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Role of Jeevika in Empowering Local Artisans of Bihar: A Strategic Analysis of Opportunities & Challenges

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Abstract : *This study presents the role played by JEEViKA (Bihar Rural Livelihoods Promotion Society) in empowering local artisans in Bihar who form an important part of the rural economy, (Rodgers G. & Amrita, 2013 and Baderiya T.N., 2016), in a descriptive and exploratory manner. However, they often face challenges such as limited market access, irregular income and lack of institutional support. Through interventions like skill development, financial inclusion via Self-Help Groups (SHGs) (Sinha F., 2009) and market linkages via fairs and exhibitions, JEEViKA aims to strengthen artisan. The study highlights opportunities such as improved income, women's empowerment and increased market visibility livelihoods (Dr. Amrit R., 2020). However, it also identifies the challenges including competition from machine-made products, limited technology access and digital skill gaps Based on primary and secondary data, the study offers insights for promoting sustainable, artisan-led rural development in Bihar.*

Keywords: *JEEViKA, Rural Livelihoods, Local Artisans, Women Empowerment, Market Linkages, Skill Development, SHGs, Bihar.*

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Introduction:

Artisans play a vital role in preserving Bihar's cultural heritage. They support rural livelihoods, particularly of women (Singh R., 2023) who are engaged in traditional crafts such as weaving, embroidery and painting (Shylendra H.S., 2025). Despite having skills and cultural value, many artisans face challenges that includes limited market access, irregular income, lack of financial support and dependence on middlemen, restricting their economic growth.

To address these issues, the Bihar Rural Livelihoods Promotion Society (JEEViKA) was launched as a major livelihood initiative by the Government of Bihar with the support of World Bank. Through a community-based approach, JEEViKA organises artisans into Self-Help Groups and producer collectives, enabling access to credit, skill development and market opportunities (Dr. Amrit R., 2020). While

these interventions have created income and empowerment opportunities, challenges such as competition from machine-made goods, limited digital skills and inconsistent demand continue to affect sustainability (Sharma & Gupta, 2024). This study examines JEEViKA's role, opportunities and challenges in empowering local artisans in Bihar.

Objectives:

1. To study how JEEViKA organises artisans into SHGs and Producer Groups to improve their bargaining power.
2. To identify key challenges faced by artisans, such as poor infrastructure, machine-made competition, weak branding and low digital literacy.
3. To evaluate the impact of JEEViKA's skill development, training programs and exposure visits in improving artisans' productivity.
4. To analyse JEEViKA's marketing efforts such as fairs, exhibitions and online platforms and their impact on market outreach.
5. To understand how JEEViKA's initiatives affect artisans' income, working conditions, credit access and overall quality of life.

Hypotheses:

Hypothesis 1. JEEViKA significantly empowers artisans by improving their financial access, skills, collective strength and market opportunities.

Hypothesis 2. Artisans receive better wages and recognition through JEEViKA but they still face inequalities in credit access and leadership due to intermediaries.

Hypothesis 3. Despite support, artisans struggle with weak branding, low consumer awareness and lack of certifications, limiting premium markets access.

Hypothesis 4. Participation in JEEViKA-led training and capacity-building improves artisans' productivity and helps them adopt modern techniques.

Hypothesis 5. JEEViKA reduces artisans' exposure to market risks and competition from machines, supporting the sustainability of traditional crafts.

Research Methodology:

Research Design- This study employs a combined descriptive and exploratory research design to examine the role of JEEViKA in empowering artisans in Bihar, focusing on how JEEViKA initiatives support artisans in improving livelihoods, market access and socio-economic conditions.

The descriptive component of this study methodology was selected to methodically record and examine the existing condition of artisans associated with JEEViKA. It provides details on income levels, access to financial services, training and skill development programs, market linkages and artisans' perceptions regarding the impact of JEEViKA on their personal and professional lives.

On the other hand, the exploratory component of the research design is utilized to further investigate emerging challenges, opportunities and gaps within the JEEViKA framework. This approach allows for identifying issues related to branding, market expansion, leadership participation and sustainability of traditional crafts, as well as exploring how JEEViKA can further strengthen artisan empowerment beyond existing interventions.

Data Sources- This research uses both primary and secondary data sources. These data sources are essential for obtaining a detailed analysis of the impact of JEEViKA on artisans in Bihar, allowing for a thorough examination of livelihood enhancement, skill development, market access and empowerment outcomes.

Primary Data- Primary data collection involves engaging key stakeholders associated with JEEViKA in Bihar, including artisans, customers and JEEViKA officials and other staffs. Data is collected using questionnaires and interviews to gather diverse perspectives and lived experiences. The objective is to understand how JEEViKA initiatives influence artisans' income, skills, market opportunities and overall socio-economic conditions.

Secondary Data- This research also uses secondary sources such as academic journals, books, government reports, JEEViKA publications, previous

studies and credible articles to support the analysis. This secondary data provides contextual understanding of women-centric livelihood programs, artisan empowerment models and rural development initiatives, helping to evaluate the effectiveness of JEEViKA in Bihar.

Sampling Design:

This research utilizes a combination of purposive and convenience sampling methods. Purposive sampling allows to intentionally select participants who are highly relevant to the study, such as artisans associated with JEEViKA, customers of JEEViKA products and JEEViKA officials and other staff's involved in training, production and market linkage activities. This approach ensures that participants have direct experience with JEEViKA initiatives and can provide meaningful insights into their impact. In addition, convenience sampling allows to select participants based on their accessibility and willingness to participate. This method will streamline the data collection process within Bihar by focusing on respondents who are available and open to engagement during the study period.

