

**Exploring the Socio-Economic Value Creation Process of Cultural Products
and their Maintenance**



Shahnaz Bano

Quaid-i-Azam University

Department of Anthropology

Islamabad – Pakistan

2018

**Exploring the Socio-Economic Value Creation Process of Cultural Products
and their Maintenance**



Shahnaz Bano

This thesis is submitted to the Department of Anthropology, Quaid-i-Azam University Islamabad, in partial fulfillment of the degree of M.Phil of science in

Anthropology

Quaid-i-Azam University

Department of Anthropology

Islamabad – Pakistan

2018

Quaid-i-Azam University, Islamabad

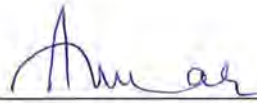
(Department of Anthropology)

Final Approval of Thesis

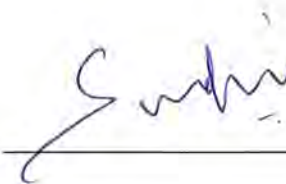
This is to certify that we have read the thesis submitted by Ms. Shahnaz Bano. It is our judgment that this thesis is of sufficient standard to warrant its acceptance by the Quaid-i-Azam University, Islamabad for the award of the Degree of "Master of Philosophy in Anthropology".

Committee:

1. Dr. Anwar Mohyuddin
Supervisor
2. Dr. Haroon ur Rashid
External Examiner
3. Dr. Saadia Abid
In-charge
Department of Anthropology







Formal declaration

I hereby, declare that I have produced the present work by myself and without any aid other than those mentioned herein. Any ideas taken directly or indirectly from third party sources are indicated as such.

This work has not been published or submitted to any other board or examination in the same way. I am solely responsible for the content of this thesis and I own the sole copyrights of it.

Islamabad, August 15, 2018

Shahnaz Bano

This thesis is
dedicated to my
dearly loved parents

Acknowledgements

All praises is to ALLAH (Subhana Wa Taala), Lord of the worlds. I seek refuge in ALLAH from the evils of our souls and the wickedness of our deeds. Whomsoever ALLAH guides, none can misguide, and whomsoever ALLAH misguides, none can guide. Alhamdulillah, ALLAH gave me the enough strength to tackle every problem with calm and ease. I must acknowledge my limitless thanks to ALLAH, the Ever-magnificent for his blessings to successfully finish my thesis. May ALLAH's peace and blessing be upon our beloved Prophet Muhammad (PBUH) who was a mercy unto us from ALLAH, whose character and nobility none has seen before or after Him (PBUH).

This thesis has been kept on track and been seen through to completion with the support and encouragement of numerous people including my family members, teachers and all of my well wishers. I would like to express my gratitude to all those people who made this thesis possible. I want to express my thankfulness to all those who contributed in many ways to the success of this thesis and made it an unforgettable experience for me.

First and foremost, I would like to express my wholehearted gratitude to my dearly loved father for encouraging me to believe in myself. You nurtured and protected me and taught me with great care. Every time I have needed you, you were always there. I have no proper words to convey my deep appreciation and respect for your support, love, relentless patience, and friendly endorsement.

My deepest admiration also goes to my mother for being my first teacher. A strong and gentle soul who taught me to trust in ALLAH (S.W.T) and believe in hard work, her directions enlightened my path towards success. I am very indebted for all that you have been to me and for all that you have done for me. I am truly obliged for your guidance when I needed it most and moulding me into the person I have become today.

Every challenging work needs self efforts as well as guidance of elders especially those who were very close to our heart. My completion of this research could not have been accomplished without support of my brothers. I am truly indebted for the countless times you both helped me throughout my journey in university. Your encouragements when the time got rough are much appreciated. It was a great comfort and relief to know that you were willing to provide everything you endowed. I would like to pay my modest respect and admiration towards both of my brothers for their

everlasting affection, unvarying assistance and being my inspiration always make me able to get success and honour.

I would like to express my deepest gratitude to my supervisor Dr. Anwar Mohyuddin for his sincere guidance and valuable advices. His constructive comments and suggestions throughout my research work have contributed to the success of this research. His timely and efficient contribution helped me to shape this thesis into its final form. I express my sincerest appreciation for his assistance and I am privilege to have accomplished this thesis under his right guidance. I am also greatly indebted for chairperson, Dr. Sadia Abid and all faculty members for providing necessary directions and resources to accomplish my degree.

Finally, I thank all well wishers and those who have helped me directly or indirectly in the successful completion of my research work. Anyone missed in this acknowledgement are also thanked.

Shahnaz Bano

ABSTRACT

This thesis titled “Exploring the Socio-economic value creation process of cultural products and their maintenance” was qualitative and anthropological research conducted at locale of Danyore, Gilgit Baltistan. Non-Probability sampling technique was employed in which purposive sampling was done. Under this about 50 local women makers were selected purposively on the basis of their experience and skills in manufacturing local cultural products in locale of study. In this research, qualitative data collection methods and tools using participant observation and in-depth interviews were conducted to achieve first hand information from field. The study highlighted the significance of tangible cultural products refers to the possessions of consciousness and expertise that construct relationship between history, current situation, future prospects and put forward the inherited cultural activity from one generation to another. Cultural legacy is articulated through several processes, expression and capabilities and comprised of related items and cultural places that inhabitants discriminate at constituent of their cultural inheritance. There is an innate association of cultural product with its area that cannot be neglected. The local women of Danyore do certain efforts to make local cultural products in order to gain economic benefits and social value. The study reflects the sustainable amalgamation of cultural and commercial value of products while conserving their particular aspects. Such as maintaining their value in society and proceeding cultural activity as an income source. The aim of study is to scrutinize diverse views for the reason to get a vivacious perception from respondents whether cultural products of any area have inherent socio-cultural and economic value. Respondents said that to be acquainted with cultural and economic value is highly prized for them. Value of a product is generated by the producers through the activities in line to the local systems where it is situated. Once the spheres of production are determined then their value generation and maintenance is obligatory to comprehend. So, the study focused on locale definite products and their spheres of production. Next to production phase how the value in form of social and economic is created in products by makers. Social value adds to social recognition of producers in society while economic value benefits in terms of economy. The study is examined under the assumptions of world system theory and hence results of the study revealed that local women makers work to gain economic benefits but the benefits they earned from commodification of products is not equal to their mental and physical labor. Women have

to work for unpaid and paid labor as well. Unpaid labor is done by women to perform their household responsibilities and paid labor is for earning purpose by making products. To sell their products local women makers do rely on local markets and hence get less benefit on the sale of product. If any producer sent her product to market in developed countries through involvement of middle man and the income earned from the sale of product is thus divided among middle man and the maker of product. The middle man and the developed countries get benefit on the cost of our local producers who worked to get economic stability but in this case they get failed and suffered from various health issues. Hence, the income generated by producers in pieces was consumed to recover their health by using medicine manufactured by west. In this way the income generated by poor locals are remitted to the capitalist countries by paying to pharmaceutical industries. The results also disclosed that Non-governmental organizations working in local area for making culture oriented products employed local skilled labors on minimum wages and following the wage control mechanism. By employing more working hands non-governmental organizations pay minimum wages to their workers and they sent manufactured products to markets in core countries to benefit their organization. In nut shell, the core countries are developing by the commodification of products made by the local producers by facing several challenges. Hence results of the study revealed that local women of Danyore who worked to earn income and economic stability are still facing economic pressure by low income earning from their products. Core countries are dominating our local markets and capitalist countries are dragging all of our local or national products to get benefit and we as a peripheral nations, we are under their influence and still lagging behind in progression.

Table of Contents

ABSTRACTiv

CHAPTER 1 1

Introduction 1

1.1 The problem.....3

1.2 Statement of the problem.....3

1.3 Conceptual definition of the variables.....4

1.4 Operational definition of the variables6

1.5 Operationalization of concepts:7

1.6 Indicators7

1.7 Objectives of the research.....9

1.8 Research Questions9

1.9 Significance of the Study.....9

1.10 Justification of Locale 10

1.11 Theoretical framework of study 11

CHAPTER 2 18

Literature Review 18

2. 1 Culture 18

2.2 Cultural products 18

2.3 Value creation process.....23

CHAPTER 3 31

Research Methodology 31

3.1 Participant Observation 31

3.2 Key Informant Interviews.....34

3.3 Population of the Study 34

3.4 Qualitative Research.....34

3.5 Sampling Technique.....35

3.6 In-depth Interview	35
3.7 Field Notes.....	34
3.8 Data Analysis Technique.....	36
3.9 Research Site	37
3.9.1 Location.....	37
3.9.2 Demography	39
3.9.3 Geography and Climate.....	40
3.9.4 Educational Institutions and Literacy Rate.....	40
3.9.5 Commercial area and Source of income.....	40
3.9.6 Dress pattern.....	41
3.9.7 Histories of Handmade Cultural Embroidery.....	42
3.9.8 Handi crafts work as an occupation.....	43
CHAPTER 4.....	45
Spheres of Production and Challenges Faced by Producers.....	45
4.1 Specific cultural products and spheres of production.....	45
4.2 Distribution of value-added products to wider market.....	47
4.3 Link between producer and customer.....	50
4.4 Products are directly competitive/ substitutes products	51
4.5 Government and other local organizations support in promoting handicrafts	52
4.6 Challenges Faced by Producers.....	53
CHAPTER 5	56
Process of Value Generation; Socio-Economic Status of Producers	56
5.1 Process of value generation	57
5.2 Understanding of social and economic value	59
5.3 Economic benefit to producers.....	63
5.4 Utility that Producer gets from Product.....	63

CHAPTER 6.....	66
Theoretical Discourse.....	66
CHAPTER 7.....	72
SUMMARY AND CONCLUSION.....	72
7.1 Summary.....	72
7.2 Conclusion.....	74
RECOMMENDATION.....	77
Bibliography.....	79
ANNEXURE.....	89
Interview guide.....	89



CHAPTER 1

Introduction

Culture produces, illustrates, conserve and disseminates the opinions, sentiments and wide-ranging possessions of societies by the production of cultural goods and services as mixed as thoughts, arts, religions, verbal communication and traditions. The conception of traditions considers the commodities and facility shaped but also all the endeavor is related to the endorsement and distribution of meticulous products (Einarsson, 2008). Every part of culture has several features of human's code of conduct, such as verbal communication, communal enactment such as matrimonial associations, meaningful structures such as sculpture, harmony and dance, religious obligations and expertise such as managing instrument, food pattern and dress patterns all are found in human societies everywhere. Cultural Products are certain commodities and services that consist of the stage performance, illustrations, structural designs and inheritance preservation are seen in art galleries and libraries. UNESCO has declared that such cultural products do not bear a resemblance to another type of products (Aiello, 2014). Those concrete goods which are created by producers and having their associations with a particular ecology are cultural products. Here these products are recognized by local people and have their value and the value is created and negotiated through social and economic spheres as well.

Cultural Products have uniformly significant goods and services aspects. In such situation services of cultural products appear to be more labor-intensive and less concrete than commodities. Authoritative and monetary assistance engages the circulation of information, knowledge and skills. This allocation of information emerges equivalent to the function performed by manuscripts and journals. Numerous products must manage to survive in material type in order to be disseminated to targeted customers (Aiello, 2014). Cultural intentionally or by chance beat prevailing consumer inclination and they turn out to be flourishing because they form experience to ensemble their products by which they generate the values and then distribute an understanding which assemble these merits. The examination of cultural products confirms the relationship assists the dealings between the progression of value of cultural product and its territory. In element of the value added created by the manufacturer from end to end and its methods unavoidably set off to the local system where it is located. Value construction symbolizes the strengthening of concrete or an indefinable belonging in the locale settle on its prerequisites of

competitiveness. Cultural manufacturing are classification of organization that intervene the surge of cultural commodities in between producers and consumers. To stay alive, cultural products must determine the demands of creative manufacturing with those goods available in marketplace. (Hirsch, 1972)

Technological expansions has indistinct the oddness more, as an internet through its online services now permitted area specific products to accomplish faraway customers devoid of being jam-packed and distribute transversely the boundaries (Aiello, 2014). The explanation to concentrate on this question is to recognize, that cultural products have both economic and cultural value. To comprehend that cultural value is extremely esteemed, like as it is much valuable manufacturing that produces cultural products (Voon, 2013). Social value of products signifies as attainable targets changeable in significance which provides as direct and guiding ethics in lives of people (Schwartz, 1996). Such products form affection and take action as criterion to settle on if it is professed as pleasing and precious against unwanted and worthless (Rokeach 1973; Schwartz 1996; Williams 1979). Social values consent to instinctive comprehension of economic value production by revealing how persons structure their observation rather a product is worthy or not. Social values are significant fundamentals of every civilization (Davis, 1984; Parsons, 1991; Scott, 2008 & Tetlock et al, 1996). The economic value created by an enterprise in the course of providing a good or service is the difference between the perceived benefits gained by the purchaser of the good and the economic cost to the enterprise (Peteraf & Barney, 2003). Market value of cultural products can be interpreted as patterns that contribute to the production of economic value in particular context. The commitment towards creative cultural heritage and development compatible with local values requires not only new paradigms but also an innovation of the instruments of government territorial transformation and practices capable of producing results more performance in providing asset value of cultural identities (Aiello, 2014).

Consequently, economic value is the total profit premeditated by cumulating the supposed reimbursement of products by customer and take off the connected expenses. Any enlargement in supposed profit or a decline in interrelated expenditure will add to market value of a product. To assess cultural products completely on the origin of the customary processes of financial side, but the economic and the cultural value provides us a good quality frame for evaluating the economic features. The notion of value is an essential element in mutually culture and economic figure having a type of connection

involving them. The worth of commodities is reproduced in cost that expresses the usefulness to facilitate customers instinctively obtain from the commodities. Value denotes the amount of circulation of supplies in the market and make up a relationship sandwiched between producers and consumers (Einarsson, 2008). Nevertheless, the importance of cultural possessions is also attained from culture itself.

1.1 The problem

The cultural products are allocated to a particular area and have worth recognition in that context as well. Pakistan has great diversity of cultural and area specific artifacts which are representing local culture. When these products are detached from their original area they also represent Pakistani cultural. These cultural products are intellectual output of the creators. So, there is dire need to preserve these products. Value of a product is created when product is passed through several stages. So, this study was conducted to explore the specific cultural products in Gilgit Baltistan in order to know their spheres of production. This study also unveiled the value creation process, how the value generated is thus maintained by producers and what challenges they can face during several spheres of value generation of cultural products.

1.2 Statement of the problem

The cultural capital may represent the cohesion among social groups, which are involved in the development process, became one of the strength of that particular area. The cultural product is expressed mutually on circulation sphere for the diversity and changeability of the rudiments that made it, equally on the requirement for the amalgamation of desires uttered or not uttered. There is a strong affiliation between locale and the locale specific product which cannot be neglected. Cultural product markets support the vibrant creation of value and are inclined towards boundless replacement then flourishing makers are probable to regulate their strategies for that reason. The cultural product be required to permit a culture to support itself from end to end progression concerning a superiority in production, prop up from consumers and self backing. Commodification of certain products is the best model for understanding the collective value creation that makes cultural products socially and economically valuable. The social and economic value of cultural products created and preserved collectively and food objects, art, crafts and performances of a specific group or locales, which are visible at locally and globally.

This research explored the cultural products to show the relationship between the processes of value generation in cultural product and its territory. Value creation signifies the intensification of concrete or insubstantial goods in the vicinity established in its requisites of struggle of competition. Value is created by the producer from beginning to end by actions unavoidably aligned to the local methods where it is located. Those products have both cultural and commercial value but the need is felt to acknowledge cultural value which is exceedingly appreciated. Once the spheres of production are known then their value generation and maintenance is required to understand. So the particular study will focus on area specific cultural products and how these products are produced. After the production phase how the social value and the other, economic value is generated. On one hand, how the production of particular product can assign a social status to a creator furthermore such status is going to be realized in society or not. On the other hand, how these products can benefit a producer who is transferring his intellectual skills in certain product to generate a value in this and his physical efforts are of highly importance. By doing constant mental and physical labor, does a product can gain an economic value despite of having other substitutes in market and benefit the producer.

The study also identified the producers, consumer and other cultural intermediaries who work together to buildup the worth of cultural products. The foremost stipulation for cultural products is the process of value construction which is formed on a changing link between demand and supply aspects. This vibrant observation involves clients and cultural makers' lively participation in the formation of goods careful arrangement and its worth. The study also explored how these products can benefit a producer who is transferring his intellectual skills in certain product to generate a value in this and his physical efforts are of highly importance. By doing constant mental and physical labor, does a product can gain an economic value despite of having other substitutes in market and benefit the producer.

1.3 Conceptual definition of the variables

1.3.1 Cultural products

Cultural Products are specific commodities and services that comprised of the performing arts, illustration skill, structural design, and inheritance preservation in art galleries, the intellectual producer and celebrations. UNESCO has affirmed that these goods are contrasting other type of tangible products (Aiello, 2014).

Cultural products should be in observation and extend from beginning to an end a universal and easy to get a verbal communication. The examination of customs illustrates the methods towards a new notion of cultural assets which included cultural product. (Aiello, 2014). The cultural products have power over both cultural and commercial value and to understand such worth is immensely imperative. (Voon, 2013)

1.3.2 Value of a product

Value of a product is articulated in legal tender, exertion, swap over, or on a relative scale which replicates the aspiration to get hold of or maintain a good or service (Kelly & Male, 1993).

Cultural products have intrinsic value in it. In the form of market and cultural value which is undeniable and need is to comprehend cultural aspect and value is particularly well-regarded, like a distinctive production which manufactures cultural products (Voon, 2013).

1.3.3 Social-value

Social values denotes as an attainable targets changeable in significance, which provides a code of conduct for people of a community to follow on (Schwartz, 1996). Such value figure fondness and proceed as criterion to establish if something is supposed as pleasing and expensive against unwanted and worthless (Rokeach, 1973; Schwartz, 1996; Williams, 1979).

Social value permits inner comprehension of economic value creation by revealing how a person by utilizing their insight to determine something is worthy or not. Social values are considered imperative rudiments of traditions (Davis, 1984; Parsons, 1991; Scott, 2008 & Tetlock, 1996).

1.3.4 Economic value

Economic value shows total profit intended by combining the supposed profit of a product by consumer and take away the connected expenses. Any enhancement in apparent profits or reduce in correlated expenses will enlarge market or economic value (Einarsson, 2008).

The economic value created by an enterprise in the course of providing a good or service is the difference between the perceived benefits gained by the purchaser of the good and the economic cost to the producer (Peteraf & Barney 2003).

1.4 Operational definition of the variables

1.4.1 Cultural products

In this research, cultural products are labor-intensive and tangible goods including handmade crafts and other products. The products showed the relationship which helped in interaction between the processes of value creation of products and its territory. These products have both socio-cultural and market value and to recognize both values is exceedingly essential.

1.4.2 Value of a product

In this research, value creation means the intensification of concrete or insubstantial products in the area established in terms of struggle and competition in market. Value generated in a product by the creator from beginning to end, the actions unavoidably aligned to the local methods where it is positioned. Cultural products demonstrate the connection assist the communication between the progression of value of cultural product and its locality.

