

Evaluation of Growing Opportunities of Chikankari Product: With Special Reference to Lucknow City

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ABSTRACT

Lucknow city is the origination of art fulhand chikankari embroidery technique. It was started in MUGHAL EMPIRE's capital during 18th century. It is playing the important role to provide very comfortable seasonal cloths to utilise in summer season as well as winter season which is very comfortable to the health. The used portion of cotton is the highest to produce the handicraft products as 70.9% in chikankari products. It is not only providing the opportunities to utilise the comfortable and fashionable cloth but also providing the livelihood to the people of Lucknow city at largescale. The research paper makes discussion on employment generation and seasonal quality of the chikankari product. During present time, around 50000 people are involved in chikankari sector, including artisan, businessmen, workers etc. The satisfaction of the consumer significantly impacting on the demand and sale of handicraft products. The people are satisfied with the quality and the fashion of the handicraft products because the handicraft sector is the making supply of the seasonal product to the consumer as per their need and preferences. It is positively impacting the health of the consumers. We have tested whether there is significant impact of consumer's satisfaction on the sale of chikankari product or not. Finally, we have tested and found the result that there is significant impact of consumer's satisfaction on sale of the chikankari product. This sector is not only satisfying the customers but also creating the sustainability because it is producing the hand-made product with the use of skill of the workers. The research paper also explores the remuneration paid to the workers under chikankari product sector as per their skill power and efficiency. The workers are getting remuneration. The remuneration is being paid Rs.10701 per month to unskilled workers, Rs. 11772 per month to semi-skilled workers, and Rs.13186 to the skilled workers in Lucknow city of Indian economy.

Keywords- Handicraft Products, Chikankari products, Livelihood of the workers, Customer Satisfaction, Employment Opportunities,

INTRODUCTION

Chikankari embroidery technique was started in MUGHAL EMPIRE's capital during 18th century since then it is continuously growing, being innovative and stylish embroidery technique in Lucknow city of Indian economy. Handicrafts play a crucial and unique role in expressing arts, culture, tradition and heritage from Persian to India. Handicraft work not only shows cultural heritage it also creates the entrepreneurship to innovate an artesian design and work, generate employment, and improve the livelihood of rural-urban areas through establishment of Micro Small and Medium Enterprises in developing and rural-urban areas to open a new market and businesses of artisan work and export of products in foreign markets. It works like a driver of economic development by contribution in per capita income, employment generation and GDP of our nation. The chikankari work is one of the most famous work of handicrafts in India. Chikankari work is preferred by most of the people not only in Lucknow city as well as all over India and international market. Handicraft shows the uniqueness of work. Chikankari work is one of handicrafts work is very famous in India. Its origin from Persian country and they came to India and established a work of chikankari is purely work of threads. It is very comfortable to wear in the summer season. During present time period, chikankari is continuously growing sector which is a source of earning, generating employment at large scale, various stylish technique and very comfortable in use. Chikankari is the history of Lucknow which came prior to 3 BC at the time of the Mughal empire. At that time Indians were using muslin cloth fabric flowered chikan work. Lucknow is the capital of Uttar Pradesh and which famous for chikankari hand work. This skill came from Persia but now a day everyone knows chikankari work and wears chikankari design. Prior chikankari work was designed through a white thread on muslim cloth. It works not only with white thread but also on different-different color threads on various fabrics through needles on light fabric cloths. Chikankari got a GI tag in Lucknow in December 2008. Geographical Indication stand for which represents regional work and tradition of culture and not found this design in another state because it got a certificate to design in Lucknow. Geographical Indication helps to show uniqueness and originality of work like a brand of region.

The word chikan literally means handmade embroidery technique which is traditional needlework style. It's still as simple and economical fabric option. Chikankari is an art form that transforms ordinary cotton and organ die into flowing yards of beauty. Malmal, Tanzeeb, Cotton, and Silk. Currently which are all of sorts of textiles. The main purpose of this study is to investigate the satisfaction level of customer which helps to increase the demand of chikankari products. We get the positive relationship between the satisfaction of the consumers and demand of chikankari products. We also get the positive relationship between demand of chikankari products and employment level in Lucknow city which explores the new opportunities to increase the employment opportunities. The demand of chikankari products is not only preferred in Lucknow but also all over India as well as international market.

