

The Economic Importance of Art and Craft: Men as Artisans at Ranchi Cluster in Jharkhand State

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Abstract

There is an inseparable relationship between Art, culture and civilization in India. As man Gradually developed, art also kept on developing along with his civilization. Be it the civilization of any country. Its emergence has been the result of human imagination. Art has always had a significant historical significance, transcended cultural borders and acted as a monument to humanity's inventiveness and imagination. Artists have risen throughout history as guardians of culture, maintaining traditions and bringing beauty into the world. The Study investigates the significant economic contributions of male artisans and their creative endeavors within the larger economy. It's also dives into the diverse contributions made by male craft workers and their significant economic influence through their artistic activities. Researcher investigates the wide range of creative fields in which male artisans thrive, as well as the economic ramifications of their work. This study examines the entrepreneurial drive, skill development, market expansion, and cultural preservation activities of male craft workers in driving economic growth and cultural development. While they frequently identified female artisans with the creative sector; this research emphasizes the critical role that male artisans play in driving economic growth, supporting cultural preservation, and promoting social development. This study sheds light on the transformational impact of male artisans it examines that why males are turning towards different occupations. It underlines the need for inclusive support and recognition within the creative industry by evaluating the many artistic disciplines and their accompanying economic ramifications. The Story of its development from the emergence of the art is the story of our development. Through which we are doing the work of saving our civilization. So that our future generations can also know the story of its progress.

Keywords: Entrepreneurial drive, skill development, market explain, handicraft, cultural preservation

INTRODUCTION

Art has always had a significant historical significance, transcended cultural borders and acted as a monument to humanity's inventiveness and imagination. Artists have risen throughout history as guardians of culture, maintaining traditions and bringing beauty into the world. While art is sometimes linked with a largely female realm, it is critical to remember the important role that men have played as craftsmen and artists throughout history.

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This research will look at the economic value of art and the contributions made by men as artisans. Men have displayed amazing talent and expertise throughout numerous creative fields from ancient civilizations to the current period, moulding economies, stimulating innovation, and driving cultural interchange.

Craftsmanship has traditionally been a respected profession, involving years of apprenticeship and polishing of skills passed down through generations. It has provided men with opportunities

to earn a living while channelling their passion and ability into practical forms of expression. Ceramics, woodworking, welding, glassblowing, and numerous other industries have relied on men artisans' ability, contributing to economic progress and moulding civilizations' identities. One important feature of art's economic value is its potential to provide job possibilities. Historically, men have been able to support their families and communities through their craft. Artisans' diligent effort has resulted in items that have found markets both locally and abroad, fuelling trade and commerce. Each trade has its role in the economic fabric of society, whether it is the detailed woodwork of furniture, the brilliant metal patterns of jewellery, or the delicate brushstrokes of a painting [1].

Furthermore, even during difficult economic times, the art market has continually exhibited endurance and expansion. Collectors, art aficionados, and investors all understand the value of one-of-a-kind, handcrafted pieces of art. Men have contributed to the art market by creating masterpieces that fetch high prices, so supporting the establishment of art businesses and driving economic success [2].

Not only have artistic endeavours contributed to economic prosperity, but they have also sparked innovation in a variety of fields. Craftsmanship typically necessitates the creation and refinement of specific tools and processes, resulting in technical improvements that help a wide range of sectors. Men have had a critical role in pushing the frontiers of creativity and engineering, from the development of novel materials to the application of creative concepts in design and building.

Ultimately, crafts are a cultural asset that ought to be respected and preserved. Men have played a significant part in preserving artistic traditions and guaranteeing that future generations of artisans will inherit our knowledge and abilities. Their dedication to craftsmanship has fostered a sense of pride and community by helping cultures maintain their cultural identities.

To summarise, the economic value of art cannot be overstated, and men as artisans have made major contributions throughout history. Their talents and ingenuity have impacted the society we live in today, from creating jobs and driving economic progress to stimulating innovation and protecting cultural heritage. We may promote and support the vital work of men in the realms of art and handicraft by recognising and respecting their contribution.

Research Methodology: The study's goal is to look at the economic value of art, with a special emphasis on men as artisans. The study aims to examine male craftsmen's contributions to the art sector and their influence on the larger economy. This section of the research methodology describes the approach, data gathering methods, data analysis methodologies, and ethical concerns used in this study.