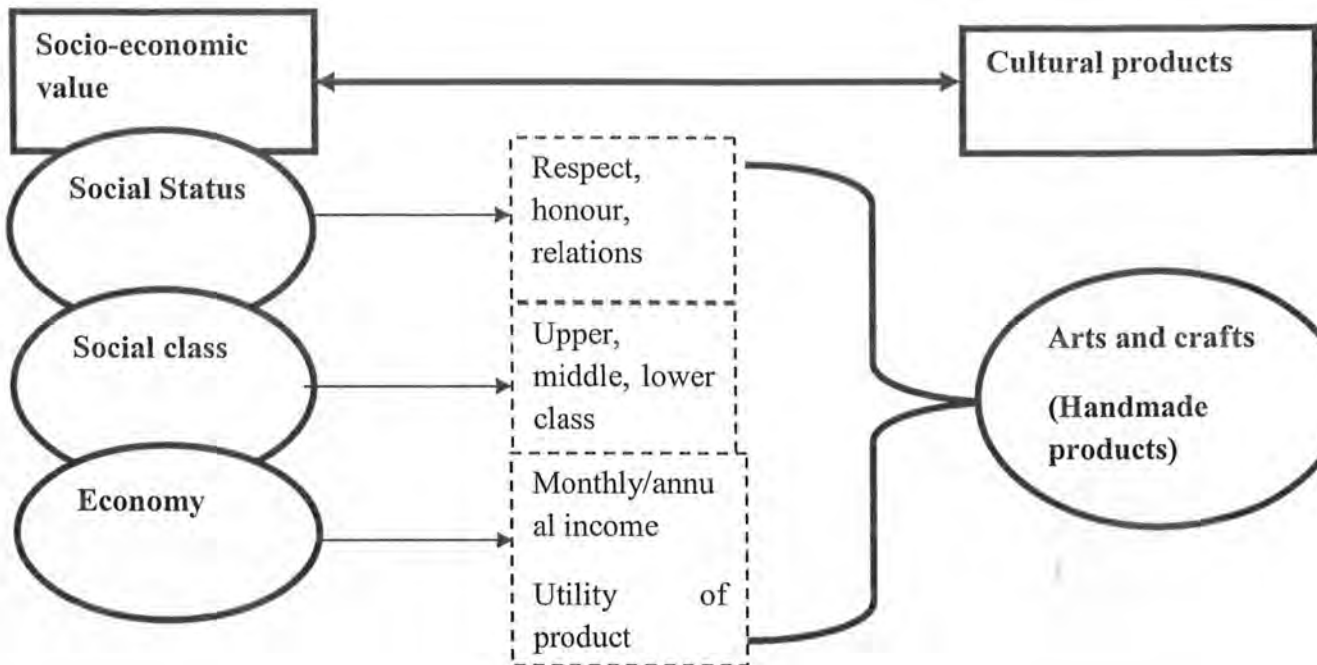
1.4.3 Social-value of a product

In this research, social value is replicated in inherent artistic value and reflected in consumer familiarity related utility of product. Cultural product has to sponsorship itself throughout a procedure linking a superiority in creative products, support of clients and self funding. Social value is a status that is obtained in society by producers in order to transferring their skills to a product. By continuing a cultural activity does a product can assign better social value to producer as compare to other labors?

1.4.4 Economic value of a product

In this research, economic value symbolizes the value of a good can be interpreted as patterns that contributed to the producer of the products in terms of monthly income and annual income. An increase in perceived benefits or a decrease in related costs will increase economic value and how it effects the survival of the producer.

1.5 Operationalization of concepts:



1.6 Indicators

The current study revolves around the manufacturing of cultural products that how cultural products are created by passing through several spheres. Cultural products can reflect cultural element of the area from where these products are originated. These cultural assets are the expression of solidity among social groups and became one of the strength of that particular area. An association of cultural products with its territory cannot be neglected. Cultural products always favor the self-motivated production of value and inclined towards inestimable connections by which successful producers can regulate their approaches for that reason. The cultural product also allows culture to sponsorship itself all the way through a process concerning a quality of artistic production for self financing. Economic exchanges of certain cultural products are the best form for considering the collective value creation that makes cultural products socially and economically valuable. So, in this study the indicators are selected which are helpful in indicating the social and economic value of producers.

1.6.1 Social status of producers

The social status of producers has a key role in determining the social value attached to the producers. Producers are well known for the products which they made and

these products have also a relationship with the territory from where they originated. During the spheres of production, producers are concerned about the value generation and maintenance. Following the production phase how the value that is in one form is social value and the other form is economic value is generated. On one hand, how the production of particular product can assign a social status to a creator either such status is going to be realized in society or not. On the other hand, how these products can benefit a producer who is transferring his intellectual skills in certain product to generate a value and his physical efforts are of highly importance. By doing constant mental and physical labor, does a product can assign a good social status to a producer in society? So, the social status used in this study for the purpose that it is indicating the respect and honor gained by the producers by manufacturing cultural products and making their cultural identity alive. The social status also expresses the relationship of producers to other members of society belonging to diverse spheres of life.

1.6.2 Social class

This research focuses on the cultural products to shows the relationship between the processes of value generation in cultural product and its territory. Value creation is the process which strengthens tangible or intangible property of a product in its terms of competitiveness. Value is created by the producer continuous mental and physical labor inevitably lined up to the local organization where it is located. The social class in this study as an indicator reveals the economic status of producers either producer are getting benefit from making cultural assets. In this research woman producers made handmade cultural product and they carried out this activity to empower themselves and raise their income as well. They manufacture products to bear their own expenses and family either sibling or children. But by doing constant struggle do this cultural activity as a source of income enables women to benefit herself by commodification of products and raise their status. So, the social class is taken to as an indicator to check out the economic status gained by the women in society by their immeasurable efforts in making cultural products.

1.6.3 Economy gained by producers

Cultural products have profit-making and societal value both of them are vastly important to understand. The study explored how certain cultural products can benefit a producer who is transferring his intellectual skills in certain product to generate a value in this and his physical efforts are of highly importance. By doing constant mental and physical labor, does a producer can gain equal benefit from product as compare to labor?

So, economy is taken as an indicator in terms of monthly and annual income which showed the profit making quality of product which is equal to efforts of makers or not. If the profit making value of a product is equal to efforts then how much income is generated by the makers monthly or annually? In contrast if profit making value is not equal as compared to labor then how producers can suffer in making these products.

1.7 Objectives of the research

1. To explore the spheres of production and the process of value generation and maintenance of cultural products.
2. To evaluate the benefits earned by the makers of these products in terms of economy.
3. To distinguish the social status and recognition gained by the makers.
4. To analyze about the problems/ challenges faced by makers during production phase.

1.8 Research Questions

1. How cultural products are created and connected to particular people?
2. What are the spheres of their production?
3. How the meanings and value of these products are negotiated and reproduced locally?
4. What are the challenges faced by makers in production and assigning value to them?

1.9 Significance of the Study

Pakistan is rich in its culture and cultural specific products. This research is important because it endeavor to examine the process of value creation in cultural products and its relationship with ecology. The value of products is thus examined through social and economic domains that how product in a particular area has gained identification in that area. The economic value of a product is analyzed that how its creation can benefit the producer. The result of current study will assist other researchers, academic world and for the preservation and assigning value to cultural products.

1.9.1 Intellectual Significance

The following research will be helpful in fulfilling previous research gaps and will also contribute to present-day writings by spotlighting on preservation of cultural products.

This will facilitate to construct innovative awareness about cultural specific products and their worth in economic development of creators. The current study will also supportive for other investigator in academic fields for enhancing their acquaintance concerning the area specific cultural products and in search of regulation to make use of the findings as assisting bits and pieces.

1.9.2 Policy Significance for Government and NGO's

Cultural products of Pakistan which are produced by local producers are of great importance to preserve cultural heritage at local level and represent the cultural of Pakistan at international level when these products are detached from their original area and disseminated across the globe. In this perspective, the study will assist the association functioning for conservation of cultural legacy. The research will be of assistance in introducing an approach for appreciation of cultural products and their producers which are intellectual output of their creators. This study will also help to improve current policies which will give worth to the efforts of workers and assign the economic value so that it can benefit the creator in and consumers in good way.

Every Government has formed policies regarding the preservation of cultural heritage. Nonetheless, for the most part of them unsuccessful to accomplish the most wanted objectives. In this situation, the findings will be supportive for the government institutions and other organizations to take inventiveness of the social and economic value of cultural products in such a way that it will regard the creator of the product. It will prop up both the non-governmental organizations and government sector to initiate modification in their strategies to thwart the exploitation of the producers as well.

1.10 Justification of Locale

Every culture has a component of interest for wellbeing and every person has a liability to preserve, protect and determine its worth. It may not only include arts and crafts, but the larger meaning of our pastimes and other culture related products. Gilgit Baltistan is dwelling to an amount of diversified cultures, languages, ethnic groups and a variety of background. It is abode to people belonging to all districts of Gilgit and from other cities of Pakistan and abroad. This whole host of cultures is because of the strategic location of Gilgit. Gilgit Baltistan is also rich in its culture and also well known for its culture specific products. The particular culture of Gilgit Baltistan demonstrates the relations inside local organization but also reflects entire depiction of a societal life and every person is responsible for conserving, retaining and increasing it. The cultural specific

products are associated with particular areas these products are of great significance in developing countries as well as in the industrialized world. Producers made handicrafts and get benefit from new market opportunities while producing new trends in products and those products have immense cultural significance. Cultural products identify local customs and also help out to keep local people uniqueness and identity alive. So, Danyore in Gilgit Baltistan region is selected as a research locale to conduct the research because of diversity of people and their proficiencies in making cultural specific products.

1.11 Theoretical framework of study

World-system theory is grounded in macro-sociological position which observes that if to let somebody know the changing paradigms of capitalist world economy which is frequently known as entire social system. It is most important manifestation and archetypical model which is united with Immanuel Wallerstein, who in 1974 bestowed a dominant document titled, “The Rise and Future Demise of the World Capitalist System: Concepts for Comparative Analysis”. Wallerstein engraved “The Modern World System: Capitalist Agriculture and the Origins of the European World-Economy in the Sixteenth Century”. Such an article is his extreme beyond the argument, peak conformity to chronological and sociological deliberation and it activate plentiful conclusion and stirred many others to make available adjustment on his judgment. The essential foundation and unprejudiced fundamentals of world-system theory that may be observed afterward, it has had major repercussions and believably it’s answer in the emerging world.

Rational understandings of world-system theory in the globe come beneath at the identical instance, into the historical, sociology and economic describing. In adding, it laid damage on dispersion out and lop-sided occasion across populations. This perceptive generates the world-system understanding in cooperation with balanced logical and political venture. Wallerstein’s endeavor is an amalgamation in which supposition and takes out a confidentially interconnected and the reason of academic voyage is to construct alliance that portray hidden configurations which authorize individual to execute the humankind and construct enhancement in it.

An individual has a possible tendency to engage in recreation activity harshly for the succession of his self approach is reliant on his competence to distinct out the entire. World-system examine mainly in qualitative, while Wallerstein surplus the difference of methodologies to be recognizable with the globe. For Wallerstein, there is a scheme in the world which can be figure out in numbers but it is never an issue for how wide-ranging it

has remain departing, an invention of history. But certain procedures are associated in describing social matters.

1.11.1. Background

Establishments of this hypothesis are joined with Wallerstein's quite a long while appreciation and disclosure to an assortment of trepidation, presumption and conditions. This hypothesis is committed to the Annales School whose driving figure is Fernand Braudel, the possibility of world system is acquired from Braudel's his constancy on the boundless issues of concern. His inside point is likewise on geo-natural immensity as element of examination towards country portrayal and reliance on viable belonging from Braudel.

From Karl Marx, creator revealed the most basic explanation expresses that if mutual disparity on the base of material belonging among human gatherings is the wretchedness of society with a relevant sum. The transitory idea of social life relating to them are preeminent the inside purpose of the forceful class battle that are item from it and after that a persuasive rationale of move from side to side question and difficulties.

Wallerstein's assumption was based on needs to make changes in Marxism. World-System hypothesis is in various behaviors an alteration of preface of the reliance hypothesis (Chirot & Hall, 1982). Creator showed significantly from assumptions of reliance hypothesis, new record of neo-Marxism development and grouping is recognized in the rising globe. The reliance hypothesis in view of thinking about the under-developed by transitory take a gander at core and poor nation's dealings and it has expanded in poor nation's populace.

Aside from reliance hypothesis supposition those contemporary contemplations to widespread free enterprise began and most vital a request in Wallerstein's activity is appeared in existing world system examine are Karl Polanyi and Joseph Schumpeter. This is uneasy in business progression and from the point of reference impression of three basic appearance of financial association, for example, commercial center, redistributive and equal methodologies.

1.11.2. Immanuel Wallerstein and theory of world system

This hypothesis has been personally related with its significant defender Immanuel Wallerstein and thinking about the scholarly point of view which buildup the affiliation is

to be found for tolerating creators tries. Immanuel Wallerstein conceived in 1930 and he support up and finished all his instruction in New York. He went into Columbia University, where procured his BS, MA and PhD degrees. He remained employee at Columbia's Department of Sociology from 1958 to 1971. His way from start to finish Columbia occurred at an occasion at a day and age of Columbia's insubordination and put in brisk qualification to the watchful trustworthy broadmindedness of Harvard and Yale. His most critical counselor and guide was C. Wright Mills. From him, according to said by Gold frank, Wallerstein get hold of his ordered comprehension, his goal to acknowledge colossal highlights of world, and his negative answer of towards radicalism to a more prominent level and to a slighter level for Marxism.

Being an employee at Columbia, Wallerstein having much interest in Africa and nearby the way, he utilized something like invest an energy period in Paris. Paris was the center point for stubborn and academic fanaticism among Asians, Africans and Latin Americans. He did his field chip away at the procedures of countrywide plan in Africa which served to present him to the Third World. In his foreword to *The Modern World System* is an illuminating assertion, articulated in a significant difference, the eyes of the bullied are additional delicate about the validness of the current. For bringing interest to make out appropriately understand in range to represent the hypocrisies of the sovereign. They have a lesser amount of concentration in rational deflection.”

1.11.3. World-system theory

World-system theory depends on shared association having constraints, course of action, component accumulation, set of laws and soundness. Its reality is comprised of the conflicting administrations which get a handle on it commonly by weight and cut it independently as each bunch look for everlastingly to remodify its help. Life inside it is principally confident and the adjustments of its development are generally interior (Wallerstein: 347). A world-system is named as "world economy", included from side to side the commercial center not a political center point having more areas are commonly reliant with worship to provisions of foodstuff, fuel, and support of sole midpoint everlastingly (Goldfrank, 2000).

This theory is a different and multi-ethnic straight out partition of specialists who is assembling and items is vital for the regular day to day existence of its masses. Such segment of workforce mirrors the administrations and relations of generation of the world economy in general and it coordinates to the continuation of two similarly dependent

countries those are center and periphery. These countries are really and socially opposing, one tradition spot on physical work and the further on capital based creation (Goldfrank, 2000).

The alliance of affluent and poor is physical, Semi-periphery populace take accomplishment as a direct district sandwiched amongst core and peripheries, and having a blend of the sort of procedures and affiliation that keep on existing on them (Skocpol, 1977). The standard of course of action of the available world-system is an influence stepladder caught among center and periphery, which is predominant and prosperous "rich" individuals of center have control over and take advantage of feeble and underprivileged poor social orders.

Innovation is the most imperative device in the comprehension of status in the core or the periphery. Progressed and urbanized populaces are the core, and undeveloped goes under the periphery. Poor countries are apparently authorized to acknowledge a kind of improvement that recreates their second rate status (Dunn & Grimes, 1995). The level of uniqueness among the various nations inside the arrangement is risky to save the understanding all in all. As a result of physically great condition make more grounded and increase the irregularity in depleted additional belonging and extra to the created center district (Skocpol, 1977). This circumstance is the thing that Wallerstein clarified as partiality and out of line trade, the efficient exchange of extra from semi peripheral division in the periphery to the exceedingly created apparatus in mechanized core subdivision (Goldfrank, 2000).

At an overall level, a movement of capital gradual addition unavoidably connects with the abuse and adjustment of surplus from negligible social orders. Country states are changing basics inside the framework. Control listening deliberately on the predominance of solid core states on frail periphery by utilizing their capacity. Authority undertone is the continuation of one core status between times outperforming the others. Hegemonic matchless quality bounds a consistent balance of impact and forces complimentary exchange as extensive as it for their advantage. Be that as it may, control is fleeting owed to class battles and the spread of ostensible prizes. Taking everything into account, there is presence of class battle at all inclusive level.

The current world-economy is depicted by common repeating measures, which make accessible the establishments of present day portrayal (Goldfrank, 2000). Defender

of the hypothesis had foreseen the indication of a communist world which is the single substitution in existing world-system that may allot a huge period of effectiveness and alter the distribution, by consolidating the means of stubborn and money related association.

1.11.4. Aim of the theory and research prospects

Wallerstein's venture at a moment in time while the leading procedure to considerate enlargement of theory of modernization was underneath belligerence of numerous regions and this theory follows to come up with discrimination. He recognized that his plan was to generate an unusual enlightenment (Wallerstein, 2000). He intended at accomplishing a comprehensible theoretical rupture with assumption of modernization and therefore makes available an innovative academic archetype to direct our assessment and development of capitalism, industries and nation states (Skocpol, 1977).

Condemnation on the presumption comprises the modification of the nation-state as the single component of examination and postulation that all nations can go behind only a solitary pathway of evolutionary expansion. This postulation has not perceived of nations middle age of transnational creation that compress restricted and nationwide improvement. Act in response to modernization theory, Wallerstein draw round a study plan which comprised of the implementation of the developed nations financial system as a system, consideration of its start, its relations with marginalized establishments in previous times, qualified assessment of strange systems of making, and the long-lasting development to communalism (Goldfrank, 2000; Wallerstein, 1974).

The explorations of this theory have motivated numerous research schedules along probably majority of notorious for the rationale to the revise of esteemed commerce succession. In adding together, it is a method extensively employed to talk about alteration in development and accepting the relations among the developed and marginalized segments of globe. The basic premise of this theory has also exhausted the attentiveness of intellectuals from various disciplines of social sciences like cultural studies, history, anthropology, development studies and economic history.

World system assumption possesses a vital place. At a prior stage this theory has been condemned for over underlining the universes showcase while ignoring powers and relations of generation. The present study evaluate core around applied measurements of world system hypothesis and on the connection between its calculated structure and the way it speculations social change and activity. Its genuine reasonable units are `social

frameworks', one of which is the "modern world system". The suppositions which characterize these should be inspecting, and in addition how they are thought to identify with each other and how one change into another. This is one of the crucial calculated issues of world framework hypothesis.

It shares this trouble in conceptualizing structure change with other 'structural' approaches, for example, auxiliary history of the Annales schools. This theory is joined with neo-Marxist reliance hypothesis and reproducing a few of the insufficiencies of these methodologies. To address the topic of structure change, specifically how the 'modern world system' can be changed to a successor social framework. This theory restores the Marxist hypothesis of the emergency of private enterprise, i.e. one of the weakest hypotheses of Marxist idea. The reliance of this hypothesis features a solid connection between the development of free enterprise and social decay. He and others contend that entrepreneurs worked their way to the best while confiscating and abusing indigenous land (Frank, 1972; Jorgensen, 1971; O'Neill, 2005). Commodification would accordingly serve up just as an instrument for private enterprise to move upwards.

Moreover, the prevalence of fabricated articles is massively dense, as large scale manufacturing is wide for about all parts in the present industrialist world. Hence, it happen that maker demonstration just as though their items were certified and that they possess preferably on the normal for excitement than on the instructive component (Samuel, 1994; Meethan, 2001). At the present time we live in an amazingly commodified society where we ascertain estimation of an item or ware by benefit or cost. This signifies a threat to which exceptional thought ought to be paid. Concentrating on the trade esteem decently than on the utilization esteem could acquires a colossal adjustment society's investigation about social merchandise. He fears Oscar Wilde's character who "knew the cost of everything and the estimation of nothing" (Wilde, 1892; Sayer, 2003). A portion of the appearances such as affectation or societal position of makers is then more imperative than standard qualities, for example, achievements and worth. Immoderate commodification could without much of a stretch control culture and social relations while spotlighting excessively on entrepreneur generation. It is hence fundamental to plan at battling for the unmodified gathering and widen of such new right suppositions so as to turn away gatherings from diminishing (Sayer, 2003).

Cultural items are made for the local monetary improvement of a network or for pitch abroad to worldwide market which in collaboration decides the measurement of

generation (Novelo, 1976; Novelo, 1981; Berkeley & Haddox, 1987; Stephen, 1991b). The generation procedures can reinforce neighborhood, social and in addition financial personality and in this way approve the presence of a supported social uniqueness (Stephen, 1991b). When taking a glance at commodification from a neoliberal point of view, one can state that it advances singularity and private ventures (Sayer, 2003). Culturalization thinks about likewise check the inclining toward the sustainment of consumerism and commodification with use nowadays speaking to usage (Driver & Martell, 1999; Ray & Sayer, 1999). The reality of the matter is that the business appropriation of indigenous portrayals may utilize culture in an alternate setting (Tomlinson, 1999; Tzanelli, 2008). In any case, this correct practice again fortifies national and nearby, social responses (Foster, 1991; Milne & Ateljevic 2001; Ray, 2002; Nederveen, 2004; Tzanelli, 2008).

Commodification is an elusive relationship of cultural, social and even common controlled. Keeping in mind the end goal to adequately maintain a product, a general social situation between the maker and the buyer or adequate information of the deal seeker is needed from one perspective, while exchangeability inside a demanding domain must be conceded to the next hand. Regardless of whether a network is to a great degree or deficiently commoditized subsequently relies upon the level of the product setting. In any case, all around present day entrepreneur social orders ordinarily demonstrate a higher level of commoditization than non-industrialist social orders (Appadurai, 2005).

