

A Call to Preserve Traditional Craftsmanship of Mojari's

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Abstract— This paper explores the preservation of Rajasthan, India's Mojari footwear-making culture. This study explores the methods, designs, and cultural significance of Mojari manufacturing and the challenges craftsmen face in a fast-changing market. As modern tools and materials replace conventional methods, the findings reflect a major shift in manufacturing. Despite these alterations, artisans maintain Mojari's beauty and utility. This research illuminates the social and economic factors that drive this skill, such as market preferences and how globalization affects local traditions. This study emphasizes the need to support Mojari craftspeople with sustainable methods and cultural preservation. Everyone may promote Mojari workmanship in today's world by loving this unique craft. Rajasthan's rich legacy informs Mojari's stunning artistry and culture. These gorgeous shoes demonstrate the expertise and passion of the craftsmen who maintain this art form for future generations.

Index Terms— Mojari, Craftsmanship, Preservation, Rajasthan, Artisanship

I. INTRODUCTION

Rajasthani Mojris, the beloved traditional footwear of India, are encountering tough times as consumer tastes change and modern industrial technologies emerge, all while grappling with various socio-economic challenges. This study seeks to understand the lives of Mojri artisans, examining how their socio-economic status is shaped, the effects of mechanization on their traditional crafting methods, and the significance of Mojris in today's culture. The aim is to shed light on the challenges and possibilities in preserving Rajasthani Mojris, recognizing them as both an art form and an essential part of cultural identity.

The Lives and Economic Conditions of Mojri Artisans: The living and working conditions of Mojri artisans are essential to grasping the future of this craft. Numerous artisans depend on this age-old craft to support themselves, but they frequently encounter financial uncertainty. Without adequate support and resources from institutions, they struggle to compete with mass-produced footwear that is typically more affordable and readily available to consumers. The

interviews conducted show that many craftsmen are facing challenges with tighter profit margins and heightened competition, especially following the COVID-19 pandemic, which changed how consumers buy and what they prefer.

The Effects of Mechanization: The increasing use of machines presents a real challenge to the age-old crafting methods that artisans rely on to create Mojris. Although mechanized production can boost efficiency and lower costs, it frequently compromises the artistry and quality that make handcrafted Mojris special. Artisans worry that depending too much on machines might result in losing the traditional skills and knowledge that have been handed down through generations. This change affects not just the quality of the product but also takes away the cultural meaning tied to handcrafted items.

The Importance of Culture in Today's World: Even with these challenges, Rajasthani Mojris continue to be an important part of our cultural landscape today. These shoes are more than just something to wear; they represent a deep heritage and a form of artistic expression that connects with many people today. Many people are looking for products that truly represent their cultural identity, which has encouraged some consumers to search for genuine handcrafted items. This creates a great chance for artisans to showcase and promote their creations in a meaningful way. This calls for a thoughtful design approach that harmonizes the beauty of traditional craftsmanship with contemporary style.

Challenges and Possibilities for Preservation: Preserving Rajasthani Mojris means navigating through challenges while also embracing the possibilities that come with them: Artisans encounter challenges such as financial limitations, insufficient government backing, and competition from mass-produced options. The challenges we face put at risk the future of this craft and the well-being of the talented individuals who bring it to life.

Possibilities: More and more consumers are seeking out sustainable and ethically produced goods,

showing a strong appreciation for authenticity and craftsmanship. By embracing this trend, artisans can showcase their creations as distinctive cultural treasures rather than merely shoes. Working together with designers can spark fresh styles while still honoring traditional elements.

In summary, the future of Rajasthani Mojris depends on acknowledging their unique role as both an artistic expression and a representation of cultural heritage. By tackling socio-economic challenges, embracing technological changes while honoring traditional techniques, and highlighting their cultural importance, everyone involved can contribute to the preservation of this unique craft. Working together, artisans, consumers, and government bodies will play a crucial role in keeping Rajasthani Mojris alive as a beloved part of India's vibrant cultural heritage. (Rajput & Harinder)

II. AIM

The study "A Call to Preserve Traditional Craftsmanship of Mojris" explores the socio-economic challenges that Rajasthani Mojri artisans encounter and highlights the cultural importance of this craft. The project focusses on documenting present-day customs, assessing the impact of globalization, and suggesting preservation strategies to protect Mojri artwork as an essential part of Rajasthan's heritage.

