

## ENTERPRISE VIABILITY OF DHOKRA CRAFT IN ADILABAD

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### ABSTRACT

*Handicraft sector is the second most important traditional employment opportunity in India. Dhokra, a traditional tribal metal craft is widely pursued in the Adilabad district of Telangana. The present paper project on enterprise viability estimated using the factors viz; product, process, worker and promotion of the product. Thirty dhokra enterprises were taken for the study using random sampling method. The results indicated that eighty percent of the units were operative beyond 20 years. Eighty seven percent of the dhokra enterprises were found as nonviable with benefit cost ratio less than one. The low viability was majorly reported due to lack of sufficient capital(80%), lack of technology to simplify the work process(34%), lack of proper market chain(53%)and no protection from the occupational hazards in the work environment(30%).Thus there is need to look into factors affecting this livelihood occupation and make it viable.*

**KEYWORDS:** Tribal Craft, Viability, Informal Sector, Tribes

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