CHAPTER 2

Literature Review

2.1 Culture

Culture is viewed as a typical decent, a key component of network's prosperity, for the whole humankind (definition and arrangement of Cultural Heritage embraced by UNESCO), and in that capacity everybody is in charge of saving, keeping up and creating it (Keat, 1999). The unequivocal culture encases the physical terms of culture, for example, engineering, innovation, art and craftsmanship are generally clearly identifiable. Though the insignificant parts of culture, for example, standards of social association, considering, customs, writing either in verbal or composed structures and learning of science having indefinable social inheritance of a general public.

Culture is viewed as a typical decent a component of welfare for network and for all individuals and in that capacity every individual has a duty to protect, defend and esteem it. It is not only expressions of the human experience, however the bigger significance of our leisure activities, propensities, pictures, foundations, points of view on the world, aggregate memory and our bilingualism and multiculturalism". Culture thusly not just shows basically the associations inside a social framework yet in addition alludes to the 10,000 base view of a network. It likewise incorporates the community's finish method of existence with every one of its people and their day by day exercises and encounters (Dunn, 2008). Culture can be seen more effortlessly in creating nations than in the industrialized world. Advancement in technology from new market openings while delivering social products. Those are of extraordinary critical situation, as they reclassify culture and that way keeps the network's character alive (Kopytoff, 1986; Meethan 200; Throsby, 2010)

2.2 Cultural products

Cultural items might be characterized probably as "nonmaterial" merchandise coordinated at an open of customers, for whom they by and large serve a stylish or expressive, as opposed to an obviously utilitarian capacity. Seeing that one of its objectives is to make and fulfill shopper interest for new trends and forms. Each purchaser industry is locked in to some degree in the creation of social merchandise, and any customer great would thus be able to be put along the inferred continuum amongst social and utilitarian items. Such a broad portrayal makes it precarious to get completely the exact extent of the

issue being estimated. Not with standing, with regards to the way of life exchange, the anxiety is with culture by utilizing various routes by which it is appropriated that is to express creation of social stuff. Social items ought to be under notice must be promote and spread through a general and open dialect. The examination of culture demonstrates the route towards another idea of social belonging which is the fused social item (Aiello, 2014).

The cultural goods have social and benefit making value and to appreciate that value is gigantically fundamental (Voon, 2013). Hirsch (1972) characterizes social items as "non material merchandise" coordinated at an open of purchasers for whom, they generally fill in as tasteful or expressive instead of an unmistakable utilitarian capacity. As needs be, characterized social items as "non-material products" they serve less their utilitarian capacity than their stylish or expressive capacities. In spite of the fact that the pressure is laid on non-material nature of the social items has been to a great extent satisfactory in the light of presence of a proportional connection amongst social and economy. In this terms culture turns out to be more commodified, commodities themselves turn out to be more aestheticized and culture loaded (Lampel, Lant & shamsie, 2006).

UNESCO characterizes social products in the report of the "Tradition on the insurance and advancement of the decent variety of social articulations" as takes after, "social products allude to those commodities which at the time they are considered as a particular quality, utilize or reason, exemplify or pass on social articulations, regardless of the business value they may have" (2005: 6). Social products in this manner have alongside their business reason additionally an informative prize (Throsby, 2010). Social items, it is hard to unravel the near essentialness of these in an assortment of measurements. For instance, buyers' inclinations around a few items may depend upon item unambiguous uniqueness, creation quality, arrangement, value, plan, and work of art. Additionally how different factors, for example, purchasers, merchant and pundits recognize and collect the items' relative esteem or position.

Social specific items take in assortment of commodified activities together with the broad communications, pictures, compelling artwork, outline, music, and engineering. Despite what might be expected, it is a basic piece of research and of monetary movement there has been a noteworthy hole in sensible investigations of these enterprises which are fabricating social items on little or bigger scale also (Hirsch, 1976; Pratt, 1997a; Scott, 2008; Powder, 2002). In social ventures, frequently search for pick ups by endeavoring to apply more noteworthy control over both the creation and the conveyance of their items.

This has constantly prompted a drive to incorporate all parts of the esteem chain under a solitary corporate umbrella. In any case, the coordination and scale focal points of combination must be adjusted against their potential burdens. A profoundly incorporated firm would have a tendency to diminish the inventive flexibility of its distinctive units by pushing for more prominent coordination (Lampel, Lant & Shamsie, 2006). Because of the significance of such businesses in the scattering of culture, distinctive governments have tried to offer help for their support and development of social items. The more complicated inquiries are for the discussion around culture in considering if whether social items are merchandise or benefits and furthermore, regardless of whether social items from various nations constitute "like" or "straightforwardly focused or substitutable" items.

Each people in a group has its own particular arrangement of qualities and thoughts and additionally its own specific manner of living, which every single together make up the simple individual history of every network and constitutes its personality (Meyer, 2011). Every part is subsequently given a home and consequently safeguards the network against outer impacts (Herzfeld, 2005; Tzanelli, 2008). This very personality is critical in making a solid nearby improvement conceivable and ought to try and shape the perspective of the last mentioned. The specific culture of a network thus constitutes a vital part of personality. This implies the major definition, content and extremely center of nearby improvements ought to be made up by the personality of the network including its way of life, history and neighborhood conditions (Verhelst, 1987; Meyer, 2011).

Social products are an outflow of consumers' needs and wants the individuals who contend that what purchasers need are predominantly molded by the creative ability and inventiveness of the makers. The discussion relates to on very basic level distinctive perspectives of why some social products wind up fruitful while others do not. In this way, social goods may end up fruitful in light of the fact that they purposely or unintentionally tap previous consumer's inclinations. Social products may wind up effective because they shape tastes to suit their own generation as a result, they make the gauges by which they are judged and afterward convey an ordeal which meets these norms (Lampel, Lant & Shamsie, 2006).

All social orders create culture as a type of individual and aggregate articulation of fundamental thoughts and yearnings, yet the aesthetic estimation of social items must be adjusted against its encouragement prize. It is through their expected value that social items pull in the groups of observer that can bolster them. Results of the social assembling

are a critical piece of contemporary economies and exchange. In many propelled nations the businesses that deliver films, diversions, books, mold, craftsmanship and configuration have been appeared to be critical bosses in their own particular all right. In any case, arrangement and the scholarly world alike appear to be profoundly perplexed and partitioned on the issue of what characterizes their center item and what sorts of limited factors these enterprises appear to be dependent upon (Pratt 1997; Scott 1997; Dcms, 1998; Hesmondhalgh, 2002; Power, 2003).

Cultural specific item configuration is a procedure of re-examining, evaluating, and reclassifying social highlights. Culture assorted variety constitutes a vital establishment for inventiveness and advancement in Taiwan's scrupulous work business. The work items are of practical use, as well as the tasteful characteristics are exceptionally refreshing along with the plan arrange. Generation is the change of thoughts into social products and enterprises, and it bargains individuals, assets, beneficial limits and preparing accessible to help the change of thoughts into attractive items (Landry, 2000). The result is made by social businesses depend upon the inventiveness, advancement and are portrayed by their makers' scholarly submit.

It is obvious then that a significant part of the discussion on business sectors for social items has centered upon exclusive scholarly yields of the sorts amiable to copyright and trademark. While this concentration is critical to benefitting from innovative resources it is not the only one adequate for comprehension of the business potential outcomes and issues of contemporary social ventures to confront. To see all the more completely the business elements these ventures work inside we should recall that they give items that are at last esteemed by customers for their unimportant characteristics. Social ancient scarcity are one might say items as a lot of customers' understandings and gratefulness as they are the workings of the craftsperson (Power, 2010).

Social businesses are very obvious in light of the fact that they apply a phenomenal effect on our qualities, our states of mind, and our ways of life. They have for quite some time been the subject of serious open interest, an interest that has been supported and fortified by broad media scope. Social businesses endeavor to stay faithful to creative qualities, yet they should likewise manage advertise financial aspects. For example, makers of social goods realize that consumers search for items that can be relied on to engage, strengthen and provoke reflection. Endeavoring to fulfill the customer on these measurements can represent an enormous test. In any case, makers likewise realize that

social items will probably discover showcase achievement when they mix well-known and novel components. Consumers require commonality to comprehend what they are offered, however they require oddity to appreciate it. Finding a fruitful combination of these two restricting components depends more on craftsmanship than system, more on understanding than proficient judgment (Lampel, Lant & Shamsie, 2006).

Supply of cultural items exists and that since tastes for social items create and change these items are liable to a ceaseless substitution hazard. Because of unlimited options and as a result of our desire for assortment, social items could be thought to be substitute merchandise products that can be utilized to fulfill the same or comparable needs, one in the place of another (Power, 2010). Social dealings are frameworks of associations that intervene in the stream of social products amongst makers and buyers. To survive, associations in social enterprises must accommodate the requests of masterful creation with those of the commercial center. These two zones are diverse in character, as well as are regularly in restriction each is formed by various necessities, and each is judged by various criteria. The methodologies that develop subsequently mirror the restricting weights applied at each finish of the esteem chain. To comprehend social ventures it is therefore vital to comprehend the polarities that shape the decisions accessible to associations in these enterprises. (Hirsch, 1972).

There are numerous substitutes accessible in social item classifications parallel the way that customers have affection for assortment and are occupied with the decisions they make. In the likelihood of consistently co-developing, arranging and swapping the social ancient rarities that encompass them. The demonstration of substitution is profoundly established in our tastes. Singular taste change and create after some time, and tastes themselves are very connected into consistently evolving social, cultural and political wants and procedures (Bourdieu, 1984).

Two basic conditions are important to their comprehension and energy about the estimation of social items. Customers properly accept two inalienable parts of the market that value creation is a dynamic procedure that includes them their associates. Additionally, supply side on screen characters and that because of everlasting supply they can discover and look over numerous choices. These two conditions are essential to how these business sectors are organized and make advertises that deviate from reading material renditions of flawless rivalry (Power, 2010). For firms endeavoring to offer social items and for buyers attempting to coordinate items with their tastes and ways of life, separation

turns into a focal intention in social item advertises. The target, for the two dealers and purchasers of separation is to build up a position that potential consumers see as narrative. The objective of separation, from the organizations point of view, is to empower buyers towards the restrictive offering and far from contending substitutes. It is in this manner not just about the capacity to charge premium costs (Sharp & Dawes, 2001).

2.3 Value creation process

Culture can be seen more effortlessly in creating nations than in the industrialized world. Advanced technology generates new market openings while delivering social merchandise. Those are of incredible essentialness, as they rethink culture and that way keeps the network's personality alive (Kopytoff, 1986; Meethan 2001; Throsby, 2010). Culture was influenced also and is in this day and age profoundly conserved. Individuals subsequently depended increasingly on the economy lastly found how to utilize culture as a monetary asset. (Sayer, 1999) For example, carefully assembled items offer here the chance to advance culture inside a specialty advertise in the financial space (Stephen, 1991b; Meethan, 2001). The UN World Commission on Culture and Development (1995) gives here some down to earth concerns and sets up an association between financial advancement and culture. For whatever length of time that social and imaginative yields are seen as being socially significant to a specific network, the movement can positively be depicted as feasible. The supportable blend of culture and business while saving their separate resources, for example, old customs or monetary action. As an outcome, social supportability is an issue of productive and equivalent and also intra-generational asset assignment (Throsby, 2005).

With regards to the useful business of making and offering social products, firms must continue because of the two polarities. For instance, if firms seek after the objective of mass stimulation they ought not to dismiss creative qualities. On the off chance that aesthetic qualities command, business survival directs that market substances cannot be disregarded uncertainly. On the off chance that organizations are determined to making new types or new classifications of social commodities, they should remember that most items in social businesses prevail by separating as opposed to being progressive. Technical advances have obscured the qualification further, as satellites and the internet presently enable social items to contact wide groups of consumers without being bundled and sent crosswise over periphery. Consequently, it is difficult to fit culture conveniently into either class of good or administration. Despite the fact that, the WTO put a little obviously on the

subject of how social items are to be dealt with however debate will probably proceed in the matter of whether culture is a decent or administration (Bernier, 2005; Lohr, 2010).

An individual can recognize the trades and utilize esteem when taking a look at an item. In this manner, there are distinctive valuations such as the subjective, social arrangement of a thing and the absolutely quantitative classification (Marx, 1976; Sayer, 2003). Consequently, each article can be seen from two perspectives: one can think about the protest itself or one takes a glance at the further social significance of the ware. Starting here of view, consumerism gets another importance like shopping turns into a social and cultural activity (Dunn, 2008). Investing energy and cash on specific item gives individuals the chance to express their personality and lifestyle and also to exhibit their association to a specific culture (Benwell & Stokoe, 2006). Utilization is in this manner a demonstration of financial action, yet is done on a social premise. Thus, we currently live in a commoditized society where we continually assess financial and social qualities (Alonso, 2007).

Items have through the feasible lead of the maker included an incentive available to them and are in this manner significantly more aggressive on the worldwide market. The coordination of social personality into items, for instance a specific method for creation, can likewise be viewed as an extra highlight by clients and subsequently add to higher interest for the item. Particularly in a globalized domain, character keeps up its extraordinary hugeness as a device of uniqueness and affirms the remarkable nature of an item (Meyer, 2011). The purpose behind the noticeable corruption of indigenous networks is an issue of crumbling of indigenous networks and not the abuse of assets through the unadulterated spotlight on benefit as already accepted (Polanyi, 1957). Therefore, it must be always guaranteed that indigenous individuals are completely incorporated with pride and equity together with their distinctive arrangements of culture and qualities (Toledo, 2000).

In our chance, spending gives individuals the chance to express their personality and lifestyle and to show their connection to a specific culture (Benwell & Stokoe, 2006). Utilization is accordingly a demonstration of monetary action, yet is completed on a social premise (Alonso, 2007). Subsequently, we presently live in a merchandise society where we always assess monetary and social qualities (Dunn, 2008). Social items get their genuine significance by being adjusted and afterward by being effectively made utilization of such products (Kopytoff, 1986; Meethan, 2001). Items would thus be able to be seen from two points of views, the perspective of their motivations or the perspective of their

social implications. On the hand, the way toward consuming is only a straightforward routine of purchasing items as per their motivation. Then again, utilization constitutes a huge part of culture as the last communicates the social significance of the great (Douglas & Isherwood, 1996; Dunn, 2008; Slater, 1997). The consistent association amongst people and their surroundings makes a dynamic casing of societies (Stephen, 1991a & Stephen, 1991b). Therefore, all societies normally develop after some time and are liable to rapid changes (Williams, 1979; O'Neill, 2005). This prompts the purported social amalgamation, which consolidates customary components with new characteristics from impacts outside (Teague, 1997; Meethan, 2001).

The legacy offers personality to a nation, and culture manages improvements. In this space on the off chance that you have conceivable outcomes to take back to experience, the capability of the districts that can give one of a kind items in the traveler advertise and reciprocal exercises that have the part to expand business, with positive externalities on personal satisfaction. Legacy is one of the vital parts which have the part to make character, personality and picture of city. Furthermore, it represents the social and scholarly conditions of our chance. Heritage concerns our previous history, present and future. Moreover, legacy is likewise observed as an impression of example and conduct of prevailing nearby networks inside the whole society. Innovation, statistic and financial changes have impact on the social legacy, consequently culture and legacy are not steady and they can change and change progressively (Vasile, Surugiu, Login & Andreea, 2015).

Social qualities are characterize as some sort of a regional capital or formative source, which is to be experienced and appreciated by travelers, as well as by neighborhood tenants, and which can cause positive financial, social and natural impacts. Despite the fact that legacy and its conservation have for quite some time been viewed as resistance to financial advancement, they are viewed as successful collaborators in the improvement of a nation. The monetary value can be controlled by estimating the gross included value, the multiplier consequences for the economy, vacationer visits and their utilization, though the social esteem can be dictated by estimating social union, network strengthening, ability and improvement learning (Mateja, David & Primoz, 2015). Social value is showed in a procedure that assesses and rethinks and furthermore characterizes itself. In culture, value is an appraisal of occasions or goods and ventures, which is additionally the case in financial matters. Exchange of ideas about significant worth in financial aspects from one viewpoint and incentive in culture then again includes appraisal,

regardless of whether that evaluation is money related, which is the standard in financial matters and after that with reference to cost or more broad as on account of culture itself.

The way of life of a nation has solid effect on the historical backdrop of financial advancement. The commitment of the way of life is seen with through items, articulations and experiences that have the part to enhance the social and monetary circumstance of a network. Culture infers unique things like as propensities, traditions, legends, the opinion of having a place with a country with specific highlights, and instruction. Numerous offices, guarantee by broad communications, customary touristic items are alluring for a decreasing gathering of consumers, particularly for traditionalist people. Besides, in their available time the inhabitants are keen on a social utilization, which assist them with obtaining more data about the nearby legacy. Generation and circulation of culture and how social importance is inserted inside social and monetary procedures (Balan & Vasile, 2015). One of the idiosyncrasies of current private enterprise is that the social economy keeps on extending at a quick pace not just as an element of the development of optional wage and time. Additionally, as an outflow of the attacks of value into consistently enlarging circles of profitable action as firms try to escalate the outline substance and styling of their yields in the unending quest for upper hand (Lawrence & Phillips, 2002).

Value creation process is, build on the potential and motivation of the organization's specialists. Market situated enterprises put grand priority on client pulling in ability and personally an item conclusion and deliverance, administration, examination, and the esteem making exercises with the customer's forms. These days we as a whole are taking part as individuals from a financial structure. At the same time, individuals are engaged with social frameworks, which are comprised of qualities, convictions and a specific alliance in regards to individuality. The objective is currently to join financial frameworks together with social frameworks in a strong way so to make a supposed socially supportable advancement conceivable (Throsby, 1995). The whole market of items relies upon producers sensible choices made with the point of expanding their welfare (Keat, 1999).

The Value chain in craftsman work industry starts with the acknowledgment of social setting which furnishes representative significance with one of a kind incentive to targeted consumers. The social setting fills in as contribution to the procedure of ideation which is the underlying minute and gathering of innovativeness. It is contended that social arranging must be vital, essential, responsive and exhaustive in its extension (Hartley,

2005). Social qualities challenge these suspicions about preference. Steady with a sociological point of view, social qualities drive a comprehension of significant worth recognitions that are endogenous, socially developed and moving, marking down ideas of monetary incentive as target and stable (Berger & Luckmann, 1967; Meyer & Rowan, 1977; Scott, 2008 & Weick, 1969).

Besides, rather than considering utilization and value inclinations in the total, utilization can be all the more precisely evaluated at the individual level where it happens as a feature of the dynamic exchange among financial procedures, social collaboration and culture (Zelizer, 2005). The significance of conflicting consumers' recognitions to firm monetary esteem is by and large progressively recognized (Adner & Levinthal, 2001; Adner & Zemsky, 2006). Consumers are in this manner both looked with and effectively search out a perpetual stream of substitution alternatives for the social developments on which their lives are established upon. At the end of the day by continually needing to co-build and restore their current social surroundings that substitute out tired items and find new classes and methods of social articulation. The perpetual supply of decision that goes up against them implies that social item advertises are described by defective substitution.

"The monetary value made by a venture throughout giving a decent or administration is the distinction between the apparent advantages picked up by the buyer of the great and the financial cost to the undertaking" (Peteraf & Barney 2003). Along these lines, financial worth is the net advantage figured by amassing the apparent advantages of a company's items and administrations by buyers and subtracting the related expenses. Either an expansion in saw benefits or a reduction in related expenses will increment monetary value. Producers are satisfied with either the item or administrations that are make accessible past things providing those to the client. Laborers accomplish by methods for what they are leaving to suggest the estimation of ancient rarity or administration to customers. Value was then clearly formed all through the method of the superseded items with different substitutes (Kotier, 2003).

Creators are filling in as a squad to make their very own installment mindfulness, peculiar abilities, and subject matter to the gathering to accomplish the offering values. Every laborer in bunch has performed reliably in the gathering with fitting workloads in which value is after that legitimately created at last (Kaplan, 1992). By tolerating client's necessities, creators can portray an incentive from the customer's perspective and trade that learning for making reward contained by their general public. Consequently creators'

capability and capacity settle on the amount to which the maker can assemble these necessities and make accessible predominant incentive than its rival or rivals in advertise (Hamel, 1991). The presence of promoting and related legacy industry arrangement for nearby financial development connotes a noteworthy move in accentuation by examination with these prior formulae. These projects comprise to a great extent of gathering exercises coordinated to raising general society picture of specific spots, and they are significantly supported by entrepreneurial neighborhood governments (Harvey, 1989). In that capacity, they can be spoken to an endeavor to control representative resources in quest for neighborhood financial development.

