

## **Scrap Marvels: The Untold Story of Metal Handicrafts Business from Rajasthan**

"India boasts extraordinary diversity, encompassing a rich array of biodiversity and climatic zones that span from arid deserts to snow-covered peaks. Over the years, the Indians have adapted to these diverse conditions, meeting their needs, and expressing their creativity through the creation of handmade crafts. The fusion of foreign cultures has shaped India's unique cultural identity, influenced by historical invasions and trade interactions with nations in the southern and eastern regions.

To showcase Rajasthan's impressive manufacturing capabilities and substantial export potential in Metal Handicrafts, the World Trade Center Jaipur organized an industrial visit titled "Exploring the Metal Handicrafts Business in Rajasthan - Processes, Raw Material Costs, and Export Potential". The event, hosted at **Chouhan Handicrafts and Fabrication** on Benar Road, Jaipur, featured a presentation by **Mr. Zakir Hussain**, the owner of the manufacturing unit. Notably, manufacturers are attracting foreign buyers directly to their units for bulk orders, with current exports reaching Europe and the USA.

Mr. Hussain highlighted India's global dominance in Metal handicraft exports, particularly to the United States, United Kingdom, and Germany. The top three product categories in Metal handicraft exports from India include HSN Code 73269099 (Articles of Iron or Steel), HSN Code 76169990 (Uncast Aluminum Articles), and HSN Code 70200090 (Other articles of Glass, excluding globes for lamps and lanterns). Emphasizing India's potential as a global leader in this industry, Mr. Hussain expressed confidence that with government support, competitive logistics, and affordable raw materials, the country could manufacture metal handicrafts to exact foreign specifications, creating substantial employment opportunities.

He stressed that success in the Art Metal ware business requires adherence to fundamental principles of management, such as planning, organizing, staffing, and directing. Additionally, aspects like cost control, financial management, environmental protection, compliance with regulations (including Udyam Registration and GST filings), forex management, online marketing, and participation in domestic and international exhibitions play a crucial role. Mr. Zakir urged new units to prioritize creativity, employ qualified professionals, understand intellectual property rights (IPR), and explore promising markets beyond the US and the UK, such as Germany, Netherlands, France, and Australia.

During the visit, artisans demonstrated the transformation of raw materials into finished products with zero waste.

**Mr. Navneet Agarwal, Assistant Director, World Trade Center Jaipur** proposed the vote of thanks to the unit team."

**The industrial visit was held on December 9, 2023.**



**Photo 3 Mr. Zakir Hussain, Owner, Chouhan Handicrafts and Fabrication addressing the delegates**







**Photo 4 and 5: Metal handicraft items from Chouhan Handicrafts and Fabrication**