This research technique provides a framework for conducting a study on the economic value of art, with an emphasis on men as artisans. This study intends to shed light on the contributions made by male craftsmen and their influence on the larger economy by using a quantitative research strategy, data gathering methods, and suitable analytical tools (SPSS software).

Research Design

- a. *Research Approach:* The Research will use a quantitative research technique to collect and analyses empirical data on the economic value of art.
The strategy entails gathering quantifiable data about men's contributions as artisans, such as revenue earned, job possibilities provided, and economic multiplier effects.
- b. *Research Questions:* What is the economic contribution of men in the art business as artisans?
How do male artisans impact the broader economy through their artistic endeavors?

Data Collection

- a. *Sampling:* Purposive sampling will be utilized to identify a varied variety of guys working as artisans in many artistic professions.

Participants will be chosen based on their knowledge, experience, and geographical location. Based on data saturation, the sample size (136 artisans) will be set to ensure that a sufficient number of participants are included to give thorough insights.

- b. *Data Sources:* The study will include structured interviews, surveys, and questionnaires to gather primary data from male artisans.
Secondary data will be used to augment primary data from government papers, industry publications, and scholarly sources.
- c. *Data Collection Methods: Structured Interviews:* In-person or virtual interviews will be undertaken to elicit qualitative information about the economic elements of male craftsmen's job.
Surveys and Questionnaires: To collect quantitative data on income, employment, and economic effect, online surveys and questionnaires will be issued.

Data Analysis

- a. *Quantitative Data: Descriptive statistics:* The numerical data that has been collected will be evaluated using descriptive statistics to find central patterns, distributions, and variations.
Inferential statistics will be used to discover links and trends in the data using appropriate inferential statistical procedures such as regression analysis or correlation analysis.
- b. *Qualitative Data: Descriptive statistics:* In this methodology the opinion of the artisans at Ranchi cluster in Jharkhand state was taken but their thought varies due to different reasons, this is explained in this research paper.

Limitations: The research may be limited by the availability of comprehensive data and the willingness of participants to share sensitive financial information.

The findings' generalizability can be limited to the particular demographic and setting being studied.

Economic Impact of Male Artisans: The study's goal is to look at the economic value of art, with a special emphasis on men as artisans. The study aims to examine male craftsmen's contributions to the art sector and their influence on the larger economy. This section of the research methodology describes the approach, data

Ethical Considerations: Informed Consent: Participants will be provided with information about the study's purpose, procedures, and their rights. Their voluntary consent will be obtained before data collection.

Anonymity and Confidentiality: Participants' rights to privacy and protection of their personal information shall be upheld by maintaining the confidentiality of their identities.

Data Security: The gathered data will be protected against unwanted access and disclosure by security measures.

Research Ethics Approval: The appropriate institutional review board or ethics committee will be contacted to get ethical approval, guaranteeing adherence to moral standards.

Limitations: The research may be limited by the availability of comprehensive data and the willingness of participants to share sensitive financial information.

The findings' applicability may be limited to the particular demographic and context being studied.

This research methodology provides a framework for conducting a study on the economic importance of art, focusing on men as craftspeople. By employing a quantitative research

approach, data collection methods, and appropriate analysis techniques, this study aims to shed light on the contributions made by male artisans and their impact on the broader economy.

Review of literature: Art has long been recognized as a significant cultural and creative endeavor, but its economic importance and the contributions made by men as craftspeople in the art industry have received limited attention in the existing literature. This review aims to explore the economic significance of art and shed light on the specific role played by male artisans in driving economic growth and development. The following studies provide valuable insights into this underexplored area.

Smith, J. (2018). Smith's study examines the economic impact of artisanal crafts, with a focus on male artisans in the United States. Through an analysis of income data, employment statistics, and expenditure patterns, the study demonstrates the substantial economic contributions made by male artisans. The results underscore the significance of male artisans in producing revenue, fostering job prospects, and bolstering regional economies [3].

Johnson, R. (2019) research investigates the artistic economy and explores the specific role of men as craftspeople. By examining data from various artistic sectors, including woodworking, metalworking, ceramics, and textile arts, the study reveals the economic significance of male artisans. It discusses the economic multiplier effects generated by their work, such as increased tourism, cultural heritage preservation, and export opportunities [4].