By combining these two sampling techniques, the research aims to provide a practical and balanced representation of stakeholders associated with JEEViKA in Bihar, enabling a detailed evaluation of JEEViKA's role in artisan empowerment, livelihood improvement and market integration.

Therefore, the decisions made as part of the head sampling design for the research project were as below:

Target Population	Artisans, Customers, Officials of JEEViKA (branch of Patna.)
Sampling Method	Non-Probability Sampling Technique
Sampling Technique	Purposive and Convenience Sampling
Sampling Size	50 Artisans, 150 Customers, 30 Officials
Data Method Collection	Questionnaire Method

Literature Review:

Rodgers & Amrita (2019) highlight that artisans in Bihar depend on traditional crafts for their livelihood but face challenges such as limited market access, irregular income and dependence on middlemen, stressing the need for institutional support for sustainable rural livelihoods.

Dr. Ratna Amrit (2020) explains that JEEViKA and Self-Help Groups improve savings habits, credit access and women's economic participation, promoting financial inclusion and empowerment.

Sharma and Gupta (2024) suggest that artisans who join SHGs and producer groups gain collective strength, enabling better price negotiation and improved access to institutional support.

Reena Singh (2023) notes that while exhibitions create market exposure, weak branding, low digital literacy and competition from machine-made goods continue to restrict artisan growth.

Research Gap:

1. Most existing studies on JEEViKA focus on agriculture, microfinance and women's collectives, while limited research addresses its role in promoting and sustaining artisan-based livelihoods and traditional crafts in Bihar.
2. There is insufficient literature explaining how JEEViKA mobilises artisans into SHGs and producer groups and how these structures improve collective strength, bargaining power and socio economic empowerment.
3. The effectiveness of JEEViKA's capacity-building initiatives—such as skill development, design support, exposure visits and market-linkage activities—has not been adequately studied in relation to artisans' productivity and market reach.
4. There is a lack of studies on JEEViKA's socio-economic impact on artisan households, especially regarding income, credit access, working conditions and long-term livelihood sustainability.

Analysis & Interpretation:

A. Analysis of responses from artisans

1. Area-Wise Distribution of Respondents:

District	Numbers	Respondents
Vaishali	9	18%
Araria	5	10%
Bhojpur	6	12%
East Champaran	2	4%
Madhubani	10	20%
Nalanda	6	12%
Others	12	24%

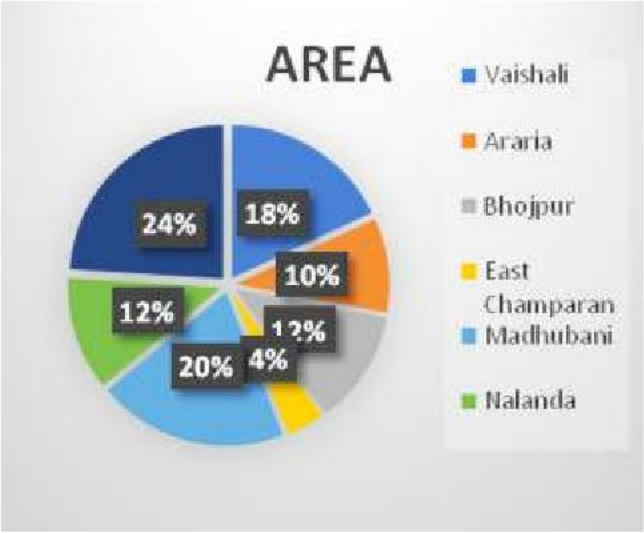


Fig. 1. District-Wise Distribution of Respondents

Interpretation: The above chart shows that majority of artisans belong to Madhubani, Vaishali, Bhojpur and Nalanda. Araria and East Champaran had minimum representation and the rest belong to other area. The scattered distribution indicates that JEEViKA has a wider reach in Bihar.

2. Evaluating that for how long they have been associated with JEEViKA:

Association	Numbers	Percentage
less than 5 years	21	42%
5 years (approx.)	12	24%
more than 5 years	17	34%

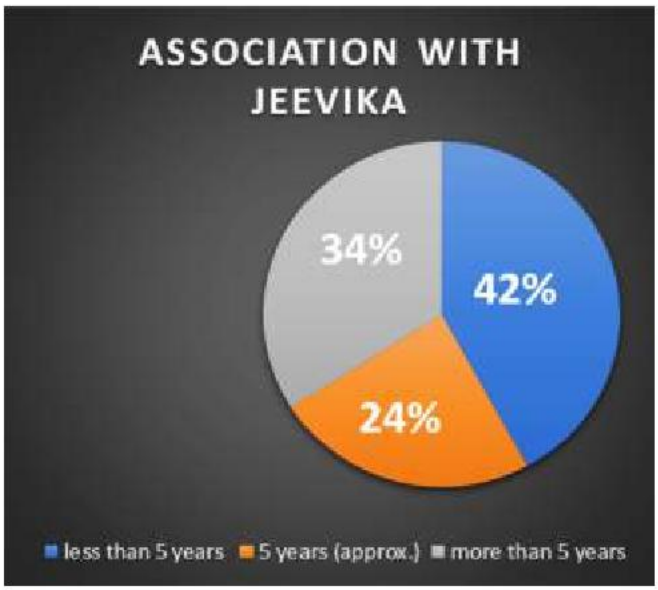


Fig. 2. Association with JEEViKA

Interpretation: The data shows that most of the respondents, have been involved with JEEViKA for less than 5 years. 34% have more than 5 years of association, whereas the rest have 5 years of experience. All in all, distribution demonstrates that JEEViKA has growing outreach and can retain the artisans in the long term.

