



World Crafts Council AISBL

Identification and Analysis of Themes from Craft Sector Survey and Implications of Findings

Sections/ Themes	Indicators	Implications
Part 1 & 2: General Information / Profile of Craft Practitioners	Gender, Age, Education Level, Household, Annual Income, Economic Status, Main Income, Site/Location	Labour trends forecasting, Continuous adult education, Distribution of craft practices
Part 3: Textile practice and production types / Types of products and specialization	Specialist skills/practice, Frequency of production	Supply trends, Production organisation, Current levels of weaving skills, Trend of weaving skills level
Part 4: Income / Economic contribution of the crafts sector	Monthly income derived from weaving per month	Economic contribution of crafts sector on household income Comparison with national data Regional disparities
Part 5: Basic Weaving Practice / Objectives of production; structure of labour force; production systems and productivity	Purpose of practice Labour force Reward system Typical daily production schedule/plan Production duration	Type of economy – formal/informal Value of textile – over or under valued Extent of weaving labour force Productivity
Part 6: Capital / Capitalisation	Source of funds	Types of financing, Access to financial resources Means of monetary injections into the weaving economy
Part 7: Production – Raw Materials / Supply value chain	Different types of materials Quality Price Value Accessibility	Types of raw materials, Trends, Understanding demands, Choice, Preferences, Quality/price/value relationship, Supply linkages for raw materials Supply location/distribution Cost of material and accessibility to show value of textile
Part 8: Production – Costings / Empowerment and well-being/ Identification of needs	Calculation of cost Type of products most frequently produced Factors affecting cost Market price comparison Price comparison over time	Empowerment, Numeracy skills, Training needs, Supply trends, Value chain analysis, Well-being, Market competition, Pricing trends

Part 9: Business Operations	Site of production Productive and non-productive months	Formal/Informal sector, Production schedule Comparison of productivity amongst different dzongkhas
Part 10: Production - Merchandising, Advertising and Promotion	Merchandising decisions, Market information, Types of publicity, promotion and marketing channels	Empowerment, Well-being, Access to information, Publicity, promotions and marketing ICT
Part 11: Purchaser Profile	Profile of purchaser, Volume of purchase, Types of purchase	Customers' knowledge And profile: age, gender, origin, product preferences, expenditure, product preferences
Part 12: Production - Marketing and Sales	Point of sale, Location of supply, Methods of marketing, Difficulties in selling, Profile of best and worse selling products in the past 5 years, Quantity of production in the past 5 years, Income over the past 5 years	Marketing information, Geographical spread of markets, Marketing channels, Challenges in marketing, Demand trends, Production trend, Income trends
Part 13: Production – Payment Procedure	Paying suppliers/workers/creditors, Collecting payments from customers, Credit systems, Means of payments, Usage of income/profit, Decision to use income/profit	Cash flow, Credit facilities/Financial systems to support crafts sector, Formal/Informal sector, Re-capitalisation, Types of expenses, Empowerment/Well-being

Part 14: Production – Packing for Delivery	Distance between production and market, Challenges in delivery, Packaging	Infra-structure (Freighting Transportation), Access to markets, Value supply chain Export orientation
Part 15: Skills and Education	Training resources, Skills transference practice, Types of trainings needed – literacy, numeracy, personal hygiene, design, technics, production, business, finance, marketing, Preferred training means – duration, period, location, recognition, costs, Current skills/knowledge profiles	Transmission of skills, Sustainability, Access to learning resources Structuralisation/ Professionalism of skills transmission, Formal/Informal sectors, Identification of skills needs, Means of training/ interventions, Financial implication of establishing training courses/centres Skills/ knowledge profile of practitioners Literacy and numeracy profiles of weavers
Part 16: Design and Technology	Source of inspiration, Interest in creativity and innovation, Identification of technical challenges, Comparison of quality	Design resources, IP exposure, Interest in creativity and innovation, Types of technical interventions, Identification of areas of competition Benchmarking quality standards
Part 17: Social Capital and Happiness	Best representation of products from a geographical site, Reflections on crafts and self-dispositional state	Empowerment and well-being, Reflection on GNH, GI, ICH, Contribution of crafts to the well-being and the ecology of the community