A Review of Self-Determination Theory: A Study on Artisans

Asha S*

Abstract

This paper reviews the previous research studies on self-determination theory (SDT) on the importance of autonomous motivation in learning, relationship, work organizations and physical activity. SDT adopts humane, positive approach to understand individuals to function optimally. Effort, commitment and agency (activity) are the three propelling 'inherent growth tendencies' which combine well with basic psychological needs to actualize one's potential to the fullest. The necessary need supportive conditions to facilitate the optimum functioning of personality can be understood in integration of self-efficacy, Motive Disposition and whole trait theory (WTT). Though, empirical research is much needed to prove the theoretical integration. A case study is also cited of a musician who has adopted self-regulatory learning methods to facilitate musical performance. Research in work organizations has shown that introjected motivation has influenced in enhancing good work. A qualitative study using SDT framework to explore artisans living and work could be the scope of future research is recommended in this article.

Keywords: Artisans, introjected motivation, need supportive, Self-determination, self-efficacy, qualitative study.

Introduction:

Work is an essential activity, to channelize the individuals' potential in a constructive way. It is a source of enjoyment, fulfillment and self- realization (Wrzesniewski et al., 1997). One engages in the work despite the setbacks because of will and interest attached in doing it. Self-Determination sets the platform for undeterred work completion. In such cases intrinsic motivation is the central theme to perform the work. Further it is also the process involved in the work that becomes a priority than anything else. Inherent satisfaction keeps them engaged in creative activities (Zhou, Jing et al 2014).

The creative urge of an individual is realized through effective execution of one's skill and competence. Research findings have proved for children that they tend to be creative during play ((Hennessey, 2020). Artisans/ skilled workers pass their skill and mastery to the next generation, a sense of worth is accomplished through 'doing' the art (Riley, Jill 2008). The art thus culture of a nation/country is preserved. Any country's richness is also recognized by art and cultural history it possesses. It speaks volumes of the place/region (www.knowindia.gov.in). It's under the banner of 'vocal for local' the indigenous toys once again consciously getting its due importance (Toy fair, New Delhi, 2021). Setting up of craft cluster, relevant policy and programs to uplift the socio-economic condition of skilled workers/artisans and its execution should be in place to promote the rich cultural heritage. It is important to know the art and cultural heritage of the country. (www.knowindia.gov.in). With this perspective in mind, the sustenance of the art and craft is pivotal in keeping the heritage of a country alive. Thus a study about skilled craftsmen/ artisans becomes important. Self determination as an individual construct is examined for a study on artisans. Conceptual understanding of Self determination theory helps to generalize the findings to delve other influencing contextual factors of various art forms and artisans.

Literature Review:

Self-Determination Theory: 'Self-determination' is an authoritative principle of our action (Woodrow Wilson, Former President, United States of America). It is defined as the ability or right to make one's own decisions without interference from others. The essence of the term is captured in the theory of Self-determination (SDT). SDT has evolved from the empirical research based on dominance of intrinsic motives over extrinsic motives (1970). The theory is proposed by Edward L. Deci and Richard M. Ryan (2000). SDT refers to the influence and choices an individual makes in one's life. Thus individual behavior is the byproduct of the role of intrinsic motives in a given social setting. These dynamics of human

* Research Scholar, Dayananda Sagar University, Bangalore
Email: ashasanath@gmail.com

beings have been well understood in the field of social psychology from the perspective of SDT.

Since formulation as theory in 2001, by Deci and Ryan, many researchers have applied to wide variety of issues in many domains such as education, organization, family, sports, positive psychology, e-learning, medical care & intervention, Eudaimonia, mental health and so on. Thus the outcome of these studies has many applicative values in optimizing the functioning of individuals (Deci et al., 2017). The application based knowledge has significant scope for future research in the unexplored area such as space travel.

SDT believes and adopts a humane, positive approach towards self-motivation and integrated development which is termed as 'inherent growth tendencies'. Effort, commitment and agency (activity) are the three propelling 'inherent growth tendencies' which combine well with basic psychological needs-autonomy, competence and relatedness to actualize one's potential to the fullest. In addition, these inherent growth tendencies are essential for constructive social development and personal well-being.