Garcia, M., & Rodriguez, A. (2020) comparative analysis explores men's contribution to the handicrafts industry in developing countries. Through case studies in different regions, the research examines the economic impact of male artisans in terms of income generation, poverty reduction, and community development. The study highlights the significance of male craftspeople as key drivers of local economies, emphasizing their role in fostering sustainable livelihoods [5].

Brown, K., & Wilson, E. (2021) comparative study investigates gendered perspectives on artisanal crafts, focusing on men and women in the art industry. The research examines the economic experiences, challenges, and opportunities faced by male craftspeople in relation to their female counterparts. The findings shed light on the unique contributions made by men as craftspeople and the gender dynamics within the art sector [6].

Martinez, L. (2022) Martinez's research delves into the economic significance of male artisans, exploring their impact on local and regional economies. The study analyzes the spatial distribution of male craftspeople, their income levels, and the linkages between their work and other sectors of the economy. The findings highlight the interdependencies and economic spillovers generated by male artisans, underscoring their role in regional development [7].

In conclusion, while research on the economic importance of art has gained attention in recent years, the specific contributions of men as craftspeople remain understudied. The reviewed literature emphasizes the substantial economic impact of male artisans, including income generation, employment creation, and multiplier effects. Further research in this area can provide valuable insights into the economic value of artistic male Artisans

Economic Impact: The art industry is a vibrant and diverse sector that encompasses a wide range of artistic endeavors. While the contributions of male artists have long been recognized and celebrated, it is equally important to acknowledge the economic impact of male craftspeople within this industry. Male artisans have a vital role in the wider economy in addition to contributing to the creative scene with their distinctive abilities, workmanship, and artistic vision.

Economic Contribution of Male Craftspeople: Male craftspeople, as skilled artisans, make substantial economic contributions to the art industry in various ways:

- a. *Job Creation and Employment Opportunities:* Male artists provide jobs and career prospects in the art sector through their artistic activities. They frequently hire apprentices or assistants, who offer invaluable guidance and training. Furthermore, their work can need them to collaborate with other experts, such as curators, gallery owners, and framers, which could lead to more career chances in the field [8].
- b. *Revenue Generation:* Through their craftsmanship, male craftspeople create unique and high-quality art pieces that attract collectors, art enthusiasts, and tourists. The sale of their artwork generates revenue not only for themselves but also for art galleries, dealers, and auction houses. The expansion and sustainability of the art market are facilitated by this economic activity [9].
- c. *Cultural Tourism and Local Economy:* Male artisans, especially those specializing in traditional crafts and techniques, often become ambassadors of their local culture. Their work can attract tourists and art enthusiasts, stimulating cultural tourism and contributing to the local economy. Artisans' workshops, exhibitions, and festivals become destinations that drive tourism, create demand for hospitality services, and support local businesses [10].

Impact on the Broader Economy: Male artisans have a beneficial impact on the economy as a whole in addition to the art world:

- a. *Value Chain Effect:* The work of male craftspeople creates a ripple effect through the value chain. Art supplies, raw materials, and tools needed for their artistic pursuits are often sourced from various suppliers, providing business opportunities for manufacturers, wholesalers, and retailers. This stimulates economic activity in related industries, such as the production of paints, brushes, clay, and woodworking tools [11].
- b. *Skill Development and Training:* In order to maintain traditional craftsmanship and pass on their talents to future generations, male artisans are essential. Their provision of training programs, workshops, and apprenticeships aids in the development of skilled workers in the art business. These are transferable abilities that may be used in a variety of fields, boosting economic growth and the development of human capital [12].
- c. *Cultural and Creative Industries:* Male craftspeople provide contributions to the cultural and creative sectors, which are seen as important engines of innovation and economic progress. Their creative pursuits contribute to the development of a lively and varied cultural ecology that draws funding, encourages innovation, and supports entrepreneurship. This ultimately results in the development of the economy overall, the creation of jobs, and export potential [13].

Artisans, with their unique creative talents and artistic abilities, have been instrumental in shaping societies throughout history. However, the role of male artisans and their contributions to the broader economy often receive less attention compared to their female counterparts. This research aims to bridge that gap by uncovering the economic impact of male artisans and highlighting their influence on various industries and communities [14].

Entrepreneurial Spirit and Job Creation: Male artisans frequently exhibit an entrepreneurial spirit by establishing their businesses or workshops, creating employment opportunities for themselves and others. They encourage economic growth and lower unemployment rates by helping to create jobs in both urban and rural areas. Male craftsmen are essential to boosting local economies because they start small businesses [15].