III. OBJECTIVE

The main goals include:

1. Cataloguing Conventional Methods: To capture the traditional techniques and patterns used in Mojri handicraft.
2. Understanding the Lives of Mojri Craftspeople: To investigate the economic challenges and living situations faced by these artisans.
3. Proposing Preservation Strategies and Solutions: To create practical proposals for sustaining Mojri craftsmanship through community engagement and improved market access, while offering innovative solutions.
4. Enhancing Cultural Awareness: To promote the importance of protecting traditional crafts as a vital part of our cultural identity.

IV. GOAL

This study explores the age-old techniques and materials used in Mojri-making, examines the socioeconomic circumstances of the artisans, and

highlights the cultural importance of Mojris within Rajasthani society. This paper will explore the market trends affecting traditional techniques and suggest ways to support Mojri handcraft through community engagement and increasing the visibility of artisans.

V. HYPOTHESIS

The diminishing revenue of Rajasthani Mojri's and slippers reduces interest in traditional artisanship and heightens the risk of the local footwear industry being extinct in Jaipur.

VI. REVIEW OF LITERATURE

6.1 Relevance of the study:

This study is crucial because Rajasthani Mojris and slippers are losing money, which threatens traditional craftsmanship and the local footwear economy in Jaipur. The decline hurts craftsmen and cultural heritage, therefore knowing local handicraft's economic dynamics is crucial. The study tries to investigate the causes of declining demand for traditional products to develop sustainable ways to help craftsmen and boost interest in their abilities. Policymakers and community leaders can use the findings to promote artisan visibility and market access, boosting community resilience and cultural identity. This article critically examines the relationship between declining artisan profitability and cultural sustainability, providing ways to mitigate the probable loss of a vital local sector.

6.2 Review of Literature/Literature of Review:

6.2.1 PROBLEMS OF MOJRI AND JUTTI CRAFTSMAN OF RAJASTHAN AND PUNJAB

Introduction: The introduction showcases the rich cultural heritage of Indian crafts, particularly those that come from the vibrant regions of Rajasthan and Punjab. It notes that while these trades have enjoyed support from royal patrons, they are now at risk due to modern market changes, leading to a decline in traditional craftsmanship. This paper aims to explore the challenges faced by Mojri and Jutti artisans and suggest ways to help address these issues.

Key Concepts: Mojris and Juttis are deeply rooted in the culture of Rajasthan and Punjab, each showcasing unique designs and vibrant colors that reflect their rich heritage.

The craft sector is facing significant hurdles, including a drop in demand, rising costs for raw materials, and a lack of sufficient financial support.

Experiments: The study used a combination of surveys, interviews, and observations to gather insights. They selected 300 artisans, with 150 from each state, to share their experiences and the challenges they face.

Key Findings:

1. They saw a significant drop in the demand for traditional footwear.
2. **Challenges with Raw Materials:** Artisans shared their struggles in obtaining sufficient and affordable raw materials.
3. **Financial Limitations:** Many skilled artisans struggle with a lack of working capital, which affects their ability to continue honing their craft.
4. **Skill Discrepancies:** There's a noticeable gap in skills across generations, with many newer artists showing little enthusiasm for traditional crafts.
5. **Technological Deficiency:** Many artisans lack awareness of modern methods or technologies that could enhance their production processes.