The review work on SDT shows that there are three important practical outcomes. First, intrinsic motivation is defined as 'doing an activity for the inherent satisfaction of the activity itself' (Hennessey, 2020) that is a prototypic manifestation of human tendency which is exhibited during learning and creativity. Second is the analysis of self-regulation, which deals with ways in which people imbibe the social values despite extrinsic contingencies and try to convert them as one's own values and use them as self-motivation. Lastly the focus is on psychological need fulfillment on health and well-being. Literatures on some of the theories are discussed here:

i. Basic Psychological Needs:

Deci and Ryan proposed three human fundamental needs i.e., autonomy (the need to feel free of external constraints on behavior), competence (the need to feel capable or skilled) and relatedness (the need to feel connected or involved with others), which are essential for individual growth. These needs are psychological in nature, which bound to enhance continuously in one's life for their own growth. If an individual is motivated to do an activity out of sheer interest and joy it means he/she is high on intrinsic motives. Hence there is likelihood of increase of these basic, psychological needs which guarantee the desired goal.

ii. Intrinsic Motivation and 'ideal Self':

Initially the SDT emphasized on intrinsic motivation of doing a task. People who are internally motivated for an action have more interest, excitement and confidence as compared to people who are externally controlled. Intrinsic motivation enables individuals to extend and explore one's capabilities to learn and develop. 'Ideal self' motivates and is derived internally; the external rewards have no role to play. This empirically derived theory has been taken forward to understand creativity, and prevailing environmental factors. Children tend to be creative when it is a playful situation, with no external constraints attached to it; the need for autonomy is satisfied to elicit the creative pursuits among children. The satisfaction of psychological needs may come through while engaging in many activities across cultures (Hennessey.B.A.,2020). The need satisfaction in any culture/society depends on the value that they place on these needs. It is interesting to note that the emphasis that each culture and society lies on goals, yields different satisfaction of basic needs and different levels of well-being (Ryan & Deci, 2000).

iii. Motive Disposition Theory:

This is an exhaustive research study of combining two need theories i.e., SDT and Motive Disposition Theory as a single model to show the need for achievement and need for affiliation results in satisfaction of needs of competence and relatedness. There are individual differences in desires for the satisfaction of basic psychological needs has been identified. The individual disposition- 'wanting more' to 'having more' to mean preference for certain type of satisfaction. The subjective well-being is common resultant of feeling competent or feeling related. The difference between these two feelings does not seem to surface (Sheldon and Schüler, 2011).

iv. Whole Trait Theory (WTT):

Specific trait facilitates a person to be self-determined has been highlighted further. The concept of input and output has been used to mean the need satisfaction as input and output to imply manifestation of trait. This linking has further helped to propose that traits are essential for satisfaction of basic needs and basic satisfaction of needs explains traits. More empirical study is needed to state the link between type of trait and need satisfaction (Prentice et al., 2019).

v. Autonomy in Cognition:

Autonomy and dependence are on a continuum and not categorically distinct. It is based on SDT theoretical framework and 'learner autonomy', to facilitate the language learners to move from dependence to autonomy by implementing pedagogical action program. The central focus of the research is to find ways to motivate and facilitate students to be autonomous English foreign language learners. The EFL learner is on a 'learner autonomy continuum' to move on from dependence to relative dependence and relative autonomy to autonomy. The basic need satisfaction of the learner is the

necessary pre requisite to be learner autonomy. The regulatory and learner autonomy has facilitated in academic proficiency. The dynamic link between learner autonomy and basic need satisfaction has contributed for EFL leaning (Hu and Zhang, 2017).

vi. SDT model at work place:

