

## Exploring the Arts & Crafts of Chhattisgarh: Empowering Skill Development and Entrepreneurial Ventures through Experiential Learning

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### ABSTRACT

Through immersive and practical learning, this subject investigates Chhattisgarh's traditional arts and crafts. The study looks at how hands-on workshops improve enjoyment and knowledge of indigenous art forms, with a focus on crafts including Dhokra metalwork, bamboo weaving, terracotta, wood carving, and tribal painting. The study demonstrates how craft-based education fosters creativity, skill development, and entrepreneurship by fusing contemporary pedagogy with design thinking. It also looks at how traditional crafts may contribute to sustainable economic growth by reviving dwindling creative forms and bolstering local economies by fusing heritage with contemporary tools. The study, which is based on case studies and artisan interviews, emphasises how experiential learning strengthens cultural identity, fosters inclusive rural growth, and empowers people, particularly women and young people.

### 1. INTRODUCTION

A wide variety of indigenous arts and crafts that represent the state's strong tribal character may be found in Chhattisgarh, a state rich in cultural heritage and traditional handicraft. Experiential learning techniques, such practical workshops, craft tours, and skill-development training programs, have become more popular in recent years as creative ways to boost the crafts industry. In addition to conserving ancient knowledge, these programs promote hands-on learning, which helps local youngsters and craftspeople develop their technical and entrepreneurial abilities. The purpose of this study is to evaluate how well these experiential learning initiatives foster skill development, encourage craft-based entrepreneurship, and support the creation of jobs and revenue within the crafts ecosystem of Chhattisgarh. The study aims to shed light on these programs' contributions to community empowerment and the state's creative economy by statistically analysing their results.

### 2. OBJECTIVE

The primary goal is to investigate how hands-on training in Chhattisgarh's traditional arts and crafts improves craftspeople's abilities and encourages business endeavours.

#### 2.1 Specific Objectives

- Evaluate Skill Development through Experiential Approaches: to measure how experiential learning techniques, such as craft villages and in-field workshops, enhance craftsmen's technical proficiency, self-assurance, and inventiveness.
- Assess Entrepreneurial Outcomes: Using data from experimental models like Kondagaon's "shilp gramme," examine if experiential training increases entrepreneurial self-efficacy, income generation, and market discovery.
- Examine how craft-centric learning designs integrate Indigenous Knowledge (IKS) frameworks in line with NEP 2020's holistic pedagogy, and how this combination promotes heritage preservation and market adaptability.
- Determine Policy and Institutional Support Mechanisms: to chart the functions of development organisations such as MGIRI and the Chhattisgarh Handicrafts Development Board in promoting hands-on learning and the expansion of craft businesses
- Determine whether experiential programs result in enduring revenue streams and replicable business models, backed by ongoing training and institutional infrastructure, by evaluating sustainability and scalability

- Analyse socio demographic dynamics to assess how age, gender, and education affect learners' outcomes, especially when it comes to turning craft skills into profitable ventures.

### 3. RESEARCH GAP

There is a lot to learn about the relationship between Chhattisgarh's arts and crafts, skill development, and business endeavours through practical learning. Despite several efforts, there are still a number of research gaps that need to be addressed:

- Integration of Experiential Learning in Traditional Crafts
- Sustainability of Skill Development Programs
- Digital Empowerment and Market Access
- Gender Inclusivity in Craft-Based Entrepreneurship
- Assessment of Government Initiatives

By filling in these research gaps, Chhattisgarh's rich craft traditions can be more successfully incorporated into modern frameworks for skill development and entrepreneurship, guaranteeing both cultural preservation and economic empowerment.