3. Evaluating artisans' main source of income before joining JEEViKA:

Work	Responses	Percentage
Craft/Art only	14	28%
Agriculture/Labor work	17	34%
Small business/ shop	12	24%
No stable income	7	14%



Fig. 3. Work before joining with JEEViKA

Interpretation: The graph represents that most of the artisans were involved in agricultural or labour work. A predominant source of income was craft or art-based work. Some worked in small businesses or shops, while a certain section had no stable income.

4. Evaluating how useful JEEViKA'S training was for work:

Options	Responses	Percentage
Very useful	28	56%
Somewhat useful	21	42%
Not very useful	1	2%
Not useful at all	0	0



Fig. 4. Usefulness of Training

Interpretation: The above data shows that majority of the artisans agrees to that training was extremely helpful. 42% found it somewhat useful, while only a few do not agree to it.

5. Evaluating whether JEEViKA provided opportunities to showcase the products:

Criterion	Responses	Percentage
Yes, regularly	21	42%
Yes, sometimes	17	34%
Rarely	9	18%
No	3	6%



Fig. 5: Opportunities provided by JEEViKA

Interpretation: This chart highlights that majority of the artisans agrees to the statement that JEEViKA has created opportunities for them. Though 6% people disagrees to that and 18% people are not that confident with the statement.

6. Evaluating whether the income of artisans has increased or not:

Criterion	Responses	Percentage
No change	1	2%
(up to 25%)	25	50%
(25–50%)	14	28%
(above 50%)	10	20%



Fig. 6. Increase in Monthly Income

Interpretation: The above graph shows that 50% of the artisans firmly believe that their monthly income

(up to 25 percent) slightly increased. Only 2% experienced no change. In general, it demonstrates that the interventions of JEEViKA have positively influenced the income of artisans.

7. Evaluating whether being a part of JEEViKA has improved artisans' decision-making role in family/community:

Criterion	Responses	Percentage
Yes, completely	24	48%
Somewhat	14	28%
No change	12	24%
Not sure	0	0

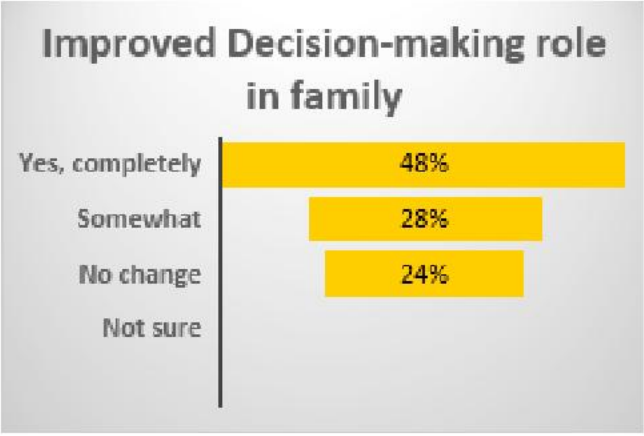


Fig. 7: Improved Decision-making role in family

Interpretation: The data represents that majority of the people think that JEEViKA has positively affected the decision-making role. None were uncertain with 24% being no change. This means that JEEViKA has played a big role in empowering the artisans in making family and community decisions.

8. Evaluating the challenges they still face even after being a part of JEEViKA:

Criterion	Responses	Percentage
High raw material costs	14	28%
Low profit	18	36%
Limited access to bigger markets	10	20%
Lack of modern design/innovation	6	12%
Others	2	4%



Fig. 8: Challenges Faced even after joining JEEViKA

Interpretation: The above graph shows that majority of the people, 36% find low selling most challenging followed by high costs of raw materials. Some encountered limited access to bigger markets and lack of modern design or innovation to be a problem. Only a minor percentage of 4% had other challenges.

9. Evaluating what additional support artisans would like to get from JEEViKA:

Criterion	Numbers	Percentage
More training and design support	7	14%
Better access to customers/markets	22	44%
\Easier loans/ financial help	12	24%
Branding/ online promotion	9	18%

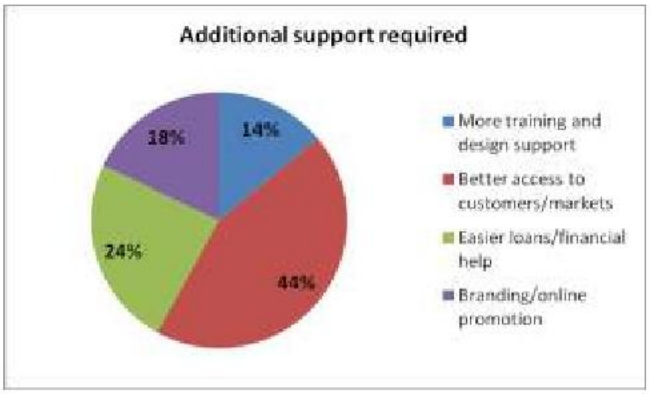


Fig. 9. Additional support required even after joining JEEViKA

Interpretation: The chart tells that majority want JEEViKA to be more supportive in areas that will widen their market and increase their revenues. 24% want

easier loan whereas some desire assistance in branding. Only 14% desires further training.

10. Evaluating whether JEEViKA has created sustainable livelihood opportunities for artisans or not:

Criterion	Numbers	Percentage
Yes, definitely	31	62%
To some extent	18	36%
Very little	1	2%
Not at all	0	0

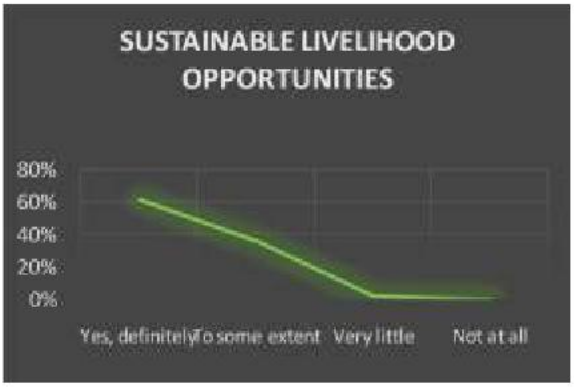


Fig. 10. Sustainable livelihood opportunities for artisans created by JEEViKA

Interpretation: The graph indicates that most people were completely in agreement with this while 36% were to some degree. Only, 2% found it to be insignificant. It is notable that all the respondents did not think that JEEViKA had been a total failure.

