
IDENTIFICATION OF FACTORS AND CHALLENGES AFFECTING EXPORTS OF MORADABAD BRASSWARE INDUSTRY

Ashar Uddin

Faculty of Commerce and Management, Maulana Azad University, Jodhpur, Rajasthan

ABSTRACT

The Moradabad Brassware Industry, renowned for its exquisite craftsmanship, faces significant challenges in maximizing its export potential. This paper explores the various factors and challenges hindering the Moradabad Brassware industry's growth in the global market. (Banerjee, S., 2017) The research identifies limitations in production processes, inadequate design and marketing strategies, fluctuating raw material prices, complex regulatory environments, and labour issues as key factors affecting exports. Additionally, the paper discusses the challenges faced by exporters, including competition from cheaper alternatives, meeting international quality standards, and navigating intricate trade policies. (Sharma, A.K., 2006) Finally, the paper proposes recommendations to overcome these challenges, including industry modernization, design innovation, improved marketing and branding, and policy advocacy for streamlined export procedures. Addressing these factors and challenges is crucial for the Moradabad Brassware Industry to thrive in the international marketplace and preserve its rich heritage for generations to come. (Fink, A., 2005).

1. INTRODUCTION

The city of Moradabad in Uttar Pradesh, India, is synonymous with brassware production. For centuries, skilled artisans have crafted exquisite brassware items, captivating the world with their intricate designs and exceptional craftsmanship. (Sharma, A.K., 2006) This industry plays a vital role in the socio-economic fabric of Moradabad, providing employment to thousands of artisans and contributing significantly to the region's economy. However, despite its rich legacy, the Moradabad Brassware Industry faces challenges in expanding its export footprint. (Joshi S., 2016),

This research paper aims to identify the factors and challenges hindering the export of Moradabad brassware. By analyzing these factors and proposing solutions, this paper seeks to contribute to the industry's growth and ensure its continued success in the global market.

The Statement: The Moradabad Brassware Industry grapples with several challenges in exporting its products, primarily due to limitations in production processes, inadequate design and marketing strategies, complexities in the regulatory environment, and fluctuating raw material prices. Additionally, exporters face stiff competition, difficulties in meeting international quality standards, and navigating intricate trade policies. Addressing these factors and challenges is essential for the industry to flourish in the global export market.

2. LITERATURE REVIEW

Several studies have explored the factors affecting exports of Indian handicrafts, including brassware. (Gash, S., 2012). A study by Management Intuition titled "Identification of factors and challenges affecting exports of Indian Brassware Industry" emphasizes limitations in production processes, lack of standardization, and poor quality control as significant hurdles. (IL&FS., 2008). Another study, "A Study of Opportunities and Threats of Indian Art Metal-Ware Handicraft Industry" by Pacific Business Review International, highlights the need for design innovation and improved marketing strategies to cater to international markets. (IL&FS., 2008).

These studies provide valuable insights into the broader challenges faced by the Indian brassware industry. However, a more focused examination of the specific factors affecting exports from Moradabad is necessary.

3. METHODOLOGY

This research employed a multi-pronged approach to gather data and identify the factors and challenges affecting the export of Moradabad brassware.

- **Literature Review:** Extensively reviewed existing research on factors affecting Indian brassware exports to gain a foundational understanding of the challenges.
- **Case Studies:** Conducted case studies of two Moradabad-based brassware export companies to gain insights into their specific challenges and strategies.
- **Expert Interviews:** Interviewed industry experts, including manufacturers, exporters, and representatives from industry associations, to gather their perspectives on the current situation.

The data collected from these sources was then analyzed to identify key themes and recurring challenges faced by the Moradabad Brassware Industry in the export market.