REVIEW OF LITERATURE

According to **S.S.A Jafri (2008)** The literature emphasizes the serious issues encountered on Chikan craft workers, including the predominance of low salaries caused by an oversupply of man power and fierce rivalry within the sector. These systemic challenges are worsened by the lack of procedures that require businesses to provide equitable pay. However, various viable solutions have been presented to address these issues. A crucial idea is the provision of low-interest loans to employees and entrepreneurs, related to the Kisan Credit Card (KCC) concept, which could provide financial security while reducing reliance on exploitative tactics. Furthermore, government assistance in expediting export orders is considered as a strategic strategy to increasing demand for Chikan items, boosting production and allowing workers to command higher salaries. Ultimately, these interventions seek to empower the labor, Furthermore, government assistance in expediting export orders is considered as a strategic move for the Chikan craft labor, increasing both their financial position and the long-term viability of the craft business.

Chetan Sharma et al. (2008) Their paper emphasizes the transformative effect of community-based ICT programs to empower marginalized women. However, success is contingent on overcoming economic and cultural constraints throughout project formulation and execution. Two crucial lessons emerge: first, there is a requirement for an achievable perspective on technology's potential to drive development, rather than overly optimistic ambitions; and second, inclusiveness design and delivery methods are essential to ensure that excluded people benefit. This necessitates specialized, strategic approaches to developing durable and successful initiatives for women's empowerment.

SSA Jafri (2011)-The study emphasizes the exploitation that occurs in traditional craft sectors, where labor surplus reduces pay standards. It is consistent with studies that propose government participation in the artisan sector through financial assistance and market access programs. Furthermore, the emphasis on export promotion is consistent with studies that highlights the significance of globalization in empowering local craftspeople. The findings highlight the need of combining socioeconomic initiatives with cultural preservation in order to strengthen neglected artisan communities.

According to **Ann Le Mare (2012)** study investigates the many facets of women's empowerment in Fair Trade handicraft manufacturing, noting both progress and continued obstacles experienced by female producers. Strength in the light of the use of fair-trade is frequently connected with economic advantages such as fair salaries and increased market accessibility, but this particular focus ignores larger, multifaceted dimensions of empowerment.

Kirsi Vainio Korhonen (2011) according to his study on Turku, Finland's largest pre-industrial city, look at the role of handicraft production, with a focus on necessary items like clothes and footwear. From a gender- historical standpoint, the study indicates the both men and women participated in handicrafts, but whose activity differed greatly in regulation, position, and economic ramifications. Men's handicrafts were formal professions, regulated and taxed, requiring training and conferring social status. Women's work, on the other hand, was informal, uncontrolled, and untaxed, with no social status or legal documentation. When handicraft sectors became female-dominated, they lose the status hitherto associated with male artisanship.

Akiko Yamasaki (2012) her article investigates the evolution of shugei (handicrafts) throughout modern Japan, focusing on the move from a broad skill set to an activity mostly connected with women, which includes sewing, looming, sericulture, and cooking. Initially, the paper investigates how schooling during the Meiji period led to the genderization of handicrafts and specifies a variety of these endeavours using contemporary conceptions. The second section looks at how books and popular periodicals supported this gendered attitude by promoting handicrafts as a way to enhance feminine characteristics and prepared women for motherhood. Handicrafts also provided economic support for women in times of need of assistance, serving as a reserve labour force, particularly during wartime when male labour was scarce.

Neha Mishra (2015) According to this review on Chikankari, a traditional embroidery from Lucknow, India, explores its deep cultural and historical significance, tracing its origins to the Mughal period, when it was embraced by NoorJahan and the Nawabs. Once reserved for the elite, it is now popular across social classes. The research highlights Chikankari's global appeal and adaptation across textiles over time, noting concerns over mass production that has compromised its authenticity. The paper advocates for preserving Chikankari's artistry by adapting it to modern markets without diluting its essence and by ensuring fair compensation for artisans to support the craft's sustainable future.