Conclusion: The study highlights the challenges faced by Mojri and Jutti artisans, including a decline in demand, rising material costs, lack of family support, and limited financial resources. The authors suggest creating financing options, offering specialized training programs, and introducing creative strategies in design and marketing to tackle these challenges. The results emphasize the need for dedicated efforts to breathe new life into these traditional crafts and ensure they thrive in a changing economic landscape. (Kothari, Kaur, & Kaur)

6.2.2 CHANGING TRENDS IN TRADITIONAL MOJRI CRAFT

Introduction: The introduction highlights the vibrant heritage of Rajasthan's leather craftsmanship, particularly focusing on Mojris, which are traditional handmade shoes that hold a special place in the local culture. Nearly 100,000 households in Rajasthan are involved in Mojri production, showcasing its importance to both cultural identity and the local economy.

Key Concepts: Mojris hold a special place in Rajasthan's cultural identity and have evolved over the years.

The craft faces challenges because of today's market demands and changing consumer preferences.

Experiments: A group of researchers conducted a descriptive and exploratory study involving 90 participants from Udaipur, Jaipur, and Jodhpur. The participants included wholesalers, retailers, and artists who have been involved in Mojri production over the last twenty years. We collected information through surveys and conversations with people.

Key Findings:

1. **Shift in Raw Materials:** There has been a change from traditional leather to chrome leather and synthetic materials due to cost-effectiveness and market needs. About 73% of participants shared that they noticed changes in the raw materials.
2. **Technological Advancements:** More people are using modern machinery, with 40% of participants now utilizing advanced tools for production.
3. **Design Evolution:** Over half of those surveyed noted changes in patterns, designs, and colors, highlighting a shift towards catering to urban markets.
4. **Mechanization:** The industrial process has gradually woven in new machinery with the traditional methods.

Conclusion: The study shows that the Mojri craft faces significant challenges due to changing market trends and consumer tastes, but it also presents opportunities for growth and adaptation. The findings show that breathing new life into traditional crafts requires blending modern techniques with the preservation of cultural heritage. We suggest enhancing training programs for artisans and promoting Mojris in both urban and international markets to ensure their long-term viability. The study highlights the importance of a thoughtful approach that blends traditional skills with contemporary market dynamics to secure a promising future for Mojri artisans in Rajasthan. (Srivastava & Sharma)

6.2.3 END OF THE ROAD FOR RAJASTHANI JUTTI

Introduction: Rajasthani Jutti, also known as Mojri or Nagra, is a traditional leather footwear that carries a deep historical significance within the vibrant culture of Rajasthan. Once favored by Maharajas and Maharani's, these handcrafted shoes have transformed into a beloved fashion choice for

everyone. Unfortunately, the craft of making Juttis is fading away, along with the interest in these beautiful pieces.

Key Concepts: The Jutti represents the rich craftsmanship and cultural heritage of Rajasthan.

Market Dynamics: Shifts in how people live and what they prefer have shaped the demand for traditional footwear.

Experiments: Shops in Hawa Mahal Bazaar, like Saifuddin and Heeralal, have shared their experiences of noticing a drop in sales over the years. People notice that while Juttis are still cherished, they are mostly bought for special occasions like weddings instead of being worn every day.

Key Findings:

1. **Decreased Sales:** Retailers are experiencing a significant drop in foot traffic and sales compared to previous years, with daily walk-ins falling from around 150-200 to about 50-60.
2. **Economic Challenges:** Artisans face rising costs for materials and shrinking profits. Creating a pair of Juttis takes about two hours, yielding a modest profit of just Rs. 30-40 for each pair.
3. **Concerns About Quality:** There's a noticeable lack of interest from younger generations in learning this craft, which puts the future of this historic art form at risk.
4. **The impact of tourism:** While local demand has decreased, the spending from tourists has helped sustain the business, particularly through significant orders from international markets.

Conclusion: The decline of the Rajasthani Jutti skill poses a significant threat to local artisans and their livelihoods. The changing habits of consumers, the challenges faced by artisans, and the waning enthusiasm for traditional crafts highlight the urgent need for revitalization efforts. We suggest promoting Juttis in city markets and improving training programs for new artisans to help preserve this cultural heritage. In summary, while Rajasthani Juttis hold a special place in local culture, their future relies on adapting to modern market needs while preserving the artistry of traditional craftsmanship. (Saurabh Sharma, n.d.)

