



Handicraft Community and Current practices for Rajasthan

Harminder Singh

Department of design, School of design, Sushant University, Gurgaon

Email id: impeccableskills@gmail.com, harmindersingh@sushantuniversity.edu.in

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Abstract:

In many places, handicrafts constitute a significant source of income for households. Domestic consumers are becoming more interested in and demanding sustainable and swadeshi items and preferring handicrafts created in India over mass-produced goods. India's handicraft artists are renowned for their unmatched sense of colour, superior design and shape, and flawless craftsmanship. One of India's major export industries, handicrafts suffer a number of challenges, including disorganised marketing and insufficient market knowledge. The sector is widely dispersed across the nation in both urban and rural locations, and it is quite labor-intensive. Rajasthan is well known for its rich cultural diversity, traditions, and vintage handicrafts throughout the entire world. Rajasthani attire is distinctive, and the headdress and traditional male attire are excellent indicators that someone is from Rajasthan. Jaipur's highly trained workers have displayed their talent by creating a variety of exquisite goods. Block printing, bandhani, sculptures, and stone carving are some of Jaipur's most notable crafts. On clothing, zari, tarkashi, zardozi, and gotapatti work is done. Silver, kundan, and meenakari are used in jewellery and gems. Blue ceramics, ivory carvings, patwa craft, tiny paintings, leather goods, shellac work, and other objects of art and craft are produced. This significant industry is now dealing with a number of issues in the fields of production, marketing, and advertising. Labourers really aren't provided enough opportunity, and market segments using the newest technology have begun to dominate the sector. The handmade goods sector engages in concept marketing rather than only product sales. Rajasthan's major source of income comes from tourism. Traditional hand block printing is renowned in Rajasthan. The local labours are not given proper scope and big markets having latest technologies have started taking over the industry. The handicrafts of Jaipur which were once the symbol of Jaipur's glorious tradition have now become full artificial and mechanized. The present study focuses on the problems being faced by the small scale handicraft industry and gives some suggestions for improvement.

Keywords: Handicraft, Marketing, Tourism, artisans, Rajasthan art, Rural marketing, Education, Community, Economic and cultural development.

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Introduction:

Rajasthan is renowned for its ancient hill forts and palaces, and is regarded as the ideal location for palace-related tourism. Rajasthan is renowned for its ancient hill forts and palaces, and is regarded as the ideal location for palace-related tourism. Rajasthan is well known for its rich cultural diversity, traditions, and vintage handicrafts throughout the entire world. Handicrafts built with traditional skill are progressively losing market share to machine-made goods because they

have superior finish and more uniformity. There have neither been substantial alternatives nor competitors in the market for a significant number of handmade items. The phrase "handicrafts" refers to a diverse range of objects. Social media offers a range of channels for many stakeholders to interact and share information. It was noted that Rajasthan's tourism office wished to utilize social media. Additionally, they were emphasizing the value of this communication channel[1].



The hand block printing industry is labor-intensive, unstructured, and decentralised like other cottage industries. Due to its ability to artistically convey the culture of a civilization, the dreams and fears of a generation, handloom and handicrafts are important not just as a means of employment for craftspeople but probably even more so [2]. The cultural heritage of Rajasthan is reflected through a variety of art forms, including textiles, woodcarvings, paintings, stone carvings, gemstones and Jewellery, leather goods, etc. The economic, social, and cultural lives of

Rajasthani people are significantly impacted by tourism, which is a significant economic activity in the state[3]. Gold and silver threads are frequently used in Rajasthani embroidery known as mukke-ka-kaam to further enhance the beauty of the materials. The magnificent embroidery made with the gold and silver metal threads, known as mukke-ka-kaam, are used frequently in Rajasthan's Barmer and Jaisalmer regions. Most people who practice this style are from the Sindhi Muslim and Meghwal populations, who live in Rajasthan's Thar region[4].



Silver & Gold Mukka



Outlined by black wool



Sindhi muslim



Meghwal women

Rajasthani craftsmanship is renowned for its traditional and distinctive style. All things made of handicrafts are created by expert artisans [5].

1. **Blue Pottery Handicraft:** Many people today make their living off of blue pottery crafts. Blue pottery Handicraft has adopted the conventional patterns. Regular use household jugs, ashtrays, urns, vases, tea cups and saucers, plates, glasses, and napkin rings, among other items.