These occasions have developed vigorously, and they have been especially worried about updating and redeveloping neighborhood social assets, including verifiable and creative attractions all things considered (Graham, 2000; Philo & Kearns, 1993). Social traits are characterized as "attractive, trans-situational objectives, shifting in significance that fills in as controlling standards in individuals' lives" (Schwartz, 1996). They shape inclinations and go about as criteria to decide if something is seen as attractive and important versus unwanted and worth less (Rokeach, 1973; Schwartz, 1996; Williams 1979). Social qualities permit further comprehension of financial value age by uncovering how people shape their impressions in the case of something is important. Social qualities are essential components of culture (Davis, 1984; Parsons, 1991; Scott, 2008; Sergiovanni & Corbally, 1984; Tetlock et al, 1996)

Money related examination can registered on private business, on the age of positive style of culture products, on trade, and that favorable position which a creator earned from spending on those products. Without the information of the buyer ask for, it is dubious to infer rising customer needs, fabricate new social affairs of individuals and lift bargains, a direct money related outcome. The irregularity life of the different states inside the system is essential to spare the system when all is said in done, in light of the fact that physically extraordinary states fortify and add to the uniqueness stream of surplus to the core zone (Skocpol, 1977).

Structure of world system theory is an alternate and multi-ethnic in a straight line out segment of expert specialists who's amassing and things is crucial for the standard everyday presence of its masses. Such fragment of workforce reflects the organizations and relations of age of the world economy all in all and it's directions to the continuation of two likewise subordinate nations those are core and periphery. These nations are truly and

socially contradicting, one custom spot on physical work and the further on capital based creation (Goldfrank, 2000).

The standard obviously of activity of the accessible world-system is an impact stepladder got among core and periphery, which is overwhelming and prosperous. "Rich" people of core have control over and exploit weak and underprivileged poor social orders. The partnership of wealthy and poor is physical, Semi-peripheral masses accept achievement as an immediate area sandwiched among made and juvenile, and having a mix of the kind of techniques and association that continue existing on them (Skocpol, 1977).

Advancement is the most basic gadget in the understanding of status in the core or the periphery. Advanced and urbanized peoples are the middle, and immature goes under the periphery. Poor nations are obviously approved to recognize a sort of change that reproduces their below average status (Dunn & Grimes, 1995). The level of uniqueness in the midst of the different countries inside the game plan is hazardous to spare the seeing with everything taken into account, because of physically extraordinary condition make more grounded and increment the anomaly in drained extra having a place (Skocpol, 1977). This situation is the thing that Wallerstein elucidated as prejudice and out of line exchange, the proficient trade of additional from semi peripheral division in the external edge to the exceedingly made piece of equipment in mechanized core (Goldfrank, 2000).

At a general level, a development of capital slow expansion unavoidably interfaces with the human handling and change of surplus from immaterial social requests. Nation states are changing nuts and bolts inside the system. Control listening intentionally on the transcendence of strong fixates states on fragile periphery areas by using their ability. Hegemonic incomparable quality jams a predictable adjusts of effect and powers complimentary trade as broad as it for their favorable position. Nevertheless, control is transient owed to class fights and the spread of apparent prizes. Considering, there is nearness of class fight at comprehensive level. The present world-economy is delineated by normal rehashing measures, which make available the foundations of present day depiction (Goldfrank, 2000).

As Wallerstein (1974) said that a world-system is a "multicultural regional disperse of work in which the change and trade of principal products and foul materials are required for the reliably life of its masses." This division of work demonstrated to the associations

and relationship of making of the world economy as a total and it display the path to the survival of two ward regions: core and periphery. These are geologically and culturally uncommon (Goldfrank, 2000).

Core nations are getting advantage with transmission of thriving and luxuriousness by exploiting periphery and semi-periphery which advances their improvement. As the theory says that the rich and poor countries association is physical in which semi-peripheral nations proceed as a help zone among core and periphery, and has a blend of the arrangement of direct and establishment that exist on them (Skocpol, 1977).

CHAPTER 3

Research Methodology



A research philosophy is an approach by which information about a problem ought to accumulate, be broken down and utilized. The term epistemology includes the different methods of insight of research approach. The motivation behind science, at that point, is the way towards changing things accepted into effects known to episteme. Two noteworthy research theories have been distinguished in the western custom of science, to be specific positivist, now and again called logical and interpretivist otherwise called hostile to positivist (Galliers, 1992). The examination technique is a system of inquiry, which moves from the hidden presumptions to investigate plan, and information gathering (Myers, 2009).

Despite the fact that there are different qualifications in the examination modes, the most well-known order of research strategies is into subjective and quantitative. At one level, subjective and quantitative refers to refinements about the idea of information that how one comprehends the world and a definitive motivation behind the examination. On another level of talk, the terms allude to investigate techniques, that is the manner by which information are gathered and broken down, and the sort of speculations and portrayals got from the information. The goal of strategy is to clarify different apparatuses and strategies utilized for information gathering, investigation and understanding of information also. This anthropological research was directed by utilizing subjective instruments to gather the substantial and pertinent information. Optional data sources are with respect to the point is pertinent research articles, past looks into and daily papers. In this examination subjective instruments are utilized as a part of request to get inside and out knowledge and gather direct information from the respondents.

3.1 Participant Observation

I lived in Danyore for almost 3 months from beginning of July, 2017 to end of September 2018. In the beginning it was very difficult for me to adjust with the people and the existing culture. I did not know a single person there but with the passage of time I got used to know the people of that area. The situation became better day-by-day then I started to learn more about the socio-cultural pattern prevailing there. The people of that area started to consider me as a part of their area. I started to communicate with them in their native language i.e. Burushaski and Shina and build up a good rapport in that area.

Rapport building can be defined as: "A way in which the researcher can familiarize himself/herself in the field and how she or he will understand fully the language, customs and habits of person being studied" (Bernard, 1994). Rapport building worked after some time it includes setting up a confiding in association with the network, so the social individuals feel secure in offering delicate data to the specialist to the degree that they feel guaranteed that the data assembled and revealed will be exhibited precisely and reliably. Rapport building includes undivided attention, demonstrating admiration and sympathy, being honest, and demonstrating a guarantee to the prosperity of the network or person. For the exploration reason the specialist needs to live in the field for some particular time.

Rapport is likewise identified with the issue of correspondence, the giving back of something as an end-result of their imparting their lives to the analyst. The social individuals are offering data to the specialist, making him/her welcome in the network, welcoming him/her to take part in and write about their exercises. The analyst has the obligation regarding giving something back, regardless of whether it is financial compensation, endowments or material merchandise, physical work, time, or research comes about. Classification is additionally a piece of the equal trust set up with the network under investigation. To the women, with whom I was supposed to talk, interacted with me in a very fine and truthful manner. After some time, they started sharing their life's stories with me. The women started developing a special kind of bond with me. The people started trusting me to share their information, which proved to be very helpful for my research and I got more information in this way. The local women, who worked in the vocational training centers related to handicrafts, shared their personal stories of struggle for the sake of income generation and challenges faced by them, which again turned out to be very helpful for me.

After building rapport, through participant based observation in this research, researcher will engage to spend an extensive phase of time in the locale of study. Participant observation includes setting up an affinity in another network, figuring out how to act with the goal that individuals continue on ahead and expelling ordinary from social inundation. So one can intellectualize what one has realized, placed it into viewpoint and when to snicker at your sources believes it's amusing and when witnesses giggle what you say, it will be on the grounds that you implied it to be a story." (Ferraro, 2001). Participant based observation is the procedure empowering analysts to find out about the exercises of the general population under examination in the normal setting through watching and

taking an interest in those exercises. It gives the setting to advancement of inspecting rules and meeting guides (Dewalt & Dewalt, 2002).

The primary stage during participant observation is the phase at which the I was more out of the ordinary and endeavoring to take in the social system of belief and dialect, making myself known to the network, so they will start to encourage me how to carry on suitably in that culture. In the following stage, I attempted to converge with the group and emerge less as an interloper. Amid this stage, the dialect turns out to be more recognizable and conversant in its utilization to speak with local people. The later in front of an audience they specify is known as the "cozy" stage, during which I built up associations with social members to the degree that they have never again to consider what they stated, yet set up alright with the communication as the members are with analyst being there. There is a whole other world to member perception than simply hanging out. It in some cases includes the analyst's working with and taking part in regular exercises close to members in their day by day lives. It likewise includes taking field notes of perceptions and understandings. Incorporated into these hands on work is determined perception and irregular addressing to pick up elucidation of importance of exercises.

3.2 Key Informant Interviews

A key informant is a fundamental piece of ethnographic research. Great key informants are the individuals who you can talk effortlessly, who comprehends the data you needed and happy to offer data to you. (Bernard, 1994). Key informant is a man who has finish data about his zone. They are educated and can translate and clarify their own social and social setting in which they have been partaking since long. The analyst utilized key informants who had awesome information about the field of study. They helped throughout the research by helped in collecting data and providing their feedback and they had also some influence on the household of the local area. For this study key informants are that community personnel with ample of knowledge and experience about area were selected.

The key informants in this research were Samina Ali and Abida Jamal who were inhabitants of Danyore. Samina Ali was a school principal but she had links with local producers and workers in her surrounding and Abida Jamal was producer herself. They played very important role and helped researcher throughout data collecting phase. The key informants Samina Ali and Abida Jamal were influential members of that area who

had influence to all households in the community and through both of key informants' access to respondents become easier for the researcher. The researcher selected both of key informants on the basis of their reliability and validity. Lady Abida jamal was herself a producer and had links with other local workers and producers. So, she was selected on the basis of her links which helped researcher to access other respondents. Lady Samina Ali another key informant who was school principal and from her birth she belonged to that area and got married in same area as well. She along with her entire family helped researcher to access respondents and used her connection which enabled researcher to conduct interviews and collect data. Not only she was a key informant, she also made it possible for researcher to comfortable stay in locale of research.

3.3 Population of the Study

Population of the research is "the aggregate number of units from which information can be gathered, for example, people, actions, occasions or associations. Population of study is explained as every one of the components that meet the criteria for consideration in an investigation and characterizes qualification criteria as "a rundown of attributes that are required for the participation in the objective population" (Burns & Grove, 2003). The exploration population serves various capacities. It tells the pursuer where the investigation was led or from where the example is drawn. It is normal that the consequences of the examination can be utilized to sum up on the whole population. For this research the population of research was Danyore, area located in Gilgit Baltistan where women producers are involved in making handicrafts to earn income as well as a social status in society.

3.4 Qualitative Research

A qualitative approach as "an efficient subjective approach used to depict beneficial encounters and circumstances to give them meaning". Qualitative research methods encounters of individuals and in addition focusing on uniqueness of the individual (Burns & Grove, 2003). Qualitative research as "a type of social enquiry that spotlights in transit individuals translate and understand their experience and the world in which they live". Researchers utilize the qualitative way to deal with investigate the conduct, points of view, encounters and sentiments of individuals and stress the comprehension of these components (Holloway, 1997). Qualitative research is naturalistic, it endeavors to contemplate the regular day to day existence of various gatherings of individuals and networks in their characteristic setting and it is especially valuable to examine instructive

procedures. Qualitative research includes an interpretive, naturalistic way to deal with its topic. It aims to understand, or to decipher, phenomenon as far as the importance individuals convey to them. Qualitative researchers from time to time wind up reliant on inspecting methods to perceive correct members to be examined.

3.5 Sampling Technique

Qualitative researchers do not typically know the quantity of individuals in the research in advance which may change in size and sort during research. Sampling goes ahead until the point that immersion has been accomplished in such a way that no new data is created (Holloway, 1997). Purposive sampling is "a technique for sampling where the researcher purposely picks who to incorporate into the investigation in light of their capacity to give essential information". The method of reasoning for picking this approach was that the researcher was looking for commonality about the makers who were associated with creating social items, which the members would give by temperance of their experience. In this examination just makers who were qualified were purposively taken part in this investigation (Parahoo, 1997)

In this research, Non-Probability sampling strategy was utilized as a part of request to gather information in light of qualitative nature of research. Purposive sampling strategy was utilized to choose respondents in regards to research because of a reason that single female makers were making meticulous work to gain salary. Purposive sampling helped researcher to come to a focused on test rapidly and where sampling for proportionality is not the essential concern. With a purposive example, researcher was probably going to get the feelings of objective populace, yet in addition liable to overweight subgroups in populace that are all the more promptly available. Along these lines, this sampling method was utilized and 50 respondents from whole populace were chosen purposively.

3.6 In-depth Interview

In this research in depth interviews were conducted from respondents regarding topic. A semi-structured interview guide having open-ended questions was made in order to discuss about the topic while interviewing. In this research researcher in-depth interviews helped in collecting data and interviews were conducted from the respondents which provided more in-depth insight of respondents and added detailed information about the research. Ethnographic interviews can be unstructured or structured depending on the level of control retained by the interviewer. In un-structure interviews which include a base control, the interviewer asks open-finished inquiries on a general point and enables

interviewee to react in their own words. The other extraordinary, organized interviews, the interviewer asks every one of the witnesses the very same arrangement of inquiries, in a similar grouping and ideally under a similar arrangement of conditions (Ferraro, 2001).

While achieving an interview the researcher utilized different methods to gather the coveted information from respondents. Inside and out interviews were led from 50 respondents during the field work at Danyore, Gilgit Baltistan in which researcher attempted to gather most significant information. The information gathered through top to bottom interviews contributed profitable data with respect to point. In an unstructured interview, the goals were general however the exchange was boundless and singular inquiries were produced unexpectedly while directing interview. The respondent was without given free hand to share exceptional information, individual encounters of work and different issues faced by them.

3.7 Field Notes

Field notes alludes to notes made by the researcher in the demonstration of qualitative fieldwork to recollect and record the practices, exercises, occasions, and different highlights of a perception were taken completely through the research going over and other data with respect to the research theme. Record of field notes helped researcher to call attention to what is watched and the elucidation of perception.

Field notes which were taken amid field work were examined by the researcher as proof to create meaning and a comprehension of the way of life, social circumstance or wonder being considered. The notes constituted the entire information gathered for a research study and add to research when field notes supplement ordinary interview information.

3.8 Data Analysis Technique

The information thus gathered through qualitative research the information is recognizable proof, examination, and translation of examples and subjects in literary information and decides how these examples and topics help answer the research inquiries close by. Content analysis will be utilized for the order of verbal or social information, for reasons, for characterization, rundown and arrangement. The point of setting analysis is to comprehend the information gathered and to feature the vital messages, highlights or discoveries. Field notes were involved report truthful information and the settings, activities, practices, and discussions that researcher watched and alongside this researcher

included claims, thoughts, inquiries, and concerns while leading the research. Field notes when finished were fleshed out by researcher as quickly as time permits after a perception is finished. The underlying notes were recorded in obscure frame and, except if extra detail is included as quickly as time permits after the perception, imperative realities and open doors for completely translating the information might be lost.

3.9 Research Site

The site of the study was Danyore, Gilgit Baltistan as the area consists of required characteristics needed to the researcher regarding research topic. Danyore is well known for its agricultural production but now this area is also excelling in making handmade cultural products. Women were initially busy in performing their household activities and then working in fields but now they are promoting culture by making handmade embroidered products for gaining a social value as a worker and also doing efforts to generate income.

3.9.1 Location

Danyore is a city located in the sub-division in district Gilgit spreads across the river Gilgit in the outer reaches of the capital of Gilgit-Baltistan. It is illustrious for its lush green fields, and renowned trees. The world's highest paved road KKH gets ahead of its beautiful landscape. The name of village Danyore was derived from Shina language "Divay Yore" which means the water mill of monster. Later on it was changed and named as Danyore. The village is situated in sub division of Gilgit district, at a distance of about 8 Kilo meters from Gilgit town. Historical route between China and Pakistan passes through Danyore connected with Sultanabad and Gilgit with itself.

The other monument in remembrance of KKH builders named 'Chinese grave yard' is one of the worth visiting places. The most captivating spot for residential and worldwide vacationers has been 'Shake engraving' in this tehsil. The high uneven passes went about as doors to the land route of India Subcontinent. Individuals from high mountain districts did not have custom of relocation with the exception of from territories, which lay specifically from on the exchange routes. With the finish of the old trade economy and the working of correspondence systems, relocation has expanded after some time since the brutal climatic conditions forestall money related gainful exercises aside from tourism. Brokers, vanquishers, religion and thoughts have been ignoring through this route 4000 years. Confirmation of human action can be followed in this district as world's biggest gathering of shake carvings. However, the fundamental fascination of decision this

zone was the control of the exchange routes like Stream of Silk from China, and flavors from India enhanced west. The immense overland exchange routes known as the Silk Routes bloomed.

It is through this connection that this locale turned into the eastern most degree of the Greek Empire in 327 BC. This was trailed by the Great Asoka Empire alongside the Buddhist leanings in 272-235 BC. Subsequently, we see the advancement of the immense Ghandharan civic establishments because of combination amongst Greek and Buddhist thoughts. Besides, during the eighth century we see the ascent of Islam stretched out finished the Hindu Kush and Karakorum. Gradually with linkages from Central Asia (Badakhshan) and access of holy people, we see spread of Islam here. The last obstruction of Islam was made by Hindu Kings of Gilgit around the thirteenth century. Amid the medieval times the Chinese and Mongol attack applied significant push to secure the exchange routes, controlling the considerable Silk Route between the Mediterranean, India and China. Anyway the little conditions of the Karakorum and Hindu Kush stayed remote from coordinate political mastery, and the war like boss held quickly in their mountain fortresses throughout the hundreds of years.

The Sikh domain, which controlled Kashmir in the mid nineteenth century, endeavored to stretch out capacity to Gilgit and Baltistan. However, in 1846, developing force added the Sikh mountain domains. Calling them the State of Jammu and Kashmir, they sold it to one Gulab Sing and pronounced him Maharaja of Kashmir. The domain incorporated Pakistan's Northern regions, and called Danyore.



3.9.2 Demography

Table 1: Total Population of Danyore

Female	19000
Male	21000
Total	40,000

Source: Field Data

According to surveys conducted by population department the total population is stated about to be 40000. Male population is 21000 and female population is 19000. Though, due to surge of private sector in education the researcher could not find latest data. However, overall literacy rate is a bit higher than 57% of which female literacy rate is lower than the male literacy rate. This disparity leads to social and economic imbalances in their behaviors. Since this place has been center of social and cultural activities due to KKH, therefore Danyore is successfully attracted people from the adjacent villages. As result of it, now this place has become immensely diverse in terms of clans, ethnicity and

multilingual. Due to greater communal harmony business activities are relatively higher than main Gilgit city.

3.9.3 Geography and Climate

Topographically, this piece of the Gilgit locale is arranged in 35°55'10"N and 74°23'20"E. However, Mountainous territory, yet this offer an assortment of scene varieties. Later investigations led by Agriculture Department of Gilgit demonstrates that improved work may bring about expanded yield per kanal. Climate conditions for Danyore are commanded by its land area, a valley in a sloping zone, southwest of Karakoram Range. The common period of Danyore is winter, involving the valley eight to nine months every year. Danyore needs huge precipitation, averaging in 120 to 240 millimeters (4.7 to 9.4 in) every year, as rainstorm breaks against the southern scope of Himalayas. Water system for arrive development is got from the waterways, plenteous with liquefying snow water from higher elevations. The late spring season is brief and hot. The puncturing sunrays may raise the temperature up to 40 °C (104 °F), yet it is constantly cool in the shade.

3.9.4 Educational institutions and literacy rate

There are approximately twenty seven schools and colleges in Danyore. These included private and government schools also. As said before there are three kinds of sects who are living in Danyore. According to these there are thirty-five mosques and madrasas in Danyore. Compared to other parts of the Gilgit, the literacy rate of females in Danyore is low. In Gilgit, Hunza is the one area in which literacy rate is very high then one will see the literacy rate in interior Gilgit is a bit low as compared to Hunza. There are different levels of literacy rate in Gilgit. In Danyore one will see only one sect among three has not the highest literacy rate. This includes the Burushaski speaking people who have higher literacy rate among the other sects living in Danyore.

3.9.5 Commercial area and Source of income

Danyore chowk is the dominant market in that area. Baig market is another market which was built few years ago but as compare to this Danyore chowk is very old and famous for economic activities. People pass through Danyore chowk while going to Hunza so this area is famous for economic activities due to this people purchase goods that are on their way from or to Hunza.

Danyore is agriculture society. Agriculture is the main source of income. In the previous time only men were involved in agricultural activities. With the passage of time women started to contribute economically towards household now men and women equally contribute in the fields. The major crops of Danyore are wheat and maize but others include fruits which are cherries, apricots along with them dry fruits are found in large variety. Dry fruits are exported largely to other parts of the world. The prices of these dry fruits are in dollars, and are famous all over the world. During winters people store large amount of dry fruits, some of it is stored for them and most of them are exported or sold to other parts of the world. The NGO's play an important role in helping these people and provide a platform where they can do their business.