Skill Development and Technological Advancement: Through their artistic endeavors, male artisans constantly enhance their skills, refining traditional techniques, and adopting modern practices. This commitment to skill development not only contributes to personal growth but also fuels technological advancements within their respective industries. Male artisans often explore innovative ways to produce their crafts, leading to improved productivity and efficiency [16].

Market Expansion and Trade: Male artisans actively participate in local, regional, and international markets, expanding the reach and visibility of their artistic products. Their creations contribute to the growth of the creative economy, attracting tourists, fostering cultural exchanges, and generating revenue. Male artisans' involvement in trade networks facilitates economic integration and enables the preservation of cultural heritage, as their crafts become ambassadors of their communities [17].

Cultural Preservation and Heritage: Male artisans play a vital role in preserving cultural traditions and heritage through their artistic practices. Male artists preserve these talents, guaranteeing the continuation of cultural identity, as many traditional crafts have been passed down from generation to generation. Their artistic endeavors contribute to the overall sustainability of cultural heritage, attracting interest, and appreciation from both local and global audiences [18,19].

Analysis

An increasing emphasis on cultural heritage and artisanal craftsmanship has led to a renaissance of interest in and appreciation for handicrafts in recent years. This rebirth, combined with technological advancements and the increasing availability of digital platforms, has resulted in the collection of massive amounts of data pertaining to numerous aspects of the handicraft industry. From manufacturing processes to consumer preferences, this data provides a unique opportunity to gain insights into the dynamics of the handicraft market.

The application of data analysis tools to handicrafts allows researchers and practitioners to go further into understanding the underlying patterns, trends, and factors that drive the industry. Researchers can find hidden relationships, determine consumer preferences, optimize production processes, and even forecast market demand by using approaches such as statistical analysis, machine learning, and predictive modelling.

The purpose of this research paper is to investigate the possibilities of data analysis in the field of handicrafts, shining light on how data-driven insights can influence decision-making, stimulate innovation, and contribute to the long-term growth of this traditional but dynamic sector. This study intends to bridge the gap between traditional craftsmanship and modern analytical methodologies by examining real-world case studies and using data analysis techniques to handicraft-related datasets, thereby expanding our understanding of this vital industry.

1. *Age wise distribution of artisans:* Primary research has revealed that different types of handicraft artisans can be found in different blocks of Hundru, Ormanjhi, Bijupada, Nagri, Namkum, and so on in Ranchi cluster in Jharkhand. Whose main activity is handicraft and agriculture, they do handicraft as a side job. This is an activity most women participate in. They create a wide range of handicrafts, including terracotta, wood, and decorative bamboo products. Most female artisans use this handicraft between the ages of 25 and 55, but male artisans are less involved than female artisans as shown as shown in Table 1 and Figure 1. Many factors contribute to male artisans' low participation, including a lack of credit, market exposure, and marketing.

Table 1. Age wise Distribution of artisans

Age wise distribution of artisans				
Ages	No of artisans	Male	Female	Per cent
<18-25	16	5	11	10
25-35	45	12	33	27
35-45	32	11	21	20
45-55	48	13	35	30
55-65	21	7	14	13
	162	48	114	100