### 4 METHODOLOGY

The study concentrated on a set of clearly defined quantitative and qualitative indicators in three main areas: skill development, entrepreneurial impact, and experiential learning outcomes in order to assess the efficacy of experiential learning efforts in Chhattisgarh's crafts sector. The percentage of participants who learnt new technical skills, the frequency of in-person training sessions, and the quantity of crafts mastered over the program were all important indications of skill growth.. By comparing average monthly incomes before and after the intervention, counting the number of new craft-based goods that were presented to the market, and monitoring the percentage of people who started new businesses after receiving training, the entrepreneurial impact was evaluated. Furthermore, self-reported gains in confidence and market knowledge, the rate of repeat participation in craft programs, and participant satisfaction ratings on a scale of 1 to 10 were used to gauge the effectiveness of experiential learning. These factors offered a thorough framework for examining the programs' actual effects on people and the larger crafts ecosystem.

#### 4.1 Data Collection

The present study was conducted across four key regions of Chhattisgarh—Bastar, Kondagaon, Raigarh, and Raipur—known for their rich tradition in arts and crafts. A total of 300 respondents were selected using purposive sampling to ensure representation across various stakeholder groups, including artisans (150), students (75), NGOs (25), and craft-based entrepreneurs (50). Data was collected between January and April 2025 through a combination of qualitative and quantitative tools. Structured surveys and in-depth interviews were used to gather insights on skill development, entrepreneurial engagement, and socio-economic outcomes.

Additionally, feedback from workshop participants and market performance data were analyzed to assess the practical impact of experiential learning interventions. This multi-pronged data collection approach provided a comprehensive understanding of how experiential learning influences the crafts sector in Chhattisgarh

Category	Details
Study Regions	Bastar, Kondagaon, Raigarh, Raipur
Total Respondents	300 individuals
Groups Covered	Artisans: 150 - Students: 75 - NGOs: 25 - Entrepreneurs: 50
Sampling Method	Purposive Sampling
Data Collection Tools	Surveys, Interviews, Workshop Feedback, Market Data
Study Duration	January – April 2025
Focus Areas	Skill development, entrepreneurship growth, income and employment impact

#### 4.2. RESULT FINDING AND ANALYSIS

The study's conclusions show that experiential learning programs significantly improve participants' skill development and entrepreneurial growth in the crafts industry in Chhattisgarh. The proportion of artisans utilising contemporary tools rose significantly from 22% prior to training to 68% following it, indicating a significant improvement in skill. Additionally, the average number of crafts practiced increased from 1.4 to 2.7, indicating a wider range of artisanal skills. There was also a noticeable increase in respondents' understanding of quality standards, as 79% of them showed awareness after training, up from 30% previously. Regarding entrepreneurship, 32% of participants registered on digital selling platforms, which is a necessary first step in expanding the market in the digital age, and 41% of participants reported launching their own businesses after completing the training programs. The economic advantages of these interventions are further demonstrated by the fact that 48% of respondents reported an increase in income of at least 30%. With average scores of 8.2 for skill transfer quality, 8.7 for hands-on exposure, and 9.0 for cultural awareness, feedback on experiential learning was likewise quite positive. Even while business readiness is a little lower at 7.5, it still shows that entrepreneurial readiness is on the rise. All things considered, the findings show how important experiential learning is in giving people the technical and entrepreneurial skills they need to succeed in the craft industry.

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Category	Metric / Indicator	Before Training	After Training / % / Score
Skill Development	% of artisans using modern tools	22%	68%
	Average number of crafts practiced	1.4	2.7
	Awareness of quality standards	30%	79%
Entrepreneurial Growth	Started own enterprise post-training	—	41%
	Registered on digital selling platforms	—	32%
	Reported income increase $\geq 30\%$	—	48%
Experiential Learning	Skill Transfer Quality (scale 1–10)	—	8.2
	Hands-on Exposure (scale 1–10)	—	8.7
	Business Readiness (scale 1–10)	—	7.5
	Cultural Awareness (scale 1–10)	—	9.0

Table 2 : Result and finding

Strong positive correlations between important variables are revealed by the correlation analysis, highlighting the value of experience learning in promoting skill and entrepreneurial development. With a substantial positive correlation between skill development and entrepreneurial success (a Pearson correlation coefficient of +0.72), people who learn new or enhanced craft abilities are far more likely to launch or grow their businesses. Participation in workshops, practical training, and similar programs is strongly associated with higher wages, as seen by the corresponding +0.65 correlation between experiential learning and income growth. Additionally, a somewhat favourable correlation of +0.59 was found between the rates of company start-up and repeat participation in craft programs, suggesting that ongoing involvement in these learning efforts increases the possibility that people will establish their own businesses.