6.2.4 A STITCH IN TIME: THE JODHPUR MOJARI

Introduction: Rajasthan is famous for its beautiful leatherwork, featuring a variety of items like bags,

belts, and Mojris (traditional leather shoes). Traditionally, the art of crafting leather goods belonged to the Mochi community, known for creating various leather items that played a vital role in everyday life and cultural traditions.

Key Concepts: Mojris hold a significant place in the daily lives of people in rural Rajasthan, cherished by both men and women for a variety of activities. The design of Mojris has developed to cater to the challenges posed by the tough climate and landscape, prioritizing both comfort and durability.

Experiments: The text shares insights into the traditional methods employed in the crafting of Mojris, though it doesn't delve into specific experiments. This showcases the journey of creating these shoes, from gathering materials to using traditional techniques that have been cherished and shared through the years.

Key Findings:

1. **Materials Used:** Genuine Mojris are crafted from locally sourced tanned vegetable leather, featuring various types of leather for different sections of the shoe.
2. **Craftsmanship:** The creation of Mojris showcases detailed embroidery work, predominantly carried out by women, while men take on the tasks of leather cutting and stitching.
3. **Regional Variations:** In the nearby Punjab, a similar type of footwear is referred to as jutti or khossa, showcasing how local culture shapes these adaptations.
4. **Market Dynamics:** While Mojris are cherished at weddings and cultural events, they encounter competition from more affordable machine-made options. Handcrafted shoes tend to find their place primarily in niche markets due to their high demand.

Conclusion: The Rajasthani Mojri is more than just a pair of shoes; it embodies a vital part of Rajasthan's rich cultural heritage and skilled craftsmanship. Nonetheless, the industry encounters various hurdles, such as competition from machine-produced goods, increasing expenses for raw materials, and a reduction in skilled workers. To help this traditional craft thrive, it's essential to foster innovation and seek support from both government and non-government organizations. Efforts to train new artisans and showcase contemporary designs could breathe new life into Mojris, all while honoring their cultural importance. In summary, Rajasthani Mojris are

deeply valued in local culture and history, and their future relies on finding a balance between embracing modern market needs and preserving their traditional craftsmanship. (Chatterjee, n.d.)

6.2.5 MOJRI CRAFT

Introduction: The document explores the age-old craft of Mojri production, a significant cultural tradition in India, particularly in the regions of Rajasthan and Punjab. Mojris are beautifully crafted leather footwear made from sustainable materials like cow, camel, or buffalo leather, along with cotton threads. This piece of clothing carries a rich history, worn by both the elite and everyday people. The artisans embrace unique designs and themes that vary by region, reflecting the rich local heritage.

Key Concepts: Mojris hold a special place in Indian culture, deeply connected to the rich traditions of royalty.

The craft is mainly carried out by the Mochi and Regar communities in Rajasthan and Punjab.

Essential materials feature different kinds of leather and cotton thread, while the tools used include moulds, punches, and stitching equipment.

Experiments: The document does not describe formal experiments but outlines the process of Mojri making, which includes:

1. Procurement of Leather: Sourcing rawhide from local suppliers.
2. Preparation: Cleaning and cutting the leather to shape.
3. Designing: Punching or stitching decorative motifs.
4. Assembly: Stitching the upper part to the sole through a series of careful steps.

Key Findings:

1. The Mojri craft is struggling with the pressures of industrialization and the competition posed by machine-made products, which has resulted in a decrease in the number of artisans involved in this traditional craft.
2. Many artisans face the challenge of low wages that hardly support their daily needs, which makes it difficult for them to share their valuable skills with the younger generation.
3. Even with these challenges, artisans genuinely seek support in areas like working capital, market access, and organizational development.

Conclusion: Mojri making is more than just an art form; it embodies a significant aspect of India's rich cultural heritage. Yet, it faces challenges from contemporary manufacturing methods and financial strains. By providing support programs to tackle these challenges, we can help preserve this traditional craft and pass it on to future generations. The document highlights the importance of raising awareness and creating market opportunities for artisans to protect their distinctive craftsmanship. (Bhansali & Jangid, n.d.)