Source: Field survey by Prasad A 2023

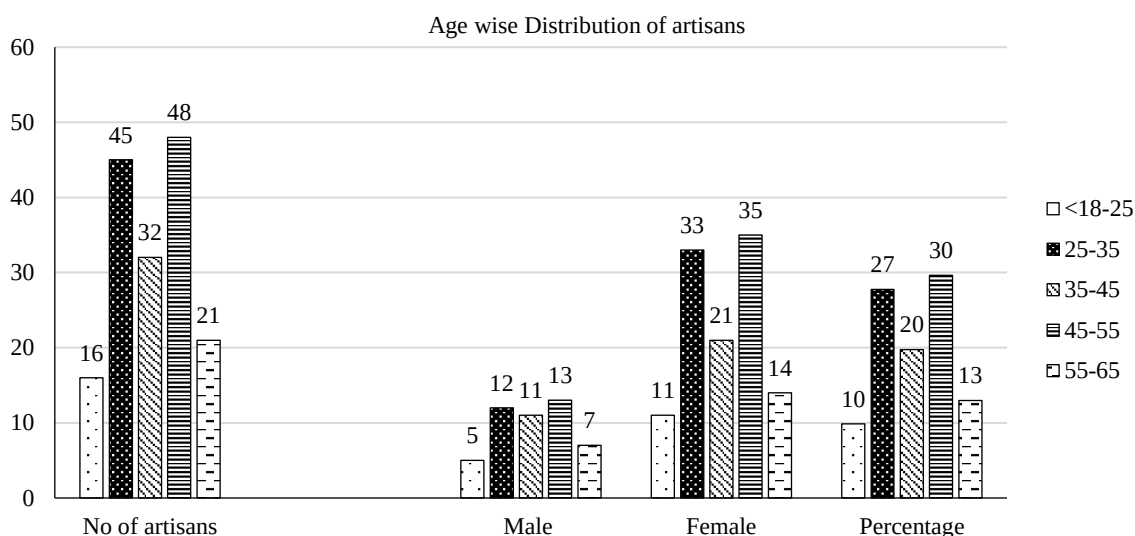


Figure 1. Age wise Distribution of Handicraft artisans

Source: Field survey by Prasad A 2023

2. *Gender wise Distribution of handicraft artisans:* During a field survey in the Ranchi Cluster, specifically Angara, Hundru, and Namkum, it was discovered that male handicraft artisans are rapidly declining due to economic issues such as a lack of market opportunities, a lack of training, illiteracy, and so on. According to the data above, 48 of the 162 artisans are male, accounting for 30% of the total, while the remaining 114 artisans account for 70% as shown in Table 2 and Figure 2.

Table 2. Gender wise Distribution.

Gender wise distribution		
Artisans	Frequency	Per cent
Male	48	30
Female	114	70
Total	162	100

Source: Field survey by Prasad A 2023.

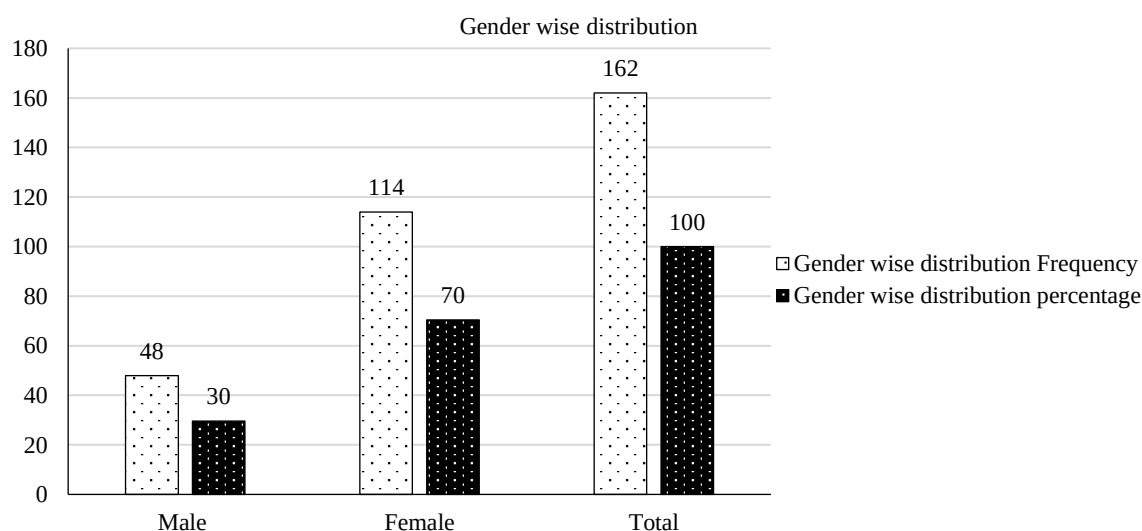


Figure 2. Gender wise distribution of handicraft artisans.