Yusairah Ahmad & Mohammed Anees (2016) Lucknow's Chikan craft has a global reputation for excellent, delicate handwork, but the literature also emphasizes the hardships encountered by the mostly unorganised business. The report outlines important difficulties, including artisans' low salaries, poor working and housing

circumstances, and health problems caused by extensive handwork. Furthermore, the industry faces competition from Chinese items, obsolete technology, fragmented operations, dwindling exports, and inadequate marketing. The article recommends that a collaborative effort between the government, private organisations, in Lucknow Chikankari Handicrafts Association might address these difficulties, potentially improving exports, revenue, and global recognition for Chikan items.

Y. Ahmad, M Anees (2016) - In their study they investigated the obstacles confronting Lucknow's chikan craft industry, with a focus on issues encountered by artists and entrepreneurs. Artisans confront terrible working conditions, low salaries, and health problems, whereas businesspeople face competition from less expensive Chinese items, technology that is outdated, fragmented processes, and dwindling exports. The industry's disorganized structure and a lack of worldwide awareness worsen these issues. The recommendations include joint efforts by the government, private groups, and associations to promote craftsman social welfare, upgrade production, and improve marketing methods.

Oluwayemisi Adebola Abisuga et al. (2016) This literature review investigates the significance of the southern Africa handicrafts sector in employment, revenue generation, and poverty reduction, with a special emphasis on youth entrepreneurship. While this industry's capacity to promote economic growth and long-term livelihoods is recognized, various impediments impede its performance, particularly among young people. These include insufficient resources, ineffective promotion, and little access to greater markets. The assessment identifies major areas that require additional research to improve the efficacy of handicrafts industries and better incorporate young people into the economy. Further study is required to fill these gaps and provide a more complete knowledge of Fair Trade's full potential and constraints as a framework for empowering women.

Rai Madhu (2017) -This paper emphasized the significance of adopting new technologies in order to stay competitive in worldwide markets. It has also been noted that, despite economic constraints, the expanding number of crafting and fashion events demonstrates a market for fashion-related goods. The study found that globalization has a substantial impact on the Indian fashion sector, resulting in changes in dressing habits and the creation of new fashion trends. Several factors, including communication, mass media, economic situations, and technical advancements, contributed to these developments. Chikan work, a old style of needlework, has remained popular and is now used on a variety of household goods in addition to garment materials.

Ritu Agrahari & Kanwaljit kaur brar (2017) The study emphasizes the importance of non-governmental organizations (NGOs) in supplementing government efforts to encourage regional and artisan development, with an emphasis on Lucknow's Chikankari craftspeople. It focuses on the socioeconomic empowerment of craftspeople, particularly women, through programmes like as Self-Help Groups (SHGs), skill development programs, and improved market access. While targeted schemes like the Baba Saheb Hastshilp Vikas Yojana and Design and Technology Upgradation make a major contribution, problems like as land procurement and minimal involvement in global markets due to limited IEC registration highlight structural impediments. The findings highlight the importance of coordinating efforts between governments and non-governmental organizations (NGOs) to close these gaps, preserve traditional craft and holistic development.

Purwar Shruti (2018)-The purpose of this study was to highlight the prevailing fashion and trend scenarios for Chikankari handmade products. It examined the entrepreneurial development of Chikankari needlework, shedding light on its evolution and emerging market trends. The findings revealed that Chikankari embroidery underwent significant transformation, influenced by Mughal-Persian designs and patterns. Over time, it became a competitive and fashionable

craft, characterized by innovative experiments, themes, color

variations, fabrics, and techniques. This industry provided employment to millions, integrating traditional skills with modern technology to develop innovative business models. There port emphasized the importance of Chikankari in the socioeconomic development of Lucknow and its growing recognition on a global scale.

Singh, P., & Sharma, P. (2018) - This research was done in Lucknow to examine the workplace conditions and health issues of chikankari artists. Using descriptive and experimental study approaches, 120 craftspeople from two chikankari units were chosen via purposeful and random sampling. The findings revealed considerable, albeit transitory, health difficulties among artisans, which were mainly caused by poor ergonomic conditions at work and repeated tasks. The study emphasizes the importance of improving ergonomic techniques and health interventions for the health and work efficiency of chikankari artists. The study emphasizes the importance of better ergonomic approaches and health interventions in promoting both the health and efficiency of chikankari artists.

