

**A CASE STUDY :**

# Value chain study of handicraft in Barmer district of Rajasthan

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**SUMMARY :** Barmer district is situated in western part of Rajasthan state. Barmer is the second largest district of Rajasthan. Rajasthan is the important state in the country as far as handicraft sector is concerned. Considering the drought situation which exists almost every year, it is one sector which can provide huge employment and alternate income to rural mass. The exports of handicrafts from Rajasthan in 2003-2004 stood at Rs. 1800 crores as against 1200 crores in the previous year, with a growth rate of 33 per cent. The export of zari and zari goods, which was 57.19 crore in 1994-95, increased to 210.54 crore by 2003-04. Every district has its distinctive handicrafts and over 7 lac craft persons are employed in this activity. Thus, there is an immense scope for livelihood enhancement through handicraft and marketing in Barmer district.

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**KEY WORDS :**

Handicraft, Value chain, Livelihood, Artisan

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