



# PROBLEMS IN THE DEVELOPMENT OF YOUTH HANDICRAFTS AND WAYS TO SOLVE THEM

Najmiddinova Nigina

## Abstract

The handicraft sector plays an important role in ensuring youth employment, preserving cultural heritage, and promoting economic development. However, young artisans face various economic, social, technological, and institutional challenges that limit the development of handicraft activities. This article analyzes the main problems in the development of youth handicrafts and identifies effective ways to solve them.

**Keywords:** youth handicrafts, youth employment, entrepreneurship, handicraft development, youth entrepreneurship, economic development.

## Introduction

Youth employment and entrepreneurship are essential components of sustainable economic development. In many countries, handicrafts provide young people with opportunities for employment, income generation, and self-realization. Handicrafts represent a traditional form of economic activity that combines creativity, manual skills, and cultural values. Despite their significant potential, handicraft activities among youth face numerous challenges that hinder their development. These challenges include limited financial resources, insufficient training, lack of access to modern technologies, and weak market connections. Understanding these problems and identifying effective solutions is crucial for supporting youth employment and economic stability. The purpose of this article is to analyze the problems in the development of youth handicrafts and propose effective strategies to overcome these challenges.

Handicrafts play a vital role in youth employment and entrepreneurship development. They provide accessible employment opportunities, especially for



young people who lack higher education or formal job opportunities. Handicraft activities contribute to:

- ✓ Employment generation
- ✓ Income diversification
- ✓ Development of entrepreneurial skills
- ✓ Preservation of cultural heritage
- ✓ Economic independence of youth

In addition, handicrafts help youth develop creativity, innovation, and business management skills.

One of the main problems faced by young artisans is limited access to financial resources. Many young people do not have sufficient capital to purchase raw materials, tools, or equipment. In addition, access to bank loans is often limited due to lack of collateral and financial experience. This financial barrier prevents youth from starting or expanding handicraft businesses.

Many young people lack professional skills and technical knowledge required for handicraft production. Limited access to vocational training programs and educational institutions reduces their ability to develop high-quality products. The absence of entrepreneurship education also limits their ability to manage businesses effectively.

Market access is another major challenge. Many young artisans face difficulties in selling their products due to:

- ✓ Lack of marketing knowledge
- ✓ Limited access to local and international markets
- ✓ Weak participation in exhibitions and trade fairs
- ✓ Limited use of online platforms

As a result, their income opportunities remain limited.

The integration of modern technologies into handicraft production is still limited. Many young artisans rely only on traditional methods and do not use digital tools for production, promotion, or sales. This reduces productivity, efficiency, and competitiveness.

In some cases, institutional support systems for handicraft development are insufficient. Lack of government programs, training centers, and financial support reduces youth participation in handicraft activities.

Ways to Solve the Problems:



- Improving Vocational Education and Training. Developing vocational training programs is essential for improving youth skills. Educational institutions and training centers should provide: technical handicraft skills; entrepreneurship education; business management training; digital skills training. This will increase youth competence and productivity.
- Providing Financial Support. Governments and financial institutions should provide financial support to young artisans through: microloans; grants; subsidies; financial assistance programs. This will help youth start and expand their handicraft businesses.
- Developing Market Access. Improving market access is essential for handicraft development. This can be achieved by: organizing exhibitions and fairs; developing online sales platforms; supporting export opportunities; promoting handicraft products. Digital platforms such as e-commerce websites can help youth reach global markets.
- Integration of Digital Technologies. Digital technologies play an important role in handicraft development. Young artisans should be encouraged to use: social media for marketing; online marketplaces; digital design tools; e-commerce platforms. This will increase competitiveness and income opportunities.
- Strengthening Government and Institutional Support. Government support is essential for handicraft development. Governments should: develop youth entrepreneurship programs; provide training and support centers; support handicraft industries; promote handicrafts as an economic sector. This will create favorable conditions for youth participation.

**Table- 1. Questionnaire for Assessing Youth Participation in Handicraft Activities**

Section A. General Information	
<b>Age:</b>	<input type="checkbox"/> 16–18 <input type="checkbox"/> 19–22 <input type="checkbox"/> 23–26 <input type="checkbox"/> 27–30
<b>Gender:</b>	<input type="checkbox"/> Male <input type="checkbox"/> Female
<b>Place of residence:</b>	<input type="checkbox"/> Urban <input type="checkbox"/> Rural
<b>Education level:</b>	<input type="checkbox"/> Secondary education <input type="checkbox"/> Vocational education



	<input type="checkbox"/> Higher education <input type="checkbox"/> Other __
<b>Section B. Participation in Handicraft Activities</b>	
Are you currently involved in handicraft activities?	<input type="checkbox"/> Yes <input type="checkbox"/> No
If yes, which type of handicraft do you practice?	<input type="checkbox"/> Embroidery <input type="checkbox"/> Sewing <input type="checkbox"/> Woodworking <input type="checkbox"/> Jewelry making <input type="checkbox"/> Pottery <input type="checkbox"/> Other __
How long have you been involved in handicrafts?	<input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1–3 years <input type="checkbox"/> More than 3 years
<b>Section C. Problems Faced by Youth in Handicrafts</b>	
What are the main problems you face? (You may select more than one)	<input type="checkbox"/> Lack of financial resources <input type="checkbox"/> Lack of training <input type="checkbox"/> Lack of equipment <input type="checkbox"/> Difficulty finding customers <input type="checkbox"/> Lack of government support <input type="checkbox"/> Lack of marketing knowledge <input type="checkbox"/> Other __
Do you have access to financial support (loans, grants)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Have you received professional training in handicrafts?	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Section D. Opportunities and Support</b>	
What kind of support do you need most?	<input type="checkbox"/> Financial support <input type="checkbox"/> Training programs <input type="checkbox"/> Equipment <input type="checkbox"/> Market access <input type="checkbox"/> Government support
Are you interested in expanding your handicraft business?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Do you use the internet or social media to sell your products?	<input type="checkbox"/> Yes <input type="checkbox"/> No

Table-1 - This questionnaire is designed to identify the main problems faced by young people in handicraft activities and to evaluate opportunities for development. Instructions: Please answer the following questions honestly. Your answers will be used for research purposes only.

**Table -2. Analysis Table of Problems and Solutions in Youth Handicraft Development**

Problems	Causes	Suggested Solutions
Lack of financial resources	Limited access to loans	Provide microfinance and grants
	Insufficient training programs	Develop vocational training centers
Limited market access	Lack of marketing knowledge	Develop online platforms
	Lack of modern technologies	Provide technological training
Weak institutional support	Insufficient government programs	Strengthen government support

**Table- 3. Model for Supporting Youth Handicraft Development**

Key Components:	Expected Results:
Education and training support	Increased youth employment
Financial support mechanisms	Improved income levels
Market access development	Development of youth entrepreneurship
Technology integration	Sustainable economic growth
Government and institutional support	

## Conclusion

The development of youth handicrafts plays an important role in ensuring employment, promoting entrepreneurship, and supporting economic growth. However, young artisans face several challenges, including financial limitations, lack of skills, limited market access, and weak institutional support. Addressing these challenges requires comprehensive solutions such as improving vocational education, providing financial assistance, developing digital platforms, and strengthening government support. These measures will help increase youth participation in handicrafts and contribute to sustainable economic development. Promoting youth handicrafts not only supports employment but also preserves cultural heritage and strengthens the national economy.

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