11. Evaluating whether the artisans would encourage other artisans to join JEEViKA or not:



Fig. 11: Encourage other artisans to join JEEViKA

Interpretation: The above graph shows that 62% artisans would strongly encourage other artisans to join, another 28% responded vaguely, only 10% were unsure and none of the respondents said *no*. Overall, the findings show that most artisans view JEEViKA as beneficial and worth recommending to others.

A. ANALYSIS OF RESPONSES FROM CUSTOMERS

12. Age-Group of the respondents

Gender	Responses	Percentage
Under 20	53	35.3%
21-30	64	42.7%
31-40	21	14%
41-50	10	6.7%
Above 50	2	1.3%
Total	150	100%

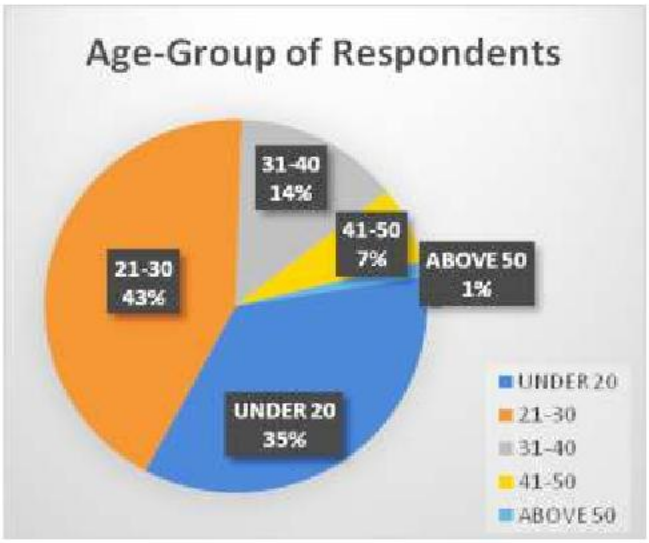


Fig. 12. Age-Group of Respondents

Interpretation: The chart indicates that most respondents are young, with 42.7% in the 21–30 age group and 35.3% under 20. About 14% are between the age of 31-40, 6.7% fall in the 41-50 range and only 1.3% are above 50, indicating strong youth participation in JEEViKA's activities.

13. Evaluating whether the customers have heard of JEEViKA or not:

Criterion	Responses	Percentage
Yes, I know them well	44	29.3%
heard of but not sure what they do	36	24%
seen their name but don't	17	11.3%
No	53	35.3%

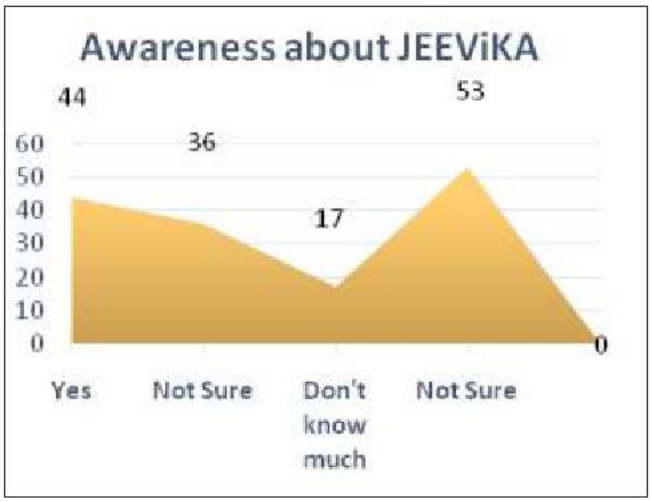


Fig. 13. Awareness about JEEViKA

Interpretation: The graph shows that a majority of respondents know a little bit about JEEViKA. The largest group has never heard of it, indicating a significant gap in public awareness and visibility.

14. Evaluating whether the customers have ever purchased any handicraft product or not:

Criterion	Responses	Percentage
Yes, often	31	20.7%
Yes, occasionally	42	28%
Only once or twice	50	33.3%
Never	27	18%



Fig. 14. Frequency of Purchasing Handicraft

Interpretation: The above graph highlights that most respondents have purchased handicraft products at least once, whereas18% have never purchased such products. Overall, the data suggests moderate engagement with handicraft products among respondents.

15. Evaluating from where the customers buy handicrafts:

Criterion	Responses	Percentage
Local fairs/haats	31	20.7%
Exhibitions/ emporiums	42	28%
Online platforms	50	33.3%
Directly from producer groups/SHGs	27	18%



Fig. 15. Handicraft Purchase Habit

Interpretation: The chart indicates that respondents purchase handicraft products from different sources. Mostly from online sources i.e., 33%. Exhibitions and local fairs/haats contributed to 46% being One of the popular choices. Only, 18% have directly purchased from SHGs.

16. Evaluating the reason for buying handicraft products:

Criterion	Numbers	Percentage
To support artisans	32	21.3%
For quality & uniqueness	63	42%
For cultural/ heritage value	45	30%
Because of price (affordable/ expensive)	10	6.7%



Fig. 16. Reason for Purchasing Handicraft

Interpretation: The data shows that most respondents buy handicraft products for their quality and uniqueness. Cultural and heritage value is also a strong reason. Around 21.3% purchase handicrafts to support and empower artisans, whereas only 6.7% chose price as their primary reason.

