

Opportunities and Challenges for the Handicraft Sector in Rajsamand

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Abstract

The handicraft sector in Rajsamand, Rajasthan, embodies a significant blend of cultural heritage and economic activity. Despite contributing substantially to local employment, income generation, and cultural preservation, artisans face numerous structural challenges. This study explores the socio-economic realities, market dynamics, and policy interventions shaping the handicraft sector in Rajsamand. Using a mixed-method approach, the research highlights significant opportunities for growth and identifies critical barriers impeding sectoral development. Findings underline the need for targeted institutional support and market integration strategies to ensure artisan sustainability.

Keywords

Artisans, Handicrafts, Market Access, Socio-economic Factors, Government Policies, Rajsamand.

