

stated that during the year an estimated 8,650 Indian and Eskimo craftspeople earned a net income of \$2 million producing and selling craft products. The resulting average income of \$230 annually per individual benefited approximately 55,000 people.

(b) Effects on the placement or productivity of workers, or both, and on their earnings: To date the Board has been unable to measure accurately the effects on the placement or productivity of workers and on their earnings due to the highly personalized manner in which the artists or craftsmen seek and find employment. In recognition of the problem of measurement, the Board emphasizes programs that generate employment incentives on the broadest possible basis. For example, the Board's grantee and demonstration workshop has opened opportunities in the development of the finest of Indian and Alaskan arts and crafts. Attracting outstanding craftsmen who are producing and developing new techniques and ideas and who work in a variety of media, it is the aim of the program to make these craftsmen self-sufficient, whether they continue to work in crafts on a full-time basis or rely on it only for a supplemental income. These craftsmen have acquired additional skill and competence in design, craftsmanship, quality of products, and elementary business procedures. Assistance is given these craftsmen to encourage their return to their homes to teach this knowledge to others and increase the economic base of their villages.

(c) Effects on business or industrial organization and management, the stimulation of new business enterprises or expansion of existing ones, business location, and effect on competition, if any: The demand for high-quality crafts exceeds the supply. However, there are many craftsmen producing crafts of lesser quality who do not have the marketing advantage. The programs of the Board are geared to upgrading these craftsmen so that they can increase their income and economic base.

In this process of upgrading, efforts are directed toward each level to craft training, production, marketing, and promotion, with the result that new craft-oriented industries and businesses are being established and encouraged. To increase the marketability, the Board coordinates information about these various activities and makes it available to all potential consumers.

(d) Effects on the stability, level, volume, or other aspects of employment, wages, costs, productions, sales, prices, or other phases of economic activity: Again, it has not been possible for the Board to accurately measure the results; however, as an example, with technical assistance provided by the Board it is known that increases in income from sales and production have been achieved by the established Indian-owned outlets, including Hopi, Qualla, Choctaw, Sioux Tipi Shop, Southern Plains, and Seminole.

(e) Any benefits (not included above) resulting from the particular governmental program. Specify the groups or economic segments primarily affected: See (d).

(f) Pertinent geographic differentials, such as variations in the regional, State, or metropolitan area scale of operations or economic impacts: Not applicable.

(g) The measurable contribution of the program to either the magnitude or the rate of growth of the gross national product, if such a contribution can be identified: No data are available to adequately