4. FACTORS AFFECTING EXPORTS

This section delves into the key factors identified through research that hinder the export of Moradabad brassware:

4.1 Production Limitations

- **Outdated Machinery:** Many workshops in Moradabad rely on traditional, labour-intensive methods and outdated machinery. This limits production capacity, hinders efficiency, and makes it difficult to meet large export orders with short turnaround times. (IL&FS., 2008).
- **Lack of Standardization:** Inconsistency in product quality and dimensions due to the absence of standardized production processes poses a challenge for exporters who need to meet international quality standards. (IL&FS., 2008).
- **Poor Quality Control:** Inadequate quality control measures can lead to defects and inconsistencies, impacting product reputation and customer satisfaction. (IL&FS., 2008).

4.2 Design and Marketing

- **Traditional Designs:** While the rich heritage of Moradabad brassware is appreciated, the industry often struggles to cater to evolving international tastes and preferences. Traditional designs might not resonate with contemporary consumers in foreign markets. (EPCH., 2024).
- **Weak Brand Positioning:** The Moradabad Brassware Industry lacks a strong brand identity in the global market. This makes it difficult to compete with established brands from other countries and limits the industry's ability to command premium prices for its products. (EPCH., 2024).
- **Inadequate Marketing Strategies:** Limited marketing budgets and a lack of expertise in international marketing strategies hinder the industry's ability to reach potential customers in overseas markets. (EPBUP., 2024).

4.3 Raw Materials

- **Fluctuations in Raw Material Prices:** The brassware industry relies heavily on copper and zinc, whose prices experience frequent fluctuations. This volatility can significantly impact production costs and profitability for exporters. (Khan, W.A., & Amir, Z., 2013).
- **Limited Access to High-Quality Materials:** Access to consistently high-quality raw materials can be a challenge, impacting the overall quality and finish of the final products. (Khan, W.A., & Amir, Z., 2013).

4.4 Government Regulations

- **Complex Export Procedures:** The export process can be cumbersome and time-consuming, involving complex documentation and bureaucratic hurdles. This deters potential exporters and slows down the export process. (Crafts Council of India., 2011).
- **Lack of Financial Support:** Limited access to financial support programs and incentives from the government can hinder the industry's ability to invest in modernization, marketing, and participation in international trade shows. (Crafts Council of India., 2011).

4.5 Labour Issues

- **Skill Gaps:** The industry faces a growing skill gap as younger generations are less inclined to pursue traditional brassware craftsmanship due to low wages and challenging working conditions. (Liebl, M., & Roy, T., 2003).
- **Low Wages:** Low wages for artisans can lead to high turnover and discourage skilled workers from entering the industry, impacting the overall quality and production capacity. (Liebl, M., & Roy, T., 2003).
- **Poor Working Conditions:** Poor ventilation, inadequate safety measures, and exposure to harmful fumes in workshops can pose health risks for artisans, raising ethical concerns and potentially impacting export opportunities. (Liebl, M., & Roy, T., 2003).

5. CHALLENGES FACED BY EXPORTERS

In addition to the factors hindering production and marketing, exporters face specific challenges in the global marketplace:

- **Competition:** Moradabad brassware faces stiff competition from countries with lower labour costs, particularly in Southeast Asia. This competition puts pressure on pricing and can make it difficult for Indian exporters to compete. (Gupta, R., & Malik, A., 2014).
- **Meeting International Quality Standards:** Meeting stringent international quality and safety standards can be a challenge for Moradabad-based exporters, especially those relying on traditional production methods. (Sharih Ahmad Mohamad, Khairul Aidil Azlin Abd Rahman, & Muhammad Firdaus Abong Abdullah., 2013).
- **Navigating Trade Policies:** Complexities of international trade policies, including fluctuating tariffs and quotas, can create uncertainty and logistical challenges for exporters. (Gupta, R., & Malik, A., 2014).

