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13

Determining the Factors and Difficulties Influencing the Moradabad Brassware Exports

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Abstract
In spite of having a reputation for making high quality products, brassware industry of Moradabad has been unable to achieve its maximum export potential. This paper evaluate the numerous stumbling blocks encountered by Moradabad brassware industry on the global stage. (Banerjee, S., 2017). According to this study, the issues affecting exports are complicated regulatory framework, fluctuations in the raw material prices, obsolete design and marketing strategies and production capacity limitations. Moreover the article include the obstacles encountered by export units, including competition from cheaper alternatives, manufacturing products as per the international standards and navigating complex trade policies. (Sharma, A.K., 2006). The study concludes by enumerating suggestions for overcoming these hindrances, such as design innovation, industry modernisation and compliance assistance for expedited export processes. For the prosperity and growth of the M.B.J in the global economy and to maintain its rich legacy for future generations, these issues and problems must be critically analysed and addressed. (Fink, A., 2005).

1. Introduction

Moradabad, a city renowned for its unique brassware is located in Uttar Pradesh, India expert artisans have been creating unique antique brassware for centuries, mesmerizing people around the globe. (Sharma, A.K., 2006). This sector provide employment to thousands of artisans and makes impactful economic contributions, making it an essential part of Moradabad's socioeconomic fabric. However, despite its vibrant history, the industry still encounters numerous challenges and issues in expanding its export markets. (Joshi S., 2016),

The objective of the study is to determine the challenges restricting the export of Moradabad brassware. This paper analyse these factors and provide suggestions that may guarantee its sustained success in the global market.

The Statement: The brassware industry of Moradabad is facing numerous challenges specifically in the export sector, chief among them being production process constraints, inadequate design and promotional strategies, regulatory complexity and ever changing prices of raw materials. Exporters have also to deal with complex trade regulations, fierce competitions challenges in meeting global quality requirements. For the industry to thrive in the international export market, these issues and obstacles must be resolved.

2. Literature Review

Numerous researches have been undertaken to study the variables influencing Indian handicraft exports, including brassware. (Gash, S., 2012). The "Identification of factors and challenges affecting exports of Indian Brassware Industry" study by management institution highlights that productions process restrictions, lack of standardisations, and inadequate quality control are major obstacles. (IL&FS., 2008). Pacific business review international's "A study of Opportunities and Threats of Indian Art Metal ware Handicraft Industry" is another study that emphasises the necessity of better marketing techniques and innovative design in order to serve global markets. (IL&FS., 2008).

These studies offer perceptive information about the significant challenges the Indian brassware sector faces. However, a more detailed analysis of the exact elements influencing Moradabad export is required.

3. Methodology

This study used a comprehensive strategy to gather information and recognise the issues and factors influencing the export of Moradabad brassware.

Review Of Publications: Previous studies on the variables affecting brassware exports were thoroughly examined to obtain a fundamental understanding of the difficulties.

- **Case Studies:** case studies of two brassware export businesses in Moradabad were carried out to acquire understanding about their unique challenges and strategies
- **Expert Assessments:** Industry professionals, including manufacturers, exporters, and representatives from industry associations were interviewed to gain insight into the current state of affairs.

  Following data collected from various sources, an analysis was done to precisely identify major issues encountered by Moradabad brassware industry in the international market.

4. Elements that Impact Exports

This section explores the field research and identifies hindrances to Moradabad brassware exports.

4.1 Production Constraints

Antiquated Machinery: Manufacturing units in Moradabad still uses antiquated machines and equipments and labour intensive production processes. This limits the scale of production, reduces productivity and makes it difficult to fulfil lengthy export orders with short lead times. (IL&FS., 2008).

- **Lack of Uniformity:** Inability to maintain the product quality and dimensions due to the absence of standardized production processes present significant challenge for exporters aspiring to meet quality standards at International level. (IL&FS., 2008).
- **Deficient Quality Management:** May lead to flaws and irregularities that influence the product image and customer experience. (IL&FS., 2008).

4.2 Marketing and Design

- **Conventional Designs / Conservative design:** Despite the fact that Moradabad brassware industry has an incredibly rich history, the sector frequently finds it difficult to alter to ever changing taste and preferences of the foreign buyers. In foreign markets, conventional design might not appeal to the modern customers. (EPCH., 2024).
- . **Lack of Strong Brand Positioning:** In the global market, the brassware sector of Moradabad has weak brand positioning. This limits the industry capacity to demand high prices for the products and makes it difficult to compete with well established international brands. (EPCH., 2024).
- **Deficient Marketing Strategies:** Industry does not have sufficient budget to carry out marketing and promotional activities in foreign markets resulting in industries inability to reach prospective customers in foreign markets. (EPBUP., 2024).

4.3 Primary Raw Materials

- **Volatility in Raw Material Prices:** Brass, copper, zinc are the primary raw material and there prices keeps on fluctuating. This fluctuation can adversely impact the production and profitability. (Khan, W.A., & Amir, Z., 2013).
- **Restricted Availability of Superior Quality Materials:** Procuring high quality raw material on a regular basis is often restricted which affects the overall quality of the finished products. (Khan, W.A., & Amir, Z., 2013).

