

ROLE OF HANDICRAFTS IN J&K ECONOMY -A CASE STUDY OF KANI-SHAWLS

NAZIR AHMAD AHANGER

RESEARCH SCHOLAR MEWAR UNIVERSITY CHITTORGRAH(RAJ)

ABSTRACT

Kani- Shawls activities are playing an important role in the upliftment of weaker sections of rural economy of the Jammu and Kashmir state. But with the passage of time this inimitable gainful economic activity is not flourishing with the pace as the other sectors are showing. Due to its quality, art and design it fetches huge amount of money in domestic and international market. Keeping in view its domestic and international market demand it can provide employment to the rapidly growing unemployed youths of the state. It can also be adopted as subsidiary occupation to boost the living standard of rural people of the state. In this dissertation an attempt has been made to appraise the production, export and problems of the Kani - Shawls, which facilitates better understanding the economic importance, employment potential and necessary steps for the sustainable growth of this famous traditional economic activity.

KEYWORDS : economy, domestic.

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