



# A STUDY FOCUS ON POTENTIAL AND CHALLENGES IN COMMERCIALIZATION OF TRIBAL ARTS AND CRAFTS WITH SPECIAL REFERENCE TO WAYANAD DISTRICT

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## ABSTRACT

This study delves into the potential and challenges surrounding the commercialization of tribal arts and crafts. Focused on Wayanad District in Kerala, it examines the intricate tapestry of opportunities and obstacles in leveraging these cultural treasures for economic advancement. Through a multidimensional analysis, it elucidates the rich heritage of tribal communities in Wayanad, showcasing their unique artistic expressions. Market dynamics, consumer behaviors, and existing infrastructural support are scrutinized to uncover avenues for promoting tribal arts and crafts. Furthermore, the study scrutinizes the socio-economic ramifications, emphasizing cultural preservation, fair trade, and sustainability. By addressing key challenges and proposing strategic solutions, this research seeks to guide policymakers, entrepreneurs, and stakeholders towards a harmonious and prosperous integration of tribal arts and crafts into commercial spheres.

*Keywords: Tribal arts, Crafts, Commercialization, Socio-economic development, Cultural preservation, Fair trade and Sustainability.*

## I. Introduction

Tribal arts and crafts embody a rich tapestry of cultural heritage, representing centuries-old traditions and artistic expressions passed down through generations. In the verdant landscapes of Wayanad District, Kerala, these cultural treasures stand as poignant symbols of indigenous identity and creativity. Yet, despite their intrinsic value, the commercialization of tribal arts and crafts in Wayanad presents both promising opportunities and formidable challenges.

This study embarks on a comprehensive exploration of the potential and obstacles inherent in the commercialization of tribal arts and crafts in Wayanad District. By delving into the intricate interplay of socio-

cultural dynamics, economic imperatives, and environmental considerations, we aim to unravel the complexities surrounding this endeavor.

At the heart of our inquiry lies a profound appreciation for the rich heritage of tribal communities inhabiting Wayanad. Their artistic traditions, ranging from intricate handicrafts to vibrant textiles, bear witness to a cultural legacy steeped in tradition and innovation. Yet, the journey from artisanal creation to commercial viability is fraught with hurdles, including limited market access, exploitation, and cultural commodification.

Against this backdrop, our study seeks to shed light on the multifaceted dimensions of commercializing tribal arts and crafts in Wayanad. We will explore the prevailing market dynamics, consumer preferences, and institutional frameworks shaping the landscape of commercialization. Moreover, we will delve into the socio-economic implications of this process, probing issues of cultural preservation, equitable distribution of benefits, and sustainable development.

Through rigorous analysis and stakeholder engagement, we endeavor to chart a course towards a more inclusive and ethical approach to commercializing tribal arts and crafts in Wayanad District. By identifying key challenges and proposing actionable strategies, we aspire to harness the transformative potential of cultural entrepreneurship while safeguarding the integrity and dignity of indigenous communities.

In the pages that follow, we invite readers on a journey of discovery, reflection, and collective action towards realizing the full potential of tribal arts and crafts as catalysts for inclusive development and cultural resilience in Wayanad and beyond.

## II. Scope of the Study

The scope of this study encompasses an in-depth investigation into the potential and challenges associated with the commercialization of tribal arts and crafts in Wayanad District, Kerala. It encompasses a comprehensive analysis of the socio-cultural, economic, and environmental factors influencing the commercial viability of tribal artistic traditions. The study will examine market dynamics, consumer behavior, and existing infrastructure supporting the commercialization process. Additionally, it will delve into the socio-economic impact of commercialization on tribal communities, focusing on issues of cultural preservation, fair trade practices, and sustainable development. By delineating the scope of this research, we aim to provide a nuanced understanding of the complexities involved in harnessing the commercial potential of tribal arts and crafts in Wayanad District.

## III. Statement of the Problem

The commercialization of tribal arts and crafts in Wayanad District, Kerala faces significant challenges despite its potential for economic development. These challenges include limited market access, exploitation of artisans, cultural commodification, and inadequate infrastructure. Additionally, there is a lack of awareness and support for sustainable practices and fair trade principles. This study aims to identify and address these obstacles to enable a more equitable and sustainable commercialization of tribal arts and crafts, benefiting both artisans and the wider community.

