

HANDICRAFT ENTREPRENEURSHIP: TOOL FOR ECONOMIC DEVELOPMENT IN RURAL ECONOMY

TOWSEEF MOHI UD DIN

Research Scholar, SOS in Economics, Vikram University Ujjain, Madhya Pradesh, India

ABSTRACT

Handicraft is one among the cottage industries in which the production of goods are mostly done by hands. This industry required skilful labour and there is less use of capital goods. Handicraft industry provides job for large number of artisans in whole country, both male and female are engaged in this sector. But this sector is unorganised there is lack of entrepreneurship. Handicraft entrepreneurship is really a tool to eradicate the unemployment in rural economy and become the source for economic development both in rural as well as urban areas. Its need of hour to make this sector well organised by entrepreneurs and also gives full support financially as well.

KEYWORDS: Handicraft Entrepreneurship, Economic Development, Rural Economy