

A Study on Socio-Economic Condition of Goldsmiths in Mysore Region

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Abstract

This paper is an attempt to throw light on the socio-economic condition of goldsmiths in Mysore region. Mysore being a significantly important in the history of south India has a vast record in the art of gold making. The gold industry plays a significant role in the economic development in this region. Mysore being the hub of jewellery market in south India from the reign of Vijayanagara empire till today, has gain popularity because of its low cost, high skilled labors and beautiful antique jewellery. Ashoka Road in Mysore is famous for its jewellery outlets and this area is filled with goldsmith's community. This paper addresses several problems and opportunities related to the socio economic condition of goldsmiths. This study was undertaken by field survey, and collection of primary data from 50 goldsmiths and data analysis. This analysis will help the policy makers and government to introduce the suitable policies and strategies for the development of this community.