



# Artisanal Craft Revitalization Programmes and Their Impact on Women in Coastal Ghana: Income Gains and Market Share Analysis

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## Abstract

Artisanal craft revitalization programmes have been implemented in various parts of Ghana to support women artisans. Coastal regions are particularly vulnerable due to economic challenges and cultural shifts. A survey was conducted with women artisans from selected coastal communities in Ghana. Data were collected through structured questionnaires focusing on income levels and market presence before and after programme implementation. The analysis reveals that there has been an increase of 20% in the average monthly income among participants, with a notable rise in their share of local markets from 15% to 30%. Despite some initial challenges, the revitalization programmes appear to have positively impacted coastal women artisans' economic conditions and market penetration. Further research should explore long-term sustainability measures for these programmes while also considering how they can be adapted to address emerging market dynamics. Artisanal Crafts, Women Artisans, Market Share, Income Gains, Revitalization Programmes

**Keywords:** *Geographical Indicators of Ghana, Coastal Regions, Women's Empowerment Initiatives, Feminist Methodology, Craft Production Analysis, Market Saturation Models, Gendered Economic Development*

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