VII. ANALYSIS OF SECONDARY DATA

Keeping the art of Mojari craftsmanship alive is about balancing our rich cultural heritage, ensuring economic viability, and understanding the social aspects involved. This analysis sheds light on important elements that impact preservation efforts, recognizes the hurdles artisans encounter, and offers ideas for maintaining this cherished traditional craft.

7. 1. Cultural heritage and identity: Mojari holds a special place in Rajasthani culture, acting not only as a practical item but also as a representation of identity. Yet, globalization can threaten these cherished cultural practices. We should focus on highlighting Mojari's cultural importance by creating educational programs and engaging the community to celebrate its rich history and artistry. (Oberoi, n.d.)

7. 2. Financial Struggles: Artisans are struggling with economic challenges due to the rise of mass-produced footwear and changing consumer tastes, which has resulted in a decrease in demand for traditional Mojari. To address this issue, we can build platforms that link artisans directly with consumers—like online marketplaces—and advocate for fair trade practices to guarantee fair compensation. (Srivastava & Sharma)

7. 3. Embracing Change and Progress: Modernization can boost production efficiency, but it might come at the cost of traditional craftsmanship. It's important to find a middle ground—supporting new ideas while also valuing the essential artisanal skills through training programs that blend contemporary practices with time-honored techniques. (Begum)

7. 4. Sharing Knowledge Across Generations: The waning enthusiasm of young people for traditional crafts presents a notable challenge. Connecting with younger generations through workshops, internships, and mentorship programs can showcase the

significance of Mojari craftsmanship as a meaningful career and a beautiful art form. (Begum)

7. 5. Current Market Trends and Consumer Insights: The increasing worldwide focus on sustainable fashion opens up new possibilities for Mojari. Marketing strategies ought to highlight the unique qualities—craftsmanship, cultural significance, and sustainability—while working together with designers to boost visibility in today's markets. (Kothari, Kaur, & Kaur)

Final Thoughts: Keeping the art of Mojari craftsmanship alive involves looking at various aspects, including culture, economy, and community connections. By nurturing a love for this art form, supporting fair economic practices for artisans, promoting the sharing of knowledge, and aligning market trends with sustainability, everyone involved can help create a bright future for Mojari craftsmanship and uplift the artisan community. (Oberoi, n.d.) (Unknown, n.d.) (Baral, S., & G.)

VIII. DESIGN RESEARCH METHODS

This study will use a combination of methods, blending both qualitative and quantitative approaches to deeply explore and understand the preservation of Rajasthani Mojris in our chosen research context.

8.1 In-depth Interviews:

To understand the experiences of artisans involved in Mojri making, we will conduct one-on-one interviews. The purpose of these interviews is to delve into their personal experiences with the craft, highlighting elements like Cultural Significance, Craftsmanship Challenges, and Personal Narratives.