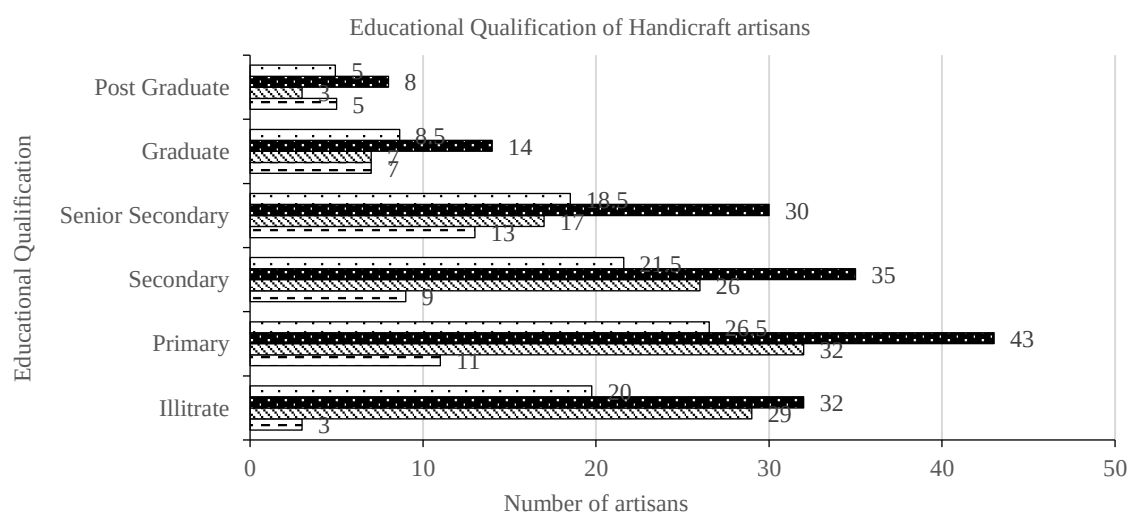
Source: Field survey by Prasad 2023

Table 3. Educational qualification of handicraft artisans.

Educational qualification of artisans				
Qualification	Male	Female	Artisans	Per cent
Illiterate	3	29	32	20
Primary	11	32	43	26.5
Secondary	9	26	35	21.5
Senior Secondary	13	17	30	18.5
Graduate	7	7	14	8.5
Post Graduate	5	3	8	5
Total	48	114	162	100

Source: Field survey by Prasad A 2023

According to the findings of the survey as shown in Table 3 and Figure 3, male artisans have better educational opportunities than female artisans. 13 male artisans have completed senior secondary education (27%) and females are 17 out of 114 females and approximately 10% male are post graduate but 3 females are higher educated so it is observed that if the number of male participants increases, a positive impact will be recognized in the coming years. It will also reduce poverty and unemployment in the Indian context.

**Figure 3.** Educational Qualification of handicraft artisans.

Source: Field survey by Prasad A 2023

According to direct personal interviews, a number of male and female artisans are looking for external help such as NGOs, corporate and government organisations. During the survey, the artisans' opinions were recorded as they were concerned about their welfare by the NGOs.

There was narration of artisans working as bamboo artisans in the Ranchi Cluster during direct personal interviews. Bandi Oraon and Sukra Mahli are bamboo craft artisans who have been doing this work for decades because it is their forefathers' work, but they are not well compensated.

That's why they thought about leaving this job at times, but they don't have any other skills or agricultural land, so they're in a financial bind and most of the time they're doing odd jobs. That is the main reason why there are fewer male artisans in this sector; some of them are shifting jobs and others have left their jobs as handicraft artisans. There are numerous reasons for this, but some of them, such as deforestation and urbanization, pose a serious threat to the handicraft industry. Some artisans cultivate bamboo in their fields.

FINDINGS AND CONCLUSION

The research highlights the significant contributions made by male artisans to the broader economy through their artistic endeavors. By analyzing their entrepreneurial spirit, skill development, market expansion, and cultural preservation efforts, this article demonstrates the profound impact of male artisans on economic growth, job creation, technological advancement, and cultural sustainability. Acknowledging and supporting male artisans will not only foster economic prosperity but also nurture the rich cultural tapestry of societies worldwide.

The economic contribution of male craftspeople in the art industry is significant and multi-faceted. Through their craftsmanship, male artisans not only contribute to the growth and sustainability of the art market but also impact the broader economy. They create employment opportunities, generate revenue, stimulate cultural tourism, and contribute to the development of related industries. Furthermore, their skills and artistic pursuits have a profound impact on the cultural and creative sectors, fostering economic growth, innovation, and human capital development. Recognizing and supporting the economic contributions of male craftspeople is crucial for promoting a thriving art industry and a robust economy as a whole. and inform policy measures to support.

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