According to **Sayed Akbar Hyder (2021)** their study looks at the complicated relationship between bodies, suffering, in chikankari work of embroidery, with an emphasis on Muslim women craftsmen at Khala's Lucknow facility. It stresses how the physical suffering and emotional work associated with the craft are linked to cultural, social, and political processes. The women's shared agony and work promote solidarity as they handle and watch each other's suffering. The review also places this labor in the larger context of Islamophobic and violence in politics under the Hinduism regime, presenting chikankari as an example of both obstacles and resiliency, where embodiment knowledge, community unity, and political conflicts intersect.

Rinku (2023)-The study investigated the impact of cultural and gender disparities on production of firm in Lucknow's chikankari industry. It intended to explore how sociocultural variety among employees and entrepreneurs contributed to new ideas and knowledge, as well as how these elements influenced corporate output. The study revealed that cultural and gender diversity, as well as social capital, have played critical roles in fostering innovation and productivity in enterprises, particularly in culturally rich industries such as chikankari.

Neelam Yadav and Shabnam Chhabra (2024) They investigated the historical roots, significance, techniques, and practices of Chikankari needle work. The study's objectives are to analyze the socioeconomic difficulties the sector faces, highlight the contribution of designers and craftspeople to Chikankari's comeback, and assess how government and non-governmental organization initiatives have empowered artisans. It also tries to understand how the blending of traditional craft with modern technology has aided Chikankari's global appreciation and preservation. The combination of traditional techniques and technological inventions has not only preserved Chikankari's uniqueness, but also increased its global appeal.

OBJECTIVES

The objectives of my research paper are as under-

- To analyse the seasonal impact of the chikankari product on health.
- To explore the employment generation in production of Handicraft product.
- To examine the consumers satisfaction on the sale of chikankari product.

HYPOTHESIS

I have taken the following hypothesis in our research paper:

H₁-There is significant impact of consumers' satisfaction on the sale of Chikankari product.

H₀-There is no significant impact of consumers' satisfaction on the sale of Chikankari product.

RESEARCH METHODOLOGY

Nature of the study- This study is analytical and descriptive in nature. The study process is systematic, phased, and includes both primary and secondary data.

Collection of data:

Primary source-Primary data is collected from structured questionnaire, interviews, surveys, and observations. Quantitative research focuses on numerical data collected from manufacturers, suppliers, designers, store visits, and market observations, whereas qualitative analysis emphasizes visual interpretation and unique customer insights, such as craft enthusiasts and general consumers.

Secondary sources- while secondary data is obtained from online and offline sources such as journals, articles, blogs, books, and sales records.

Sample size- The sample size of our research paper is 100. Data were collected by well-structured questionnaire method, 14 questions were raised to 100 respondents in Lucknow city that filled by all the categories of consumers and customer like student, unemployed and employed male females to understand the satisfaction level help to increase the demand of Chikankari product and it also helps to increase the employment in chikankari industries.

Statistical tool and techniques- To test the hypothesis whether there is significant impact of consumers' on the sale of chikankari product or not, with the use of sample size 100 through which responses collected from well-structured questionnaire technique. Here we applied Wilcoxon test (Non-parametric test) to test hypothesis on 100 samples which collected from structured questionnaire technique.

ANALYSIS OF THE DATA

Table-1

S. No.	X	Y
1	97	3
2	68	32
3	65	35
4	88	12
5	42	58
6	95	5
7	68	32
8	100	0
9	80	20
10	89	11
11	97	3
12	97	3
13	94	6
14	94	6