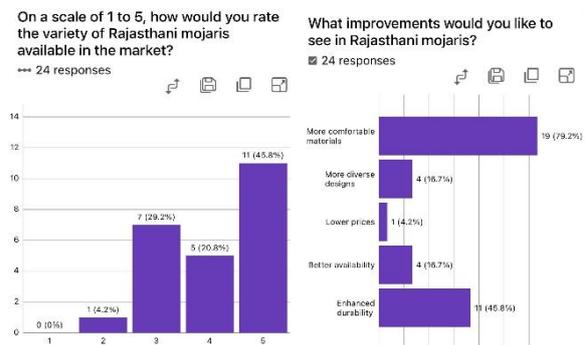
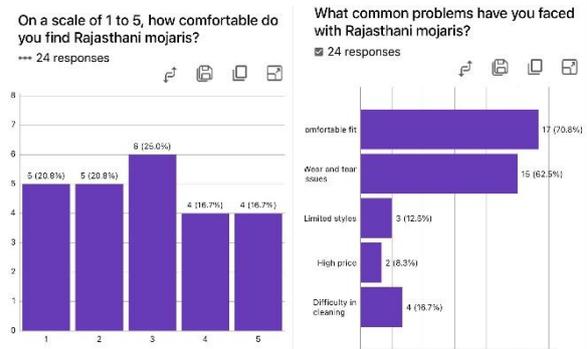
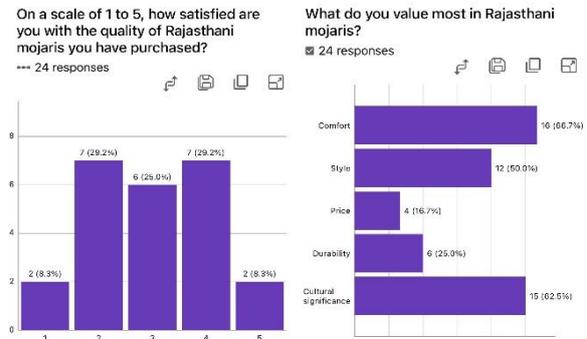
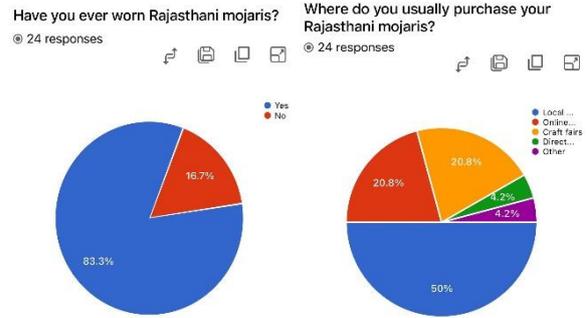
8.2 Quantitative Methodology:

To gather quantitative data, we will distribute structured surveys to a diverse group of artisans and consumers. This will help us understand various aspects, such as satisfaction levels, engagement levels, and preferences.

- This combined approach will offer a well-rounded view of the Mojri craft today, highlighting the difficulties artisans encounter and how consumers connect with this cherished traditional art form.

IX. PRIMARY DATA

9.1 Surveys:



9.2 Data Analysis:

This study elucidates the findings derived from a series of qualitative interviews conducted with manufacturers and sellers to investigate their perceptions about what the consumers want in Mojari footwear; a traditional handcrafted product originating from Rajasthan, India. Several important insights regarding consumer expectations and market issues impacting the Mojari craft were uncovered by the interviews.

The desire for more comfort in Mojari was one of the main themes that surfaced. A significant number of respondents indicated that they strongly preferred softer soles, suggesting that comfort plays a crucial role in their decision to buy. Participants also emphasized the demand for modern designs that integrate traditional features, indicating that customers are looking for a balance between cultural history and modern aesthetics. The chance to develop while respecting the artistry that makes Mojari unique is presented by this combined desire.

Significant difficulties that the Mojari sector faced following the COVID-19 epidemic were also revealed by the investigation. According to respondents, there was a discernible drop in sales, which they attributed to changes in consumer tastes and behaviour both during and after the pandemic. According to the interviews, craftsmen are facing lower profit margins, which have been made even worse by growing competition from mass-produced shoes and shifting market conditions.

Participants also expressed dissatisfaction with the absence of government programs to assist Mojari craftspeople. Many believed that this traditional craft's viability was in jeopardy in the absence of institutional support or resources. Many craftsmen are exposed to financial constraints because there are no initiatives in place to promote artisan products or offer financial aid.

To sum up, the results of these interviews highlight important areas for Mojari production enhancement, such as the requirement for improved market accessibility, creative designs, and more comfortable features. Meeting these customer needs is crucial for maintaining the financial stability of artists as well as for reviving interest in Mojari workmanship. This study emphasises how crucial it is for stakeholders—consumers, government agencies, and artisans—to work together in order to preserve Mojari craftsmanship's unique cultural legacy and promote a sustainable future.

X. INTERPRETATION OF DATA

10.1 Understanding What Consumers Really Want

10.1.1 Making Comfort a Top Concern: A key takeaway from the interviews is that consumers really value comfort when it comes to Mojari. Participants shared a clear liking for softer soles, highlighting that comfort plays a vital role in their buying choices. This connects with the

historical background where Mojari were crafted for practicality, enabling wearers to traverse the hot and challenging landscape of Rajasthan with ease.