2. **Marble Handicraft:** In many Indian locations, marble artisan goods can be found in a variety of stunning styles, but Jaipur's handicrafts are distinctive, cultural, and the product of decades of family expertise.



3. **Thewa Art Work (Pratapgarh District):**Thawa Art dates back around 250 years old. It was carried out with royal approval. The goldsmith was given a place in the royal families' courts.



4. **Kathputlis:**One of Rajasthan's top tourist attractions is the Kathputli dance and performance. Rajasthan's famous string puppets, known as kathputlis in the native tongue, are made mostly in the cities of Jaipur and Jodhpur.



According to rising demand and population, the commerce of handcraft products increased. Block printing, bandhani, sculptures, and stone carving were among Jaipur's most popular crafts. The pink city's cultural heritage includes its handcraft industry [6]. Wooden blocks, which are frequently used in Gujarat to print fabrics,

and a form of hand block printing and dyeing that was created in Rajasthan specifically for cotton textiles [7].Block printing is a traditional form of handicraft used in the Indian state of Rajasthan. This technique involves carving patterns onto wooden blocks, dyeing each block

a different colour, and repeatedly stamping the blocks across a cloth[8].

A Development Master Plan with a time frame of 2011–2031, according to Rajasthan Tourism Board, has been launched and is making a significant contribution to the growth of the Pushkar region and its tourism [9]. Each year, the Rajasthan Khadi and Village Industries Board hosts the Khadi fair in several districts of the state to display and market the goods made by locals and craftsmen in the region [10]. The majority of respondents in both categories expressed satisfaction with the economic benefit, but they were also concerned about the environmental impact [11]. Anything made or woven entirely by hand or using just simple equipment is considered a work of textile art. India is home to amazing artists and craftspeople that are adept in creating items made of handicraft that combine a functional element with an aesthetic one, such as art, adornment, or decoration. In India, textile art and handicraft are also crucial cultural components that connect to the past while fostering the future [12].

Literature Survey:

Vighnesh Kumar 2020 stated by the Merwara-Marwar Circuit, which attracts visitors from all over India, is home to key pilgrimage sites including Ajmer and Pushkar. Pushkar is well-known across the world for its yearly camel fair, which takes place in November and draws numerous foreign visitors each year. The unequal density of the town of Pushkar, which is expanding quickly, emphasises the necessity for careful planning in the future because it has negative effects on the infrastructural networks. One of India's most well-liked tourism attractions, for both domestic and foreign visitors, is Rajasthan. The tourist attractions include the beautiful Pushkar Lake, antique temples and havelis, handicrafts and

folklore, etc. Every year, hundreds of tourists travel to Pushkar, an iconic tourist attraction in the Indian state of Rajasthan, particularly during the time of the International Camel Festival [13][14].

Madhu Murdia et.al 2017 explained by Tourism creates and grows jobs, revenue-generating opportunities, investment opportunities, and infrastructure development. The tourist industry in Rajasthan also offers a supportive environment for raising the labour force participation rate. The development of tourism in Rajasthan has been greatly hampered by the lack of a reliable transportation system, including access by air and train. The majority of the public transit is in extremely bad shape and needs rapid attention[15].

Shikha Dashora et.al 2020 stated by This age-old craft involves tying specific areas of the material with thread in order to prevent the dye from penetrating and creating intricate motifs. Rajasthan's Marwar area has maintained its historical integrity and has long been renowned for its clothing. The most well-known Indian traditional headdress is the Marwari Safa. Despite numerous obstacles that compromise the originality of this trade and vocation, tie and dye craftsmen are maintaining their tradition[16].

Garima Khangarot et.al 2019 explained by The Indian economy's two most significant industries, agriculture and tourism, have the power to alter India's place in the global economy. About 75% of people in Rajasthan live in rural areas, the majority of them work in agriculture and related fields. The largest state in India, Rajasthan is renowned for its majestic forts, palaces, and golden deserts as well as its thriving cultural and heritage tourism industry. The largest state in India, Rajasthan, has a lot of potential for developing agrotourism as a specialised form of travel. Rajasthan is among



the regions with the quickest growth, and its contribution to the generation of gross state value is steadily rising [17].

Durgesh Batra et al. 2019 explained by The general structure of food production reflects Rajasthan's culinary tradition. An important part of a diverse farming system is cultivation. A rapidly expanding sector of the hospitality business called culinary tourism increasingly depends on local cuisine to draw visitors who value authenticity. Rajasthan is a very beautiful and diverse country. Due to the significance of its historical history, the state of Rajasthan has historically been a significant cultural destination [18].