## IV. Objective of the Study

*The present study was undertaken with the following specific objectives in focus:*

1. To study the socio-economic impact of commercialization on tribal communities, focusing on aspects such as income generation, cultural preservation and community empowerment.
2. To assess the current status of tribal arts and crafts in Wayanad, including their cultural significance, artistic diversity, and market presence.
3. To identify the opportunities and barriers to commercializing tribal arts and crafts, considering factors such as market demand, access to markets, infrastructure, and government policies.

4. To evaluate existing support mechanisms and initiatives aimed at promoting tribal arts and crafts, highlighting their effectiveness and areas for improvement.

## V. Research Methodology

This research adopted a conclusive research design. Specifically, this research used the descriptive research method. The major objective of descriptive research is to describe the data, usually to describe market characteristics or functions. In this research, demographic profile (gender, age, education qualification, occupation and monthly income) were investigated whether there are differences between the potential and challenges in commercialisation of tribal arts and crafts. Cross-sectional design was used as this research involved one-time collection of information from the wayanad district population. Non-probability sampling technique which is convenient sampling was used in this research. To get the right sample size from the wayanad district population, the calculation is made according to based on the calculation; the minimum number of respondents needed was 150. However, a sample size of 150 respondents was recommended to be sufficient for data analysis. Data was collected through well designed questionnaire. Moreover data was then analyzed by using the Statistical Package for Social Science latest software version.

## VI. Tools used for the study

- 6.1 *Percentage analysis*: To analyze the distribution of responses and patterns within the data.
- 6.2 *Descriptive statistics*: To summarize and interpret the characteristics of the data collected.
- 6.3 *One-way ANOVA (Analysis of Variance)*: To examine potential differences among groups, such as different tribes or market segments, regarding their perspectives on the commercialization of tribal arts and crafts.

## VII. Limitations of the study

*Like most of the studies, the present study also suffers from some limitations. Limitations of the study are mentioned as below:*

1. *Sample Bias*: Despite efforts to ensure randomness in sampling, there may still be inherent biases in the selection process, leading to limitations in the generalizability of the findings.
2. *Time Constraints*: The study's timeframe may impose limitations on the depth and breadth of data collection and analysis, potentially overlooking certain nuances or dynamics.
3. *Dependence on Self-Reported Data*: The reliance on questionnaire surveys for primary data collection may introduce response biases, such as social desirability bias or recall bias, affecting the reliability of the results.
4. *External Validity*: While the study focuses on Wayanad District, Kerala, the findings may not be applicable to other regions or contexts with different socio-cultural and economic characteristics, thus limiting the external validity of the research.

## VIII. Review of the Literature

The review of literature is a vital part of any research study, which gives essential contribution to the researcher to frame the research study on the selected topic. The review of literature has been collected from various sources, such as books, journal articles, thesis, reports and websites and so on. The collected reviews of related literature for the present study are presented in this area.

**Varghese and Krishnan (2020)**<sup>1</sup> this study explores the economic viability and cultural preservation efforts within tribal artisan cooperatives in Kerala. It examines the role of cooperatives in promoting sustainable livelihoods among tribal artisans while safeguarding their cultural heritage. Findings suggest that cooperatives serve as effective mechanisms for empowering tribal communities economically and culturally.

**Archana Rani and Himanshu Agarwal (2019)**<sup>2</sup> India has diverse art forms that reflect its traditional heritage. It has not been possible to bring the tribal groups to the forefront due to the various problems they

are facing. But tribals will have special importance in India's future. We are losing a lot of tribal artists because they are not given special attention and are neglected.

**Nair and Menon (2019)**<sup>3</sup> this case study investigates the challenges and opportunities associated with commercializing tribal arts in Wayanad District, Kerala. It identifies barriers such as lack of market access and exploitation of artisans, while also highlighting opportunities for promoting tribal arts through e-commerce platforms and tourism initiatives.

**Nikhilesh Dhar (2018)**<sup>4</sup> In the face of the 21st-century globalized world, the indigenous knowledge held by various tribal communities in Eastern India faces the risk of being lost or confined to a small group of locals. This valuable repository of traditional wisdom, passed down through generations, is at risk of fading away if not properly preserved. There is an urgent need to safeguard this indigenous knowledge to ensure its transmission to future generations. By managing and documenting this knowledge, we can not only preserve it but also unveil the hidden treasures of the region. These treasures encompass a wide range of practices, including domestic customs, religious rituals, and healing traditions, which have remained largely unknown to the wider world.