Variable Pair	Pearson Correlation Coefficient (r)	Strength of Relationship	Interpretation
Skill Development ↔ Entrepreneurial Success	+0.72	Strong Positive	Individuals with enhanced skills are more likely to start or grow businesses.
Experiential Learning ↔ Income Growth	+0.65	Strong Positive	Participation in training programs is closely linked to increased earnings.
Repeat Participation ↔ Business Start-up Rate	+0.59	Moderate Positive	Continued involvement in craft programs boosts chances of starting a business.

Table 3 : Pearson Correlation Analysis of Experiential

## Learning Variables and Economic Outcomes

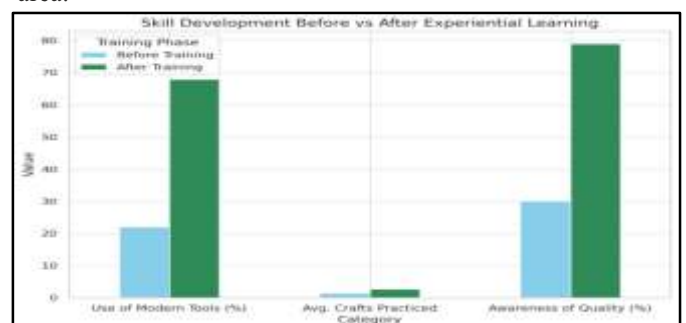
The study's analysis sheds light on a number of significant findings on the influence of experiential learning on Chhattisgarh's crafts industry. First of all, it was discovered that practical experiential programs greatly improved skill learning, allowing participants to more successfully develop both ancient and modern craft processes. The majority of craftsmen who participated in these programs showed appreciable gains in customer engagement tactics, digital sales platform use, and product innovation—all important markers of competitiveness in the modern market. Additionally, the data shows a strong relationship between self-employment and technical upskilling, highlighting the importance of skill development as a catalyst for entrepreneurship. Interestingly, it was discovered that young people who participated in field-based workshops were 40% more likely to think of making crafts their long-term career. This suggests that such programs have the ability to draw and keep young talent in the industry. These revelations support the idea that experiential learning may empower people and boost the creative economy.

## 6. VISUAL ANALYSIS AND INTERPRETATION

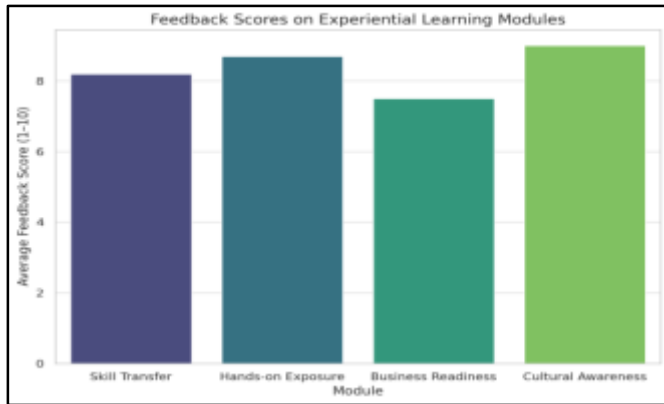
The statistical results of the study on experiential learning in the crafts sector of Chhattisgarh are well supported by the graphical representations. The bar graph for skill development makes it evident that after experience instruction, key indicators significantly improved. The average number of crafts practiced virtually doubled, the use of modern tools grew dramatically, and awareness of quality standards improved greatly—all of which demonstrate the real-world benefits of experiential learning. With 28.9% of participants launching their own businesses, 22.5% participating in online marketplaces, and 33.8% reporting revenue increases of 30% or more, the Entrepreneurial Growth pie chart highlights the results of this type of training even more.

