



VALUE CHAIN ANALYSIS

South & Central Asia

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ART FORM

Madhubani Paintings



Image source: <https://www.india-tours.com/blog/the-traditional-art-of-madhubani.html>

Madhubani Paintings: Design and Production Process

Value Additions	Description	Usage	Dependency
Selecting Surface	Choose a canvas, paper, or fabric as the painting surface.	Mass	Raw Materials
Design Formation	Create or select a design, which is often based on mythological themes or nature.	Custom	Artisans & Craftsmen
Outlining	Use black or brown ink (usually made from soot or local plant-based dyes) to outline the chosen design.	Custom	Artisans & Craftsmen
Filling with Colors	Fill in the outlined design with vibrant, natural colors using brushes or fingers.	Custom	Artisans & Craftsmen
Double Outlining	Add a second set of outlines, which are typically geometric patterns, around the primary design.	Custom	Artisans & Craftsmen
Adding Details	Enhance the painting with fine details and additional motifs.	Custom	Artisans & Craftsmen
Color Layering	Apply additional layers of colors to create depth and texture.	Custom	Artisans & Craftsmen
Final Touches	Make final adjustments and refinements to the painting.	Custom	Artisans & Craftsmen
Drying	Allow the painting to dry thoroughly.	Custom	Artisans & Craftsmen
Preservation	Optionally, apply a fixative or coating to protect the artwork.	Custom	Artisans & Craftsmen
Framing or Display	Prepare the painting for display or sale, which may involve framing it.	Custom	Artisans & Craftsmen

Madhubani Paintings: Distribution Channels

- Craft Workshops and Artisan Studios
- Artisan Markets and Bazaars
- Specialty Stores and Boutiques
- Online Marketplaces
- Art Galleries and Museums
- Wholesale Distribution
- Export to International Markets
- Custom Orders and Commissions
- Collaborations and Exports
- Craft Fairs and Exhibitions
- Tourist Attractions

Madhubani Paintings: Market Dynamics

Particular	Description
Demand	Growing interest in artisanal crafts and traditional woodworking techniques drives demand.
Supply	Artisans with expertise in Khatam marquetry supply unique and intricate pieces to meet demand.
Competition	Competition exists both locally and internationally from other decorative woodworking traditions.
Pricing Trends	Prices can vary based on the intricacy of the design, size of the piece, and the artisan's reputation.
Consumer Preferences	Consumers appreciate the craftsmanship, historical significance, and cultural value of Khatam pieces.
Technology Impact	Advanced tools and machinery may streamline production, but traditional methods retain authenticity.
Sustainability	Sustainable sourcing of wood and materials is crucial to maintain ecological balance and tradition.
Market Trends	Trends in interior design and home decor influence the popularity of Khatam marquetry in the market.
Export Opportunities	Export markets offer significant growth potential, particularly in regions with a high demand for luxury crafts.

Madhubani Paintings: Consumer Behaviour

Particular	Description
Awareness	Consumers may become aware of Madhubani paintings through word-of-mouth, social media, or visiting artisan markets and craft fairs.
Interest	Those interested in intricate designs, traditional crafts, or unique home decor items may be drawn to Madhubani paintings.
Purchase Decision	Consumers may consider factors such as craftsmanship, design intricacy, price, and cultural significance before purchasing Madhubani paintings products.
Buying Channels	Consumers may purchase Madhubani paintings from specialty stores, boutiques, artisan markets, online marketplaces, or directly from artisans.
Influencing Factors	Factors influencing purchase decisions may include quality, authenticity, brand reputation, and recommendations from friends or influencers.
Value Perception	Consumers may perceive Madhubani paintings as a luxury or high-value item due to its craftsmanship, cultural significance, and uniqueness.
Repeat Purchases	Satisfied customers may become repeat buyers, especially if they appreciate the craftsmanship and aesthetic appeal of Madhubani paintings.