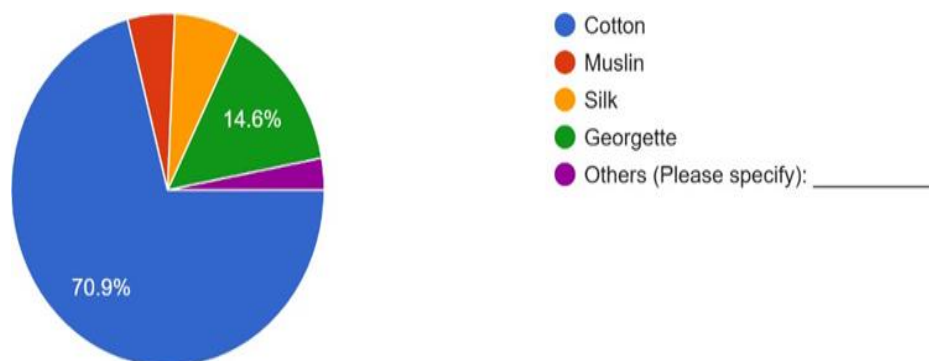
(Source-Primary data through Structured Questionnaire)

As per above table no.1 two types of variables have been shown as x and y. both variable x and y are responses of 100 respondents. X variable stands for no. of respondents replying the question in "Yes" that is to say they are agree. On the other hand variable Y stands for number of respondents replying the question in "No" that is to say they don't agree with the question. Total number of respondents 100 and 14 questions were raised to each respondent. Paired data have been given in above table. Therefore, we have applied Wilcoxon paired test. We have applied the Wilcoxon test as statistical tool to find out whether both variables are significantly associated or not. As per Wilcoxon test the N of 14 at 5% level of significance the critical value/ tabulated values is 1.96. The calculated value of above data as per Wilcoxon test given

(table no.1) is 3.11. Now we get that the calculated value is greater than critical value ($3.11 > 1.96$).

Therefore, null hypothesis (H_0) has been rejected and alternative hypothesis (H_1) is accepted. Both two variables (x and y) are significantly associated with each other. Thus, there is significant impact of consumers satisfaction on the sale of Chikankari.

Figure No. 1 SEASONAL IMPACT of Fabric



(Source Primary Data)

As per the above figure no.1 we get that first rank goes to cotton to produce the chikankari product because 70.9% cotton is being used to produce the chikankari product. The quality of georgette stood second position to produce chikankari products. Its portion to 14.6%. the portion of silk, muslin and others quite lower. Cotton is always useful and very comfortable to the health therefore, chikankari is very useful and comfortable in all seasons. During the summer season cotton qualities is the most preferred by the consumers but during the winter season silk and cotton generally preferred. According to our opinion, survey, visit, interview etc., we found that all the customers are going to consume the chikankari product in all the type of seasons.

LATEST SYLISH SEASONAL CHIKANKARI PRODUCT

Specimen-(A)

Chikankari saree of offwhite cotton fabric



Off white chikankari embroidery design made of cotton fabric with grey thread handmade work made of this fabric. It is costly because its work made by hand with embroidery technique and demand and preference of this fabric is higher in the market because its quality very useful and comfortable not only in summer season but also in special occasion as well as during winter season. The rich people of feel prestigious and luxurious product in the society. The customers prefer to use and wear this fabric because it is soft cotton fabric.

Specimen(B)

Chikankari saree of Pure organza silk fabric



Organza is a type of fabric which is very useful during the summer season as well as winter season because it is not unfavorably affecting the skin. The consumers feel very comfortable and prestigious in all over the season. It is also favorably impacting the eyes because it is light and very attractive color. It's border is very attractive and handmade and artful embroidery technique which is preferred by all the consumers. This embroidery technique is very costly which comes under the category of luxurious product.

Specimen(C)

Chikankari saree of Tissue chanderi fabric



Specimen C showing the specific type of fabric which is known as Tissue Chanderi fabric. It is generally bought and consumed for the special occasion such as for marriage party that festival, Birthday party etc. It may be used in both season winter as well as summer season because this fabric is light weighted and very useful in summer season also. It is comfortable for body skin and eyes because it is light coloured and very soft comfortable. This fabric is transparent in looking therefore we have to give support of inner cloth so that skin of the body safe and secured. Various varieties of this fabric available in the market which may be comfortably bought by lower income groups, middle income groups and rich income groups. On account of various qualities of fabric the prices are also different which is affordable by all types of income groups.