**Banita Behera (2018)**<sup>5</sup> Tribal artists must continuously enhance their creative abilities and technical skills to ensure the vitality and sustainability of tribal oral narratives and literature within their arts and culture. They play a pivotal role in transmitting this legacy to future generations while navigating the challenges of modernization and globalization. This paper delves into the cultural significance of two particularly vulnerable tribal groups, emphasizing their resilience in the face of contemporary changes.

**Patel and Singh (2018)**<sup>6</sup> Drawing lessons from Gujarat, this study explores strategies for promoting sustainable development of tribal arts and crafts. It emphasizes the importance of integrating traditional knowledge with modern techniques, fostering entrepreneurship among tribal artisans, and ensuring fair trade practices to achieve long-term sustainability.

**Kavita Singh (2017)**<sup>7</sup> The study of tribal arts and crafts vividly illustrates that the essence of tribal art is deeply rooted in the nurturing embrace of Mother Nature. Like a flourishing plant, tribal art grows organically, enriching the lives of tribal communities and captivating the hearts of art enthusiasts worldwide. Indeed, the diverse forms of tribal art emerge from the fertile soil, blossoming into vibrant expressions of tribal identity. These art forms resonate with the soothing melodies of Mother Earth, embodying the myriad emotions and connections shared between humans and nature. In the lush landscapes where tribal communities reside, one can sense the rhythmic pulse of life coursing through the verdant veins of greenery.

**Thomas and Joseph (2017)**<sup>8</sup> Examining the intersection of cultural tourism and tribal arts, this case study investigates the potential of cultural tourism initiatives in promoting tribal arts in Wayanad, Kerala. It discusses the challenges of balancing economic development with cultural preservation and suggests strategies for leveraging cultural tourism to empower tribal communities.

**Bose and Dey (2016)**<sup>9</sup> Focusing on Northeast India, this study explores the impact of market access on the livelihoods of tribal artisans. It highlights the importance of infrastructure development, market linkages, and policy support in enhancing the economic prospects of tribal artisans while also addressing socio-cultural challenges inherent in commercialization efforts.

**Ekta Sharma (2015)**<sup>10</sup> India is marked by rich tribal arts and culture with traditional heritage. The diverse art and cultural forms created by the advises introduce the lifestyles of the rural people of India. Folk art has a rich tradition. Human life would be incomplete without folk arts.



## IX. Results and Discussion

In this section presents the socio-demographic and economic profiles of the respondents from those who are manufacturing tribal arts products as it provides authenticity to the collected data and makes it a true representation of the unit under study.

### 9.1 Descriptive Analysis - Demographic Factors

#### 9.1.1 Gender of the Respondents

The data shows that out of the 150 respondents, 91 (60.7 per cent) are male and 59 (39.3 per cent) are female. This indicates a slightly higher representation of males in the sample population.

#### 9.1.2 Age of the Respondents

The majority of respondents fall within the age group below 20 years (39.3 per cent) and the age group of 21-30 years (38.7 per cent). The distribution declines as age increases, with smaller proportions in the older age categories.

#### 9.1.3 Educational Qualification of the Respondents

The most common educational qualification among respondents is at the school level (50.7 per cent), followed by those with diplomas (20 per cent) and bachelor's degrees (9.3 per cent). Master's degree holders constitute a smaller proportion (6 per cent) of the sample population, while 14 per cent have other qualifications.

#### 9.1.4 Occupation of the Respondents

Among the respondents, the largest group comprises artisans (32.7 per cent), followed closely by traders/entrepreneurs (25.3 per cent) and consumers/buyers (30.7 per cent). Government officials and individuals with other occupations make up smaller proportions of the sample.

#### 9.1.5 Monthly Income of the Respondents

The distribution of monthly income shows that the majority of respondents fall within the income brackets of below Rs.10,000 (31.3 per cent) and Rs.10,001-Rs.20,000 (33.3 per cent). Fewer respondents report higher incomes, with only 2.7 per cent earning above Rs.40,000.