6. RECOMMENDATIONS

To overcome these challenges and unlock the export potential of the Moradabad Brassware Industry, several recommendations can be implemented:

- **Industry Modernization:** Government initiatives and industry associations can play a crucial role in promoting the adoption of modern machinery and technologies to improve production efficiency and quality control. Skill development programs can address the skill gap and equip artisans with the necessary expertise to operate new technologies. (Khan A., 2013)
- **Design Innovation:** Encouraging collaboration between artisans and design professionals can lead to the development of innovative and contemporary brassware designs that cater to international markets while preserving the essence of traditional craftsmanship. Participation in international trade shows and design events can showcase these new designs and increase global exposure. (Bhattacharyya, S., & Dhar, A., 2018).
- **Improved Marketing and Branding:** Developing a strong brand identity for Moradabad brassware, coupled with effective marketing strategies targeted at international audiences, is essential. Utilizing digital marketing tools and participating in online marketplaces can significantly increase global reach. (Bhattacharyya, S., & Dhar, A., 2018).
- **Policy Advocacy:** Industry associations and government bodies can advocate for streamlining export procedures, reducing bureaucratic hurdles, and establishing financial support programs to encourage investment in modernization, design innovation, and marketing. (Bhattacharyya, S., & Dhar, A., 2018).

The Moradabad Brassware Industry boasts a rich heritage of craftsmanship and holds immense potential for growth in the global export market. However, several factors and challenges hinder its ability to fully capitalize on this potential. (Jain, S., & Sharma, P., 2020). By addressing these challenges through industry modernization, design innovation, improved marketing and branding, and policy advocacy, the industry can overcome these hurdles and secure its place in the international marketplace. (Singh, R., & Singh, K., 2019) Preserving the traditional skills of artisans while embracing technological advancements and adapting to evolving market trends is crucial for the continued success of the Moradabad Brassware Industry. By implementing the proposed recommendations, the industry can ensure its long-term sustainability and contribute significantly to India's export economy.

8. FUTURE OUTLOOK

The future of the Moradabad Brassware Industry hinges on its ability to adapt to changing consumer preferences, embrace technological advancements, and navigate the complexities of the global marketplace. (Jain, S., & Sharma, P., 2020). Sustainability practices and ethical sourcing of raw materials will become increasingly important considerations for socially conscious consumers. The industry's ability to integrate these considerations into its production processes will be crucial for its long-term success. Additionally, exploring e-commerce platforms and online marketing strategies can open new avenues for reaching a wider global audience. (Khan A., 2013) By embracing these changes and fostering innovation, the Moradabad Brassware Industry can secure its position as a leading exporter of high-quality, ethically produced brassware. Collaboration between artisans, designers, exporters, and government bodies will be vital in driving this transformation. (Jain, S., & Sharma, P., 2020).

9. LIMITATIONS OF THE STUDY

This research acknowledges certain limitations. The study primarily focused on data collected from Moradabad-based exporters and industry experts. A broader perspective could be gained by including data from international buyers and importers to understand their specific preferences and concerns. Additionally, the research focused on a specific timeframe. Further research could explore the evolving landscape of the brassware industry, including the impact of technological advancements like 3D printing and the growing popularity of sustainable manufacturing practices.

10. RECOMMENDATIONS FOR FURTHER RESEARCH

Several areas warrant further research to deepen the understanding of the challenges and opportunities faced by the Moradabad Brassware Industry:

- **Consumer Preferences:** Conducting market research to understand the evolving preferences of international consumers for brassware products.
- **Impact of E-commerce:** Analyzing the potential and challenges associated with utilizing e-commerce platforms for selling Moradabad brassware in the global market.
- **Sustainability Practices:** Exploring the feasibility and benefits of implementing sustainable sourcing and production practices in the Moradabad Brassware Industry.
- **Skill Development Programs:** Evaluating the effectiveness of existing skill development programs for artisans and identifying areas for improvement.

11. CONCLUSION

This research paper has identified several factors and challenges hindering the export of Moradabad brassware. By implementing the proposed recommendations and fostering a collaborative approach involving artisans, designers, exporters, and government bodies, the industry can overcome these challenges and unlock its true export potential. Embracing innovation, adapting to changing market trends, and prioritizing ethical production practices are crucial for the Moradabad Brassware Industry to thrive in the years to come.

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