Specimen(D)

Purple thread embroidery on georgette fabric



Specimen D showing the georgette fabric cloth which may be used to make the kurta which is very comfortable and stylish to use summer season as well as winter season with the use of inner same as because it is transparent cloth. Various colours and designs are found which may be chosen as per desire of the consumers. This fabric is cheaper therefore may be bought by all types of income group. Various embroidery techniques are also found in georgette fabric which are bought as per interest and choice of the consumers. We also get the various varieties of georgette fabric some are cheaper or remaining are costly.

Specimen (E) Chikankari kurti of Tissue Fabric



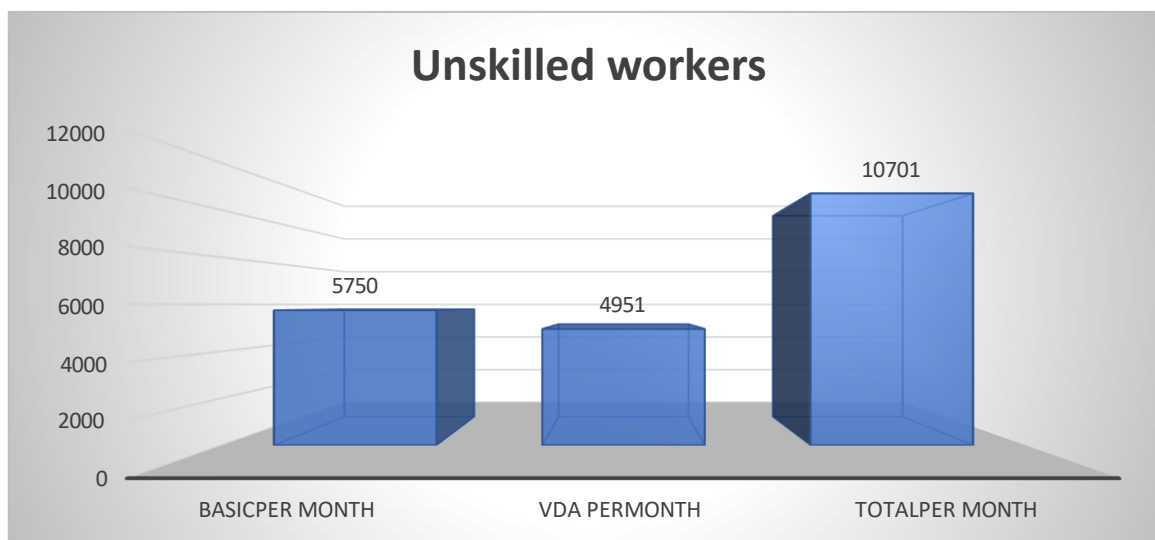
Specimen(E) is showing the tissue fabric of chikankari kurti of tissue fabric cloth which is very comfortable in summer season as well as winter season. Most commonly used in summer season. It is also very useful for the skin of the body because its fabric favourably affects the skin of the body during summer season which goes to absorb sweat during summer season but it may also be utilised in winter season. It is favourably impacting the eyes because only light colour kurti and kurta made of this fabric are found in the market. Various grades of this fabric are found in the market which are easily affordable by all types of income groups.

Specimen-(F)
Chikankari Kurta of Georgette Fabric



Specimen (F) is indicating the Chikankarikurta manufacture of georgette fabric. Its various alternatives of different colours are found in the market. The light and dark colour of kurta are being sold in the market. These kurtas are manufacture specially for the men. The consumers of this kurta may be chosen either light colour or dark colour it depends on their choices. Various choices are being found based on prices, qualities, colour and design etc. Therefore, their prices are also different. Lower income groups may bought the lower quality of kurta and rich consumers may consume best and highest quality of kurta. Therefore, this kurta is preferred by all types of as per their choices.