17. Evaluating whether the handicraft products are priced fairly or not:

Criterion	Numbers	Percentage
Yes, worth the quality	52	34.7%
Bit expensive but acceptable	85	56.7%
Too costly	12	8%
Cheaper but lower quality	1	0.7%



Fig. 17. Reaction to Handicraft's Price

Interpretation: The above graph shows that the majority of the respondents see handicraft products to be of moderate cost and worth the quality. Only 0.7% of them feel that cheaper ones would be poorer.

18. Evaluating if products having social impact label, will influence the buying decisions or not:

Criterion	Numbers	Percentage
Yes, definitely	94	62.7%
Maybe	41	27.3%
Not much difference	15	15%
No	0	0%

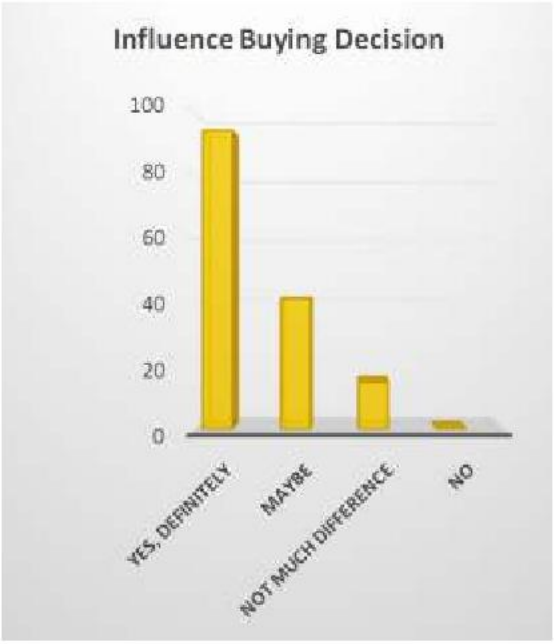


Fig. 18. Influence Your Buying Decision

Interpretation: The graph highlights that the majority of respondents i.e., 62.7% replied that a social label would affect their purchase. A few were unsure, while 15% of them said it will make no difference.

19. Evaluating whether buying handicraft products supports local artisans and women's producers or not:

Criterion	Numbers	Percentage
Yes, definitely	85	56.7%
Maybe-sometimes	50	33.3%
Not much	13	8.7%
No	2	1.3%

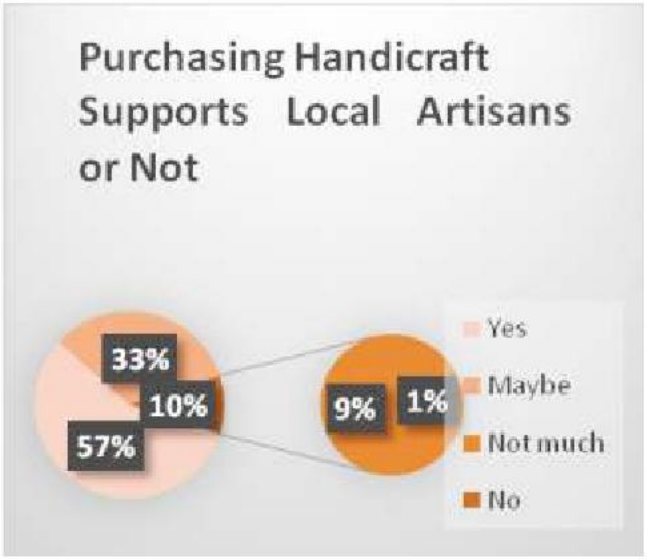


Fig. 19: Purchasing Handicraft Supports Local Artisans or Not

Interpretation: The above chart indicates that many believe buying handicrafts from JEEViKA supports local artisans and women producers. While only 8.7% feel it has little influence. Only 1.3% say it doesn't matter.

ANALYSIS OF RESPONSES FROM OFFICIALS & OTHER STAFF:

20. Evaluating JEEViKA's overall contribution to the empowerment of local artisans:

Contribution	Responses	Percentage
Very significant	27	90%
Significant	3	10%
Moderate	0	0
Limited	0	0

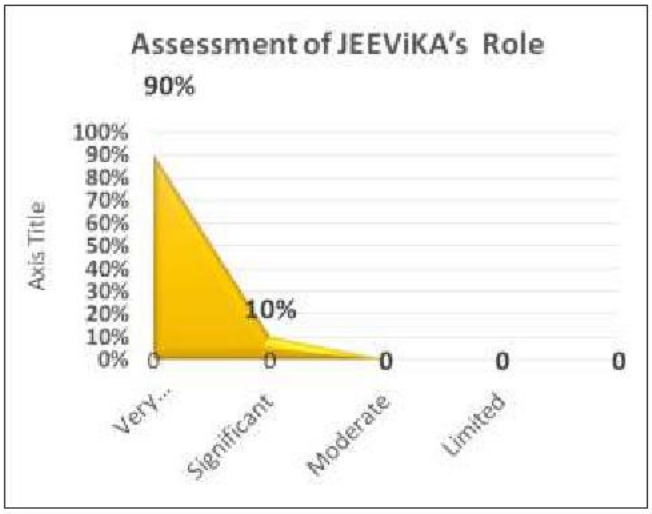


Fig. 20: Assessment of JEEViKA's role in empowering local artisans

Interpretation: The graph shows a highly positive perception of JEEViKA's role in artisan empowerment in Bihar. All respondents rated its contribution as significant or very significant and none considered it moderate or limited.

