

The Rising Leather Industry in Rajasthan: Jobs, Products and Exports

<https://leatherindia.org/industry-at-a-glance/>

The production of leather goods in Rajasthan is experiencing growth, contributing to taxes and, more importantly, steadily generating employment. As the product range expands, manufacturers and traders are rapidly exploring overseas markets, thanks to government incentives, infrastructure support, and global trade association-organized domestic and international exhibitions. To delve deeper into this topic, World Trade Center Jaipur hosted a virtual discussion session titled 'Crafting a Livelihood, Building Sustainability: Understanding the leather trade in Rajasthan. This session brought together individuals interested in investing in the sector and exploring business opportunities.

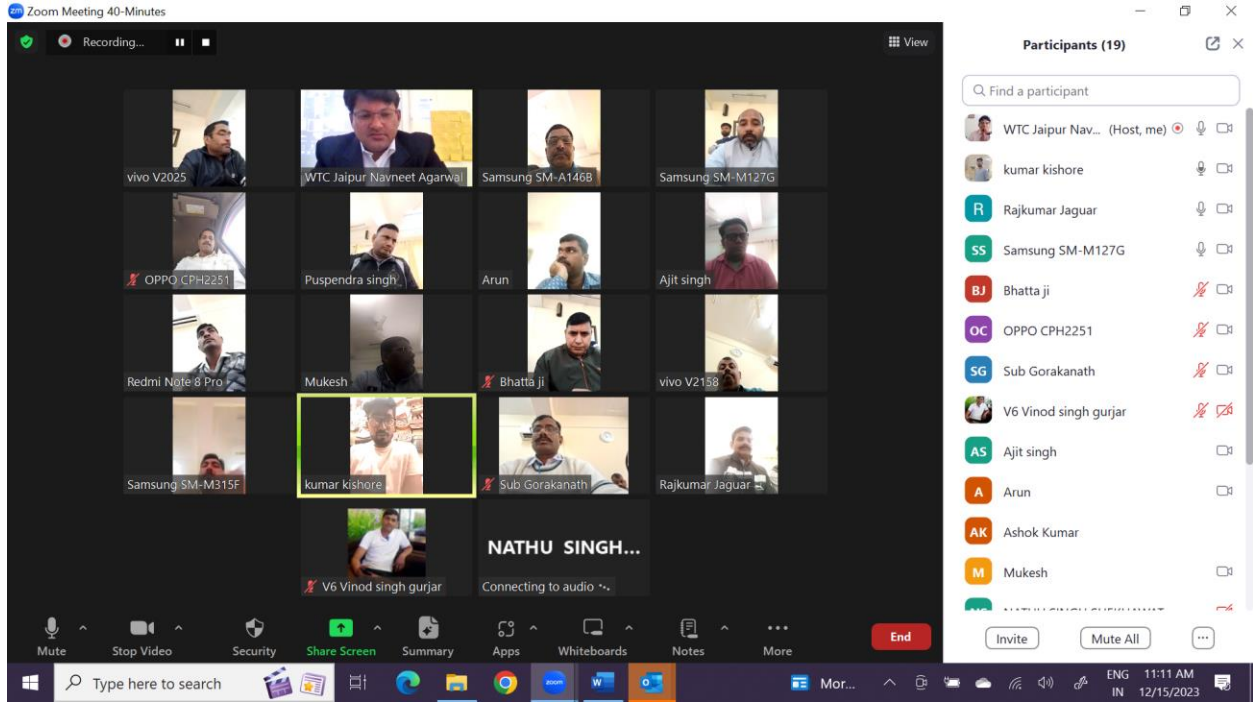
During the session, Guest Speaker **Mr. Waseem Khan, Director, Saju Art and Craft, Jodhpur**, provided a comprehensive overview. He emphasized the leather industry's vital role in the Indian economy, highlighting its stability in generating high export incomes and contributing significantly to foreign exchange. With Indian exports of footwear and leather products exceeding USD 5 billion during 2019-20, the industry benefits from ample livestock resources for manufacturing raw materials. The adoption of technology and workforce training has led to increased productivity, improved quality, and adherence to global environmental standards, attracting a diverse audience.

Mr. Wasim acknowledged the industry's success, attributing it to factors such as a reliable raw material source, eco-sustainable tanning processes, competitive wages, robust product development, research and development facilities, access to leather chemicals, and the strategic logistics location of the country. He highlighted advancements in technology, optimized advertisement costs through social media marketing, and rising domestic sales.

However, concerns were raised, especially in Rajasthan, regarding the challenges of cost and affordability in the leather engineering industry. The emergence of alternative materials like synthetic leather, such as Leatherette, has posed competition. Industries like furniture and automobiles, once major consumers of leather, are shifting towards Leatherette. Despite these challenges, Rajasthan remains a leader in camel leather items, with enduring appeal and product quality.

The session concluded with a vote of thanks from **Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur**.

The webinar was held on December 15, 2023.



Mr. Waseem while interacting with the participants.