3.9.6 Dress pattern

The dress pattern of male in Danyore is *Shilwar Kameez* with a traditional cap along with this they wear a bunch of feathers of magpie bird with this cap (but that was for occasions only) which they called as "*Gamburi*" in their language. Woolen made heavy long coat for winters with overlong sleeves, enlivened with intricate embroidery called as "*Shuqa*" in local language. The traditional coat is very warm and the people of Danyore used to wear it in winters only to keep themselves warm. The female dress example is *Shilwar Kameez* with customary weaving on it and furthermore a conventional weaved pillbox top maintaining the "*Dupatta*" or cloak of the ladies influences them to look like occupants of the stories.

No culture is in its pure foam today we can see a glimpse of other culture in it. The tradition of wearing cap among female is losing its value, the young generation do not want to wear the cap because of the media or globalization that they are following the western culture and forgetting their own culture. Veil is very important part of females dress pattern, which is a piece of cloth that they have to carry on their heads before stepping out of their house. As in this area norms and values are very strong, strict and people feel proud to follow their culture.





3.9.7 Histories of Handmade Cultural Embroidery

In 1530's, Ayasho-II, a prince of Hunza married Shah khaton daughter of Ali Sher Khan Anchan, ruler of Baltistan, who sent five hundred craftsmen to build a fort in Hunza as a dowry. Altit fort then came into existence and later on Baltit fort was built. Such exchanges of craftsmanship certainly fostered the sharpening of skills, transformed traditions and gave way to new border and far reaching forms of expression and art. From 1857-1974, either under an independent state or British suzerainty, a diversification of traditions, costumes and craft work took place. The costumes and headgear worn by rulers are a valuable reflection of wealth of style and attires. The symbol and distinctive mark of the royal families of Hunza, Gilgit and Ghizer has always been artistic textile decoration.

During their regime, rulers brought embroidery from bordering states and their sisters and wives copied their designs on local fabrics. Embroidered costumes and caps gave a rank of honour and dignity to the members of the families during special occasions, festivals and ceremonies. In the region, this kind of art was restricted to the inner space of the palaces. Embroidering with the thread of silver and gold on the royal coats and dresses distinguished the bearers from the rest of the families and commoners. Today, the showcases of Baltit Fort are adorned with some of these dresses. It is said that the daughter of the ruler of chitral learned the art of embroidery in the state of Wakhan and returned home with this captivating skill. She embroidered her trousseau herself and the women of the royal houses of Punial, Gupis, Ishkoman and Yasin followed suit. One pioneer in this

embroidery emulation was Mai Cherah, the daughter of Mir Ghazan Khan I (1857-1886) of Hunza. During her time, the rulers of the different parts of Gilgit Baltistan had already started establishing their relationships, usually exclusively within their royal context. Marriages of their sons and daughters were arranged to retain power, status and pride within their close-knit domain.

Mai Cherah was given in marriage to the prince of Yasin valley at Barandass. At the time of marriage, Yasin was a subsidiary state under the ruler of Chitral. The prince of Yasin administered his own land on behalf of his suzerain, he was accorded the opportunity to visit many of these neighbouring states, searching and collecting embroideries of interest he discovered during his travels. His wife had an unquenchable curiosity in the embroidery of the other regions. An artistically inclined woman by nature, she strove to learn from this rich collection and eventually mastered this beautiful art. Later, Mai Cherah divorced the prince and came back to Hunza along with a fascinating trousseau and an enviable art of embroidery in Hunza were thus laid with her return. The art of embroidery in Hunza still remained the preserve of the royal family, being restricted to the palaces and princely houses. With the passage of time, the art began to leak out of the royal houses and reached commoners and spread to different regions of Gilgit Baltistan.

3.9.8 Handi crafts work as an occupation

In Danyore, Gilgit Baltistan, hand embroidery has been until very recently, an occupation for women and young girls only, performed in the privacy of their homes with threads of wool, silk, silver and gold. They did embroidery for their relatives to share in their weddings and other festivities. Skilled girls won prestige with their creation of products, which were highly respected in local framework. Women made embroidery as a token of love for their husbands and children and also for pleasure, duty and economic benefits. Their work was also a statement of their personal value as well as exhibiting a status symbol of ruling families.

From an early age, the little girl would watch her mother and how to copy simple stitches. With the time girl would become more and more proficient while being taught more difficult stitches. After her engagement, the girl began to get help from her friends and neighbours in order to elaborate a proper trousseau. She would make embroidered coats, caps, costumes, tablecloths, door hangings and other decorative pieces. All this she

would bring, on the day of her wedding to her husband's family as a proof of honour, love, skill and goodwill.

CHAPTER 4

Spheres of Production and Challenges Faced by Producers

Embroidered handicrafts created by female makers of Danyore, Gilgit Baltistan have their own history and certainly a very “telling” name. Except for some obviously religious symbols all are their patterns inspired by nature and natural beings. But this does not mean that these images were not sacred and “religious” when chosen for the very first time for building of patterns and sequences. Handmade products are of different types and designs. Some designs are coming from previous generations are considered to be sacred and color combinations are made according to nature. Pre-Islamic beliefs and practices are alive in the designs that we will call naturalistic. The old shamanistic traditions of Gilgit Baltistan had a very clear and codified world view, where even colors had a power and function. In the old times, the meanings and functions of colors are most important for each piece of embroidered cloth.

There is only one style of embroidery of clearly religious purpose, the “*mushkilan*”. Women of Gilgit Baltistan are still aware of religious background of the stitch and style that carries this name. The term means “difficulties” in the Persian. This tradition sprung from the story that in times of trouble or hardship Hazrat Fatima, the daughter of our Holy prophet (peace be upon him) used to embroider with a specific stitch, a specific design in the belief that the difficulties she was facing would thus be overcome. It is said that when the lady Fatima accomplished those stitches, the problems vanished. In different areas of Gilgit Baltistan such design is considered to be sacred and usually done or performed when a woman goes through hard times. Arrival of modern chemical dyes changed everything and although laudable efforts have been made to recuperate, revive and apply natural dyeing techniques. The meanings and associations have been forgotten, and now are in danger of being lost forever.

4.1 Specific cultural products and spheres of production

Now a days the older designs and stitches made on traditional caps and dresses are modified to make new products like cushions, bed sheets, shoulder purse, carpet shoes, friendship bands, jewellery box and much more. These products are made by passing through various spheres. Initially a design or sketch is well thought-out to be followed in making a certain product and then thinking of the several color combination of threads used in making. After that stitching phases come which took much time to complete. As

per Lampel, Lant and Shamsie (2003), Cultural products are an outflow of customers' needs and wants and the individuals who contend that what buyers need are primarily molded by the creative energy and inventiveness of the makers. The discussion relates to in a general sense diverse perspectives of why some social merchandise end up effective while others do not. Along these lines, social merchandise may end up fruitful in light of the fact that they intentionally or unintentionally tap previous buyer inclinations, or social merchandise may end up fruitful in light of the fact that they shape tastes to suit their own generation. As a result, they make the norms by which they are judged, and after that convey an affair which meets these benchmarks.

Women of Danyore had different proficiencies in their field and having skills as well. About 85% women were skilled in making traditional caps, wallets, bed sheets cushions, carpet shoes, friendship bands, wall hangers, school bags and much more. While only 6% had expertise in making Iraghi, Qureshia. One of the respondent among these skilled women having more than 10 years work experience with KADO and gain best worker award. Only 9% women were involved in making news paper bags, laptop bags and they work at Serena kareegar for four hours per day.

Making sketch on cloth, then embroidery is made upon that outline, after that stitching phase came and then finally a primary product is ready. Embroidered pieces were also made in form of raw material for sale and sometime these embroidered pieces are also stitched to make several products. Now a day's Quranic Ayats are also embroidered and after that beautiful wall hangers were made. Innovative symbolic connotation and standards become participation to innovative production notion and processes. There can be no hard and rapid procession separating producers who dedicated themselves in making purely cultural products having utility. One female producer was KADO award holder and token of appreciation was given to her in appreciation of her proficiency in making products. She was working for KADO in making several products and other demands given by local customers were also fulfilled by her. As she said that, "I made embroidered pieces and also stitched that embroidered pieces in different designs to make final products." Another woman shared that, "She worked as a trainer in different areas of Gilgit Baltistan and trained local women. She had experience of 32 years and achieved best artisan award from KADO in 2011. She had 2500 designs and she added that from any where I found a new design I used to copy it and keep it with me."

At Danyore, some of women were trainers and having their own training centers and they were giving trainings to other local women and transferring their skills. One of the respondents said that, "I was a semi-government supervisor working for women empowerment by giving material, sewing machines, rewarding the trainer's in vocational centers located in different areas of Gilgit. From there I was inspired from this work and started my own business." By getting trainings from local women makers other females become inspired and started their own work at their household level or at markets to earn their living. Cultural products are for that reason significantly with the passage of time conspicuously evident as carriers of economic expansion at chosen localities but also in several other diverse surroundings.

4.2 Distribution of value-added products to wider market

Making a labor-intensive product is complex in which mental and physical labor both are employed and this is a time consuming process in which one can buy specific piece of cloth to draw a sketch and then colors are decided to use. To complete single embroidery, a piece is used in making stitches of embroidery on it. An embroidered piece is then attached to piece of cloth to make final product. Most of the respondents believed that producers has a link with its product because maker is transferring her skills to a product then product is linked to a maker who made it and people from far areas came to approach producer who has a proficiency in work. Some of the respondents are of the view that each and every work demands unending struggle in such a way producer and her products got fame in particular area and product is linked with producer. So, we do not compromise on the material used and finishing of that product. Area specific products are known among wider market. Particular product is identity of a producer and has a relationship with particular area. Product connection with its territory and people came from different regions to buy those products to give them as a gift to their relatives on marriages as token of love.

Innovations progressively encourages cross-border flow of media content, that utilization reflects social qualities that in return shape social standards about socially adequate interface, to such an extent that buyers lean toward items closer to their own way of life. In the wake of making an item it is hard to send an item to focused customers. If the customers are far away from local area then it is a challenge to send it to targeted area. In this way most of the respondents distributed their products to wider audience through relatives and through third person or by any courier services. In some cases a person who

is involved as middle man to deliver products to customer and cannot cutoff his/her percentage from sale of product because this person is a relative of either producer or customer. So, this person rendered his services free of cost. As indicated by Bernier (2005) and Lohr (2010), Technological advances have obscured the refinement further, as satellites and the internet presently enable local products to contact wide gatherings of people without being unpacked and delivered crosswise nations. Consequently, it is difficult to fit culture conveniently into either classification of goods or services.

It is difficult to send products to wider market when one can get order from far away area. So, in order to accomplish international audience one can send products through a mediocre. But sometimes producers also took their products to national level festivals with themselves to present their products and sale them. Women producers believed that technological advancement is helpful in bringing new trends in products to reach wider market. But in contrast to them few of the respondents were not aware of any technological advancement to approach wider customers due to lack of education. Women who were unaware of technology worked to earn income only to help their husbands in bearing household expenses. They do not know how much these products have value in international market and how to utilize their skills to earn profit. They were only satisfied with the low rates they earned by utilizing skills and they were satisfied with this.

In increasing market of cultural products having understandable and unfailing worldwide descriptions at national and universal markets are ever handle the issue of how to manage social estimations of items. Social status is recognized as a compelling variable on item and is generally acknowledged as one of the vital ideas in understanding buyer utilization of value, which decides decisions of expending regular items and administrations in worldwide markets. Cultural products have much value at international markets and only 3% of the respondents sent their products to America, UK and Iran as a gift with their relatives. They know that by reaching wider customers product can promote particular culture of that area from where it belongs but they said we do not have direct access to international market to send our products for sale because of language barrier that's why we are unable to send our products to wider customer.

The retailing of imported global cultural at international markets usually goes up with economic development but sometimes it go down at highly sophisticated stage of economic development because of enhanced and superior competition globally. If there is a cultural competition between the international, country market and the local then the

sales of imported global cultural products go up while moving from home place. By means of such a cultural contest, the sales of global cultural products get going down because the cultural detachment of the product-manufacturing and consuming countries rises. However, as the cultural distance among countries grown to be very outsized, the sales of cultural products finally go up in the global markets compared to local and international markets and international business is rising day by day.

Local cultural designs which were prevailing from our older generations are helpful in making embroidered pieces and bringing new trends in embroidery by transforming old designs into new one but one of them said that experience in this work leads to new idea. More work experience in this field can enable us to bring new ideas in making of products and now a day's new designs were give preference on old ones. As per UNESCO (2005: 6) cultural products in the report of the "Tradition on the assurance and advancement of the decent variety of cultural articulations" as takes after: "cultural items allude to those merchandise, which at the time they are considered as a particular attribute, usage or method of reasoning, symbolize and pass on cultural articulations, independent of the business value they may have." A nearby cultural idea prompts new thoughts and recovery of old plans and themes are utilized as a part of making dresses, notebook covers, divider holders, bed sheets, cushion covers, wallets, bear asks, carpet shoes and much more and technological advancements helps in bringing innovative ideas.

Mostly distribution of products is through common accessible language where customer can understands the local trends in embroidery and its specific names and shapes which can be understand through common prevailing language. Spread of language through product because every motif and its designs have certain name in local language which is carried to wider areas through spreading of product. Most of the respondents said that, "bringing new trends in embroidery and stitched designs can helpful to maintain a name and fame in this profession so we are struggling to bring innovations." Cultural products ought to be under notice must be advance and spread through a general and open dialect. The examination of culture demonstrates the route towards another idea of cultural belonging which is the joined cultural item (Featherstone, 2007).

Most of the respondents believed that our culture, language and designs are spread through spreading of a product. Cultural designs in handicraft are appreciated by wider audience at national or international level. Workers working under Hunar Gah were given target of making 80 (eighty) different designs of embroidery to make different products in

such a way in which old designs are revived and which later on leads to new ideas. Trained ladies give training to others and transferring their intellectual property. But it is not only transferring their skills but due to this activity culture of that area is alive.

4.3 Link between producer and customer

Producers and customers are associated with each other by defining value and trading of products. Economic interferences like supply and demand settle on the level of the association between producers and consumers in a certain market. Thus, the affiliation between producers and clients is reciprocally advantageous, which is why they both labor collectively on numerous phases of doing business. It's imperative to note down that the degree of the relationship between the two also relies on the cost-cutting measure and the kind of market for the specific product being provided. Producers of Danyore had direct link with customers by face-to-face interaction or they contact through phone calls with each other and makers can also found new customers by the reference of older ones. Few of the respondents work as a broker as they had links with other wider customers so, she can take products from producers and sale them to the customer and earns profit through providing services. While makers claimed that products were purchased from us by broker and then sold to wider audiences in order to earn much more profit on behalf of our work. A local business woman said that, "I had sent a set of embroidered bed sheets and pillow covers with local a businessman who was going to china. He earned 50,000 for himself and gave me half of the amount."

Woman workers mostly work at home in leisure time and customers can approach producers at their home to take demands for them. Workers started work on the demand of the customers but if they did not have any demand they can prepare new products so that they can sell them out to those customers who need products on urgent basis. Some time a maker can sell her own products to the audience in order to avoid broker involvement and profit deduction by broker.

Workers made products by using their own material and sale them to shopkeepers and the shopkeepers in this way working as a middle man. The shopkeepers sell those products by earning double profits. Producers claimed that brokers get more benefit on behalf of our work. Some broker can purchase our products and sale them by earning maximum profit and respondents said that we do not know the market value of product at national and international market that's why we had made no any progress in this field. Cultural-products illustrate an unassuming relative element of nationalized financially

viable methods which struggle to reproduce extensive support to whole service openings and earning opportunities to producers and workers. Culture is shifted and promoted because of handmade products, so the question is that why local producers do not prefer to display those products at national markets or sent them abroad for the purpose of earning.

4.4 Products are directly competitive/ substitutes products

Cultural-products create valuable externalities in extraordinary as they toss in to the value of life in the spots where they accumulate and upgrade the picture and status of the neighborhood. At nearby markets of Danyore substitutes are additionally there but the requests of handcrafted products are expanding is regarding rivalry while a portion of the makers trusted that substitutes are favored. Yet in some cases high quality products are likewise turned into a decision of client. Producers are endeavoring to offer products which coordinate with customers' decision keeping in mind the end goal to make an exceptional position which empowers their clients to pull in less towards contending substitutes in business sectors. The value clients getting from expanding cultural products is that the experience is share with others and their experience of utilizing cultural products will decide the future value of item.

A positive ordeal of clients legitimizes the additional cost paid by them fortifies the dependability towards makers. Truly cultural utilization is changing quickly because of progress in advertise frameworks. As per Power (2010), Supply of cultural products exists and since tastes for cultural products create and change these products are liable to a nonstop substitution chance. Because of unlimited options and on account of our desire for assortment, cultural products could be thought to be substitute products that can be utilized to fulfill the same or comparative needs, one in the place of another.

The development and increment of restrict creation is driving not to cultural homogeneity but rather to extraordinarily expanded decent variety at the neighborhood and worldwide level. Substitutes and handcrafted products both have their own particular value in this way, the request of both of the products are expanding in markets. But producers said that: "In hand embroidery we do not compromise on quality that's why customers prefer and choose handmade products of their own choice and not even bargain on price." Handicrafts attract customers because of their attractive handmade embroidery and blend of old and new trends in stitches, designs and color combinations of threads these all made products attractive. One of the respondents said that, "I am expert in making hand woven sweater, those sweaters are appreciated and preferred by customers as compare to

substitutes available in market. So, I have many demands in winter and before arrival of winter season.” Only 5% respondents are of the view that, “Our products rates at market are low as compared to market rates of products in Gilgit city market rates. So our products are preferred by customers and they came from other areas to purchase products.”

4.5 Government and other local organizations support in promoting handicrafts

With the presence of promoting locale specific products which are associated with cultural-manufacturing programs for monetary advancement indicates a most imperative change in worry by interface with these past procedures. These nearby or network based projects contained generally of gathering activities expected for lifting up the shared picture of specific gifted individuals of network who were a source to impact emblematic belonging in mission of local financial development and these projects are, as it were, favored by nearby governments. Such projects have been dominantly restless with progression and redeveloping locality based on cultural salary, including conventional and creative attractions all things considered. From the viewpoint of the region monetary improvement arrangement producer, the most important parts of the cultural economy spin around issues of nearby association and area. By utilizing a few advertising approaches and related strategy of local financial improvement continues to be useful basics of the nearby arrangement producer’s strategies. Yet they require to situate in due stance, for the most part by closeness with an adjusted methodologies that has recently happening to touch base into point of convergence. This remark spots direct towards a procedure went for a lesser sum offering products than to the considerable pitch abroad approaches of neighborhood cultural products to business sectors everywhere throughout the world.

Hunar Gah is a neighborhood association which is working in Gilgit Baltistan for protection of craftsmanship work where a large portion of the respondents are dealing with the premise of their specific aptitudes and this association is advancing talented works and also their products. At first bits of products are made and afterward these are sewed in different outlines with hand or taking help of machines to making a last item. These products are then sold on national and universal level. KADO, is another a neighborhood not-revenue driven, network based common society association that has been working for feasible advancement in Gilgit-Baltistan since 1996. KADO is working in a few topical zones, one of them is Karakoram Handicraft improvement program. Thread Net Hunza-TNH, a known brand name for its quality, uniqueness, stylish and cultural interest, originates from numerous long stretches of battle, encounters and venture made by KADO

under Karakoram Handicraft Development Program (KHDP). Under these model 3,000 ladies artisans have been prepared in weaving/handicrafts and entrepreneurial abilities. It has set up five (05) ladies possessed workmanship organizations and two (02) texture organizations. It has presented "Thread Net Hunza (TNH)" brand and its value chain.

Local producers and business woman who were self made said that they had no any governmental support but they started self business through their own savings. One of the respondent said that, "I am working and running my shop individually. Initially I got training from KADO at Hunza and later on got married to a resident of Danyore and here I started my self-buisness at Danyore Baig market. She said that I am a widow and work to bear household expenses from 32years." Most of women added that after making some money from making products at home then we stepped in to market to empower ourselves and started our own business in groups as well as individually. One of the local business women said that, "I have no any support from government or any other organization. I started to run a vocational training center at my home and then expand my work by making handicrafts." Woman who were skilled they performed role of trainers and they trained a number of other local women but they complained that there is no value of skilled labor. They had no local or government support to enhance our skills and work on large level. They were running training centers at their home on their own behalf. Cultural-products are in fact a main factor of the economy, and they are usually increasing with enormous swiftness in some areas. As needs become enormous urban zones propose the most encouraging condition for influential activities in light of the cultural economy. The steady opening up of worldwide exchange cultural products is currently making it workable for different makers around the globe to set up tough upper hands and increase monetary advantages.