Preetika Garg et al. 2018 examined by highlighting the obstacles faced by the artisans working in the handicraft sector, we examine the difficulties facing the handicraft industry. Similar to how our flora and fauna are running out of resources, the handicraft industry is in need of conservation techniques in order to survive. Because they are a true expression of the culture and tradition of the state, handicrafts have contributed to the longevity of Rajasthani artifacts [19].

Garima Khangarot et al. 2019 evaluated by generating additional employment opportunities, entrepreneurship in emerging nations becomes a crucial factor in the development process. The multifaceted nature of the tourism business necessitated more complex and organised administration for its expansion [20].

Rajeev Singh et al. 2020 explained by in the truest sense of the phrase, ecotourism involves not only visiting these ecosystems but also protecting them, the unique ethnicity and culture of the region, and the health of the local populace. Ecotourism is currently essential for the next generation. An ecosystem is a group of living and non-living things where people can

exist without having an impact on their surroundings or society [21].

Shristi Purwar 2018 examined by When it comes to its contribution to employment, productivity, and prosperity creation, the handicraft sector is crucial to the economic development of any nation. Additionally, it met people's basic needs and gave household members in rural and semi-urban areas jobs, which in turn facilitated socioeconomic development. Products that are entirely made by hand or with the aid of tools are referred to as handicrafts. One of the significant sub-sectors of the Indian handicraft industry is Chikankari embroidery [22].

Preetika Garg et al. 2018 evaluated by technically and statistically speaking, the handicraft industry is India's second-largest employer. Indian folk art and crafts, which make up the bulk of the country's handicraft industry, are now highly sought after by clients worldwide. Since decades, globalisation has created several opportunities for international trade. 61 textile handicraft makers from three districts of Rajasthan who participate in the urban haats of Delhi/NCR were also included. Their textile handicrafts include hand block printing, screen printing, and tie-dye [23][24].

Objectives:

The purpose of the essay is to emphasize the value of the Indian Rajasthan handicrafts industry in terms of its contribution to the national economy. The aims are described in further detail as follows:

- To investigate the expansion of the Rajasthani handicraft industry and to evaluate the various elements affecting the workers' quality of life at work.
- To assess the market's potential and current state as well as any dangers it may face.
- To describe the issues the handicraft industry is facing and offer solutions



Research Methodology:

In order to comprehend the marketing methods used in the handicraft industry, this research study uses secondary data drawn from a variety of research papers, journals, and government publications. It is both descriptive and investigative. The handicraft industry is a notable associated sector of agriculture and a significant source of employment in India. It ranks as the second most important source of employment in the majority of developing and underdeveloped nations [25][26].

Handicraft Classification:

Handicrafts are classified into two categories:

☐ Articles of everyday use

☐ Decorative items

The craftspeople show their creativity using a variety of media. Textiles, precious and semi-precious metals, wood, valuable and semi-

precious stones, ceramics, and glass are just a few materials that showcase the diversity of handicrafts. Rajasthan has been specifically chosen for research due to its rich culture and history, as well as the fact that it is one of the state's most popular for heritage tourists [27]. Along with other hand crafts like leather work, leather tanning, shoe making, etc., Rajasthan's Meghwal weavers are mostly engaged in this industry. Two of these panels were then linked lengthwise to create a full-width fabric using the interlocking stitch. Originally, pattu fabrics were made of around two-foot broad bands [28]. A large variety of ethnic handicrafts and textiles, such as hand-spun fabrics and hand-woven goods, may be found in Rajasthan [29]. Any destination's tourism development policies and planning should be focused on the needs of the surrounding community [30].



Figure 1: Pattu weaving uses extra weft yarn.

Textile based handicrafts:

From bed coverings to sheets, dress material to upholstery and tapestry, hand printed textiles including block and screen printing, batik, kalamkari (hand printing by pen), and bandhani (knot and die) are utilised. India is also home to the well-known embroidered textiles made of silk and cotton that are frequently adorned with mirrors, shells, jewels, and metallic components. Also embroidered surfaces include velvet, felt, and leather. Nearly 500,000 people are employed in

this sector of the industry, in addition to the significant numbers of designers, block manufacturers, weavers, and packers that work in the field.

