INTRODUCTION
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Brassware industry of Uttar Pradesh is an old traditional industry renowned all over the world for the elegance and exquisite beauty for its decorative-cum-utility items. With the dawn of independence, the industry has remarkably progressed and placed second among other Indian Handicrafts industries. Being a labour intensive industry, the Brassware industry of the State is providing employment to thousands of peoples. The Brassware industry has also emerged as a prominent source of foreign exchange earnings for the country to meet development requirements. Moradabad is at the top position in the state from the export point of view and accounts for more than 75 percent of the total export of brasswares. The other centres in the state where the Brassware industry is located are Varanasi, Mirzapur, Jalesar, Almora, Bahraich and Aligarh.

The present study entitled "Export potentialities of Brassware Industry of U.P." is very much relevant today as the export of Brassware is increasing day by day and the Indian brassware are becoming more and more popular in the world market.
Layout of Research Work

The present study entitled "Export potentialities of Brassware Industry of U.P." has been divided into six chapters. The first chapter deals with the Development of Brassware Industry in U.P. The second chapter attempts to analyse the problems of Brassware Industry in U.P. The third chapter is devoted to the marketing strategies in Brassware Industry of U.P. The fourth chapter is concerned with export performance and potentialities of Brassware Industry of U.P. The fifth chapter contains the ways and means to attain the potential. The sixth and final chapter presents the conclusion and suggestions of the study.

I believe that this study will prove catalyst for further researches on different aspects of this industry. I shall deem my efforts as rewarded, if, this study could contribute towards formulation of effective policies by the relevant authorities for the future development of the industry.

Research Methodology

The present study partially depends upon primary data and partially on secondary data. Data have been collected from the U.P. State Brassware Corporation Ltd. Moradabad, Brassware Manufacturers/Exporters Association
Moradabad, Export Promotion Council for Handicrafts, New Delhi, All India Handicrafts Board New Delhi, Indian Institute of Foreign Trade and Trade Development Authority, New Delhi.

Apart from this discussion, views were exchanged with Brassware manufacturers, individual exporters, officers of U.P. State Brasswares Corporation Ltd., Moradabad, which has provided excellent valuable information, and help in enhancing the credibility of the study.

Objectives of study

The objective of the study is to examine the export potentialities of the Brassware Industry of U.P. in different marketing aspects as well as on the nature and extent of competition in the international markets. And there after to draw conclusion and suggest ways to bring about improvement for the betterment of its future prospects.

In other words, the present study is an attempt:

(i) To examine the export potentialities of the Brassware Industry of U.P.

(ii) To analyse the nature and extent of competition in the international market.
(iii) To assess the measures taken by the agencies at state and central levels in respect of boosting the export of the industry.

(iv) To make suggestions for the betterment of its future prospects, so that the industry may play vital role in the industrial economy of the state as well as the country.