

Annual Artisan Meet 2024 Unites Jaipur's Craft Leaders to Address Industry Challenges

The much-anticipated *Annual Artisan Meet 2024* organized in collaboration between the Office of the Development Commissioner (Handicrafts) Jaipur, Craft Council of Weavers and Artisans (CCWA) Jaipur, and World Trade Center Jaipur, attracted artisans, industry leaders, and distinguished guests to address pressing issues within the handicrafts sector.

In the gracious presence of distinguished guests—including **Mr. Rajat Verma, Assistant Director, O/o DC (Handicrafts), Handicrafts Service Centre, Ministry of Textiles, Jaipur** (joining virtually); **Mr. Vinish Agarwal, Founder & Director of Jaipur Johri**; **Mr. Sanjay Sardana, Actor and Social Worker, Jaipur**; and **Mr. Gaurav Gaur, Managing Director of Fuchsia Bridal Couture, Jaipur** (joining virtually)—participants had the opportunity to engage with industry leaders, followed by networking over a traditional dinner.

Mr. Deepak Sankit and Mr. Brij Ballabh Udaiwal, Directors of CCWA, warmly welcomed attendees and invited dignitaries to discuss the most pressing challenges facing artisans.

Mr. Vinish Agarwal, a well-known jeweller in Jaipur and founder of Jaipur Johri, highlighted the many hurdles artisans face, such as limited funding, insufficient infrastructure, low wages, restricted market access, and difficulty in securing loans. He noted that artisans in the handicraft and handloom sectors often struggle with inadequate training, fluctuating demand, and finding new buyers.

Echoing these concerns, **Mr. Sanjay Sardana** emphasized the intense competition from mass-manufactured goods and counterfeit products, along with challenges in marketing, branding, navigating government policies, and retaining younger talent in the industry. “The inability to access information on domestic and international exhibitions, coupled with difficulties in interpreting banking and government policies, are critical issues that threaten the sector’s growth,” he stated.

Throughout the event, speakers advocated for the state and central governments to provide comprehensive support and strategic solutions to help artisans overcome these challenges, thereby preserving Rajasthan’s heritage of unique handcrafted products for a global audience.

The event concluded with a vote of thanks from **Mr. Navneet Agarwal, Assistant Director of World Trade Center Jaipur**, who expressed gratitude to the artisans and distinguished guests, reinforcing a shared commitment to advancing Rajasthan’s handicraft industry.

The programme was held on July 13, 2024, at Jaipur.



In Photo (From left to right): Mr. Vinish Agarwal, Founder & Director, Jaipur Johri and Mr. Sanjay Sardana, Actor & Social Worker