21. Evaluating the most common type of intervention provided by JEEViKA:

Intervention	Responses	Percentage
Skill development and training	12	40%
Financial access & SHG linkages	9	30%
Market exposure & sales platforms	6	20%
Institutional handholding	3	10%

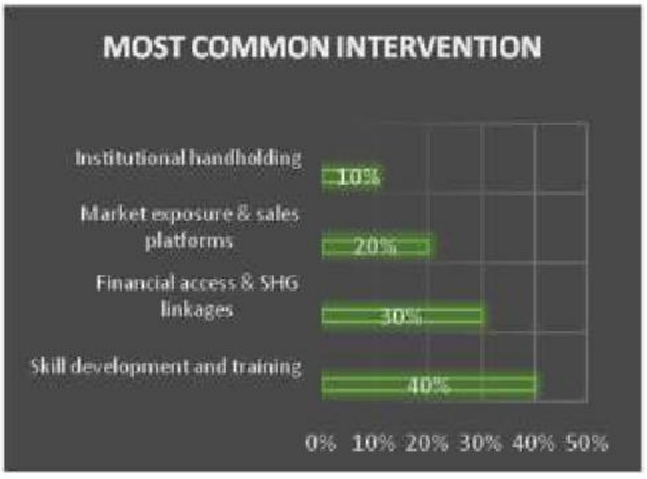


Fig. 21. Most common intervention provided

Interpretation: The data represents that financial assistance and SHG linkages are the most prominent interventions provided by JEEViKA, while market exposure and institutional support receive moderate emphasis and skill development appears to be least highlighted.

22. Evaluating the effectiveness of training and capacity building programs:

Extent	Responses	Percentage
Highly Effective	21	75%
Effective to a large Extent	6	20%
Effective to a limited extent	3	5%
Not effective	0	0



Fig. 22. Training and Capacity Building by JEEViKA

Interpretation: The graph represents that the training and capacity-building programs of JEEViKA are viewed as highly effective by respondents. Only a few consider them effective to a great extent and a very small proportion feel their impact is limited.

23. Evaluating which training area has the most lasting impact:

Training Area	Responses	Percentage
Product design and innovation	15	50%
Branding and marketing skills	9	30%
Digital/ecommerce training	6	20%
Financial literacy	0	0

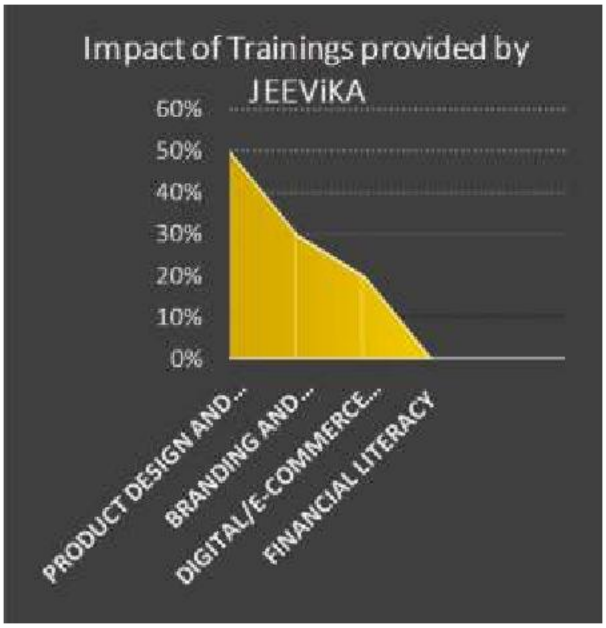


Fig. 23. Impact of Trainings provided by JEEViKA

Interpretation: The above graph shows that product design and innovation are considered the most influential training areas, followed by branding and digital skills, while financial literacy is viewed as least impactful.

24. Evaluating the frequency of formal workshop or exposure visits under JEEViKA Programs for artisans:

Frequency	Responses	Percentage
Monthly	18	60%
Quarterly	9	30%
Half-yearly	3	10%
Annually	0	0%

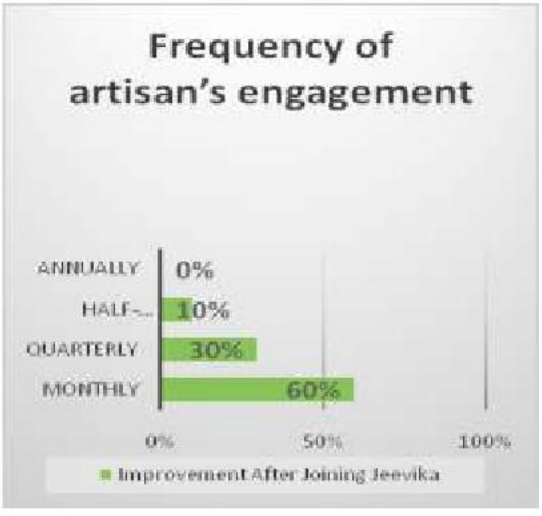


Fig. 24: Frequency of artisan's engagement

Interpretation: The graph indicates that most artisans participate in JEEViKA workshops or exposure visits frequently. With very few attending less often.

25. Evaluating the effectiveness of sales platforms in expanding market opportunities:

Sales Platform	Responses	Percentage
Local/state-level fairs and haats	9	30%
National exhibitions like Saras Mela	15	50%
Online/e-commerce platforms	6	20%
International trade expos	0	0%



Fig. 25. Most Effective Sales Platform

Interpretation: The above data show that all respondents feel national expos like Saras Mela are the best way for artisans to grow their market, while other platforms are considered less effective.

26. Evaluating whether JEEViKA has succeeded in reducing artisans' dependency on middlemen or not:

Reduction	Reponses	Percentage
Completely reduced	0	0
Significantly reduced	18	60%
Partially reduced	12	40%
Not reduced	0	0



Fig.26. Reduction of dependency on middlemen

Interpretation: The data highlights that JEEViKA has been effective in reducing artisans' dependence on middlemen. Most respondents feel that the situation has improved greatly. Some believe it has improved partially, indicating better direct market access for artisans.

