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கைத்தொழில் மற்றும் தொழில் முயற்சியாண்மை அபிவிருத்தி அமைச்சு

MINISTRY OF INDUSTRY AND ENTREPRENEURSHIP DEVELOPMENT



NCC



National Craft Council

Performance Analysis Report

National Crafts Council

Introduction

The National Crafts Council was established under the National Crafts Council and Allied Institutions Act No. 35 of 1982 with the primary objective of preservation and development of handicrafts as well as uplifting the economic and social status of the artisans in the field of handicrafts. Over the past few decades, the National Crafts Council has implemented a number of projects and programs for the conservation and development of handicrafts and for the welfare of handicraftsmen.

VISION

Nurturing and Preserving Traditional handicrafts for their sustainable existence

MISSION

Preservation, development, encouragement and promotion of local handicrafts with a traditional and cultural value and enhancement of Economic and social status of craftsmen.



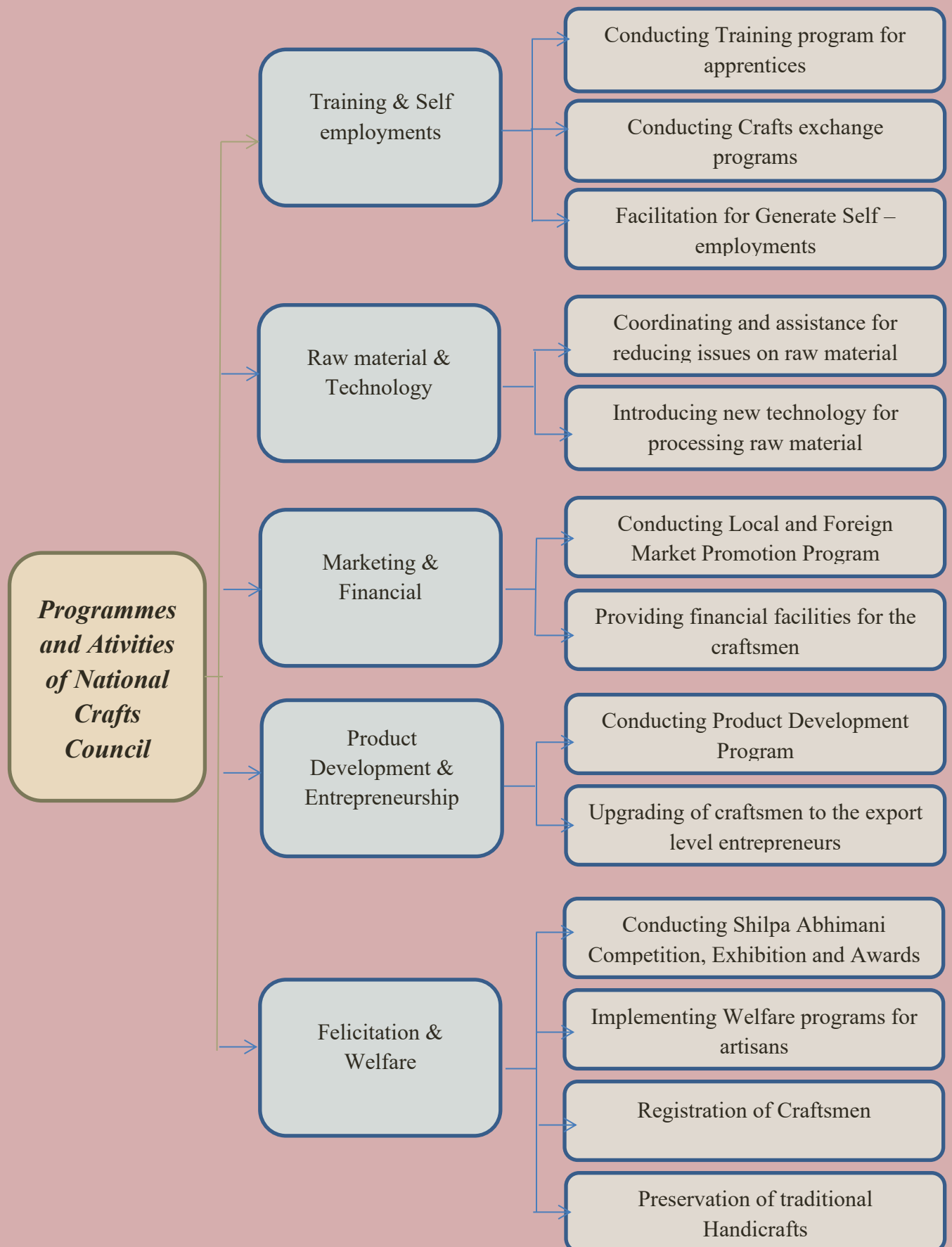
Powers and Functions vested in the National Crafts Council in terms of the National Crafts Council and Allied Institutions Act, No. 35 of 1982 (Chapter 17)