Intrinsic interest thus intrinsic motivation, customer's satisfaction has significant influence in customer's continued intention towards use of internet banking. This hypothesis was tested in a study using commercial bank employees by integrated model of expectation confirmation theory and self-determination theory (Rahi and Abd. Ghani, 2019). The identified aspects in the organization are transformational leadership, job characteristics, justice, and compensation approaches which are essential from the perspectives of employers and employees.SDT provides the concepts that guide the creation of policies, practices, and environments that promote both wellness and high-quality performance. It examined the relations of SDT to transformational leadership, job characteristics, justice, and compensation approaches. The importance of autonomous motivation was empirically tested among employees of a company. It was found that autonomous motivation improved job satisfaction, work commitment and performance in contrast controlled motivation resulted in burnout, work exhaustion. The introjected regulation is on continuum of self-determination, which seeks motivation from the external source associated with self-esteem, status, recognition; guilt, status, recognition. These are attributes driven by society which get attached to externally driven motivation. Employees tend to have coherence with oneself, i.e., between family and work, if their integrated regulation is assimilated. Such individuals tend to engage themselves completely and contribute well in their work place.

The compensation includes the base salary of an employee which is fixed and autonomously motivated to their performance, however, the variable pay is contingent to performance; hence controlled motivation is associated with the performance. If Pay-for-performance (PFP) is outcome-contingent rewards, may yield performance which is short lived. The work commitment was positively related to autonomous motivation, work exhaustion seemed negatively associated with this. Satisfaction of the basic needs has led to less work exhaustion, more compliance with the organization as an employee. The research on need satisfaction predicted less on negative outcomes than positive ones, hence this concluded that need satisfaction and need frustration as a predictor of work outcome. Studies on autonomous motivation and basic need satisfaction show hedonic and Eudaimonia well-being hence it is important to find the antecedents of motivation aspects to promote wellness and high-quality performance in organizations (Deci et al., 2017).

Researchers have identified different type of motivations that influenced at different stage of their career. Along with intrinsic motivation, it is introjected motivation which has played an important role in continuing the work. Some aspect of external motivation has attracted these professionals to serve patients, as priority, disregarding their own wellbeing. A qualitative study on health workers discusses the reasons for continued engagement in the profession despite the fact that it poses a threat to the safety and personal well-being of these workers. Introjected professionals involve in their work and their identity motivates them to continue the work. Participants reported personal needs- need to travel and need for altruism-need to something useful, a sense of responsibility for others, a moral obligation to others, and compassion towards others are the sub themes which has emerged from the study (Tassell & Flett, 2011).

Vii. SDT & Relations:

Feeling more securely attached to some relations- partners predicted general well-being as compared to less attachment between persons. Hierarchical linear modeling (HLM) technique was used to analyze the within-person variability across four different relationships for the satisfaction of basic needs for autonomy, control and relatedness (Guardia et al., 2000).

The intrinsic cellist has felt towards the end of 100 week that self-regulatory learning methods has helped her to improve performance both practice and performance sessions (López-Íñiguez & Mc Pherson, 2020).

viii. Autonomy in Physical Activity:

The concept of personal judgment and principles of self-determination theory combined with autonomy has an intervention value. The theory of self-determination is taken to a greater level by integrating with self-efficacy theory of Bandura (1997) in the context of physical activity using university students. Meditational approach has been used to test the 2 integrated models. It was found from study that autonomy support had a significant relationship with self- determination motivation. The integrated model of confidence was theorized to have agentic role had a better model fit. The need satisfaction of autonomy and relatedness instill confidence among the students for physical activity. Previously SDT researchers have shown that self-determined and confidence have agentic role in physical activity. Theoretical integration is the basis for a longitudinal study to confirm the hypothesis assertively. Application of these integrated models can lead to intervention based

behavior change (Sweet et al., 2012). The intrinsic motivation is positively linked to more autonomous forms of motivation and exercise and physical activity. The results vary for bivariate and multivariate analyses for integrated regulation versus intrinsic motivation; which is somewhat more consistently and slightly more consistent predictive of exercise behavior respectively. The previous research has stated that negative association for controlled motivation at the summary level of analysis; even at the individual regulation level for external regulation (Teixeira et al., 2012).