27. Evaluating the percentage of artisans' income rise after associating with JEEViKA:

Criterion	Responses	Percentage
Less than 20%	0	0
20–40%	0	0
40–60%	15	50%
Above 60%	15	50%

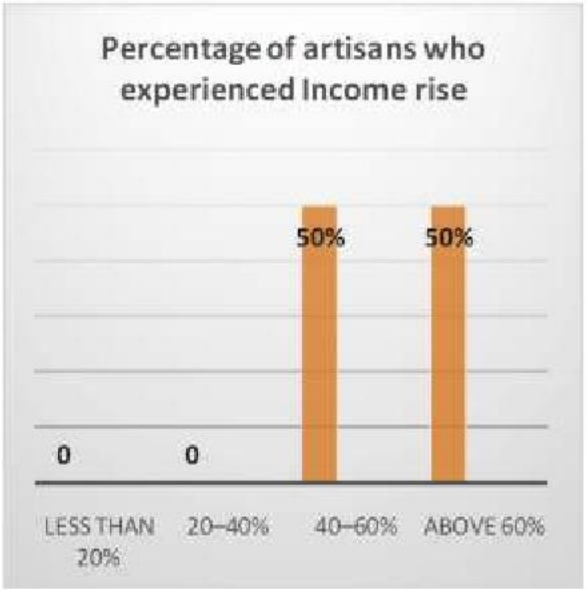


Fig. 27: Percentage of artisans who experienced Income rise

Interpretation: The graph represents that association with JEEViKA has led to a significant increase in artisans' income. Half of the respondents reported a 40–60% rise in income, while the remaining half experienced an increase of more than 60%, indicating strong economic benefits from the programme.

28. Evaluating which area of financial support has proven most impactful:

Type	Responses	Percentage
Easy credit	15	50%
Subsidies & grants	0	0
Bank linkages and loans	12	40%
Collective savings and producer group funding	3	10%



Fig. 28: Most impactful financial support provided by JEEViKA

Interpretation: The above information shows that easy credit through SHGs is the most effective form of financial aid. The second choice being bank linkages. Savings-based funding has limited impact and subsidies or grants show no impact as per the data.

29. Evaluating the impact of JEEViKA's interventions on women artisans' social empowerment:

Impact	Responses	Percentage
Highly visible change	30	100%
Moderate change	0	0
Limited change	0	0
No visible change	0	0

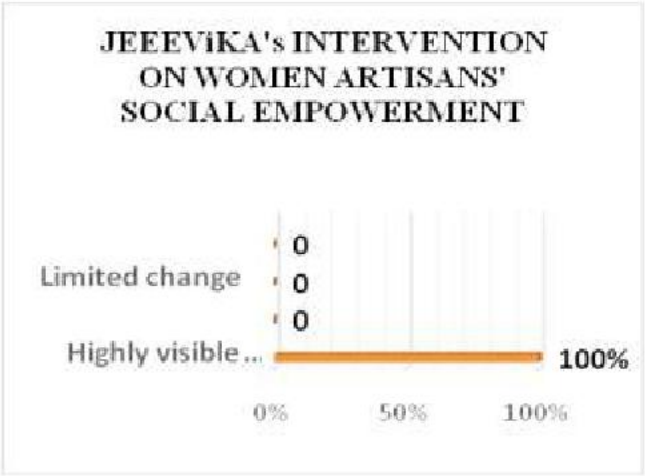


Fig. 29. Impact of JEEViKA's intervention on women artisans

Interpretation: According to this information, JEEViKA's interventions have brought a clear and positive impact on women artisans, with all respondents reporting significant improvements in confidence, leadership and decision-making skills.

30. Evaluating the most persistent challenge for artisan-based enterprises supported by JEEViKA:

Challenge	Responses	Percentage
Raw material supply and costs	8	27%
Lack of product diversification	4	13%
Competition from machine-made goods	15	50%
Unstable market demand	3	10%

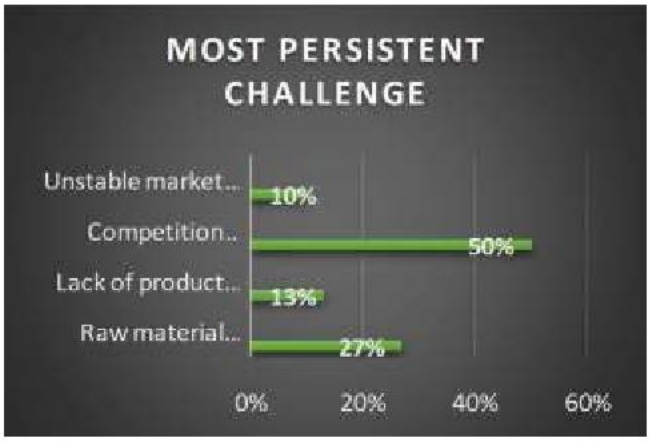


Fig. 30. Most Persistent challenge for artisan-based enterprise

Interpretation: The data shows that high costs and irregular raw material supply are the main problems faced by artisans, followed by issues in product diversification and competition from machine-made products.

31. Evaluating the kind of institutional partnership that would most strengthen JEEViKA's artisan initiatives:

Criterion	Responses	Percentage
Design institutes for innovation	0	0
E-commerce companies for digital reach	24	80%
Export councils for global linkages	0	0
Government schemes for financial aid	6	20%



Fig. 31. Strengthening Institutional Partnership

Interpretation: The collected data shows that most respondents (80%) see e-commerce collaboration as the most important support for JEEViKA artisans, while 10% feel government financial support could make it even more effective.