Clay, Metal and Jewellery:

Metals including brass, copper, bronze, and bell are employed in a wide range of products and finishes. Scintillating ornaments come in a broad variety of designs, compositions, and styles. These decorations include both classic and contemporary designs

and are made from precious metals, base metals, and precious and semi-precious stones.

Woodwork:

In India, wooden objects can be either intricately carved or quite straightforward. Toys, furniture, ornamental items, and other items can all be found bearing the artistry and uniqueness of the maker. India is renowned for its lacquered wood products in particular.

Stone craft:

The tradition of Indian stone crafts is carried on by the delicately carved stoneware made of marble, alabaster, soapstone, etc. and inlaid with semiprecious stones.

Glass and Ceramic:

The market for glass and ceramic products in Indian handicrafts is quickly expanding. The traditional method of mouth-blowing the glass still evokes nostalgia. The many glass and ceramic shapes in a variety of colours would be aesthetically pleasing to Westerners while still having an Indian feel.

Marketing practices in Handicraft:

Instead of just selling products, concept selling is what the handmade goods industry does. The heart and soul of the industry is found in the design and development of products. These goods are designed with the final consumer in mind. Traditional crafts will be able to compete in a modern market thanks to the creativity of the designer and the artisan. Handicraft demand is very income elastic. The demand for handicrafts is growing in wealthy nations.

Handicrafts designs:

A handmade product's design need to reflect the tastes and preferences of its intended market. The three design types that are typically used by artisans are traditional,

modern, and a blend of conventional and modern. Traditional and dated designs are conventional ones. Modern designs, however, are in line with shifting consumer interests and inclinations.

Product planning and development in handicraft:

Even in handicrafts, product development and planning are included. Handicrafts are the results of craftsmanship and ingenuity. Usually, artisans plan and improve their products in an effort to achieve excellence in their skill.

Expansion in handicraft:

By automating the production process or increasing the installed capacity of tiles, expansion means expanding the current scale of activity. When there is a greater need for the items, expansion is pursued. It can also be done in advance of anticipated demand. However, expansion requires funding, and expansion activities cannot be undertaken without sufficient funding. The unit can be expanded in a number of ways, including by mechanisation, expanding installed capacity, and adding staff.

Pricing:

Price is a representation of the amount that must be paid to get a good or service. Price is the focal point of the entire exchange process and is the monetary expression of value. Prices have always been agreed upon through negotiations between buyers and sellers. Sellers would demand a higher price than what they anticipated being paid. They would haggle until they reached an acceptable price. One price for all buyers is a rather recent concept.

Fixing the price in handicraft:

For a number of reasons, the craftsmen are unable to determine the actual cost of manufacture. As a result, they find it challenging to base the pricing on the cost of



production. The artisans claim that they base their pricing decisions on the approval of their products by the market as well as the prices set by master artisans, dealers, and cooperative societies. Craftsmen, master craftsmen, dealers, and cooperative societies set the prices for handcraft items, albeit the level of their influence varies from craft to craft. According to the majority of respondents, dealers and cooperative societies have a significant influence on setting the prices of handicrafts.

Taxes in handicraft:

In addition to being high on handmade goods, sales tax varies from craft to craft. As is already the case in States like Bihar, Madhya Pradesh, and Kerala, the government is reportedly considering exempting handicrafts from sales tax. The absence of sales tax on handicrafts will cause price reductions, which will stimulate sales. Without government protection, it is very difficult for artisans to survive in the market.

Place:

The processes involved in moving items from producers to users and end consumers are referred to as distribution. While some companies sell to customers directly, others do it through dealers, master craftsmen, and sales outlets. Dealers and expert craftspeople may occasionally sell their handcrafted goods through sales emporia, which can reach a wide range of customers directly thanks to the stores they have set up throughout India's major cities. The current avenues for handicraft dissemination have some restrictions.

Promotion:

Corporate entities and multinational corporations may be encouraged to employ and

support crafts in the presents they give out. Corporate residences with personalized logos for gifting by them to corporate clients are a significant market sector that needs to be consistently marketed. With an emphasis on packaging, presentation, as well as detailed explanations of the qualities of the product and the craftsman, it is vital that due attention be given to various and crucial factors of quality, consistency, and sustainability.