1. Conducting Exhibitions in both Sri Lanka and abroad
2. Improving the quality of finished goods and raw materials used in the manufacture of handicrafts
3. Awarding prizes, medals and scholarships for the study of handicrafts
4. Providing financial and other assistance with the approval of the Minister to Crafts Councils or other institutions or organizations engaged in designing, manufacturing or selling artisanal handicrafts.
5. Making arrangements for the training of artisans and advising the staff in charge of training institutes on all programmes for artisans and apprentices and liaison with artisans.
6. Launching schemes for the welfare of the artisans.
7. Implementing international exchange programs for artisans.
8. Organizing workshops, seminars and conferences at traditional, national and international levels to improve the quality and skills of the artisans.
9. Making arrangements for the dissemination of information and knowledge related to crafts.
10. Advising on the protection of handicrafts of traditional, national or cultural value and setting up of art museums and galleries for the purpose of preserving the handicrafts.

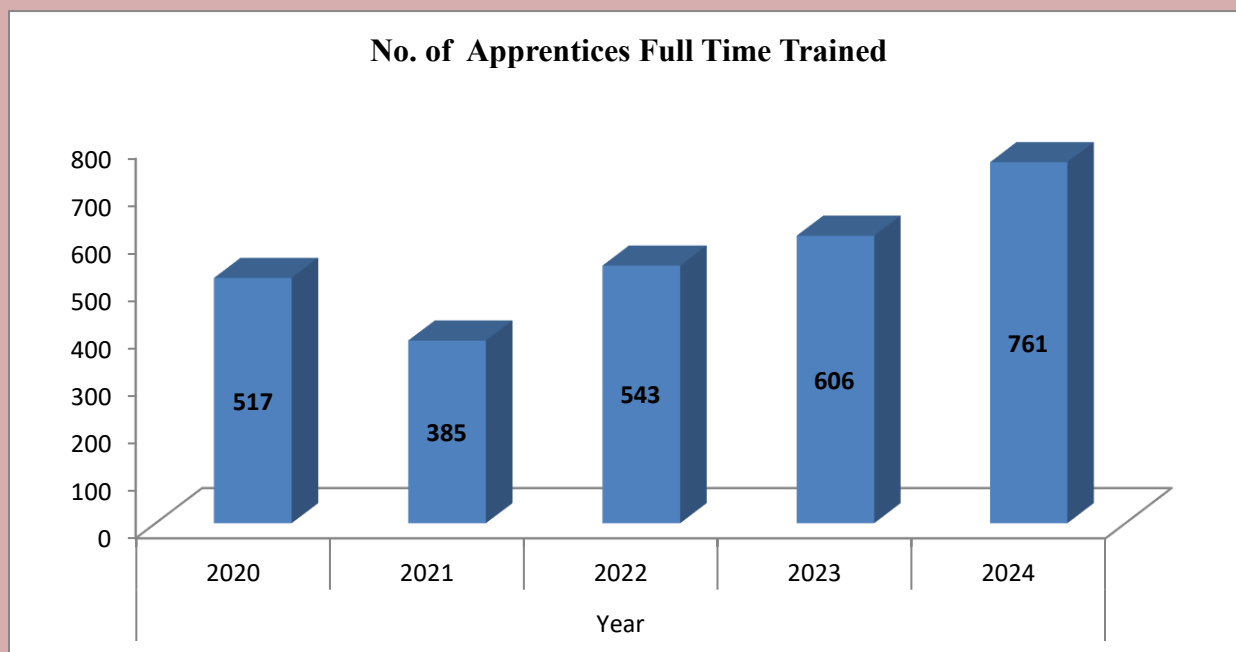
Problems Identified	
A.	The socio-economic challenges faced by craftsmen
B.	Not having sufficient knowledge for some craftsmen to create quality products
C.	The reluctance of the crafts persons to employ new methods and adopt latest technologies
D.	The crafts persons not having sufficient financial capacity to purchase equipment required for new technology
E.	Not having the opportunity to develop themselves because of isolation
F.	The crafts persons not being motivated towards new creations and remaining within traditional methods
G.	Not having a modern building and facility to conduct training programs
H.	New generation does not like to engage in the field of handicrafts
I.	Not having proper awareness about handicrafts among school children and new generation
J.	Not having enough raw material and difficulties regarding the transportation of raw material
K.	Many artisans tend to resist altering the traditional aspects of their craft, which leads to a decline in creative innovations
L.	Lack of market opportunities for Sri Lankan crafts locally and globally
M.	Absence of a prominent brand name and lack of promotional activities
N.	High production cost