4.6 Challenges Faced by Producers

In part of cultural products where the lowest pay permitted by law for work concentrated specialists represent a high level of entire business and piece-work conditions are more fitting to be the overall methods of dealing with the work constrain, however these parts additionally have high-wage, high-skill sections.

Women workers were working to help their husbands in bearing household expenses because of economic issues. They were under pressure of household and also they had to work in fields. Despite of their other responsibilities, women worked to earn income in bits in order to share the economic burden due to which women were facing

several health issues. The income which they earned from selling of cultural products was mostly used to recovering their health. Producers said that, “the largest parts of the demands are time framed. So in order to complete demands on time we have to set aside all of our household chores and spend much more time on completing demands of customers.” 80% of the respondents were facing several health issues like headaches, back throbbing, eye side weakens, blood pressure problem, joints pain, mental fatigue and depression problems when order exceeds and we are unable to complete on time. But only 3% of the respondents who had less working experience in this sphere claimed that they were not facing any health issues.

As indicated by Lampel, Lant & Shamsie (2006), makers of cultural merchandise realize that purchasers search for products that can be depended on to engage, revitalize and stimulate reflection. Attempting to fulfill the customer on these measurements can represent a gigantic test. Nonetheless, makers additionally realize that cultural products will probably advertise achievement when they mix common and popular components. Consumers require recognition to comprehend what they had offered, however they require curiosity to appreciate it. Finding a fruitful blend of these two restricting components depends more on workmanship than system, more on understanding than proficient judgment. Women producers who had more work experience in their field were facing more health issues. A woman said that, “Initially, I was running a shop where I can take orders of making embroidered pieces and stitching of these products. But due to work load I faced health issues. The income which I got from my work was spended on my health treatments. So, I found that business is not so beneficial for me and then I joined Hunar Gah where I am doing work for only four hours a day and come back to home. Now, I have enough time to manage my household hold chores properly and facing fewer health issues.”

Some women who were trainers had to perform multi-tasks. They used to give trainings and also take care of their home, children and other family members. Beside this they had to fulfill the orders of customers on time and work in the fields. Because of the burden of work they are facing serious physical and mental fatigue. They admired that the money they earned from their work can mostly spend on their recovery of health problems. One of the respondents said that, “I worked with KADO for five to six years and made motifs for ladies and gents wallets and other products as well. But there is a lot of work to do and benefit is not equivalent to the labor so, I left it and started making my own

products. In doing work for KADO work effort is more than money earned. Material provided by KADO we used to prepare products only. Designs were based on old culture but threads of KADO were imported from abroad. So the product was made by using such material was made very attractive.”

Few of the respondents said that, “we are gaining weight because of no physical activity. When we have many demands from customers, we have to set aside all other work and concentrate on fulfilling the demand on time. This causes increase in our weight and suffering from internal weaknesses as well. Money earned from our work is partially consumed on health. When we get order from customers then we struggle to complete it on given time due to which we are not involved in any social gatherings and activities and we just confined ourselves to home and work. If sometimes we join any social gatherings after coming back we feel sorrowfulness that we had wasted our time by attending such gathering and we had a lot of work to complete. This can also increase stress regarding work load.” Most of the women are giving up this work because of health issues. One respondent said that, “I was working day and night for getting benefit from my work but after some time I become ill and urgently sold the products which I have made and spent all the money in taking treatment.”

CHAPTER 5

Process of Value Generation; Socio-Economic Status of Producers

Over the earlier decade or something like that, the business report of numerous nations has turned recognizably in the method for another creative or cultural economy. In different nations, obviously, the cultural economy is right now a standout amongst the most imperative elements of spreading out of profitability and work. This touch of methodology is extremely one part of the more extensive return of a shallow new economy when all said is done in advanced free enterprise, where by the expression "new economy". To imply with an accumulation of creating and administration section whose working territories draw in generous degrees of hierarchical and mechanical adaptability, business arranged and the formation of plan escalated generation. A significant sector of business and money related administrations and most fittingly for show purposes add to the cultural economy.

In previous times, skilled women were enjoying more value and status in society and skill of embroidery is only known by the royal families. When this skill become common and people used it as a source of income then the social value is becoming blurred under the wider umbrella of economic value which is benefiting the people. Women at Danyore were initially busy in their fields for agriculture production because they can earn income from agricultural production by selling their vegetables and fruits at local or national markets. But later on some of the women were having skills started to utilize their skills and started to make cultural products in order to preserve culture in form of handicrafts. These skilled women can also work in fields and manage their time for making embroidered products as well. Those women started to use their culture for sake of income generation.

As per (Sayer, 1999), Culture was influenced and much conserved also. Individuals in this manner depended increasingly on the economy lastly found how to utilize culture as a financial asset. For example, handcrafted products offer here the chance to advance culture inside a specialty showcase in the monetary area (Stephen, 1991b; Meethan, 2001). Producers of the Danyore expressed that understanding of social value is important but the commercial value of a product is greater than its social value. Social value is admired in society but commercial value is much important to get benefit from skill and earn livelihood. Work is done to earn income but along with income social status is also

important. Value is maintained by hard work, dedication, time and making good relationships with customers. Social value can ultimately leads to economic value, producers articulated that we have to work hard to earn popularity in society by creating apprehensive products then customers will automatically get attracted towards our production and demands will increase. Increase in demand leads to increase in social and economic value.

5.1 Process of value generation

A cultural item speaks to the cultural inheritance and regular and imaginative fundamentals of creativity. Furthermore, it laid prominence on creator's aesthetic capacity, advancement and on the use of intellectual innovation. Cultural products bear a solid delegate value which is recognized by the social and cultural implication related with it that agree customers to guarantee individual and shared uniqueness utilizing the procurement and misuse of the item. As indicated by Power (2010), Value creation is a dynamic procedure that includes them their associates. In addition supply side on-screen characters and that because of interminable supply they can discover and look over numerous choices. These two conditions are fundamental to how these business sectors are organized and make advertises that go incorrect from manual adjustment of faultless rivalry. Around 30% of the respondents realize that value age of an item is in line with local system and expenses determine its appearance value. While 70% of the respondents said that value is determined according to market trends, as there is competition with other producers and substitutes in market. So, rates are determined according to ups and downs prevailing in markets. Competition with other producers and substitutes rates in market can also influence the value of a product is fixed and not determined in terms of competition. Customers, producers and broker can negotiate to assign a value to a product. Producers can define the value by considering the material used in making and manual labor. If broker is involved in selling of product then the broker percentage is also deducted. Customers' purchasing power is also taken in consideration while assigning value to a product, if demand of product is more than value will be automatically increased to a certain extent.

As indicated by (Hamel, 1991), by understanding customer needs, producers can characterize value from the customer's viewpoint and change over that data into necessities for making value inside their association. Thus, an association's capacities and aptitudes decide how much the item can meet these prerequisites and give more prominent value

than its rivals. Maybe a couple of the makers included that value is resolved without rivalry. A lady is attempting to make a name in her work and making alluring item as indicated by customer decision. So, in such a way it is not needed to be in competition with others to determine value. Producers doing business were connected with other women producers at market and whenever they rise up their prices they inform each other and they collectively increase their rates according to market trends and competition. Value of a product is determined and increased according to inflation in market because single product can be made by using variety of clothes, threads and other stuff. So expenses made on purchasing all stuff can determine the price but sometimes customer's choice and their demand for certain product can actually decide the value of the not the competition with other products. Design of a product also determines the value of product, if design is complicated to work upon and product size is bigger than its economic value will be more.

A product can become primary product by passing through several spheres of production. So, such spheres of production determine the economic value of the final product but the relative value is determined through negotiation with customers. Expenses made on purchasing material of a product may also determine value of product, while local systems and market trends are also considered in determining value. If product is send to far away audience through a broker then the percentage of broker is also taken into account in this way value is determined. Sometimes material used on making is provided by customers thus inches of a cloth and pieces of thread can even determine value. So, in such a way it is beneficial for us to complete a product in decided time and determine the value of labor only and time consumed. As per (Marx, 1976) and (Sayer, 2003), an individual can recognize the trades and utilize value when taking a look at an item. In this way, there are distinctive valuations: the subjective, social characterization of a thing and the simply quantitative order. Thus, each article can be seen from two perspectives: one can think about the product or one takes a gander at the further cultural importance of the item. Starting here of view, consumerism gets decisive and shopping turns into a cultural suffering (Dunn, 2008). Procedure and size of item decides value of the product. Sometimes product configuration is exceptionally confounded and sets aside a lot of exertion and opportunity to be finished then the cost will be resolved agreeing difficult work. Customer's decision is favored in making and acquiring material for an item and this will thus causes us to characterize its value as far as cash.

5.2 Understanding of social and economic value

Cultural goods are extraordinary and we always characterize them from extra consumer goods. People care for cultural goods in extraordinary habits. Their position in a condition of economic exchange is over and over again challenging and at unimaginable period. The research is to express the grounds of the extraordinary standing of cultural goods, and thus, to make logic of their responsibility is in our individual lives, in society, community, nations and in the world. Such an accepting role may provide people and organizations of all manners of impulsion to equalize the stability between economically and opinion more largely with an understanding to cultural things. The economic standpoint of cultural goods inclined towards an influential way of come across at something cultural, similar to the skills but also culture in it's another sense anthropological in nature. Investment in production of culture based product is thought as an appliance towards economic growth of producers. The economic dimension of cultural product is of restricted importance. The economic value is scarcely always influential in cultural disagreement. As a topic of reality, dimensions of the economic implications on the cultural quarter reflect of earnings produced and jobs formed are far-flung from this.

The values of our general public to outline messages that thusly offer products, administrations, and thoughts were reinterpreting the predominant patterns with a specific end goal to put a positive yield. Cultural merchandise perform fundamental at outside of the market territory where its value is above all else social and cultural. Along these lines, makers are in charge of making significant thoughts available, justifiable, and profitable products. Cultural value of products is underscoring how a few highlights of products are reflecting existing value. Cultural values are changed over into comparable affection that makers hold onto as though they would be familiar with those. In certainty people have to discover out how to arrange all the way through values, how to assess, revalue or devalue them. Phase of value generation and maintenance is required to mandatory to understand for the duration of product making. While talking about value they said that social value of a product is low as compared to economic value. Economic spheres through which product is passed are more preferred in determining price because all the products and manual labor is taken into account. But in contrast about 40% of the respondents said that social value of product is important to understand because it can define a social status of a skilled worker but in contrast commercial value can become a source of income. So both values of a product are necessary to understand. As indicated by (Throsby, 2010), Cultural products along these lines have by their business value additionally utilized for informative reason.

Social value of an item is viewed as one of the insufficient parts of advancement. In any case, the part of this value being developed ought to be regard as multifaceted: right off the bat as an inborn value, on besides as a certifiable part of neighborhood advancement essential to expanded appeal for customers. At last, it is considered to be as a vigorous cause of social development based on knowledge, creativity and value of producer. One of the respondents added that: "Social value is attached to the skill which I have and customers are also giving me a value due to my skill. I am enjoying better social status as compared to unskilled woman who are working in field only but now I am thinking that if I was educated then I will earn more by utilizing my skills in diverse ways."

Most of the respondents said that economic and social values both are equally important to understand social value of product and income generation is good as well. Social value of a product is implicit but explicitly they benefit us in terms of economy. Due to skill in our hand we are not dependent on any one yet. New trend in hand embroidery are appreciated by which shoulder, laptop and news paper bags are made. These products are appreciated by customers and made on demands. When demands of products are increased it will increase its social and economic value along with it. As per (Benwell & Stokoe, 2006), Spending time and cash on specific item gives individuals the chance to express their character and lifestyle and in addition to exhibit their connection to a specific culture.

Consumption is in this manner a demonstration of financial movement, yet is completed on a cultural premise. Subsequently, we presently live in a product society where we always assess monetary and cultural values (Alonso, 2007). To become an enthusiastic maker of cultural products requires the undertaking to overcome these deficiencies. The circumstance and conditions that oversee our cultural activities and to imitate on the belonging these have. Creating cultural products enthusiastically, it requires to think about the values that guide our conduct and to consider the social and cultural situation of our creators. At last, it incorporates a contend to participate in the plan of the social values that represent by producers in the local arena, to partake in its basic leadership process about who or what considers vital or irrelevant, as great or awful and to change the principles by which social and cultural relations are strengthened.

Around 80% of the respondent talked about that cultural value is important to comprehend in light of the fact that these cultural products are bearers of cultural legacy

where they can move they take our culture along with them. Cultural value of a product is also important because on the basis of cultural properties in it. Customers prefer our product on substitute and purchase it to display it in homes or give it as a gift to relatives on different occasions. So, one has to understand the intrinsic cultural attributes in a product which can make our culture alive in this form and it's famous in our society because of this quality.

As per (Meyer, 2011), the incorporation of cultural qualities into products, for instance a specific method for generation, can likewise be viewed as an extra component by clients and add to higher interest for the product. Particularly in a globalized situation, character keeps up its awesome importance as an apparatus of peculiarity and affirms the one of a kind of a product. Item has a specific association with maker and its zone where it is fabricated. In this way, the social trait of an item can relegate an economic wellbeing to a maker in light of the fact that a mix of cultural legacy is moved through maker into an item. One of the respondents said that, "understanding social value is imperative on the grounds that regardless of having responsibilities at home I am struggling to get a chance of getting free from family obligations. Sometimes, I go to bank to acquire some cash as a credit at that point bank readily trust upon me. Since they realize that being a skilled person I will return the loan on time whenever I will earn from my work."

Respondents who were workers of Serena kareegar were satisfied that their skills had been appreciated. The company is always regarding us because we are carrier of skills and working for promoting our local cultural values implicit in form of embroidered pieces. We are making our culture alive because these skills are now a day's dying and our cultural legacy in few hands to make it alive. As indicated by Alonso (2007), Consumption is in this way a demonstration of monetary progress, yet it is done on a cultural premise. Hence, we currently live in an item society where we always assess monetary and cultural values (Dunn, 2008).

About 40% of the respondents said that social value is also important to understand. Our skill is based on our culture and products we manufacture represent our culture. So, we create products to promote our culture and this work is used to earn income as well. Due to our work we had relationship with people from diverse backgrounds and our customers can know us because of our skill and work which can attract them towards us. Our skill is our identity and people know us because of our skill and we are carriers of

our cultural legacy. We earned a name and fame in society but the skill used for earning purpose should go by the side of its social value.

Respondents said that handmade cultural products have its own social value in our society. Every home is incomplete without displaying some handmade cultural products. These products can also exchanged on marriages as a gift to relatives and friends. The income earned through products helped in purchasing material for new products. Skill is a blessing, how much we utilize our skill it will benefit us in return. One woman said that; “customers are persistently giving us respect and my work is highly appreciated and I do not see any status distinction among talented specialist and other professionals who are working in any sphere of life. Consumers who came to buy products dependably recognize our endeavors in creation of products.” Products would thus be able to be seen from two points of view: the perspective of their motivations or the perspective of their social implications. Culture adds to setting up the relationship among various products. On the hand, the way towards a basic routine of purchasing products as indicated by their motivation. Then again, utilization constitutes a huge segment of culture as the last communicates the social importance of the great (Douglas & Isherwood, 1996; Dunn, 2008; Slater, 1997).

Handmade products are part of our culture and these products are exchanged with relatives and friends at every occasion generally and at marriages particularly. So we have relationship with every kind of people belonging to different spheres of life. Producer is known by his product and producers are also source of promoting our dyeing culture. The income generated from these products was used for self and household expenditures. Some of the respondents argued that skill is skill and we utilized our skills perfectly and gain social status in the society and our status is also realized by other people around us. But other respondents denied that social status of producers is not equivalent to the status enjoyed by the professionals around us. People think that we are service providers and when some professionals came to us for purchasing a product they only consider us as a services provider and do not recognize our status as a producer of a product or a skilled person.

As indicated by (Mateja, Davis, & Pipan, 2015) Cultural value is characterize as some sort of a regional, capital or formative source, which is to be experienced and delighted in by voyagers, as well as by neighborhood occupants, and which can cause positive financial, social and natural impacts. Despite the fact that legacy and its protection

is some time viewed as restriction to financial advancement, they are viewed as compelling accomplices in the improvement of a nation. The financial value can be dictated by estimating the gross included value, the multiplier consequences for the economy, visitor visits and their utilization. While the social value can be controlled by estimating social union, network strengthening, ability and advancement learning. One of the skilled women said that, "being a teacher it is most difficult task for me to perform my school duty at morning and after coming back from school I manage my time to fulfill customers' demands. After such a hectic routine I do not get much benefit but I used to continue it as leisure time activity. Income which I earned was mostly consumed on children education and saved remaining amount for hard times. Social value of other professionals is high and being a teacher my status of teacher is recognized first as compare to a skilled women. Social status of a skilled labor varies. When I am among labors I can recognize my status as a worker but when I am among professionals at that time my status varies."

5.3 Economic benefit to producers

Monetary rewards can be controlled by suggestions laid on household monetary advancement picked up by the generation of particular sorts of culture products, on maker and on the neighborhood business that advantage from spending on culture. Creators of creative products get advantage from familiarity with modifying style in utilization in cluster to protect and enhance their aggressiveness in the creating their economy. Without the nature of client needs and requests, it is precarious to find rising customer needs, fabricate new groups of onlookers and lift deals, a direct monetary result. Economic value condition of an item is customer's gathered benefit. Customer's clear costs assumed value of an item. After the method of item appraisal of value for customers has been clarified, at that point value for the client advertise, item benefits, material advantages, and different expenses of utilization are resolved.

Producers added that if trace of embroidery is drawn by someone and embroidery is made by other. After that only stitching of these motifs was done by another person who is selling the product by making it primary product then the amount of money was deducted among the persons who were included in the spheres of production. In this way amount of money is deducted and producer could not get benefit from the product as compare to the producer who is drawing trace and making embroidery and then stitching it will benefit the producer in good conduct. As indicated by Peteraf and Barney (2003), "The financial value made by a venture throughout giving a decent or administration is the distinction between

the apparent advantages picked up by the buyer of the great and the monetary cost to the endeavor."

Few of the respondents' worked for KADO, they got demands and material from KADO and they had to fulfill that demand in certain period of time. They can do this for sake of generating income. One of the respondents added that, "I worked with KADO and earned a good deal of income because they always appreciate fine and good quality of embroidery and I got benefit from the work which I had done for KADO." Some respondents said that working for KADO to fulfill their demands is not beneficial, they do not pay according to efforts made on a single product and most of the time they point out mistakes and deduct the amount in this way it was not as beneficial as compare to work on demands taken directly from customers as there is no deduction. In some cases customers may bargain on rates and do not give money equivalent to work. Local women producers who were running their own business talks about the economy gained from the products is thus spend on purchasing material, paying bills and rent of shop and save some of the amount for the future. People working at markets got of benefit from sale of products because they got more demands as compare to women working at homes for making few products they were getting less benefits in monetary terms. If we worked as an employee it is not beneficial because we can get some percentage of money only for manual labor.

Economy gained from the product is utilized on household expenditures and on school fee of children, purchasing their books, uniform and other expenses. Women said that we always think of profit while making a product and such profit is saved and used to purchase material for new products and we work to earn profit only. Benefit from a product is depended on size, design and quality of a product. If a product is bigger in size like bed sheet and design is complicated to work upon and time consuming. If the quality of material used is good than ultimately product will benefit more as compared to small size product, easy design to work upon and normal quality material is used. The amount gained from the sale of product is thus consumed on children and household expenses. Few of the respondents said that we do not have direct link with customers so, the benefit we get from the product when broker has deducted his percentage on sale of a product. So in this way we are in loss when broker get benefit on behalf of our labor. As indicated by Adner and Levinthal (2001) along with Adner and Zemsky (2006) instead of considering utilization and value inclinations in the total, utilization can be all the more precisely surveyed at the individual level where it happens as a component of the dynamic exchange

among financial procedures, social communication and culture (Zelizer, 2005). The significance of conflicting clients' discernments to firm financial value is as a rule progressively recognized.