The understanding of needs supportive conditions has given us insight into its implications with varied population and different fields. It is clear that there are no studies regarding self- determination of artisans, craft and sustenance. In the following section, literature reviews on artisan, government policies, and recommendations will be focused.

ix. SDT and Online learning

It is known that that SDT has proven in a social interaction setting. Further a Meta analysis study was to test the learners' determination using SDT in an online platform. The findings suggests that students' perceptions of basic needs that results in effective contextual support effective and meaningful to online students. The integrated model comprising of contextual support, need satisfaction, motivation/ self-determination, and leaning outcomes are tested for SDT. However it is possible that not all the effects of contextual support on the learning outcomes can be captured through this macro, integrated view. Thus bi-directional statistical results provide a path to explore the antecedents, correlates, and outcomes in an integrative approach (Chen, K. C., & Jang, S. J. 2010). Chen K.C et al (2019) have reexamined the impact of SDT on learning outcomes in the online learning environment. The results indicate that competence, one of the basic psychological needs is better developed in environments that are autonomy supportive. Further researchers have found significant relationship between contextual support, need satisfaction and self-determined motivation.

Previous Research on Artisans

An artisan is someone who does skilled work with their hands (Cambridge dictionary). Artisanal products are those produced by artisans, either completely by hand, or with the help of hand tools or even mechanical means, as long as the substantial component remains manual of the finished product. The special nature of artisanal products derives from their distinctive features, which is utilitarian, aesthetic, artistic, creative, culturally attached, decorative, functional, traditional, religiously and socially symbolic and significant (Roy, 2003).

1. Artisans and Regulatory Policies

Though artisans are practicing the traditional craft work through generations; due to the mainstream competition, they are facing survival challenges. However, it is important and thoughtful to combine the craft industry along with technology for sustenance purposes. (Reubens, R,2016) has emphasized in the doctoral thesis on the design approach, as holistic approach for sustenance of artisans in using renewable resources for making bamboo craft products. This design sustenance approach goes beyond transforming the raw material into a creative product. It is combining the cultural indigenous knowledge of the craft and getting the labor-intensive aspect as socially sustainable and catering to target viable to economic sustainability. This fact is supported by the insights of a case study approach which can substantiate as to how Fab India renews its engagement with artisans to alleviate poverty and encourages innovative management practices for sustenance between firms and the base of the pyramid (BoP) producers over time. (Ramachandran J., et al 2011).

The changing regulatory policy has restricted the craftsmen to buy the bamboo only from the government depots in addition changes in the weather pattern has affected the quality of bamboo. In spite of this they feel that their life is inseparable from this craft. They try to survive beyond these hardships and remain committed to their family craft. Thus, their psychological wellbeing is protected by handicraft art (Reubens, R, 2016). However, it is a sad state of affair to note the present situation of metal work artisans of Moradabad, Uttar Pradesh who even with Geographical Indication (GI) tag and other machinery support from Government has not helped in uplifting their condition (Gupta.N, 2011).

It's significant to note that intrinsic motivation of artisans has a vital role in continuing the tradition. They work undeterred to uplift their social and economic conditions. There may be many core reasons which persist for the artisans to continue in their craft such as interest, passion, joy, satisfaction, responsibility, determination and so on. Artisans have learnt the traditional knowledge and mastered the skill of making artifacts. They pass on the required expertise to do the skilled work, through generations effortlessly. They evolve in their crafts. Their crafts are the source of income for their survival. They are intrinsically motivated to continue their journey of making the craft to satisfy their creative instincts. These artisans are responsible contributors in the particular handicraft industry, and uphold in keeping the skilled work alive through creative products. Artisans collaborate with the community to do the lengthy, laborious process involved in art. It is their work of art that empowers them. Artisans stay connected with each other to

support socially, financially, morally and desires to continue the legacy. The rich unwritten knowledge of the skill is a treasure to the cultural heritage of a country. However, society at large is yet to protect this community knowledge of artisans and consider at par with educationists and trainers. The larger issues have to be revisited to bring about the desired and constructive changes in the lives of artisans.