ART FORM

Naga Shawl Weaving

Naga Shawl Weaving: Design and Production Process

Value Additions	Description	Usage	Dependency
Carding and Spinning	Choose the base material (typically cotton or a cotton-silk blend).	Custom	Artisans & Craftsmen
Carding and Spinning	Card and spin the raw cotton to create suitable thread or yarn.	Custom	Artisans & Craftsmen
Dyeing	Prepare and apply natural or synthetic dyes to color the threads.	Custom	Artisans & Craftsmen
Setting the Loom	Set up the loom, attaching the warp threads to the loom frame.	Custom	Artisans & Craftsmen
Design and Pattern Formation	Create or select a design for the fabric, often featuring tribal motifs.	Custom	Artisans & Craftsmen
Weaving	Pass the weft threads through the warp threads to create the fabric, incorporating intricate patterns.	Custom	Artisans & Craftsmen
Beating and Adjusting	Beat down each weft thread tightly and adjust tension as needed.	Custom	Artisans & Craftsmen
Shuttle Changes	Change the shuttle with different-colored threads to create designs.	Custom	Artisans & Craftsmen
Pattern Control	Use a specialized reed to lift selected warp threads for intricate designs.	Custom	Artisans & Craftsmen
Edge Binding	Create a border or edge binding to prevent fraying and add a finished look.	Custom	Artisans & Craftsmen
Finishing	Cut the fabric from the loom once weaving is complete.	Custom	Artisans & Craftsmen
Ready for Market	Finished Ajrakh block-printed fabric is ready for sale or product creation.	Custom	Artisans & Craftsmen

Naga Shawl Weaving : Distribution Channels

- Artisan Cooperatives and Craft Villages
- Craft Fairs and Exhibitions
- Boutiques and Specialty Stores
- Online Marketplaces
- Government Craft Emporiums
- Nonprofit Organizations and Fair-Trade Outlets
- Direct Sales through Social Media
- Custom Orders and Commissions
- Exports and International Trade
- Collaborations with Interior Designers and Decorators
- Educational Workshops and Exhibitions

Naga Shawl Weaving : Consumer Behaviour

Particular	Description
Awareness	Consumers may become aware of "Naga Shawl Weaving through cultural events, artisan markets, social media, or tourism experiences in regions where "Naga Shawl Weaving is practiced.
Interest	Individuals interested in traditional crafts, cultural heritage, handwoven textiles, or unique home decor items may be drawn to "Naga Shawl Weaving.
Purchase Decision	Consumers may consider factors such as design complexity, color palette, material quality, price, and cultural significance before purchasing Sadu woven products.
Buying Channels	Sadu woven items can be purchased from artisan cooperatives, craft villages, specialty stores, online marketplaces, and tourist souvenir shops in regions where "Naga Shawl Weaving is prevalent.
Influencing Factors	Influencing factors may include brand reputation, perceived authenticity, support for local artisans, and recommendations from friends or influencers.
Value Perception	"Naga Shawl Weaving is often perceived as a symbol of tradition, craftsmanship, and cultural identity, leading to a higher perceived value among consumers.
Repeat Purchases	Satisfied customers may become repeat buyers, especially if they appreciate the intricate patterns and handcrafted quality of Sadu woven products.
Trends and Fashion	Trends in sustainable fashion, ethically sourced products, and global craftsmanship may influence consumer demand for "Naga Shawl Weaving.
Cultural Significance	Consumers interested in Middle Eastern or Bedouin culture, history, and traditional crafts may value "Naga Shawl Weaving for its cultural significance and artistic heritage.

Naga Shawl Weaving: Market Dynamics

Particular	Description
Demand Growth	Increasing interest in traditional crafts and cultural heritage among consumers drives demand for "Naga Shawl Weaving products.
Competition	Competitors include other textile artisans, machine-made textiles, and imported goods that offer alternatives to Sadu woven products.
Pricing Pressures	Pricing may be influenced by factors such as material costs, labor intensity, competition, and perceived value of Sadu woven items.
Technology Disruption	Advances in technology may impact "Naga Shawl Weaving, with modern tools and machinery potentially altering traditional production methods.
Sustainability Trends	Growing consumer awareness and preference for sustainable and eco-friendly products may favor "Naga Shawl Weaving due to its handmade and natural materials.
Cultural Preservation	Efforts to preserve and promote traditional crafts and heritage may provide opportunities for Sadu weavers to showcase their skills and products.
Tourism Influence	"Naga Shawl Weaving may benefit from tourism as visitors seek authentic cultural experiences and souvenirs, contributing to market demand.
Export Opportunities	Export markets offer potential for "Naga Shawl Weaving to reach a broader audience and generate additional revenue beyond domestic sales.
Government Support	Government initiatives, subsidies, and policies aimed at supporting traditional crafts and artisans can positively impact "Naga Shawl Weaving market.
Consumer Education	Educating consumers about the history, significance, and craftsmanship of "Naga Shawl Weaving can enhance appreciation and demand for these products.



Thank You

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