Strategies to be implemented to overcome issues	
A.	Developing the facilities on raw material.
B.	Product development/diversification and quality control
C.	Developing the infrastructure facilities.
D.	Technology development on new machinery, equipment and raw materials processing.
E.	Developing skills, capacity, technological knowhow, entrepreneurship.
F.	Access to market - Conducting Market promotional programs.
G.	Felicitation, evaluating and protecting craftsmanship.
H.	Access to finance – providing financial facilities.
I.	Facilitating to self – employment on field of handicrafts

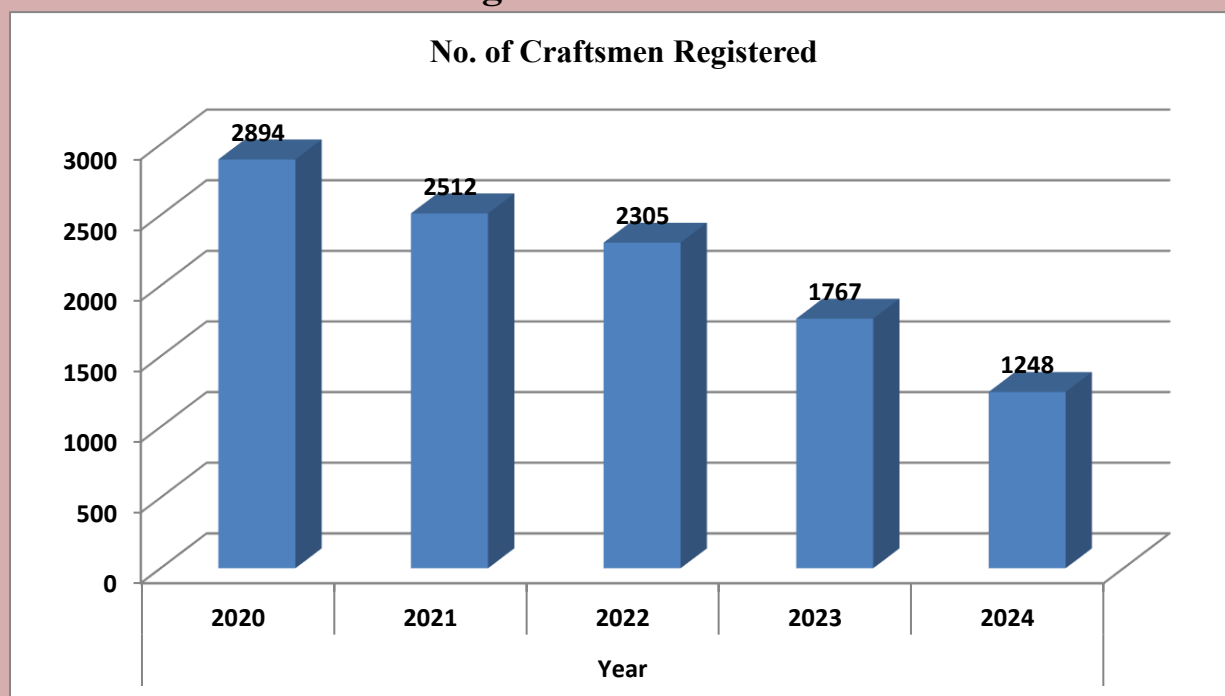
Strengths	Opportunities
1. Be the apex government body established for the preservation, development, and promotion of the handicraft sector.	1. Having skilled artisans perfected in traditional and modern skills covering the whole of Sri Lanka.
2. Being an independent body established under an Act of Parliament	2. Existence of domestic and foreign market for high quality handicrafts.
3. Having a network of market showrooms, craft training centres and Professional and well-experienced instructors	3. Special attention has been paid in the relevant ministry and government policies to improve the handicraft sector. Government commitment and policies to foster the craft industry in Sri Lanka
4. Having strong dedicated staff in the head office as well as provincial and district offices.	4. The trend towards local production and eco-friendly products.
5. Full patronage and support of the Ministry Continuous delivery.	5. To be able to obtain funds (donations, grants, concessional loans etc.) for the development of handicraft sector.
6. Having a proper interrelation between the institutions that are responsible for craft, export and SMEs	6. Private sector involvement with the craft industry and Visible growth in the tourism industry in Sri Lanka
7. Having a strong relationship between NCC, and craftsmen scattered all over the country.	7. Financial and technical assistance of the international organizations, such as SAARC, World Crafts Council, etc.
Weaknesses	Threats
1. All organizations perform the same functions without distinguishing the functions and services of related organizations.	1. Reluctance of the modern generation to go to the field of handicrafts
2. Insufficient M&E from top to bottom	
3. Inadequate inter-connection with the National Crafts Council and affiliated institutions Sri Lanka Handicrafts Board and National Design Centre.	2. Government and other sectors are not sufficiently aware of the role and services of the National Craft Council.
4. Inadequacy of staff with specialized professional experience and knowledge	
5. Lack of adequate facilities for field officers.	3. Relatively low prices of handicrafts in foreign countries.
6. Negative attitudes and reluctance to change on the part of staff.	
7. Absence of IT professionals and Technical crews in the staff	4. Free import of handicrafts products from SAARC countries.
8. Having an output-based mind set among the staff rather than a result-oriented one	
9. Lack of usage of technical tools and equipment for the production of craft items	5. Scarcity and high cost of raw materials.
10. High pricing of creations and lower productivity in the crafts industry	