The knowledge of craft and the practice is a combination of an art and activity of productive moment (Johnson, R. R. 2010). Artisans prefer to sell their products to people who value and respect their craft work. In turn it is a proud moment for artisans to share about who owns and have showcased their art work. Their sense of belongingness for the artifacts continues even after point of selling. A study conducted by Ranganathan on artisans and traders of Chennapatna handicraft of Karnataka. A field study method was also conducted to find out those artisans who sell their products for lower rates for discerning audience as compared to non-discerning audiences. The study provides evidence for artisans who love, respect and take care of the products would not consider about the financial gains instead sell their creative products for lesser gains. This indicates that the artisans are interested to care about the handicrafts even after it is sold (Ranganathan A., 2015).

It is a fact that many art forms have come to a stage of revival and as a consequence of this they try to grapple for their survival. There are many incidents that artisans' creative potential is under used without much work orders though they aspire and capable to create more. There are hardships such as- competitive pricing, insufficient market conditions, lack of demand, insufficient resources, lack of interest among generation Y, shift in the interest of clients, availability of cheap replicates, lack of skill improvement and technology up gradation, inability to get bank loans (Solanki,2008)

Artisans continue their tradition of producing handicrafts items despite hardships faced by them. An intervention-based study states the regulatory activities to improve the standard of living of rural artisans of India. These artisans are licensed to set up a manufacturing unit anywhere, without any restrictions (P. Abirami, M. Velavan et al, 2017). In addition, there is a need for philanthropic investment in the handloom and handicraft sector of India through which the untapped potential of this sector can be utilized (Upadhyay, M. N. (2013). In the state of Odisha, the two ancient art forms have been revived by the government. With the government intervention artisans have converted the entire village as living museum through their traditional art forms-Pattachitra and Gotipua (Kumar.R, 2015). Timely help offered from a Gujarat based NGO called 'Somaiya Kala Vidya' (SKV) to revive the textile art- Illkal sarees of Karnataka has resulted in collaboration with Kutch weavers to re-fashion for better color combination, design value and traditional innovation (Prajna, G.R., 2017).

The government of India initiatives focuses on the up skill training for rural artisans to preserve the rich cultural heritage of the country. Several policies are in place to promote individual artisans. In addition individual artisans who are enterprising making use of opportunities via e-commerce and internet marketing and selling their crafts. A lifestyle brand called Ellementry; launched by Ayush Baid used B2C model has made 12 cr by selling handicraft products primarily online, in 2018 at Jaipur (Mansur R. 2020). Dutta has bagged Padmashree award of 2019 for preserving the traditional art form of Madhubani. She has imparted the skill to more than 50,000 aspirants across the country (Karelia G. 2020).

Present Scenario of artisans during pandemic

Like any other sector, the handicraft is also impacted by Covid 19 blow and the estimated loss upto ₹8000-₹10,000 crores (Export Promotion Council for Handicrafts (EPCH).some of the handloom artisans have depend on sale of mask as their regular products is paused for now. These handmade masks are embroidery with varied designs. The corporate venture such as 'virtual marketplace' of Reliance is also helping the artisans to sell their products. The interventions of government, NGO and corporate promotional initiatives, artisans have evolved their individual and community strategies to counteract the difficulties during crisis.

Objectives of the study:

The primary objective of this conceptual paper is to get an insight into the artisans living and work to sustain in their craft-form from a perspective of SDT

Research Methodology

The methodology employed for this conceptual paper is primarily focused on two areas:

a). SDT and The literature review served as a foundation to set the objectives for review paper. The review articles relating to this study were taken from refereed journals. The sources of these review articles are most scholarly databases like Science Direct, Sage, Wiley, Emerald, PsycINFO, ProQuest, JSTOR, Springer, SSRN etc. The last ten years (2010-2020) research literatures of SDT in various fields were considered as the material for a review; in addition the collaborated academic writings of Deci, Ryan (the proponents of SDT) are also cited.

b). Artisans/ skilled craftsmen. Available research studies (till March 2021) on artisans were considered for a review. The criterion for choosing these review

articles is that the study should refer to artisans/ craftsmen. Information was also supplemented from field interviews of related case studies (artisans) were sourced from national newspapers (English) of India.

