

“ Exploring Opportunities in the Japi Industry in Nalbari District ”

A Project Report Submitted to



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By

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Certificate of Originality

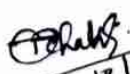
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I do hereby declare that the project report entitled " Exploring Opportunities in the Japi Industry in Nalbari District" submitted by me for partial fulfillment for the award of the Bachelor Degree of Commerce under Gauhati University, Gauhati-14 is my original work and has not been submitted to Gauhati University and/or to any institution for award of any Degree.

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With Regards

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Abstract

The japi, a traditional handcrafted umbrella made from bamboo and cane, holds significant cultural and economic value in Assam, particularly in Nalbari District. This project report delves into the exploration of opportunities within the japi industry in Nalbari District, aiming to understand its socio-economic impact, challenges, and potential for growth.

Through extensive field surveys and interviews, and secondary research via literature review, this study uncovers the historical significance of the japi, its economic relevance & viability, and the traditional craftsmanship involved in its production. Additionally, it analyzes the current market dynamics, including demand and supply mechanisms, and distribution channels.

The findings reveal various opportunities for enhancing the japi industry's sustainability and profitability. These opportunities include leveraging digital platforms for marketing and sales, enhancing product design and quality through innovation and modernization, and exploring avenues for export to both domestic and international markets.

Furthermore, the report highlights the challenges faced by artisans and stakeholders in the japi industry, such as limited access to finance, lack of technological integration, and competition from alternative products. Recommendations are provided to address these challenges and capitalize on the identified opportunities, including capacity building initiatives, skill development programs, and strategic collaborations with government agencies and non-profit organizations.

Overall, this project report serves as a comprehensive guide for stakeholders interested in the development and promotion of the japi industry in Nalbari District, offering insights, strategies, and actionable recommendations to foster its growth and sustainability in the modern marketplace.

Keywords- Japi, Market Dynamics, Modern Marketplace.

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