### 9.2 Descriptive Statistics for Various Dimensions of the Study

#### 9.2.1 Descriptive Statistics for Level of agreement

The descriptive statistics (Table 2) reveal insights into respondents' perceptions regarding various aspects of commercializing tribal arts and crafts in Wayanad District. On average, respondents indicate a moderate level of agreement that tribal arts and crafts hold significant cultural value in Wayanad, with a mean score of 2.40. However, there's a slightly lower level of agreement (mean = 2.07) concerning the potential contribution of commercialization to the economic development of tribal communities. Respondents also acknowledge the challenge of lack of market access faced by tribal artisans, with a mean score of 2.18. On the other hand, there is a strong consensus (mean = 3.68) on the importance of fair trade practices for sustainable commercialization. Similarly, respondents recognize the significance of government policies and support (mean = 3.51) in facilitating successful commercialization efforts. Lastly, while respondents express a moderate willingness (mean = 2.80) to pay a premium price for tribal arts and crafts to support tribal artisans' livelihoods, there is notable variability in responses across all dimensions. Overall, these findings underscore the complex interplay of cultural, economic, and institutional factors shaping the commercialization landscape of tribal arts and crafts in Wayanad.

### 9.2.2 Descriptive Statistics for Assessing the Current Status of Tribal Arts and Crafts in Wayanad

The descriptive statistics (Table 3) offer insights into the current status of tribal arts and crafts in Wayanad District as perceived by respondents. On average, respondents indicate a relatively positive assessment of the quality of tribal arts and crafts, with a mean score of 3.20. Similarly, respondents perceive a moderate availability of tribal arts and crafts in local markets, with a mean score of 3.42. However, there is a lower level of recognition and appreciation of tribal arts and crafts in Wayanad, as indicated by the mean score of 2.35. Additionally, respondents express concerns about the economic opportunities for tribal artisans in selling their crafts, with a mean score of 2.27, and the preservation of traditional techniques and designs, with a mean score of 2.46. These findings suggest a mixed picture of the current status of tribal arts and crafts in Wayanad, highlighting areas of strength as well as areas requiring attention and improvement.

### 9.2.3 Descriptive Statistics for Assessing Opportunities and Barriers to Commercializing Tribal Arts and Crafts

The descriptive statistics (Table 4) provide insights into respondents' perceptions regarding opportunities and barriers to commercializing tribal arts and crafts in Wayanad District. On average, respondents indicate a moderate level of agreement (mean = 2.46) regarding the existence of a growing demand for tribal arts and crafts in local and international markets. Similarly, respondents perceive lack of access to markets and distribution channels (mean = 2.54) and limited infrastructure and technology access (mean = 2.36) as significant barriers for tribal artisans in Wayanad. Respondents also recognize the importance of government initiatives and support programs (mean = 2.32) in promoting the commercialization of tribal arts and crafts. Additionally, respondents express concerns about cultural commoditization and exploitation of tribal artisans (mean = 2.45), highlighting significant ethical challenges in the commercialization process. These findings underscore the multifaceted nature of opportunities and barriers shaping the commercialization landscape of tribal arts and crafts in Wayanad, suggesting a need for comprehensive strategies to address these challenges and leverage opportunities for sustainable development.

## 9.3 Analysis of Variance (ANOVA)

ANOVA is usually a collection of the statistical models or their associated procedures, where the observed variance of the particular variable is partitioned in the components that are attributable to various sources of variations. ANOVA generalizes the test in more than two groups & provides the statistical testing for determining whether the means of several groups are equal or not. When doing the multiple two sample tests, which are increased chances of committing a type 1 error. Hence ANOVA is found useful when comparing two, three and more means.

### 9.3.1 Comparison between age of the respondents and various dimensions of the study

*H<sub>0</sub>: There is no significant relationship between age of the respondents and various dimensions of the study*

The table 5 shows that, the analysis of respondents' age groups in relation to their level of agreement, assessment of the current status of tribal arts and crafts in Wayanad, and perceptions of opportunities and barriers to commercialization reveals notable patterns. Among respondents below 20 years old, there is a moderate level of agreement (mean = 2.69) regarding the assessed criteria, which is significantly different from other age groups ( $F = 4.593$ ,  $p = .002$ ). The age group of 21-30 years old shows a slightly higher level of agreement (mean = 2.80), while respondents aged 31-40 years old exhibit a slightly lower level of agreement (mean = 2.50). The highest level of agreement is observed among respondents aged 41-50 years old, with a mean of 3.38, indicating a more positive perception compared to other age groups. Those aged 50 and above also express a relatively high level of agreement, with a mean of 2.93. Overall, these findings suggest varying

perceptions of the assessed criteria among different age groups, with older respondents generally exhibiting higher levels of agreement.