32. Evaluating what strategic priority should JEEViKA adopt to further empower artisans in Bihar:

Strategic Priority	Responses	Percentage
Strengthening global value-chain integration	0	0
Expanding digital/e-commerce presence	15	50%
Promoting design innovation and diversification	9	30%
Building stronger financial/ business models	6	20%

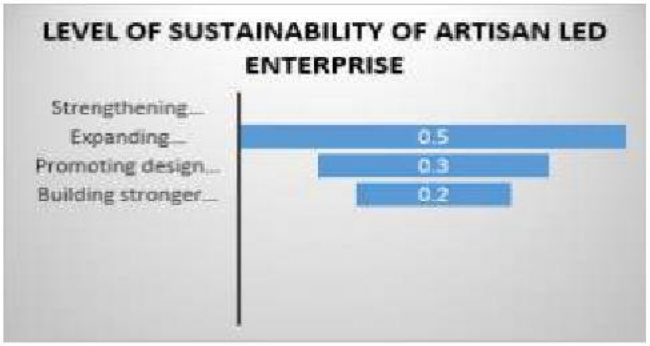


Fig. 32. Strategic priority JEEViKA should adapt

Interpretation: The graph shows that half of the respondents believe digital/e-commerce should be JEEViKA's main focus, while others prioritize design innovation, product diversification and stronger financial or business models, with no emphasis on global value chains.

Findings:

The following were analysed from the above research data: -

1. JEEViKA has shown a positive impact on the livelihoods of artisans by improving income

stability and providing better access to financial and institutional support.

2. Artisans associated with JEEViKA have experienced evident improvement in skills and productivity due to regular training and capacity-building programs.
3. Collective participation through Self-Help Groups and producer groups has strengthened artisans' bargaining power and reduced their dependence on intermediaries.
4. An improvement in wage levels and income consistency has been observed among artisans involved in JEEViKA-supported activities.
5. JEEViKA has helped artisans gain better market access through organized exhibitions, fairs, haats and institutional marketing platforms.
6. The study finds that despite institutional support, branding of JEEViKA products remains weak, limiting their visibility in larger and premium markets.
7. Low consumer awareness about JEEViKA and its artisan products continues to affect demand and pricing opportunities.
8. Limited access to certifications and quality assurance mechanisms restricts artisans from entering high-value and global markets.
9. Participation in JEEViKA has helped artisans manage market-related risks and competition from mechanized products to some extent.
10. Despite overall positive outcomes, inequalities persist in access to credit, leadership roles and decision-making opportunities among artisans.

Limitations:

The limitations faced while conducting the research are as follows-

1. The study was conducted with a limited number of artisans, customers and officials. Therefore, the findings may not fully represent all stakeholders associated with JEEViKA across Bihar.
2. Due to time constraints, in-depth field visits, follow-up interviews and long-term impact analysis could not be carried out.
3. Most of the data was based on personal opinions and experiences of respondents, which may include personal bias or incomplete recall.
4. The study relied mainly on field-level officials and access to higher-level officials and confidential internal documents was restricted.
5. Different craft types and detailed consumer buying behaviour were not analysed separately, which may have affected specific insights.

Conclusion:

1. JEEViKA plays a crucial role in supporting artisans in Bihar, with most artisans and officials recognizing it as an essential platform for livelihood improvement, skill development and socio-economic empowerment.
2. JEEViKA initiatives have had a positive impact on artisans' income and work stability, with a majority reporting moderate to significant improvement in earnings, market access and recognition.
3. Training programs, capacity-building initiatives and collective structures such as Self-Help Groups are found to be the most effective components of JEEViKA, as highlighted by both artisans and officials.
4. Customers generally perceive JEEViKA products as authentic and culturally valuable; however, limited awareness, branding and product visibility affect purchasing decisions.
5. Artisans continue to face challenges such as weak branding, lack of certifications, unequal access to credit and dependence on intermediaries, despite institutional support.
6. Officials acknowledge that while JEEViKA has created strong grassroots systems, constraints related to resources, market expansion and scaling remain.
7. Participation in JEEViKA has helped artisans reduce market risks and cope better with competition from mechanized products, contributing to the sustainability of traditional crafts.
8. Customer demand shows potential for expansion beyond local markets, but limited

promotion and outreach restrict access to larger and premium markets.

9. The time and effort invested by artisans in JEEViKA-supported activities have resulted in improved confidence, collective decision-making and long-term livelihood security.
10. Overall, JEEViKA emerges as a valuable and impactful initiative for artisan empowerment in Bihar, benefiting artisans, engaging customers and supported by officials, while also highlighting the need for stronger branding, market linkage and inclusive growth strategies.

Recommendations:

- **Improve Market Access:** Create permanent sales outlets and partnerships with shops, malls and online platforms so artisans can sell products throughout the year, not only during fairs.
- **Strengthen Branding and Promotion:** Develop a common JEEViKA brand with better packaging, clear labels and regular promotion through social media and digital platforms.
- **Encourage Design Innovation:** Provide regular design training to help artisans create modern products while maintaining traditional craft styles.
- **Provide Easier Financial Support:** Make loans simpler and ensure affordable raw materials through bulk purchasing or raw material banks.
- **Increase Digital Use:** Promote the use of digital tools for online sales, inventory tracking and communication between artisans and officials.
- **Build Skills of Artisans and Officials:** Train artisans in basic business skills and officials in digital tools and monitoring for better programme implementation.
- **Improve Consumer Awareness:** Highlight artisan stories and social impact to encourage consumers to support JEEViKA products.
- **Strengthen Monitoring and Support Systems:** Use regular reviews and simple performance incentives to ensure consistent support and long-term sustainability.

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