4.4 Government Regulations

- **Complexity in Export Procedures:** The export process involves complex export documentation and administrative road block which at times may be cumbersome and time-consuming. This restrict and slow down the export process and discourage prospective exporters. (Crafts Council of India. 2011).
- **Lack of Financial Funding:** Limited financial funding and incentives from the financial institution restricts the capacity to participate in International trade fairs and exhibitions, promotion and modernisation. (Crafts Council of India. 2011).

4.5 Workforce Issues

- **Skill Mismatch:** Lesser salaries, strenuous working environment makes the industry looks less attractive to the newer generations. They are less likely to learn the traditional art of brassware manufacturing causing a rise in skill mismatch in the industry. (Liebl, M., & Roy, T., 2003).
- **Insufficient Compensation:** Artisans getting lesser wages may affect the quality of the products and their overall productivity. This may cause high turnover and dissuade talented workers from entering the industry. (Liebl, M., & Roy, T., 2003).
- **Deplorable Working Conditions:** Poor hygiene, lack of proper safety measures, and exposures to harmful gases can endanger the health of artisans. These issues may have adverse effect on the psychology of artisans and possibly affect export prospects. (Liebl, M., & Roy, T., 2003).

5. Barriers Encountered by Exporters

Apart from factors restricting production and marketing, exporters face the following issues in the international market.

- **Competition:** Moradabad Competition is coming from countries having low cost labour thus weakening the competitive aspect of the Moradabad brassware industry. Pricing factors comes under immense pressure and Indian exporters may find it difficult to compete. (Gupta, R., & Malik, A., 2014).
- **Conforming to International Quality Standards:** Conforming to international quality standards may become difficult for the Moradabad exporters, particularly if they use obsolete or old age production techniques. (Sharih Ahmad Mohamad, Khairul Aidil Azlin Abd Rahman, & Muhammad Firdaus Abong Abdullah., 2013).

- **Managing Trade Regulations:** Managing trade regulations such as Tariff and Non-tariff barriers can lead to uncertainty and logistical difficulties. (Gupta, R., & Malik, A., 2014).

6. Recommendations

To Several recommendations can be implemented to overcome these issues and stimulate the exports of Moradabad brass ware industry.

- **Modernization of Industry:** Adoption of high tech advance machinery and technology must be promoted by the government and trade associations to improve the production process and quality control. Vocational training programme must be organised to bridge the skill gap and provide local artisans the expertise to use modern technologies. (Khan A., 2013).
- **Innovation in Design:** Craftspeople and designers must cooperate. Cooperation between craftspeople and designers must be promoted which may lead to the development of most innovative designs satisfying the taste and preferences of global customers while maintaining the spirit of traditional craftsmanship. These newly developed product can be displayed in international trade fairs and exhibitions and increase international exposure. (Bhattacharyya, S., & Dhar, A., 2018).
- **Optimised Marketing and Enhanced Branding:** Optimised marketing strategies and enhancing branding technique targeted at global customers is essential. Selling on online (e-commerce platforms) market places and using digital marketing tools can enhance global reach. (Bhattacharyya, S., & Dhar, A., 2018).
- **Policy Advocacy:** Govt. organisations and trade bodies must advocate for simplifying export procedures, formalizing govt. regulations and establishments of robust financial support system to promote investment in industry modernisation, design innovation and export promotion.(Bhattacharyya, S., & Dhar, A., 2018).

Moradabad Brassware Industry has a rich history of fine craftsmanship. It has immense growth potential in the global market. However, a number of barriers and issues restrict it from achieving its scale. (Jain, S., & Sharma, P., 2020). In order to overcome these barriers and establish itself in the global market the challenges like modernization of the production process, design innovation, enhanced promotion and improved branding must be addressed. (Singh, R., & Singh, K., 2019).

For the continued growth, it is essential to innovate new products and design, conserving the traditional art of manufacturing, and adjust to changing market trends. In the long run the industry can survive and grow by implementing the suggested ideas into practice.

7. Limitations of the Study

The main focus of the study was the data gathered from manufacturers and exporters in Moradabad. This study can be made more comprehensive by including data from foreign buyers and traders as it will help in understanding their unique tastes and preference. In this evolving times the brassware sector is experiencing changes on a regular basis. The affects of innovations technologies like 3D printing and increasing demand for eco-friendly manufacturing could be explored in future studies.

8. Suggestions for Additional research Research

Further research is necessary to get a better understanding of the opportunities and challenges faced by the Moradabad brassware industry.

- **Buyer Preferences:** Market specific researches needs to be conducted to know the ever changing taste and preference of the global customers.
- **Effects of E-commerce:** The prospects and challenges associated in the sale of brassware in the global market needs to be analysed.
- **Sustainability Practices:** Exploring the viability and benefits of introducing eco-friendly production and sourcing methods in the brassware industry of Moradabad.
- **Skill Enhancement Programs:** Analyzing the effectiveness of skill enhancement programs for artisans to develop their skills and identifying areas for improvement.

11. Conclusion

Several issues and challenges have been identified restricting the export of Moradabad brassware exports. The industry may overcome these hurdles and achieve maximum potential by implementing the suggested recommendations and encouraging cooperation among manufacturer, exporters, artisans, govt. regulatory bodies.

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