Advertising of handicraft:

Respondent does not engage in advertising. Due to their modest business size, artisans are unable to advertise their items on an individual basis. The Corporation has been promoting handicrafts through publicity, exhibitions, the printing of brochures, and participation in trade shows. Additionally, the Corporation is placing billboards at popular tourist destinations, which will act as an effective form of advertising. Participating in trade shows and supporting research or trade teams to other States in the nation to cover certain crafts are two other ways to gain recognition.

Promotions in handicraft:

Sales promotion includes a wide range of strategies that offer an additional, temporary incentive or inducement to visit a business or purchase a good. Examples of techniques include exhibits and demonstrations, samples, bonuses, discounts, competitions and games, displays, and package inserts. Sales promotion generally aims to boost the other components of the promotion mix and increase their short-term effectiveness.



Methods:

Handicrafts hold a significant cultural and economic significance as a priceless and important component of the nation's legacy. Numerous economic, social, and cultural advantages are produced by the industry, including:

- Highly centralised and widely dispersed; found both in urban and rural areas of the nation.
- Labor-intensive, especially when assisting the most vulnerable members of society.
- High employment potential relative to investment made.
- Foreign exchange is generated through exports and a high ratio of value addition.
- Large-scale participation of women, underrepresented groups, and minorities.

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Handicrafts SWOT Analysis :[31]

Strengths:

- The availability of distinctive locally produced raw materials, such as horn, jute, leather, bamboo, cane, and natural fibers.
- Diverse and rich culture providing a vast selection of exclusive and one-of-a-kind handicrafts.
- A large and skilled labour pool already exists.
- A variety of conventional production techniques developed from native expertise.
- There is great opportunity for women, young people, and persons with disabilities to be empowered.
- Low cost of production

Opportunities:

- A greater focus on product development and design improvement.
- Growing domestic and traditional market demand.
- Growing esteem with customers in wealthy nations.
- The interest and backing of the government in maintaining the craft.
- Increasing tourist numbers create a market for goods[32].



Weakness:

- A lack of originality, design, and technological advancement.
- A very fragmented market.
- Individualized and unstructured production processes.
- The absence of robust industry umbrella bodies.
- Minimal investment and capitalization.
- Inadequate market data on export potential, trends, and prices.
- Access to credit is restricted.
- Limited manufacturing, distribution, and marketing resources.
- A lack of e-commerce expertise among producer organizations.
- Insufficient infrastructure and outdated technology

Threats:

- Many State Governments do not priorities the handicrafts industry in their planning priorities.
- The growing threat posed by Asian nations.
- The supply of high-quality raw materials is decreasing.
- Other countries may have components, results, and packaging of higher quality.
- A lack of quality control procedures.
- A decline in sector investment and an uptick in consumer sophistication
- The lack of institutional backing.
- Exorbitant freight charges for shipping and aviation cargo.

In states like Rajasthan, where tourism is the main source of income for the majority of the population, entrepreneurship and tourism have an intriguing relationship with one another [33].The tourism department of Rajasthan has implemented numerous programmes for the state's economic development, such as "Padharo Mhare Desh," which translates to "Rajasthan Invites You." The removal of material waste has a number of unfavorable repercussions on the environment, such as landfill occupation. Similar to how it does, the production of material things itself

raises many common concerns. Waste expectation is essential, along with remarkable options, in order to address the rising material trash and lessen the burden of waste organisation. The removal of waste from materials allows for the establishment of the appropriate salary based on financial, social, and personal trait points [34].

Conclusion:

It is possible to draw the conclusion that Jaipur's ancient community of artisans and craftsmen is going through an existential problem. The Indian administration is funding



and operating promotional activities for these small-scale handicraft companies, but they also require help in other areas if they are to survive. Due to the increasing production costs, fewer handicrafts are produced in total. The traditional touch of the handicrafts is lost if products are produced on a huge scale to compete in the open market. The middlemen and entire sellers, who capture the majority of the earnings, take advantage of the local workers and business proprietors in the tiny handicraft sector. To gain the distinct advantage of Indian design in the international market, craft must become a fountainhead for both industrial design and communication design. The handicrafts industry is large and crucial to the economy of the nation. When a consumer enjoys a handmade item, he may be willing to pay a price that is far higher than the item's usual price. Rajasthan is famed for its fine arts and crafts. Every city in Rajasthan offers something special. The Indian economy's handicraft sector, which offers large-scale employment possibilities to artisans in rural and underdeveloped communities, is a cornerstone of the nation.

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