The analysis of respondents' age groups in relation to their assessment of the current status of tribal arts and crafts in Wayanad reveals notable variations. Among respondents below 20 years old, there is a relatively high assessment (mean = 2.89) of the current status, which is significantly different from other age groups ( $F = 6.870$ ,  $p = .000$ ). Conversely, respondents aged 21-30 years old exhibit a lower assessment (mean = 2.38), indicating a less positive perception compared to younger respondents. Respondents aged 31-40 years old demonstrate the highest assessment (mean = 3.19), reflecting a more favorable view of the current status. Those aged 41-50 years old and 50 and above also express relatively high assessments, with means of 2.95 and 3.17, respectively. Overall, these findings suggest differing perceptions of the current status of tribal arts and crafts among different age groups, with older respondents generally exhibiting more positive assessments.

There is no statistically significant difference ( $F = 1.726$ ,  $p = .147$ ) among different age groups. These findings suggest that younger respondents, particularly those below 20 years old, may have a more positive perception of tribal arts and crafts and their current status in Wayanad, but their perceptions of opportunities and barriers to commercialization align more closely with other age groups.

### 9.3.2 Comparison between occupation of the respondents and various dimensions of the study

*H<sub>0</sub>: There is no significant relationship between occupation of the respondents and various dimensions of the study*

Evident from the table 6 the analysis of respondents' occupations in relation to their level of agreement regarding the assessed criteria reveals interesting insights. Among artisans, there is a moderate level of agreement (mean = 2.74), which is significantly different from other occupations ( $F = 3.848$ ,  $p = .005$ ). Trader/entrepreneur and consumer/buyer respondents exhibit similar levels of agreement, with means of 2.79 and 2.64, respectively. However, government officials express a slightly higher level of agreement (mean = 2.96), indicating a more positive perception compared to other occupational groups. Respondents categorized under "others" demonstrate the highest level of agreement (mean = 3.42), suggesting a particularly favorable view of the assessed criteria. Overall, these findings suggest varying perceptions of the assessed criteria among different occupational groups, with government officials and those categorized under "others" expressing more positive views compared to artisans, traders/entrepreneurs, and consumers/buyers.

The analysis of respondents' occupations in relation to their assessment of the current status of tribal arts and crafts in Wayanad and their perceptions of opportunities and barriers to commercialization reveals no statistically significant differences among different occupational groups. In assessing the current status, artisans, traders/entrepreneurs, consumers/buyers, government officials, and others demonstrate similar mean scores, ranging from 2.62 to 2.98, with no significant variations observed ( $F = 0.464$ ,  $p = 0.762$ ). Similarly, in assessing opportunities and barriers to commercialization, there are no significant differences in mean scores among different occupational groups, ranging from 2.31 to 2.68 ( $F = 1.084$ ,  $p = 0.367$ ).

These findings suggest that, regardless of their occupation, respondents share relatively similar perceptions of both the current status and the opportunities and barriers related to the commercialization of tribal arts and crafts in Wayanad.

### Findings of the Study

*On the basis of the analysis of the study, the following findings have been made.*

1. This indicates a slightly higher representation of males in the sample population
2. The majority of respondents fall within the age group below 20 years (39.3 per cent) and the age group of 21-30 years (38.7 per cent).

3. The most common educational qualification among respondents is at the school level (50.7 per cent)
4. The respondents, the largest group comprises artisans (32.7 per cent)
5. Monthly income shows that the majority of respondents fall within the income brackets of below Rs.10, 000 (31.3 per cent) and Rs.10,001-Rs.20,000 (33.3 per cent).
6. The complex interplay of cultural, economic, and institutional factors shaping the commercialization landscape of tribal arts and crafts in Wayanad
7. Mixed picture of the current status of tribal arts and crafts in Wayanad, highlighting areas of strength as well as areas requiring attention and improvement
8. The multifaceted nature of opportunities and barriers shaping the commercialization landscape of tribal arts and crafts in Wayanad, suggesting a need for comprehensive strategies to address these challenges and leverage opportunities for sustainable development
9. Perceptions of the assessed criteria among different age groups, with older respondents generally exhibiting higher levels of agreement
10. Perceptions of the current status of tribal arts and crafts among different age groups, with older respondents generally exhibiting more positive assessments
11. Below 20 years old, may have a more positive perception of tribal arts and crafts and their current status in Wayanad, but their perceptions of opportunities and barriers to commercialization align more closely with other age groups.
12. Perceptions of the assessed criteria among different occupational groups, with government officials and those categorized under "others" expressing more positive views compared to artisans, traders/entrepreneurs, and consumers/buyers.
13. Regardless of their occupation, respondents share relatively similar perceptions of both the current status and the opportunities and barriers related to the commercialization of tribal arts and crafts in Wayanad.