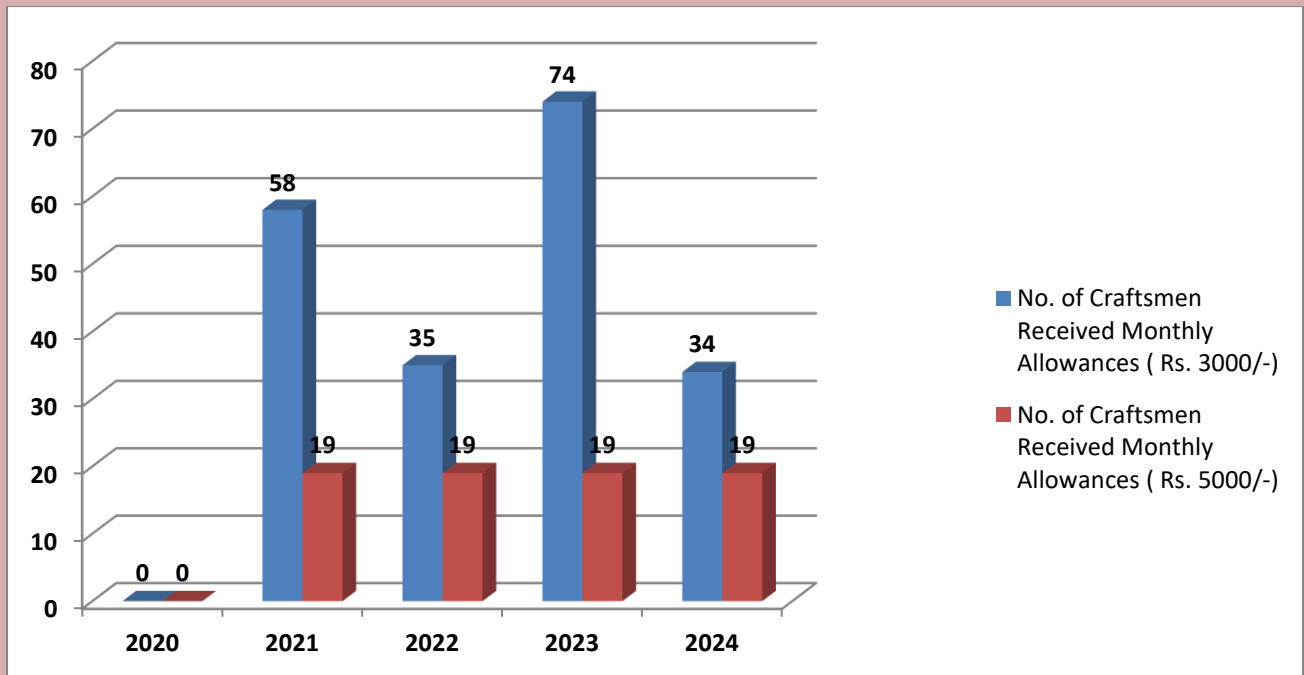
Provision of Training facilities through Craft Training Centers