BASIC PAY LEVEL OF REMUNERATION OF WORKERS



FigureNo.-2

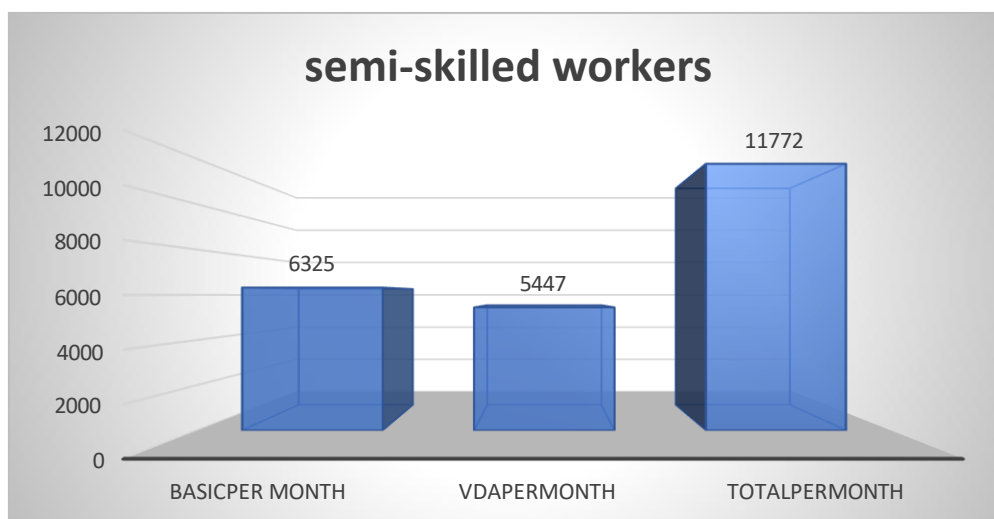
(Oct. 2024)

(Source-Paychecker.in)

<https://paycheck.in/salary/minimumwages/21888-uttar-pradesh/23280-chikan-works>

As per figure 2 we observe that the remuneration is being paid Rs. 10701 per month including monthly basic of Rs. 5750 and monthly VDA Rs. 4951.

FigureNo.-3

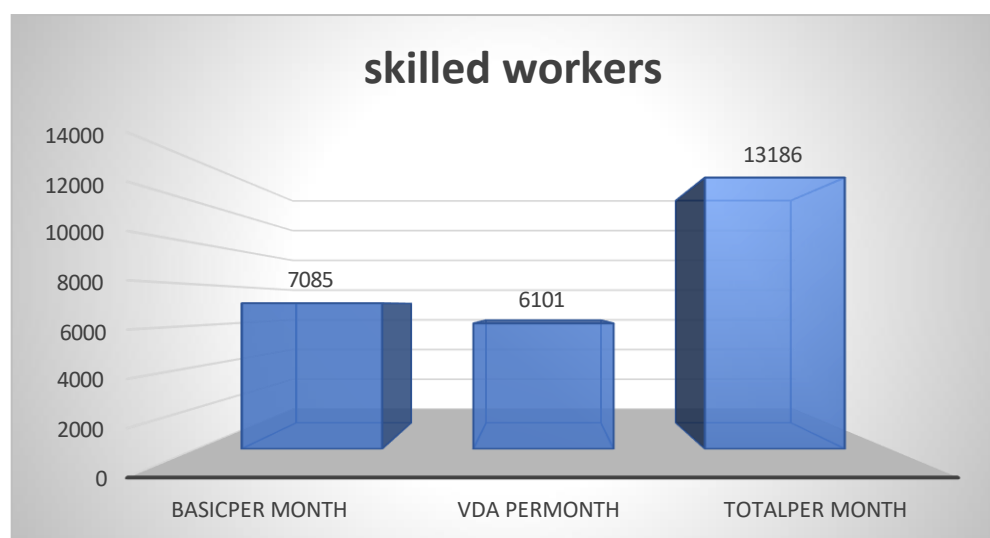


(Source-Paycheker.in)

<https://paycheck.in/salary/minimumwages/21888-uttar-pradesh/23280-chikan-works>

It is clear in figure no.3 the remuneration of Rs.11772 is being paid to semi-skilled worker per month including monthly basic pay of Rs. 6325 and monthly VDA Rs. 5447.

Figure-4



(Source-Paycheker.in)

<https://paycheck.in/salary/minimumwages/21888-uttar-pradesh/23280-chikan-works>

As per figure 4 we get that the total remuneration of Rs. 13186 is being paid to skilled worker per month including monthly basic pay of Rs. 7085 And monthly VDA Rs. 6101. The skilled workers are getting the highest remuneration as compared to unskilled and semi-skilled workers because they are having the top most skill Power as compares to other.