5.4 Utility that producer gets from product

At all grounds individuals have for purchasing a specific item are established by the way they utilize that item, and how well it serves the client and maker? Utility picked up from the item is not identical to the work. In this way, the utility from item and pay is low when contrasted with mental and physical work. On the off chance that a maker is making Iraghi then it is much hard to follow the plan at piece and material and made embroidery on it. It requires excessively exertion and investment to be finished. Along these lines, the cash picked up from that item is extremely low when contrasted with endeavors made on it. The other makers hence want to get the chance to be acquainted with the embroiderers enhanced. The economic disability, the kids and spouses, how much incentives they get from their husbands and how they go through the profit from their work. The nearby ladies work as a general rule to help their husbands and bolster their youngsters. This needs additional time accessible for them with better or more pieces delivered at last. In any case, as of now, the prerequisite is of fundamental assets to conceal the money related use and just this sort of supplementary help can assist them with running at a benefit. While one of the respondents said that I made several embroidered products and sold them out. The income which I gained from the products is saved for my daughters' marriage and I made dowry for my daughter.

Some of the respondents said that usefulness of a product is more than the expenses made on product so, it is beneficial for us and other respondents said that utility of a product is equivalent to efforts sometimes but not all the time. We do not get equal benefit from the product. Utility of a product is only 5% we get less benefit from a product. People of this area are not equally wealthy and they can only purchase the products which they can afford. Utility of a product is not enough as compare to time consumed on making of product. When demands are increased for products then more efforts are needed to fulfill demands but reward is not equivalent to the efforts made by workers. One of the respondents said that, "I and one of my friends are working at Serena kareegar from 9:00 am to 1:00pm without any rest during work timing. But the salary is not enough and company promised with its workers that company will increase their salary after maintaining a proper setup."

CHAPTER 6

Theoretical Discourse

World-system theory is set up on full scale sociological position point that watches if to advise the progression of the "entrepreneur world economy" as an "aggregate social system". Judicious comprehension of world-system theory in the world went under in the meantime, into the recorded, sociological and monetary portraying. In aggregation, it forgets requests on scattering and trim sided risks crosswise over populaces. This insightful recognition produces the world-system game plan both an adjusted and political endeavor. Wallerstein's undertaking is a partnership in which supposition and presentations are firmly interrelated and the reason for insightful voyage is to deliver association that depict shrouded setups and allow individual to actualize the world and make enhancements in it. "Man's capability to have an impact penetratingly in the progression of his own way is subject to his ability to single out the entirety". World system is worried about business cycles and from the past idea of three significant types of monetary affiliation, for example, advertises redistributive and equal modes. This study was conducted to know the verdict in the luminosity of world system theory.

At the very start of 20th century inhabitants of Danyore were predetermined to farming and agriculture because of owing land and permanent settlements. Being relatively agricultural land, people of Danyore can hardly generate food for two months. Due to favorable climate and absence of water shortage, Maize and Wheat crops are grown. Apart from that, people are found much interested in cash crops, like, Cherry, apricots, walnuts etc. Subsistence economy of Danyore has shifted into marketplace economy. Farmers started mounting local fruits to sell in the market in this way their dependence on market products increased. A modification from subsistence economy to market based economy in locality to the commodification of other day by day utility products like animals and homestead generation are sold in the market to acquire cash and for individual utilization they are purchased from the business sectors.

In the last five years people received heavy technical assistance from governmental and non-governmental organizations in promoting local economy. Moreover, local community has also owned the responsibility of maintaining and protecting climate factors, preservation of endanger species. Therefore, one can easily decipher the future orientations of Danyore, offering attraction for sustain able

development. Untiring efforts of NGO's, INGO's and state organizations are visible at this place. More than dozen of cottage industries are functioning; women participation in the retail business is almost 30%. They have opened tailoring shops, beauty parlors and shops where they sell their local handmade cultural products. Local fruit industry named 'Mountain Fruits' data shows in which more than 70% female are workers employed. Similarly, a mineral water industry of medium size has employed more than 50% female workers in it. Within one Km radius of circle, more than dozen colleges and schools reflect the general inclination towards education. Japanese based NGO and Agriculture Department of Gilgit are key players in mobilizing people in general and females in particular. Some micro economic indicators are surfaced such as female activism in contributing household income. So a definitive recipient of this change remains the industrialist of center nations for being maker of every one of these products. Not with standing further upgrade in household pay, the neighborhood ladies have begun working and included themselves underway of locally established handi-crafts. Moving from farming economy to organizations purposes and jobs in a few circles either government or private just to win extra salary, additionally benefits the business as it finds low paid worker.

Additional private organizations based in the area employed more women workers handicrafts work to keep up low wage rates. As wallerstein (1974) said that a world-system is a "multicultural territorial scattering of work in which the improvement and exchange of fundamental products and unrefined materials are required for the consistently life of its masses." This division of work indicated to the organizations and relationship of making of the world economy as an aggregate and it exhibit the way to the survival of two dependent areas: core and periphery. These are topographically and culturally extraordinary; one purpose of joining is on work concentrated, and the other on capital-raised age (Goldfrank, 2000). As a result of winning financial weight on joint families they are relentlessly confining into nuclear families, which thus distorted the land holding plans and greater land is also isolated in to undersized bundles. Right when joint families break into nuclear families it customarily comes to fruition into financial weight on one who is winning occupation for whole family. To beat monetary weight women close by male people started work to influence her dedication in compensation to age. These women started use of their lifestyle as a wellspring of wage age. They made imaginative and engaging high quality cultural products in order to offer them in neighborhood publicizes anyway get low favorable position when appeared differently in relation to work.

In the field of making labor intensive cultural items, local women worked day and night to complete orders from customers along with their household responsibilities. They were under pressure of workload of two types one which is not paid in form of daily routine chores and responsibilities and other which is paid work in form of making cultural product after getting free from unpaid work. Due to which women suffers from several medical issues because of continuous work load and restlessness which can cause increase in medical bills. Furthermore, the pharmaceutical business of the center nations gets advantage in such way western medication could outperform in immature nations of the world.

Workers who worked to share economic burden and bear household expenses with sole breadwinner their income is thus invested in recovering health and benefiting western pharmaceutical industries. Core countries getting benefit with transmission of prosperity and affluence by taking advantage of periphery and semi-periphery which promotes their development. As the theory says that the rich and poor nations connection is physical in which semi-developed countries continue as a support zone among center and peripheries, and has a mix of the assortment of conduct and foundation that exist on them (Skocpol, 1977). Among the most noteworthy game plan of the current world-system is an influence chain of importance including center and fringe, in which great and rich "center" social orders direct and misuse feeble and poor countries social orders.

The low profit cultural products are no more benefiting them by selling in local markets because the customer also belongs to same area and have less purchasing power. The presence of marketing and connected cultural generation gets ready for neighborhood financial advancement which demonstrates a central change in significance by judgment with these prior techniques. These occasions comprise to a great extent of gathering activities coordinated to lifting people in general picture of specific regions and they are especially advantaged by entrepreneurial nearby governments. Thusly, they can be implied as a sort of original push to move representative belonging in mission of nearby monetary development.

Now the current situation is apparent in the locale of Danyore there was no government intervention to support local producers for their economic development and producers were self made and work hard only to bear their household expenses. Majority of the producers have not direct access to international market in order to send their products. They used to sell their items in global market by using middle man who is a

source of sending products abroad. The middle man on selling of single product can get half of the product and producers can get loss in this case as well. Some of the local NGO's were also working there in preserving local cultural products , they employ local skilled women for manufacturing export quality products and they were given minimum wages in return of their physical and mental labor.

Workers only earn little income but real benefit is enjoyed by local NGO's on the cost of workers. World system theory features that innovation is a fundamental reason in the situating of a state in the core or the periphery. Profoundly created nations are the core, and the lesser measure of created are in the periphery. Periphery nations are physically compelled to encounter a kind of improvement that duplicates their subordinate status (Chase-Dunn & Grimes, 1995). Wallerstein contention where he says that world is turning into a solitary financial unit through trade and exchange with an immense decent variety in division of work among the nations. Financial impacts of culture are straightforwardly and in a roundabout way considered by computing uses made by makers on settling on client's decision. Request is arranged to alter culture merchandise and furthermore thinking about obtaining intensity of client products or contributing at activities that requests expenses. Monetary advantages can be considered by a culture reliance connection who licenses for a more comprehensive and replicable profit of tolerating the financial advantages of a definitive pre-requisite for culture.

Financial examination can computed on residential business, on the generation of positive style of culture products, on the calling, on exchange, and that advantage which a maker earned from spending on those products. Without the data of the purchaser request, it is precarious to derive rising shopper needs, manufacture new gatherings of people and lift deals, a direct financial result. The inconsistency life of the various states inside the system is basic to save the system in general, on the grounds that physically great states reinforce and add to the uniqueness stream of surplus to the core zone (Skocpol, 1977). This is the thing that Wallerstein called unbalanced trade, the efficient migration of surplus from semi lowly subdivision in the periphery to the high-innovation, industrialized core (Goldfrank, 2000).

Producers made masterful products advantage from learning of changing patterns in utilization so as to keep up and upgrade their assertiveness in the worldwide economy. In amassing systems of the financial effect of culture, the relationship between culture usage and social commitment, wellbeing and social value of makers are additionally of

continuing interest. The premiums of makers might be enhanced by the usage of a cultural decent similarly as the utilization of the item may likewise consent to the customers to wind up more skilled in the utilization of other culture products; this is express as an expansion in income of makers. Utilization of culture may give increment to the arrangement of association among the individuals who have expended the comparative sort of culture, additionally brings social value. In like manner, the spending of culture may potentially make social value of makers among others, which symbolizes the systems that fortify society. The cultural economy can be generally symbolized by sections that deliver cultural merchandise whose subjective reason for existing is to dole out value to the maker is higher in correlation with the utilitarian motivation behind that item. What's more the exploration indicated connected monetary and social advantages by recommending that critical social personality, for example, a feeling of connectedness, social union, value and conduct change, continue from culture, at last resulting in roundabout financial advantages and network advancement.

The inborn monetary value impacts are caught just somewhat by the market through the cost of their related business exchanges. Cultural movement can serve to manage and advance society. These enhancements include shaping and holding character of makers, adding to network advancement, organizing social solidarity, changing social values of makers. These impacts are not caught by the commercial center. Numerous analysts have proposed the requirement for essential data and examination that will build our comprehension of the social effect of culture. Elements that decide the utilization of culture products, support rates for culture exercises, impacts of new advancements sending cultural products to more extensive group of onlookers, factors that inspire maker's interest in a culture action, factors that are obstructions to investment in a culture movement, connection between generation of cultural products and maker's health.

The Framework of this exploration was planned to energize the advancement of systematic devices to give intense affirmation of the social impacts of culture. The acknowledgment of the social elements of generation process contributes in relegating economic wellbeing to makers in the public eye. It must be worried without a moment's delay that there can be no unbreakable and quick line unfastening fabricating that represents considerable authority in just cultural products from those whose efficiency are completely utilitarian. World system theories along these lines demonstrate the route to a methodology of capital gathering at a worldwide scale, and fundamentally draw in the

abuse and modification of fringe excess. For Wallerstein, country states are changing components inside the system. States are locked in by class powers to pursue their enthusiasm, on account of core nations. Government demonstrates the mastery of feeble fringe districts by solid core states. Cultural-products business is in this way significantly on the expansion generally, and they are amazingly unmistakable as drivers of nearby financial improvement of makers and at chose areas. In any case, in this investigation scientist gathered that nearby female makers of Danyore who worked for their financial improvement were still immature because of low pay age capacity of their products in local markets.

The vast majority of the makers pitch their products to nearby customers and in neighborhood advertises too, however some of them attempted to sent their products to another country keeping in mind the end goal to acquire benefit. Yet along these lines was additionally not helpful for them such that products were send through dealers and the benefit earned was subsequently isolated by agent with maker. Makers labored for a few days and evenings by affliction their youngsters and different obligations regarding the motivation to increase financial advancement as opposed to being produced they endured in wording economy and wellbeing too. Cultural products have possibilities for work development and reclamation in reverse zones. So strong is the expanding flood of positive thinking in this subject a similar sort of impulsive confidence that was so every now and again set in efficiency as a widespread neighborhood monetary arrangement may be on the peak of re-developing today under the layer of the cultural economy. The present investigation is a push to assess the genuine capability of cultural-products fabricating as instruments of local development while simultaneously keeping up a prudent eye on the confinements and entanglements that are probably going to be employee on any real strategy pushes toward this path for Commodification of these products. Local NGO's which were functioning there to benefit their organization on cost of workers and they employed more workers to work for them on minimum wages.

At the conclusion, the examination is in entire similarity with the investigation of world system scholars who have been operational in the region of industrialist world economy. The discussion created by Wallerstein, Samir Amin, Skocpol, Chase-Dunn and grimes, and Gold Frank give the impression of being honest to goodness. So by following observational information world system theory is appropriate and recognized at small scale level.

CHAPTER 7

SUMMARY AND CONCLUSION

7.1 Summary

The current research attempts to study the topic “Exploring Socio-Economic Value Creation of cultural products and their Maintenance”. The information was gathered from the respondents of Gilgit Baltistan in the locale Danyore. In this examination, I have focused on a very important aspect monetary and social side of cultural products. However, these perceptions presently raise a similarly imperative arrangement of issues concerning cultural legislative issues, with respect to exchange, as well as and all the more essentially, as to issues of human development and improvement. As incomprehensible as this observation might be, it opens up a tremendous landscape of discussion about the subjective significance of an overall system of cultural utilization that is being introduced by the patterns and procedures examined in this paper. The merchandise and ventures that maintain this system are to regularly expanding degrees created inside generation systems composed by the rationale of entrepreneur undertaking and thought inside far-flung. Conversely the collaborating mechanical bunches that give the locational bases to contestation of worldwide markets. An essential impact of this condition is the expanding assorted variety of cultural products over the world, another is their inescapable ephemerality and winding down representative force. Regardless, a quickening union between the financial and the cultural is presently happening in current life, and is getting it's preparation by new sorts of urban and local results. By opening up new open doors for arrangement creators have to raise neighborhood levels of wage, business, and social prosperity.

All in all, it can be affirmed that it is tolerably mind boggling to blend the social needs of the makers and their money related productivity. The way that the weavings are created apparently embeds different additional expenses. For example, the constant gatherings diverse nearby makers of zone so as to give the ladies generation material includes money related costs and in addition being tedious. What's more, assembling of products by hand constitutes extra time use for makers. This connotes the clients need to get together the costly generation technique keeping in mind the end goal to accomplish monetary soundness. In any case, as ladies makers of Danyore has just a single neighborhood showcase, it is right now not gainful and does not create adequate wage,

which exhort that more shops or more circulation indicates are vital all together touch base at money related productivity. To change to a great extent the creation technique, they need to save the achievement of the socially dependable practices. In any case, a couple of changes could be embraced with a specific end goal to make it more productive. The creation procedure could, for delineation, be improved by propelled strategies to be utilized.

The neighborhood makers along these lines want to get the chance to be comfortable with the embroiderers enhanced and go over out additional about their lives, for example, their standardized savings, their youngsters and spouses, how much earnings they get from their husbands and how they go through the profit from their work. The neighborhood ladies work in all actuality to help their individual life circumstance and bolster their kids or their spouses if essential. This needs additional time accessible for them with better or more pieces created at last. Nonetheless, as of now, the necessity is of assets basic to conceal the monetary use and just this sort of supplementary help can assist them with running at a benefit. The appearance of another cultural economy and the stream of its yields through circuits of worldwide business has not generally been gone to by kind outcomes. This circumstance has in actuality prompted various political impacts over issues of exchange and culture. Notwithstanding such notes of discord, we appear to move consistently into a world that is winding up increasingly cosmopolitan and diverse in its methods of cultural utilization. The pattern is in critical degree both a result of and a contributing element to the ongoing, if still beginning, appearance of a far-flung worldwide system of cultural-products agglomerations. In perspective of these remarks, and regardless of proceeding with political contradictions, globalization does not have all the earmarks of being prompting cultural consistency to such an extent as it is to expanding assortment of choices.

The cultural economy currently represents generous offers of pay and work in an extensive variety of nations. By a similar token, it offers critical chances to approach producers as to neighborhood monetary improvement. While most advancement in view of cultural-products ventures will no doubt keep on occurring in the world's most extravagant nations, various low-and center wage nations are finding that they too can take an interest in different routes in the new cultural economy. As we have seen, even old and financially discouraged mechanical regions can infrequently turn their fortunes around by methods for very much arranged cultural activities. Undoubtedly, the idea of the cultural economy as a

wellspring of monetary improvement is as yet something of a curiosity, and considerably facilitate reflection is required in the event that we are to comprehend and abuse its maximum capacity while at the same time keeping up a reasonable handle of its down to earth impediments. In the region of Danyore there was no administration intercession to help neighborhood makers for their monetary improvement and makers were independent and buckle down just to hold up under their family costs. Mostly share of the producers has not immediate access to global market with a specific end goal to sent their products they offer in worldwide market they utilize a center who is a wellspring of sending item to another country. The center man on offering of single item can get half of the item and makers can get misfortune for this situation also. A portion of the nearby NGO's were additionally working there in protecting neighborhood cultural products , they utilize nearby talented ladies for assembling trade quality products and they were given least wages consequently of their physical and mental work. Specialists just acquire little salary yet genuine advantage is delighted in by neighborhood NGO's on the cost of laborers.

Cultural-products business is in this way impressively on the expansion recently, and they are astoundingly unmistakable as drivers of neighborhood financial advancement of makers and at chose areas, yet in addition in numerous other diverse situations. In any case, in this examination analyst derived that neighborhood ladies makers of Danyore who worked for their monetary advancement were still immature because of low salary age ability of their products in nearby markets. The vast majority of the makers pitch their products to nearby shoppers and in neighborhood advertises too yet some of them attempted to sent their products to another country keeping in mind the end goal to win benefit however along these lines was additionally not valuable for them such that products were sent through representatives and the benefit earned was in this manner partitioned by dealer with maker. Creators labored for a few days and evenings by misery their youngsters and different obligations regarding the motivation to increase monetary improvement as opposed to being produced they endured in economy and health too.

7.2 Conclusion

This examination was led to settle on how far culture and financial value of cultural products can be resolved capably. The topics culture, reliability on culture, commodification and value of cultural products were examined and assessed. An aggregate number of 50 interviews with makers were transmitted I request to find an agreeable collaboration amongst cultural and business components of cultural products. The

examination presents moving toward bits of knowledge into conventional and in addition current qualities of culture. The movement of commodification was typically assumed as a positive angle. In the meantime, shoppers appear to tell the worthiness of culture in universally usable and the legitimacy of the item itself. The examination additionally uncovered the motivation behind perceptions with a specific end goal to consolidate the cultural and financial value of hand made products effectively. In spite of, the way that the manageability of value was fairly is by all accounts basic to the producers than to their consumers. As foreseen previously, the investigation affirmed that it was not likely to find perfect dependability between cultural alongside business value can unquestionably be very much joined inside a responsible creation thought and ought not be taken in a different technique as it is uncovered that both are important for creators. For the most part, the creation is intended to be financially plausible with maintaining cultural value and validity of the makers and products in like manner. It is, thus, planned hit the harmony between these two principal values. From the consumer's side, the examination uncovered that clients are clearly in help of the change of culture and subsequently shows a positive approach towards commodification of cultural products. Shoppers do see culture as to a great degree basic; anyway the constancy of the products themselves isn't unavoidably essential in their purpose of examination. Keeping in mind the end goal to go over the maintainable harmony amongst financial and cultural viewpoints, the makers dependably require a steady financial hotspot for their survival and the capacity to build the pay from profitability. With a specific end goal to keep up value of cultural products it was a testing angle for makers. The execution of, for example, monetary idea is imparted to a considerable measure of encounters while growing monetarily. All things considered, by methods for culture as a monetary supply makes accessible the makers with huge prospects, at this circle is still connected with nearby markets and is anticipated to extend in future.

Considering, one might say that achieving the maintainable essential issue way is generally testing, as the dedicated strategies must be lively. In any case, at last all makers required to acquire benefit from their work all in all and increase monetary advancement and social value in the public eye alongside this. To gain salary nearby ladies began working for quite a long time and evenings regardless of other residential obligations. Thusly neighborhood woman makers endured their wellbeing and devoured the pay on recouping their wellbeing which they had created from their products. This common situation improved the world's entrepreneur countries in different ways. Having weight of

local work on makers and weight of monetary emergencies which constrains them to work day and night so as to get financial soundness which brings about a few medical problems like shortcoming of eye side, migraine, spinal pain physical, mental weakness and considerably more. For recouping wellbeing salary is devoured on western pharmaceutical products which are get from core countries which thusly energizes development for industrialist business in one way and improves mission for money age assets to satisfy their monetary needs. The products made by neighborhood work if sent to business sectors in core products do procure a great deal of benefit and core nations get advantage in the interest of our work and products. The NGO' which utilized nearby works to manufacture cultural products additionally control wage rate by utilizing all the more working hands to made more products for finishing demands of universal markets. Neighborhood makers were given least wages consequently of their administrations yet they were fulfilled by saying that something is superior to nothing. A portion of the ladies had no mindfulness about the value of their hand made products in global markets so they just depend on nearby markets and products to offer their products and happy with the social value they pick up as a maker of cultural products in the public eye. In any case, then again makers who attempted to sent their products to worldwide markets likewise get misfortune due to association of middle man in sending item to another country and intermediary dependably took half of the benefit on special of a solitary item. The customer products made in fringe nations end up being an asset of income in wording economical merchandise, shoddy work and wage rate control system checked by core nations fit as a fiddle of NGO's which acknowledges more hands to control wage which thusly give ventures and investment funds to the core nations. So they changed over into more extravagant and more extravagant at the cost of the fringe economies.