The literature review section is weaved based on the concept and flow. The intent of organizing is to increase the readability aspect.

Findings and Discussion

The objectives of the conceptual review paper have been examined based on information gathered from the research articles sourced from the scholarly data base. A total of 12 (last ten years) research articles pertaining to SDT and available previous works related to artisans/skilled craftsmen were collected for literature study.

Through the SDT lens, the researcher is able to gain a nuanced understanding of extrinsic and intrinsic factors that regulate motivation of artisans. It provides an outline for analysing how the artisans' intrinsic motivation and self-determination are twined together for a continued craftwork. An intrinsic need to make the craft is concerned with artisans' inner drive and motivations for making. The artisans learn the traditional knowledge of making craft items and mastered the skill also. They pass on the required expertise to do the skilled work, through generations effortlessly (Riley, Jill 2008). For such individuals the basic needs -autonomy, competence and relatedness are met within the relationship (Jennifer G. La Guardia, Richard M. Ryan 2000). The supporting research reiterates that intrinsic goal framing result in deeper engagement in learning and higher persistence at learning activities. (Deci, Lens and Vansteenkiste 2006).

Suggestions/ Directions for future research

It is interesting to explore hence creates a reason to study the motivational factors for artisans to persist in the craft and the way they continue with their craft from one generation to another generation despite the challenges they face, so much so that the craft has become the integral part to their life. There is no theory to explain the artisans of handicrafts sector/ artisans living and work. And there are no published research studies relating contextual factors and sustenance of artisans. Specifically, this gap in the literature has led to propose the following future research topics:

- Examine the way self-determination facilitate skilled artisans to sustain in their craft form
- To identify and explore the socio contextual factors of artisans to sustain in their art form
- To answer the research questions mentioned, a qualitative research using grounded theory will be used to understand the tradition of artisans craft work. Artisans construct subjective meaning of their experience. The meanings are the outcome of interactions with each other in their community. Their views towards work & surrounding are the framework for a theory to generate inductively from the collected data. The interpretation of these meanings about their life & work is potential subject to embark into a research study. Iinductive process of building from particulars to general themes will be focussed i.e. data from artisans and related members will be collected to discover a theory that is grounded in information from participants. The emerged grounded theory will answer the research questions of the study.

Conclusion

The frame work of SDT reiterated that people across domains are autonomously motivated, to optimize their potential. The studies have supported autonomous condition for the inner self to be creative in the given task. On the other hand, the introjected motivation has also influenced in facilitating good work which depends on the priority the individual attributes to the external source of motivation. Such employees do have coherence with oneself and contribute well in the work place as well. There are efforts to integrate SDT with theories of self-efficacy, whole trait theory (WTT), which discusses the need supportive conditions; research on learner's autonomy and cognition is still in infancy stage. To conclude SDT adopts humane, positive approach to understand individuals to function optimally.

References

Abirami, P., Velavan, M., Arunkumar, S., Anand, V. V., Sivasumbramanian, J., and Abirami, G. (2017) "Indian Handicrafts and its Challenges Faced by Artisan Community", International Journal of Economic Research, Vol.14, No.7, pp.431-438, [online] http: www.serialsjournal.com, (Accessed on 12th April, 2020)

Chen, K.-C., & Jang, S.-J. (2010). Motivation in online learning: Testing a model of self-determination theory. "Computers in Human Behavior", 26(4), 741–752. https://doi.org/10.1016/j.chb.2010.01.011

Deci, E. L., Olafsen, A. H., and Ryan, R. M. (2017) "Self-Determination Theory in Work Organizations: The State of a Science", Annual Review of Organizational Psychology and Organizational Behavior, Vol.4, No.1, pp. 19–43. [online] https://doi.org/10.1146/annurev-orgpsych-032516-113108 (Accessed on 2nd December,2019).