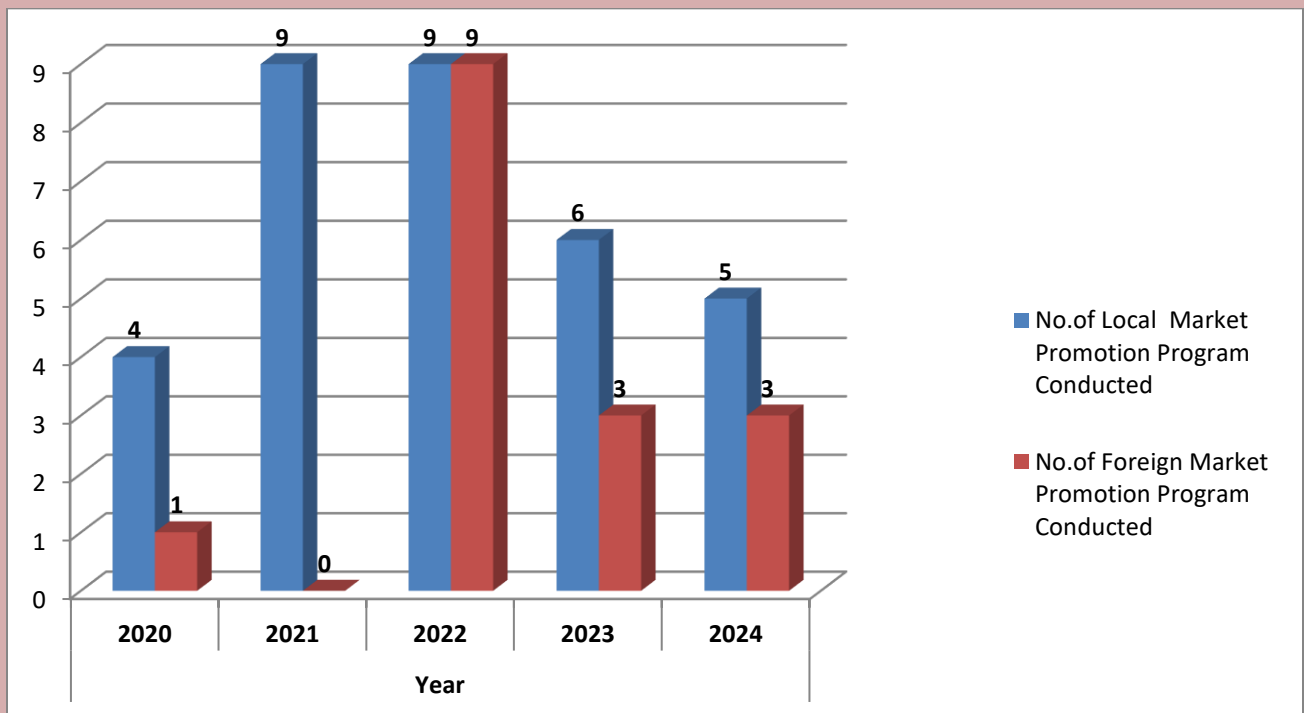
Registration of Craftsmen



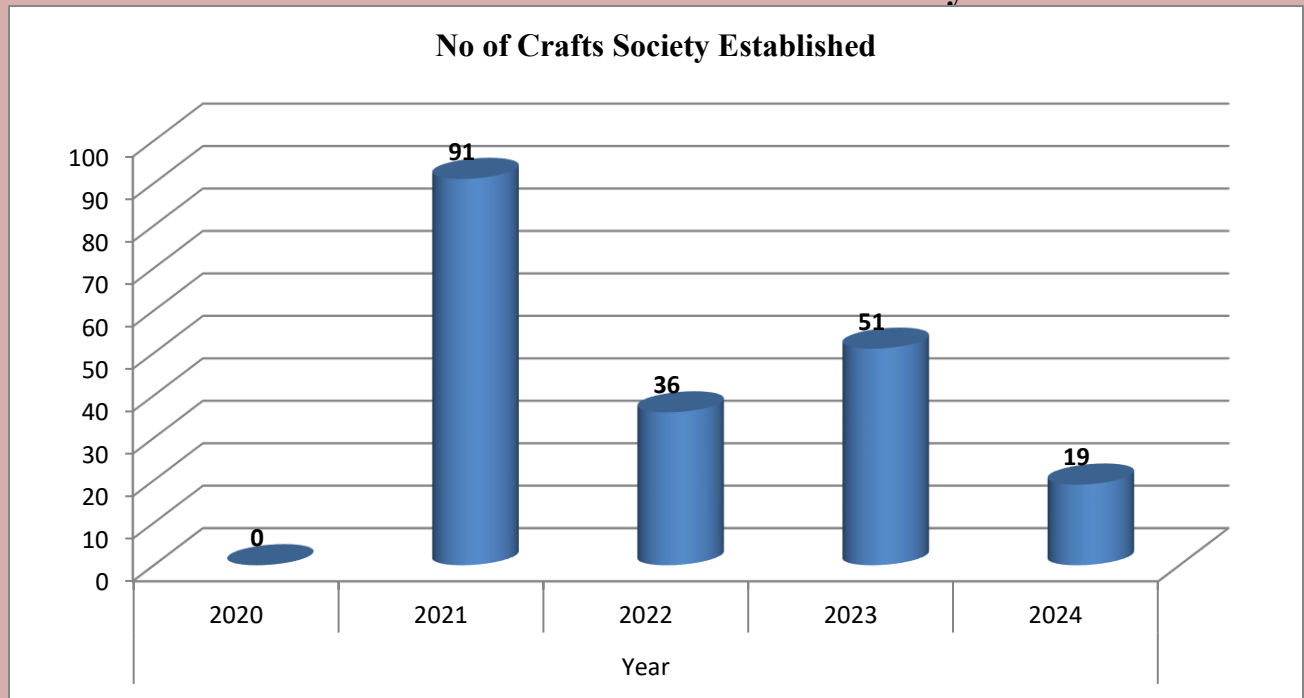
Craftsmen Welfare Program



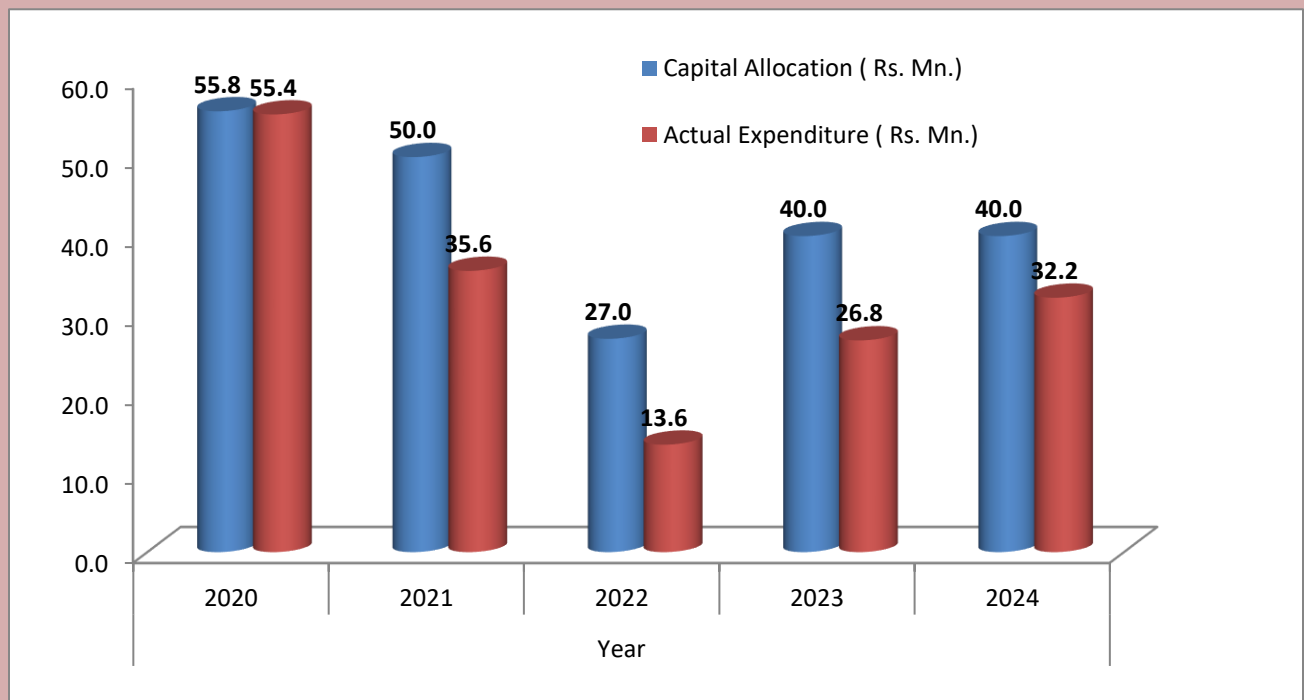
Local and Foreign Market Promotion Program



Establishment of Crafts Society



Capital Allocation and Expenditure on Annual Development Programs



Special Development Programs

01.Traditional Handicrafts Development Program – 2021

No. of Villages Developed – 98, No. of Beneficiaries - 2762

02. Conducting Shilpa Abhimani Provincial & National level Competition, Exhibition and Awards Ceremony–

No.	Year	No. of Craftsmen Participated	No. of Craftsmen Awarded
01	2021	3676	456
02	2023	3941	508
03	2024	3075	407

03. Development of “Lakshilpa” Showrooms

Waragoda, Sipnara- Galle, Molagoda, Pallekale

04. Conducting “Crafting Ceylon” Export Oriented Product Development Program – 2022/23

No. of Craftsmen Participated – 1553, No. of Creation Awarded - 546

05. Development of Crafts Training Centers

Year	2020	2021	2022	2023	2024
No. of Centers Developed	08	03	-	-	03

Special Achievements

Asia Pacific Region Crafts Master Award – 2023



World Crafts Council Asia Pacific Region Award of Excellence – 2024

