

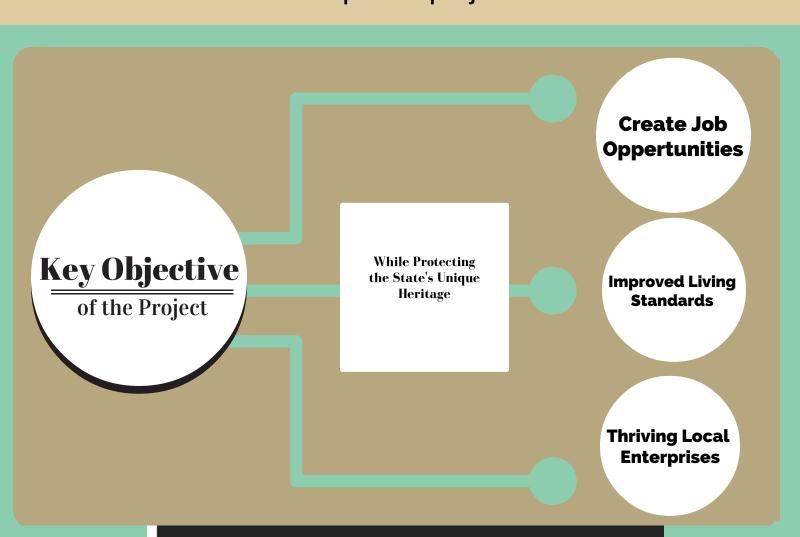
## WORLD BANK: ARTISANAL SECTOR STUDY FOR PRO-POOR TOURISM DEVELOPMENT PROJECT

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DESCRIPTION OF THE PROJECT

The study was conducted in the state of Uttar Pradesh, with a concentration in three regions /circuits namely; Agra, the Braj Region & Buddhist Circuit where the activities are being carried out with primary concentration on tourism.

The key objective of the study was to identify the potential of the craft products as to attract greater tourism inflow towards these regions. This assessment helped in finalising the particular component of the large scale Uttar Pradesh Pro-poor Tourism development project.



## Technical Knowledge Applied

Analysis of Varied Economic Components.

Action Plan to Link the Local Clusters with Global Value Chain.

Techniques that Can Stimulate Product Diversification.

Feasibility of Suggested Action Plan.

Improving Tourist Inflow.

The Role of Creative Craft in

## PARAMETERS UNDERTAKEN

Value Generated
The value generated is in inequitable distribution between Retailers; Traders and Weavers. A large part of the value generated is outside the realm of the cluster (namely; by the retailers and the wholesalers in the domestic market).
On an average, the traders get more than 5 to 6 times as compared to the weavers.
This inequitable distribution is further magnified as the trader often controls the supply of the raw material .
Scope of Increased Turnover
The cluster has the capacity to increase its turnover more than 10 fold by the year 2025, through product and market diversification.
Main Areas of Improvement □ □
Main areas highlighted are as follows; Market Development; Product Development; Access to Credit; Improved Social Capital; Access to Knowledge and Information.

## 6 Months / 2015