No	15(15%)	5(5%)	8(0%)	28(28%)	
		To a certain degree	9(9%)	18(18%)	9(9%)	36(36%)	
		To a certain degree					
		Total	25(25%)	24(24%)	24(24%)	73(73%)	

Source: Survey

This table dives into perspectives related to the profitability and perceived value satisfaction of handicrafts.

Respondents were asked if they considered related handicrafts to be more profitable. Only 1% strongly agreed, while 3% disagreed, and 3% were neutral. A significant chi-square statistic of 17.94 suggests a strong relationship between perceptions of handicraft profitability and its decline.

For those who considered handicrafts more profitable, 1% were satisfied with the product's expected value, 15% were dissatisfied, and 9% were neutral. However, among those who didn't find handicrafts more profitable, 1% were satisfied, 5% were dissatisfied, and 18% were neutral. The chi-square statistic here was 16.03, indicating a significant association between perceived profitability and satisfaction with the product's expected value.

## Findings

### 1. Handicrafts' Vulnerability to Decline:

66% of respondents regarded *Qaleen* weaving as exceedingly vulnerable to decline, with woollen long coats (9%), woollen *Patti* (25%), and woollen *Patti* (25%) following suit.

### 2. Support from Non-Governmental Organisations and Local Markets:

Artisans sell their handicrafts through personal display centres (27%), exhibitions (33%), and various provinces within the region (18%). However, a mere 10% of respondents indicated that they had received support from NGOs or GOs, whereas the majority (60%) contradicted this claim.

### 3. Factors Contributing to the Decline:

55% of the respondents attributed the decline in regional handicrafts to a reduction in output. This was followed by a preference for modern products (21%), and inadequate facilities (13%).

### 4. The correlation between decline and factors:

Some variables exhibit a noteworthy correlation with the decline, including diminished output (as indicated by the chi-square statistic of 16.03), challenges encountered in procuring raw materials (15.33), availability of raw materials (15.05), inclination towards contemporary products (17.74), family income (15.05), respondent income (17.94), youth interest (15.05), practice location (16.03), and facility accessibility (16.02).

### 5. Opinions Regarding the Profitability and Satisfaction of Handicraft:

A minority of respondents (7%) held the belief that associated handicrafts offered greater profitability, while contentment with the anticipated value of the product was comparatively low in both cohorts.

The data suggests that the decline in local handicrafts is complex, with contributing elements identified as diminished production, financial constraints, shifting consumer tastes, and inadequate backing from governing and non-governing entities. A variety of factors significantly correlate with the perceived decline, highlighting the complexity of the issue and the need for comprehensive resolutions.

## **Conclusion**

The analysis of the decrease in regional handicrafts has shed light on the widespread impact of contemporary marketing tactics employed by brand proprietors. This research is consistent with the insights 'The Consequences of Modernity' by Anthony Giddens, which highlights the substantial influence of large multinational organizations have on consumer preferences and behaviour, ultimately impacting indigenous products and cultural heritage. The relationship between brand mindfulness and purchasing behaviour is a robust predictor of brand loyalty, as it influences consumers to choose reputable brands over local products. This substantial transition results in a substantial decrease in the demand for local goods as contemporary brands eclipse and marginalise conventional industries. Our research highlights a variety of catalysts that have contributed to this decline. The vitality of local handicrafts is impacted by a variety of factors, including substandard facilities at production centres, a shift in interest towards alternative professions, decreased output, inadequate recognition of artisanal work, and a declining interest among the younger generation. Particularly, the susceptibilities of handicrafts, which are predominantly produced by rural women to supplement household earnings, are intensified by increased input requirements and the lack of robust marketing networks. The aforementioned challenges have gradually undermined the handicraft industry's position, placing it in increasingly precarious economic conditions. For the protection of indigenous crafts, this study advocates for comprehensive support systems and strategic interventions. Efficient strategies should include enhancing manufacturing infrastructure, promoting the acknowledgement of

talents, developing marketing expertise among craftsmen, and cultivating ongoing enthusiasm among the younger demographic. These types of initiatives are crucial not only for the conservation of cultural heritage but also for strengthening the socioeconomic foundation of communities that depend on traditional crafts for their means of subsistence. Through the identification of these complex challenges and the suggestion of practical solutions, this research aims to foster cooperation among local communities, non-governmental organisations, and governmental entities. By working together, the various parties involved can devise a strategy to rejuvenate and protect indigenous handicrafts, thereby ensuring their durability and longevity in the face of changing market conditions.

### **Recommendations**

- The lack of community resources, such as centres or professional institutes for acquiring essential vocational skills, poses challenges to achieving efficient work practices. Centres must be acknowledged to facilitate their accessibility to polish their specialised talents, particularly in the realm of handicrafts.
- *Qaleen* weaving is a widely practised and prominent craft among women, involving the creation of a woollen long coat and distinct interior decorative materials. The majority of women lack awareness regarding the demand for their products in both domestic and international markets. Market access is a significant concern for women engaged in common handicrafts. Therefore, it is expected that the local community and youth organise local exhibitions to facilitate the interchange of cultural items and foster appreciation for social diversity among individuals from other cities.
- The involvement of young people should be acknowledged as a crucial stakeholder in the formulation and implementation of development programmes. Therefore, employment providers must consider job development efforts that emphasise multi-sector interaction, as highlighted in this study. Continual promotion and development of programmes are necessary to safeguard cultural heritage and strengthen their guidance and trustworthiness.
- In order to reduce unemployment by generating jobs in the manual labour sector, project contracts must be executed at both the national and local levels. This may involve implementing the appropriate and well-planned structure at the organisational level to support the creation of new job opportunities. At the local level, these initiatives will offer guidance and training for handicraft workers in areas such as education, technology, marketing and promotion, management, and networking.
- A significant proportion of women engaged in handicraft labour possess less literacy or education, rendering them unfamiliar with the process of initiating local-level commercial ventures or self-entrepreneurship. Therefore, it is imperative to ensure that these women are well-informed about entrepreneurship opportunities at the local level.

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