Employment Opportunities in Chikankari Industry

Chikankari not only showed cultural traditions it also represents a significant contribution to upgrade the national income. It also facilitates to increase the employment opportunities at large scale at Lucknow city around 5000 people are working and getting their livelihood. Region of Lucknow as well as also contribute in GDP of our country through generating

number of employment opportunity in Lucknow approx. 5000 chikankari product shops in lucknow around the road mostly number of shops are operated in chowk and around 50000 people are worked of chikankari including figure of artisan, and businessman, annual turnover of chikankari business is approx. Rs. 2000 crore in Lucknow city (Today's India 2020). It not only helps to generate employment in Lucknow city but also, it is providing the opportunities to upgrade the business in other state because demand of handmade product is increasing all over the city. Chikankari product not only prepared in India but also they are demanded and preferred in foreign countries through which export go on rising and presence of payment of India become favourable. The government is also motivating and promoting to expand the business of chikankari product through launching new initiative and scheme.

Government Initiatives for promoting Handicraft Industries

To promote the production of handicraft and chikankari products and also focusing on skill of workers which help to generate the employment through production of chikankari and handicrafts products. The major government initiative/schemes to promote the production of handicraft and chikankari products.

- **ODOP (One district one product)**

This initiatives/scheme were launched in year 2018 by government of Uttar Pradesh. One district one product represents the district quality production of products by which the Government of Uttar Pradesh wants to promote handicraft products of MSMEs through which related district originate the quality product under which chikankari product is one of the first ODOP products to promote Lucknow district product.

- **Development Commission for Handicraft**

It is a national agency developed to promote handicraft products and increase the employment of handmade product industries. This agency also helps to enhance the exports of chikankari products of textiles because India is one of the richest countries in the production of textiles. This agency comes under the Ministry of Textiles and was specially established to promote the handmade chikankari work on cloth.

- **Skill India Mission**

Skill India Mission scheme was launched by Pradhan Mantri of India in 2015 to enhance the skills of youth and workers to develop the vocational skill specially for women. Skill India Mission objective is to increase the skill power and efficiency among women to be self-dependent. Skill India Mission is specially to provide the training to increase the skills power among women. It also helps to create employment opportunities through vocational skills in backward areas.

- **Pradhan Mantri Kaushal Vikash Yojna**

This scheme was launched by pm of India in 2015 to increase and improve the skill power in human resource so that they may get the livelihood and may generate the employment with the use of work efficiency through which living standard may be upgraded and improve through earning.

SUGESSTIONS-

The key suggestions given in our research paper are as under:

- The remuneration must be paid to the worker as per appropriate working hours and his /her nature of work.
- Remuneration should be paid timely to each worker.
- There must be appropriate fixation of working hours.
- Employees must be Paid extra remuneration if they work over working time.
- This industry is not covering entirely the rural areas therefore, there is a need of training facilities to create the skill and efficiency in rural areas among women as well as men who want to get.
- The important schemes must be launched to train the men and women in rural areas so that this sector may not only upgrade the GDP but also enhance the exports in international market

CONCLUSION

Undoubtedly, chikankari product play the prominent role in handicraft sector in Lucknow city. It is providing the employment opportunities at large scale in Lucknow city. Which is the major livelihood to lower income groups who involve in it as workers. It is also upgrading the living standards of the women in Lucknow city in urban as well as rural areas, it is not only providing the employment but also contributing significantly to be comfortable in use during the summer season. Many qualities in handicraft products such as kurta pyjama, salwar suits, sarees utilised during the summer season and they go to be more comfortable and useful to the health during the summer season. Few varieties such as saree, kurta pyjama manufactured with silk fabric are demanded and utilised during the winter season. On one hand it is contributing to provide livelihood but on the other hand it is providing the growing opportunities to produce the handicraft products. It is also creating the skill power among men as well as women due to which the work force may be more independent. Therefore, the handicraft industry having the wider scope to spread not only cities and urban areas but also in rural areas.

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