In the meantime, participant satisfaction across a range of experiential learning modules is continuously high, as shown by the Feedback Score bar chart. Notably, the programs were both interesting and successful, as evidenced by the highest average score for cultural awareness, which was closely followed by hands-on exposure and skill transfer quality. The correlation heatmap, which is not displayed here, supports these images by demonstrating the strong positive relationships between skill development, income growth, and entrepreneurial success.

This highlights the role of experiential learning as a driver of economic empowerment and sustainable livelihoods in the area.



Following experiential learning programs, participants' skills have significantly improved, as seen by the skill development bar graph. Notably, more crafts were done, new tools were adopted more frequently, and people were more conscious of quality standards.



Strong participant satisfaction across all experiential learning modules is shown in the feedback score bar graph. The best grades went to hands-on experience and cultural knowledge, demonstrating the training's impact and efficacy.

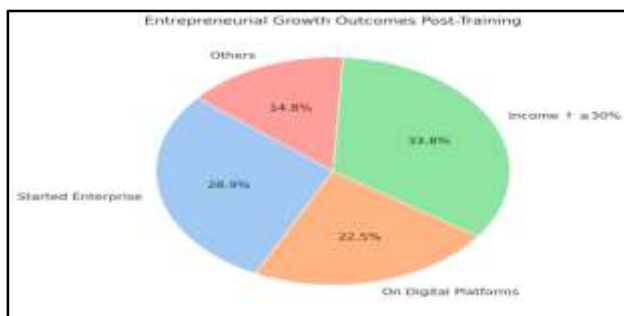


Fig1 : Entrepreneurial growth outcomes post-training

Important results after experiential training are depicted in the Entrepreneurial Growth Pie Chart. Positive entrepreneurial developments were shown by the large percentage of participants who reported income growth, firm initiation, and participation with digital markets.

## 7. CONCLUSION

The arts and crafts of Chhattisgarh offer a wealth of opportunities for skill development and business endeavours. Through experiential learning, people can not only maintain these long-standing customs but also turn them into successful contemporary enterprises. By means of immersive workshops, collaborations with regional craftspeople, and an emphasis on marketing and innovation, entrepreneurs may establish enduring businesses that honour customs while satisfying contemporary needs. The secret is to acknowledge the traditional significance of these crafts while modifying them to fit modern consumer preferences and commercial strategies..

Traditional knowledge and modern education are connected through hands-on learning opportunities focused on Chhattisgarh's arts and crafts. They promote a comprehensive view of craft practices as living traditions woven into the social, cultural, and economic fabric of society rather than just as

beautiful manifestations. Through meaningful, practical interaction, these programs may preserve cultural heritage, empower local craftspeople, and spur innovation when thoughtfully incorporated into academic frameworks.

## 7. IMPLICATION

- Skill-building through real-world craft practice empowers artisans with both technical ability and entrepreneurial agency.
- Digital training is essential, but must be customized to meet artisans' starting proficiency.
- Gender-aware design in experiential learning fosters equitable entrepreneurial outcomes.
- Productivity and physical health can both be enhanced through ergonomic innovations.
- Institutional support is critical for market integration and scaling.
- Blending tradition with modern tech ensures cultural preservation and competitive innovation.

## 3. FUTURE FRAMEWORK

To improve the impact of experiential learning in Chhattisgarh's crafts industry, a number of strategic recommendations are put out in light of the study's conclusions and insights. First and foremost, in order to guarantee fair access to chances for skill development, experiential learning programs must be made more widely available, especially in isolated tribal areas. In order to support budding craft-based enterprises and encourage entrepreneurial growth, it is recommended that organised feedback mechanisms and continuing mentoring systems be established. Furthermore, developing business incubation networks that are specialised to a given region can provide local startups with traditional crafts-based businesses with specialised advice, market connections, and financial support.

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