10.1.2 Incorporation of Contemporary Designs: Participants noted an increasing desire for contemporary designs that also embrace traditional features. This indicates that people are looking for a blend of cultural heritage and modern design, creating a chance for artisans to be creative while maintaining the craftsmanship that gives Mojari their distinct charm.

10.2 Obstacles Confronted by the Mojari Sector:

10.2.1 Impact of COVID-19:

The investigation uncovered some tough hurdles that the Mojari sector has been dealing with since the pandemic, including a clear drop in sales linked to changing consumer preferences and habits. The pandemic has changed the way the market operates, resulting in tighter profit margins for artisans as they find themselves competing with mass-produced footwear choices.

10.2.2 Lack of Institutional Support:

Many artisans shared their concerns about the lack of government programs designed to support Mojari craftspeople. The absence of institutional support puts this traditional craft at risk, as many artisans struggle with financial limitations and lack opportunities for promotion or assistance.

10.3 Recommendations for Improvement

10.3.1 Market Accessibility and Innovative Designs: The findings highlight the importance of making markets more accessible and adopting creative design strategies that align with consumer preferences. By meeting these needs, artisans can improve their financial well-being and spark renewed interest in Mojari craftsmanship.

10.3.2 Working Together for a Common Goal: The study highlights how crucial it is for consumers, government agencies, and artisans to join forces in order to protect the rich cultural heritage of Mojari craftsmanship. Connecting with stakeholders is essential for fostering sustainable practices and securing the future of this artisan craft.

Final Thoughts

This study reveals important opportunities to improve Mojari production by prioritising consumer comfort,

incorporating modern design elements, and tackling market challenges that have been intensified by the pandemic. By addressing these consumer needs and encouraging teamwork among all involved, we can preserve and rejuvenate the vibrant tradition of Rajasthani Mojari while also securing a sustainable livelihood for the artisans in this field.

XI. INSIGHTS

Key Insights from the Survey on Rajasthani Mojari

1. **Consumer Preferences for Comfort and Durability:** Respondents emphasized the need for more comfortable materials and durability in Mojari production, indicating that these factors significantly influence purchasing decisions.
2. **Desire for Modern Design with Traditional Elements:** Consumers prefer modern designs that incorporate traditional elements, suggesting an opportunity for artisans to innovate while preserving cultural significance.
3. **Declining Sales and Market Challenges:** Post-COVID-19, there has been a noticeable decline in sales, attributed to changing consumer behaviors. Targeted marketing strategies are needed to revive interest in Mojari footwear.
4. **Lack of Government Support:** Respondents highlighted the absence of governmental initiatives to support artisans, which may contribute to decreased sales and profitability.
5. **Price Sensitivity:** While consumers appreciate craftsmanship, many are sensitive to pricing, indicating that affordability should be considered in product offerings.
6. **Sales Channels and Consumer Behaviour:** Preferred purchasing channels include craft fairs, local markets, and online stores, suggesting a diverse market landscape for artisans.
7. **Recommendations for Improvement:** Enhancements in comfort (e.g., softer soles) and diverse designs are strongly recommended by respondents to boost consumer interest.

Conclusion

The insights reveal critical areas for improvement in Mojari craftsmanship and marketing strategies. By addressing consumer demands for comfort, durability, and modern design while considering pricing and enhancing market access, stakeholders can revitalize interest in Rajasthani Mojari. Increased governmental support is also essential for sustaining this traditional craft and empowering artisans in a competitive market.

XII. ANALYSIS OF PRIMARY AND SECONDARY DATA

A thorough grasp of the present situation of Mojari handicraft is provided by the examination of primary and secondary data, which also highlights consumer preferences, market obstacles, and the socioeconomic background of this age-old skill.