RECOMMENDATION

- Need to regard as of this topic as a main component that enables an area for additional researches to expand diverse approaches in the field of handicrafts. For students to recognize the significance of the handicrafts value in terms of social and economic spheres of production and acquire improvement of it to enhance the income of the individual production.
- Government should arrange standard seminars for use and up gradation of technology in local production techniques and hard work should be made for association of handicraft and incorporating with other sections and formation of a “handicrafts cell”.
- A basic yet solid guideline controlling any arrangement of activity in perception to local financial movement in light of cultural-products generation is to begin off with what as of now exists, and to manufacture up and coming prospects around and at all concealed open doors this primer position may make available.
- Local districts what might be inadequate in any prior establishment of cultural generation appearance is a more immovable approach issue. However even where no reasonable earlier belonging are possible, it has sporadically been sensible to begin new passage of improvement in view of cultural-products manufacturing.
- Practical suggestions from this examination assess the necessity to give specific focus and customary handicrafts to assemble the prerequisites of low salary rustic and nearby poor people and the disables.
- And the practical recommendations also necessitate to think about this theme as a main component to enable an area for additional researches to develop diverse approaches in the field of handicrafts, for students to be familiar with the significance of the handicrafts worth in terms of economic and social spheres of production and obtain benefit of it to enhance the income of the individual production at micro level.
- At full scale level, a deliberate exertion ought to be taken agglomerations of cultural-products at all finished the world to advance their associated promoting and dissemination courses of action is most likely one of the rudimentary keys to the worry of the imagined worldwide creation settings.
- Local and national government ought to need to put increasingly in cultural projects and also awesome foundation ventures, which are accepted to be drivers of supportable advancement in neighborhood.

- Government should start culture-arranged monetary advancement designs alongside neighborhood members with a specific end goal to solid indigenous values; adjust persistently the first conditions that make nearby places culturally rich and achievable as imaginative center points. Therefore such sort of activities has conceivably fleeting and may convey to permanent changes in the neighborhood condition: the wearing out of social capital, the dispersal in circle of cultural activities and the resultantly declining of collection impacts, and eventually the vanishing of nearby cultural personality and values.
- Further explores ought to hence offer thoughtfulness regarding on the improvement of manageability after some time and the different meaning of supportability to makers and shoppers. Moreover, research ought to be directed on intelligible remuneration of dependable preparations over absolutely popularized products.
- Experts ought to have progressively talked about those looks into with respect to outline at meetings and unequivocally think on them. Gatherings arrangements ought to simultaneously give to the joined improvement of imaginative clarifications with respect to utilizing society as a monetary supply.
- Experts ought to likewise make accessible the hypothetical structure for the importance of liable practices and show up with most recent idea. Determinant business visionaries should render their business origination to the network. This would a while later encourage business visionaries who are till now new in the circle however eager to perform sensibly to accomplish supportable practices. Mindful business would consequently be all things considered supported emphatically.
- Government should start culture-arranged monetary improvement designs alongside neighborhood members keeping in mind the end goal to solid indigenous values, adjust persistently the first conditions that make nearby places culturally rich and practical as imaginative centers. In this manner, such sort of activities has possibly brief and may convey to permanent changes in the neighborhood condition: the wearing out of social capital, the dispersal in circle of cultural activities and the resultantly declining of collection impacts, and eventually the vanishing of nearby cultural character and values.
- Finally, strategy producers on national level must need to watch out for the truth that any business agglomeration is dependent not just on the fitting usage of its complex internal connections, yet in addition on it's bent to contact clients in the more extensive world. Flourishing agglomerations, to put it plainly, should perpetually be fixated of adequate coordination for promoting and managing out their yields.

Bibliography

- Adner, R., & Levinthal, D. (2001). Demand heterogeneity and technology evolution: Implications for product and process innovation. *Journal of Management Sciences*, 47(5), 611-628.
- Adner, R., & Zemsky, P. (2006). A demand-based perspective on sustainable competitive advantage. *Strategic Management Journal*, 27(3), 215-239.
- Aiello, L. (2014). *The Cultural Product: Handbook of Research on Management of Cultural Products*. Italy: Universitas Mercatorum.
- Alonso, L. E. (2007). Las nuevas culturas del consumo y la sociedad fragmentada. *Pensar la Publicidad*, 1(2), 13-32.
- Appadurai, A. (2005). *Commodities and the Politics of Value*. New York: New York University Press.
- Balan, M., & Vasile, V. (2015). Heritage as an alternative driver for sustainable development and economic recovery in South East Europe: Cultural determinants of economic performance in Romania, *Procedia. Journal of Social and Behavioral Sciences*, 188, 290 – 296.
- Benwell, B., & Stokoe, E. (2006). *Discourse and Identity*. Edinburgh: Edinburgh University Press Ltd.
- Berger, P. L. & Luckmann, T. (1967). *The Social Construction of Reality: A Treatise in the Sociology of Knowledge*. Garden City, NY: Doubleday.
- Berkeley, L., & Haddox, C. (1987). Tarahumara handicrafts and economic survival. *Cultural Survival Quarterly*, 11(1), 57-58.

- Bernard, H. R. (1994). *Research methods in Anthropology (2 ed.)*. Florida: Sage publications inc.
- Bernier, I. (2005). *Trade and culture. The world trade organization: Legal, economics and political analysis*. Berlin: Springer publishers.
- Bourdieu, P. (1984). *Distinction: A social critique of the judgment of taste*. London: Rutledge and Kegan Paul.
- Braudel, F. (2001). Center for the study of economies, historical systems and civilizations. Retrieved on August 18, 2017 on from <http://www.binghamton.edu>> fbc.backup.
- Burns, N., & Grove, S. K. (2003). *Understanding Nursing research. (3 ed.)*. Philadelphia: Saunders Company.
- Chirot, D., & Thomas, D. H. (1982). World-system theory. *Annual Review of Sociology*, 8, 81-106.
- Davis, S. (1984). *Managing corporate culture*. Ballinger: Cambridge, MA.
- Dcms, I. (1998). *Creative industries mapping document*. London: Department of Culture, Media and Sport.
- Dewalt, K. M., & Dewalt, B. R. (2002). *Participant observation: A guide for fieldworkers*. Walnut Creek, CA: Alta Mira Press.
- Douglas, M., & Isherwood, B. (1996). *The world of goods: Towards an Anthropology of consumption*. London: Routledge Publishers.
- Driver, S., & Martell, L. (1999). New labour: Culture and economy. In L., Rey & A. Sayer (Eds.), *Culture and Economy after the Cultural Turn* (pp. 246-269). London: SAGE Publications Inc.

- Dunn, C., & Grimes, P. (1995). World-systems analysis. *Annual Review of Sociology*, 21, 387-417.
- Dunn, R. G. (2008). *Culturalizing consumption. Identifying consumption: Subjects and objects in consumer society*. Philadelphia: Temple University Press.
- Einnarsson, A. (2008). The economic impact of public culture expenditures on creative industries under increasing globalization. *Biforst journal of social sciences*, 2, 27-45
- Featherstone, M. (2007). Theories of consumer culture. In M. Featherstone (Eds.), *Consumer culture and postmodernism* (pp. 42-56). London: SAGE Publications Inc.
- Ferraro, G. (2001). *Cultural Anthropology: An applied perspective*. Belmont: Wadsworth.
- Foster, R. J. (1991). Making national cultures in global ecumene. *Annual Review of Anthropology*, 20, 235-260.
- Frank, A. G. (1972). The Development of the Underdevelopment. In J. Cockcroft, A. Frank & D. Johnson (Eds.), *Dependence and underdevelopment: Latin America's political economy* (pp. 3-17). Garden City: Anchor Books.
- Galliers, R. (1992). *Information Systems Research: Issues, Methods, and Practical Guidelines*. Oxford: Blackwell Scientific Publications.
- Goldfrank, W. L. (2000). Paradigm regained? The Rules of Wallerstein's World System Method. *Journal of World-Systems Research*, 6 (2), 150-195.
- Graham, B., Ashworth, G. J., & Tunbridge, J. E. (2000). *A geography of heritage; Power Culture and Economy*. London: Arnold.

- Hamel, G. (1991). Competition for and inter-partner learning within international strategic alliances. *Strategic Management Journal*, 12, 83-103.
- Hartley, J. (2005). Creative industries. In J. Hartley (Eds.), *Creative industries* (pp. 40-45). Oxford, England: Blackwell.
- Harvey, D. (1989). From managerialism to entrepreneurialism - the transformation in urban governance in late capitalism. *Geografiska Annaler, Series B - Human Geography*, 71, 3-17.
- Herzfeld, M. (2005). *Cultural Intimacy: Social Poetics in the Nation-State*. (2ed.). New York: Routledge Publishers.
- Hesmondhalgh, D. (2002). *The cultural industries*. London: Sage publication.
- Hirsch, M. P. (1972). An organization set analysis of cultural industry systems. *American Journal of Sociology*, 77 (4), 8-10.
- Hirsch, M. P. (1972). Processing fads and fashions: An organization-set analysis of cultural industry system. *American Journal of Sociology*, 77 (4), 639- 659.
- Holloway, I. (1997). *Basic Concepts for Qualitative Research*. Oxford: Blackwell Science.
- Jorgensen, J. (1971). Indians and the Metropolis. In J. Waddell & O. Wilson (Eds.), *American Indian in Urban Society* (pp. 66-113). Boston: Little, Brown Book Group.
- Kaplan, S. R., & Norton, P. D. (1992). The balanced scorecard: Measures that drive performance. *Harvard Business Review* 70, 71-79.
- Keat, R. (1999). *Market boundaries and the commodification of culture*. London: Rey & A.

- Kelly, J., & Male, S. (1993). *Value Management in Design and Construction*. London: E & FN. Spon.
- Kopytoff, I. (1986). The cultural biography of things: Commoditization as Process. In A. Appadurai (Eds.), *The social life of things: commodities in cultural perspective* (pp. 64-94). Cambridge: Cambridge University Press.
- Kotler, P. (2003). *Marketing Insights from A to Z*. New York: John Wiley and Sons.
- Lampel, J., Lant, K. T., & Shamsie, J. (2003). The business of culture, strategic perspectives on entertainment and media. *Journal of Organization Science*, 11 (3), 27-35.
- Lampel, J., Shamsie, J., & Lant, K. T. (2006). *The Business of Culture, Strategic Perspectives on Entertainment and Media*. London: Lawrence Erlbaum Associates, Publishers Mahwah.
- Landry, C. (2000). *The Creative City*. London: Earthscan.
- Lawrence, T. B., & Phillips, N. (2002). Understanding cultural-products industries. *Journal of Management Inquiry*, 11, 430-441.
- Lohr, I. (2010). *Cultural products and the World Trade Organization*. London: Lawrence Erlbaum Associates, Publishers Mahwah.
- Marx, K. (1976). *Capital: Volume 1*. Harmondsworth: Penguin Books publishers.
- Mateja, S. H., David, B., & Primoz, P. (2015). Sustainable heritage management: Social, economic and other potentials of culture in local development, Procedia. *Journal of Social and Behavioral Sciences*, 188, 103–110.

- Meethan, K. (2001). *Tourism in Global Society: Place, Culture, Consumption*. New York: Palgrave.
- Meyer, J. W., & Rowan, B. (1977). Institutionalized organizations: Formal structure as myth and ceremony. *American Journal of Sociology*, 83 (2), 340-363.
- Meyer, R. G. (2011). La identidad local en las visiones de desarrollo. *Revista Lider*, 18, 79-94.
- Milne, S. & Ateljevic, I. (2001). Tourism, Economic development and the global-local nexus. *Journal of Tourism Geographics*, 3(4), 369-393.
- Myers, M. D. (2009). *Qualitative Research in Business & Management*. Thousand Oaks: Sage Publications Ltd.
- Nederveen, P. J. (2004). *Globalization and Culture*. Lanham: Rowman & Littlefield Publishers, Inc.
- Novelo, V. (1976). *Artesanías y capitalismo en México*. México, D.F: Centro de Investigaciones Superiores.
- Novelo, V. (1981). Para el estudio de las artesanías mexicanas. *American Indígena*, 41, 195-210.
- O'Neill, C. (2005). Rethinking Modernity and the Discourse of Development in American Indian History. In C., O'Neill & B. Hosmer (Eds.), *Working the Navajo Way: Labor and Culture in the Twentieth Century* (1-24). Lawrence: University Press of Kansas.
- Parahoo, K. (1997). *Nursing research: Principles, process and issues*. London: MacMillan
- Parsons, T. (1991). *The Social System*. London: Routledge Publishers.

- Peteraf, M. A., & Barney, J. (2003). Unraveling the resource-based tangle. *Managerial Decision Economy*, 24 (4), 309-323.
- Philo, C., & Kearns, G. (1993). Culture, history, capital: A critical introduction to the selling of places. In G., Kearns & C. Philo (Eds.), *Selling Places: the city as a Cultural Capital, Past and Present* (pp. 1-32). Oxford: Pergamon press.
- Polanyi, K. (1957). *The great transformation*. Boston: Beacon Press.
- Power, D. (2002). Cultural industries in Sweden: An assessment of their place in the Swedish economy. *Economic Geography*, 78 (2), 103-127.
- Power, D. (2003). The nordic cultural industries: A cross-national assessment of the place of the cultural industries in Denmark, Finland, Norway and Sweden. *Geografiska Annaler: Series B, Human Geography*, 85 (3), 167-80.
- Power, D. (2010). The difference principle? Shaping competitive advantage in the cultural product industries. *Wiley on behalf of the Swedish Society for Anthropology and Geography*, 92 (2), 145-158.
- Pratt, A. C. (1997). The cultural industries production system: A case study of employment change in Britain, 1984-91. *Environment and Planning A*, 29 (11), 1953-1974.
- Ray, L. (2002). Crossing borders? Sociology, globalisation and immobility. *Sociological Research Online*, 7 (3), 177-280.
- Ray, L., & Sayer, A. (1999). Introduction. In L., Rey & A. Sayer (Eds.), *Culture and Economy After the Cultural Turn* (pp. 1-24). London: SAGE Publications Inc.
- Rokeach, M. (1973). *The Nature of Human Values*. New York: John Wiley & Sons.
- Samuel, R. (1994). *Theatres of memory*. London: Verso.

- Sayer, A. (1999). Valuing culture and economy. In L., Rey & A. Sayer (Eds.), *Culture and Economy after the Cultural Turn* (pp. 53-75). London: SAGE Publications Inc.
- Sayer, A. (2003). (De) Commodification, consumer culture, and moral economy. *Environment and Planning D: Society and Space*, 21, 341-357.
- Schwartz, S. H. (1996). *Value Priorities and Behavior: Applying a theory of integrated value systems*. The Ontario Symposium: Lawrence Erlbaum Associates, Mahwah.
- Scott, A. J. (1997). The cultural economy of cities. *International Journal of Urban and Regional Research*, 21 (2), 323-329.
- Scott, W. R. (2008). *Institutions and Organizations: Ideas and Interests (3rd ed)*. CA: Sage Publications, Thousand Oaks, CA.
- Sergiovanni, T. J., & Corball, J. E. (1984). *Leadership and Organizational Culture*. Urbana: University of Illinois Press.
- Sharp, B., & Dawes, J. (2001). What is differentiation and how does it work?. *Journal of Marketing Management*, 17 (8), 739-75.
- Skocpol, T. (1977). Wallerstein's world capitalist system: A theoretical and historical critique. *American Journal of Sociology*, 82 (5), 1075-1090.
- Slater, D. (1997). *Consumer Culture and Modernity*. Cambridge: Polity Press.
- Stephen, L. (1991a). *Zapotec Women*. Austin: University of Texas Press.
- Stephen, L. (1991b). Culture as a resource: Four cases of self-managed indigenous craft production in Latin America. *Economic Development and Cultural Change*, 40 (1), 101-130.

- Teague, K. (1997). Representations of Nepal. In S., Abram, J., Waldren & D. MacLeod (Eds.), *Tourists and Tourism: Identifying with People and Places* (pp. 30-40). Oxford: Berg Publications.
- Tetlock, P. E., Peterson, R. S., & Lerner, J. S. (1996). Revising the Value Pluralism Model: Incorporating Social Content and Context Postulates. In J., O. C. Seligman, J., M. Olson & M. Zanna, (Eds.), *The Psychology of Social Value* (pp.35-89). The Ontario Symposium. Lawrence Erlbaum Associates, Mahwah.
- Throsby, D. (1995). Culture, economics and sustainability. *Journal of Cultural Economics*, 19, 199-206.
- Throsby, D. (2005). *On the sustainability of cultural capital*. Sydney: Macquarie University,
- Throsby, D. (2010). *The economics of cultural policy*. Cambridge: Cambridge University Press.
- Toledo, V. M. (2000). *La paz en chiapas: Ecología, luchas indígenas y modernidad alternativa*. (1a ed.). México, D.F: Ediciones Quinto Sol S.A. de C.V.
- Tomlinson, J. (1999). *Globalización y cultura*. México D.F: Oxford University Press México.
- Tzanelli, R. (2008). Cultural intimations and the commodification of culture: Sign industries" as makers of the "public sphere. *The Global Studies Journal*, 1, 28-40.
- United Nations Educational, Scientific and Cultural Organization, UNESCO (2005). *Convention on the protection and promotion of the diversity of cultural expressions*. Paris.

Vasile, V., Surugiu, M. R., Login, I. A., & Andreea, S. (2015). Direct heritage as an alternative driver for sustainable development and economic recovery in South East Europe innovative valuing of the cultural heritage assets. Economic implication on local employability, small entrepreneurship development and social inclusion. *Procedia - Social and Behavioral Sciences* 18, 16 – 26.

Verhelst, T. (1987). *Des Racines Pour Vivre*. Paris: Duculot.

Voon, T. (2013). *Cultural products and the world trade organization*. University of Melbourne: Cambridge University Press.

Wallerstein, I. (1974). *The modern World System I: Capitalist agriculture and the origins of the European world-economy in the sixteenth century*. New York: Academic Press.

Wallerstein, I. (2000). *The essential Wallerstein*. New York: The New York Press.

Weick, K. (1969). *The Psychology of Organizing*. Addison-Wesley: Reading, MA.

Wilde, O. (1892). *Lady windermere's fan*. Mineola, USA: Dover Publications, Inc.

Williams, R. M. (1979). Change and stability in values and value systems: a sociological perspective. In M. Rokeach (Eds.), *Understanding human values* (pp.110-120). New York: Free press.

World Commission on Culture and Development. (1995). *Report on our creative diversity*. Paris: UNESCO.

Zelizer, V. (2005). Culture and consumption. In N., J. Smelser & R. Swedberg (Eds.), *The handbook of economic sociology* (pp. 331-335). New York: Princeton University Press.

ANNEXURE

Interview guide

Topic; Exploring the socio-economic value creation and maintenance of handmade cultural products

1. Mention the famous cultural products of that area.
2. How these cultural products are labor-intensive?
3. How cultural products can be distributed to potential audiences?
4. Do cultural products have any connection with consumers' choice?
5. How various factors such as consumer, broker and critics construct the products' relative value and its position?
6. How cultural products are came under attention, disclosed and spread through a common and accessible language?
7. Do the analysis of culture leads to a new cultural concept which is integrated in cultural product?
8. What is the process of value creation of cultural product?
9. What is the relationship of product with its territory?
10. Do the value generated by the manufacturer through his efforts are necessarily inline to the local system where it is situated?
11. Do the value creation (the strengthening of tangible property) in the area determines in terms of competitiveness?
12. Do the products are recognized by local people and determine the value?
13. Why it is important to understand cultural and commercial value to understand cultural products?
14. How the value of these is created and negotiated through social and economic spheres?
15. How technological advancements (satellite, internet) now allowed cultural products to reach wider audience?
16. In the dissemination of culture, how governments and other local organizations supporting for their maintenance and growth of cultural products?
17. Do cultural products from different areas constitute directly competitive or substitutable products?
18. How social values allow deeper understanding of economic value generation?