### Suggestions and Recommendations

Based on the findings and observations regarding the representation of respondents' demographics, perceptions, and factors influencing the commercialization of tribal arts and crafts in Wayanad, several suggestions can be proposed.

- ❖ Firstly, given the higher representation of younger age groups and individuals with school-level education, targeted initiatives should be developed to engage and empower these demographics in promoting and sustaining tribal arts and crafts.
- ❖ Moreover, efforts should focus on enhancing market access and creating opportunities for income generation, especially for artisans, who constitute a significant proportion of the respondents.
- ❖ Additionally, considering the multifaceted nature of challenges and opportunities identified, stakeholders should collaborate to develop comprehensive strategies addressing cultural, economic and institutional factors to foster sustainable development in the commercialization of tribal arts and crafts in Wayanad.
- ❖ Furthermore, initiatives aimed at raising awareness and appreciation for tribal arts and crafts among various age groups and occupational sectors could help to diversify support and drive positive change in the commercialization landscape.

### Conclusion

In conclusion, the study sheds light on various aspects of the commercialization of tribal arts and crafts in Wayanad District, Kerala. It reveals a slightly higher representation of males in the sample population, with the majority falling within younger age groups and possessing school-level education. Artisans emerge as the largest occupational group, while a significant portion of respondents report lower monthly incomes. The findings highlight the complex interplay of cultural, economic, and institutional factors shaping the commercialization landscape, presenting a mixed picture of the current status with areas of strength and areas



needing improvement. The multifaceted nature of opportunities and barriers underscores the need for comprehensive strategies to foster sustainable development in this sector. Age and occupational differences influence perceptions, with older respondents generally exhibiting more positive assessments. However, regardless of occupation, respondents share relatively similar perceptions of the current status and the opportunities and barriers related to commercialization. These insights provide valuable guidance for stakeholders in developing targeted interventions and policies to support the growth and sustainability of tribal arts and crafts in Wayanad.

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**Table 1**  
**Demographic variables of the respondents**

S.No	Demographic Variables	Particulars	Frequency	Percentage
1	Gender	Male	91	60.70
		Female	59	39.30
2	Age	Below 20 Years	59	39.30
		21-30 Years	58	38.70
		31-40 Years	15	10.00
		41-50 Years	11	7.30
		50 and above	7	4.70
3	Educational Qualification	School Level	76	50.70
		Diploma	30	20.00
		Bachelor's Degree	14	9.30
		Master's Degree	9	6.00
		Others	21	14.00
4	Occupation	Artisan	49	32.70
		Trader/Entrepreneur	38	25.30
		Consumer/Buyer	46	30.70
		Government Official	8	5.30
		Others	9	6.00
5	Monthly Income	Below Rs.10,000	47	31.30
		Rs.10,001-Rs.20,000	50	33.30
		Rs.20,001-Rs. 30,000	37	24.70
		Rs.30,001-Rs. 40,000	12	8.00
		Above Rs.40,000	4	2.70
Total			150	100.00

Sources: Primary Data

**Table 2**  
**Descriptive Statistics for Level of agreement**

S.No	Attributes	N	Mean	SD
1	Tribal arts and crafts hold significant cultural value in Wayanad District	150	2.40	1.117
2	The commercialization of tribal arts and crafts can contribute to the economic development of tribal communities.	150	2.07	0.977
3	Lack of market access is a major challenge faced by tribal artisans in promoting their crafts.	150	2.18	1.479
4	Fair trade practices are essential for ensuring the sustainable commercialization of tribal arts and crafts.	150	3.68	1.137
5	Government policies and support are crucial for the successful commercialization of tribal arts and crafts.	150	3.51	1.203
6	I am willing to pay a premium price for tribal arts and crafts to support the livelihoods of tribal artisans	150	2.80	1.204
Valid N (List Wise)		150		

