

## A CONCEPTUAL MODEL FOR SUSTAINABLE DEVELOPMENT OF WOOLEN HANDICRAFT IN ALMORA DISTRICT OF UTTARAKHAND

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### **ABSTRACT**

*Woolen handicraft is a traditional skill in the mountainous region of Uttarakhand. This study tends to identify various challenges faced by various handicraft players in Almora district of Uttarakhand and try to sort out such challenges with the help of a conceptual model. The conceptual model is based on primary data collected by the researchers and available literature as well. The questionnaire and focused group discussion were used as a tool for conducting the study. The study found fourteen factors in order to reduce several challenges faced by the handicraft industry. The factor includes improvement in local resources, government interventions on inter-state purchase, protection to wild animals, modernization of the handicraft sector, infrastructural facility, altering the production structure to suit consumer preferences, strengthen the private sector in craft industry, product diversification, government-sponsored and aided distribution channels, proper advertisement, door-to-door marketing, area reservation for craft retail stores, sample distribution for product testing and information communication technology (ICT). This study was based on primary and secondary data.*

**KEYWORDS:** *Handicraft, Traditional Skill, Information and Communication Technology (ICT), Consumer Preferences*