Guardia, J. G. L., Ryan, R. M., Couchman, C. E., and Deci, E. L. (2000) "Within-Person Variation in Security of Attachment: A Self-Determination Theory Perspective on Attachment, Need Fulfillment, and Well-Being", Journal of Personality and Social Psychology, Vol. 79, No.3, pp. 367–384.

Gupta, Natalie, A Story of (Foretold) Decline: Artisan Labor in India (2011). [Online] SSRN: https://ssrn.com/abstract=1903855 or http://dx.doi.org/10.2139/ssrn.1903855 (Assessed on 13th May 2019)

Hennessey, B.A., (2000) "Self-Determination Theory and the Social Psychology of Creativity", Taylor & Francis Ltd, Vol. 11, No.4, pp. 293–298.

Hsu, HC.K. Wang, C.V. & Levesque-Bristol, C. Reexamining the impact of self-determination theory on learning outcomes in the online learning environment. Educ Inf Technol 24, 2159–2174 (2019). https://doi.org/10.1007/s10639-019-09863-w

Hu, P., and Zhang, J. (2017) "A Pathway to Learner Autonomy: A Self-Determination Theory Perspective", Asia Pacific Education Review, Vol. 18, No.1, pp.147–157. [Online] https://doi.org/10.1007/s12564-016-9468-z (Accessed on 14th January, 2020).

Johnson, R. R. (2010) "Craft Knowledge: Of Disciplinarity in Writing Studies", College Composition and Communication, Vol. 61, No.4, pp. 673-690, [online] https://www.jstor.org/stable/27917868, (Accessed on 12th April, 2020).

Jennifer G. La Guardia, Richard M. Ryan, Charles E. Couchman, and Edward L. Deci, University of Rochester, Within-Person Variation in Security of Attachment: A Self-determination theory perspective on Attachment, Need Fulfilment and Wellbeing, Journal of Personality and Social Psychology, 2000. Vol.79, No.3, 367-384

Karelia, G., (2020) "Mud Walls to Museums: 93-YO's Madhubani Paintings Stun All, Bags Padma Shri", [online] https://www.thebetterindia.com/211990/bihar-padmashri-godawari-dutta-madhubani-painting-women-empowerment-inspiring-india- gop94/? utm_source=Article&utm_medium=WhpShareButton&utm_campaign (Accessed on 20th December 2020).

Know India, https://knowindia.gov.in/culture-and-heritage/folk-and-tribal-art.php (Accessed on 11th July 2021.

Kumar, Rohit, (2014) "An Artisan Heritage Crafts Village: Indigenous Sustainability of Raghurajpur", 8th International Conference on Recent Advances in "Civil Engineering, Architecture and Environmental Engineering for Sustainable Development". 13-14 June 2015, New Delhi, Delhi India.

López-Íñiguez, G., & McPherson, G. E. (2020) "Applying Self-Regulated Learning and Self-Determination Theory to Optimize the Performance of a Concert Cellist", Frontiers in Psychology, 11, 385, [online] https://doi.org/10.3389/fpsyg.2020.00385, (Accessed on 20th December 2020).

Mansur, R., (2020) this 24-year-old is selling Indian handicraft products online: made Rs 12 Cr sales last year, [online]https://yourstory.com/smbstory/indian-handicrafts-products-kitchenware-online-ellementry, (Accessed on 26th December 2020).

Prajna, G.R., (2017) "Threads of Life" in Deccan Herald, 11 September, [online] https://www.deccanherald.com/content/632626/threads-life.html, (Accessed on 14th August 2019).

Prentice, M., Jayawickreme, E., and Fleeson, W., (2019) 'Integrating Whole Trait Theory and Self-Determination Theory', Journal of Personality, 87(1), 56–69. [Online] https://doi.org/10.1111/jopy.12417, (Accessed on 24th April 2020).

Rahi, S., and Abd. Ghani, M. (2019) "Integration of Expectation Confirmation Theory and Self-Determination Theory in Internet Banking Continuance Intention", Journal of Science and Technology Policy Management, Vol. 10, No.3, pp. 533–550. [Online] https://doi.org/10.1108/JSTPM-06-2018-0057, (Accessed on 24th April 2020).