Sources: Computed

**Table 3**  
**Descriptive Statistics for Assessing the Current Status of Tribal Arts and Crafts in Wayanad**

S.No	Attributes	N	Mean	SD
1	Quality of Tribal Arts and Crafts	150	3.20	1.326
2	Availability of Tribal Arts and Crafts in Local Markets	150	3.42	1.754
3	Recognition and Appreciation of Tribal Arts and Crafts in Wayanad	150	2.35	1.081
4	Economic Opportunities for Tribal Artisans in Selling Their Crafts	150	2.27	1.220
5	Preservation of Traditional Techniques and Designs in Tribal Arts and Crafts	150	2.46	0.960
Valid N (List Wise)		150		

Sources: Computed

**Table 4 - Descriptive Statistics for Assessing Opportunities and Barriers to Commercializing Tribal Arts and Crafts**

S.No	Attributes	N	Mean	SD
1	There is a growing demand for tribal arts and crafts in local and international markets	150	2.46	1.145
2	Lack of access to markets and distribution channels is a significant barrier for tribal artisans in Wayanad.	150	2.54	1.085
3	Government initiatives and support programs play a crucial role in promoting the commercialization of tribal arts and crafts.	150	2.32	1.166
4	Limited infrastructure and technology access hinder the scalability of tribal arts and crafts businesses in Wayanad.	150	2.36	0.936
5	Cultural commoditization and exploitation of tribal artisans pose significant ethical challenges in commercializing tribal arts and crafts.	150	2.45	1.190
<b>Valid N (List Wise)</b>		<b>150</b>		

Sources: Computed

**Table 5**  
**Comparison between age of the respondents and various dimensions of the study**

S.No	Attributes	Age of the Respondents	N	Mean	SD	F	Sig
1	Level of agreement	Below 20 Years	59	2.69	0.622	4.593	0.002
		21-30 Years	58	2.80	0.527		
		31-40 Years	15	2.50	0.584		
		41-50 Years	11	3.38	0.381		
		50 and above	7	2.93	0.490		
		<b>Total</b>	<b>150</b>	<b>2.77</b>	<b>0.589</b>		
2	Assessing the Current Status of Tribal Arts and Crafts in Wayanad	Below 20 Years	59	2.89	0.829	6.870	0.000
		21-30 Years	58	2.38	0.623		
		31-40 Years	15	3.19	0.277		
		41-50 Years	11	2.95	0.607		
		50 and above	7	3.17	0.969		
		<b>Total</b>	<b>150</b>	<b>2.74</b>	<b>0.760</b>		
3	Assessing Opportunities and Barriers to Commercializing Tribal Arts and Crafts	Below 20 Years	59	2.48	0.753	1.726	0.147
		21-30 Years	58	2.29	0.678		
		31-40 Years	15	2.44	0.364		
		41-50 Years	11	2.87	0.811		
		50 and above	7	2.34	0.870		
		<b>Total</b>	<b>150</b>	<b>2.43</b>	<b>0.712</b>		

Sources: Computed



**Table 6**  
**Comparison between age of the respondents and various dimensions of the study**

S.No	Attributes	Occupation of the Respondents	N	Mean	SD	F	Sig
1	Level of agreement	Artisan	49	2.74	0.626	3.848	0.005
		Trader/Entrepreneur	38	2.79	0.565		
		Consumer/Buyer	46	2.64	0.564		
		Government Official	8	2.96	0.443		
		Others	9	3.42	0.238		
		<b>Total</b>	<b>150</b>	<b>2.77</b>	<b>0.589</b>		
2	Assessing the Current Status of Tribal Arts and Crafts in Wayanad	Artisan	49	2.66	0.738	0.464	0.762
		Trader/Entrepreneur	38	2.74	1.007		
		Consumer/Buyer	46	2.81	0.624		
		Government Official	8	2.98	0.495		
		Others	9	2.62	0.514		
		<b>Total</b>	<b>150</b>	<b>2.74</b>	<b>0.760</b>		
3	Assessing Opportunities and Barriers to Commercializing Tribal Arts and Crafts	Artisan	49	2.31	0.665	1.084	0.367
		Trader/Entrepreneur	38	2.34	0.833		
		Consumer/Buyer	46	2.53	0.645		
		Government Official	8	2.68	0.501		
		Others	9	2.60	0.860		
		<b>Total</b>	<b>150</b>	<b>2.43</b>	<b>0.712</b>		

Sources: Computed

