

INDIA

Uttar Pradesh

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

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 .

Key Objective of the Project

While Protecting
the State's Unique
Heritage

**Create Job
Opportunities**

**Improved Living
Standards**

**Thriving Local
Enterprises**

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.

The Role of Creative Craft in
Improving Tourist Inflow .

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