Ramachandran, J, Pant, Anirvan and Pani, Saroj Kumar, (2010) "Building the BoP Producer Ecosystem: The Evolving Engagement of Fabindia with Indian Handloom Artisans", Journal of Product Innovation Management, Vol 29, No.1, pp.1-44, [online] https://ssrn.com/abstract=1659794, (Accessed on 2nd October 2020).

Ranganathan, Aruna, (2015)"The Artisan and His Audience: Identification with Work and Price Setting in a Handicraft Cluster in Southern India", Stanford Center for International Development, Working Paper Number 560.

Reubens, Rebecca, (2016) "Holistic Sustainability Through Craft-Design Collaboration", Published Ph. D thesis, TU Delft Design for Sustainability, Delft, Netherlands (Accessed on 24th April 2020).

[Online] https://www.researchgate.net/publication/332937232_Holistic_Sustainability_Through_Craft-Design_Collaboration (Accessed on 24th April 2020).

Riley Jill (2008) "Weaving an enhanced sense of self and a collective sense of self through creative textile-making", Journal of Occupational Science, 15:2, 63-73, DOI: 10.1080/14427591.2008.9686611

Roy, T., (2003) "Handmade in India: Preliminary Analysis of Crafts Producers and Crafts Production", Economic and Political Weekly, Vol. 38, No. 51/52, pp. 5366-5376.

Ryan, R. M., and Deci, E. L. (2000) "Self-Determination Theory and the Facilitation of Intrinsic Motivation, Social Development, and Well-Being", American Psychologist, 1, 68–78.

Sheldon, K. M., and Schüler, J. (2011) "Wanting, Having, and Needing: Integrating Motive Disposition Theory and Self-Determination Theory", Journal of Personality and Social Psychology, Vol.101, No. 5, pp.1106–1123. [Online] https://doi.org/10.1037/a0024952, (Accessed on 7th November 2019).

Solanki, S. S., (2008) "Sustainability of Rural Artisans", Economic and Political Weekly, Vol.43, No.19, pp. 24-27, [online] https://www.jstor.org/stable/40277437, (Accessed on 12th April, 2020).

Sweet, S. N., Fortier, M. S., Strachan, S. M., and Blanchard, C. M. (2012) 'Testing and Integrating Self-Determination Theory and Self-Efficacy Theory in a Physical Activity Context', Canadian Psychology, Vol.53, No.4, pp. 319–327. [Online] https://doi.org/10.1037/a0030280, (Accessed on 20th November, 2020).

Tassell, N., and Flett, R. (2011) "Motivation in Humanitarian Health Workers: A Self-Determination Theory Perspective", Development in Practice, Vol.21, No.7, pp. 959–973. [Online] https://doi.org/10.1080/09614524.2011.590889, (Accessed on 20th November, 2020).

Teixeira, P. J., Carraça, E. V., Markland, D., Silva, M. N., and Ryan, R. M. (2012) "Exercise, Physical Activity, and Self-Determination Theory: A Systematic Review", International Journal of Behavioral Nutrition and Physical Activity", Vol.9, No.78, pp.1-30.

Upadhyay, M. N. (2013) " Crafting a Livelihood, Building Sustainability for Indian Artisan" Dasra and Edmond de Rothschild foundations, Report 2013, Mumbai, India.

Vansteenkiste, M., Lens, W., & Deci, E. L. (2006). Intrinsic versus extrinsic goal contents in self-determination theory: Another look at the quality of academic motivation. Educational Psychologist, 41(1), 19–31.

Wrzesniewski, A., C. McCauley, P. Rozin, and B. Schwartz 1997. "Jobs, careers, and callings: People's relations to their work". Journal of research in personality, 31(1):21, 33.

Zhou1 Jing, and Inga J. Hoever 2014, 'Research on Workplace Creativity: A review and Redirection', Annual Review of Organizational Psychology and Organizational Behavior, Vol. 1:333-359