12.1 Analysis of Primary Data

12.1.1 **Comfort and Sturdiness:** There is a high desire for Mojari with softer soles that are more comfortable, according to the main data gathered through surveys and interviews. Customers emphasized how important comfort is when making selections about what to buy, and they recommended that designers give ergonomic designs top priority in order to improve user experience.

12.1.2 **Traditional vs. Modern Design:** The desire for contemporary aesthetics with traditional components was conveyed by the respondents. This suggests a chance for craftspeople to experiment with their creations in order to appeal to modern customers without sacrificing Mojari's traditional importance.

12.1.3 **Market Difficulties After COVID-19:** One major worry is the drop in sales after the COVID-19 outbreak. Numerous customers stated that they wore Mojari less frequently, which could be related to changes in lifestyle brought on by the pandemic. Targeted marketing techniques are required in light of this change in order to rekindle interest and adjust to changing customer habits.

12.1.4 **Artisans' Economic Viability:** According to the interviews, artists are experiencing lower sales and profit margins, which is made worse by a lack of government assistance. This emphasizes how vulnerable artisans are in the current economic environment and how institutional actions are necessary to support their livelihoods.

12.1.5 **Sensitivity to Price:** According to the study, many customers are price sensitive even when they appreciate craftsmanship. This suggests that in order to draw in budget-conscious customers without sacrificing quality, craftspeople should think about using competitive pricing techniques.

12.2 Analysis of Secondary Data

12.2.1 **Historical Background and Cultural Significance:** The rich history and cultural significance of Rajasthani Mojari workmanship are revealed by secondary data sources. In order to promote the craft and inform consumers about its

history, which might increase demand and appreciation, it is essential to comprehend this context.

12.2.2 Consumer Behavior and Market Trends: Secondary literature analysis shows larger patterns in consumer preferences for products made ethically and sustainably. This supports the conclusions drawn from primary data, indicating that Mojari craftspeople may be able to promote their goods as environmentally beneficial and culturally meaningful.

12.2.3 Globalization's Challenges: The effects of globalization on traditional crafts, such as the rise in competition from mass-produced footwear, are highlighted by secondary research. This background supports the main data results on artists' diminishing sales and profit margins, highlighting the necessity of standing out through distinctive design and high quality.

12.2.4 Support and Policies of the Government: Literature already in existence highlights the dearth of efficient government initiatives to promote traditional crafts like Mojari production. This is consistent with the findings of primary data, which point to a serious gap that requires lobbying for artisan support initiatives and programs.

Conclusion

A complex picture of the state of Mojari workmanship today is presented by the combined examination of primary and secondary sources. The livelihoods of artisans are seriously threatened by market issues including decreased sales following COVID-19 and a lack of government support, even though consumer preferences clearly show a desire for comfort, contemporary design, and durability. Stakeholders must prioritize improving product comfort, developing designs while upholding tradition, putting competitive pricing strategies into place, and promoting laws that empower artisans in order to rekindle interest in Mojari handcraft. It is possible to maintain this distinctive artistry in a market that is changing quickly by utilizing both consumer information and cultural legacy.

XIII. CONCLUSION

The livelihoods of artisans who have devoted their lives to this complex art form depend on the preservation of Mojari craftsmanship, which is also essential for preserving a distinctive cultural legacy. Mojari, a traditional footwear from Rajasthan, embodies a beautiful blend of history, artistry, and cultural identity. Nonetheless, the craft encounters

considerable hurdles stemming from modernisation, globalisation, and evolving consumer tastes.

Recent studies show a significant change in how products are made and how the market operates. Although the use of modern tools and materials has enhanced efficiency and durability, it has also sparked worries about the diminishing of traditional skills and techniques that are essential to Mojari craftsmanship. The shift from wooden to polymer materials, for instance, underscores the importance for artisans to adjust to modern needs while still holding onto the core of their craft. It's important to find a middle ground between new ideas and time-honoured practices.

The sharing of knowledge between generations is an essential part of preservation. As younger generations gravitate towards job opportunities in cities, there's a concern that we might lose touch with traditional skills. Programs designed to involve young people through workshops, training sessions, and mentorship can spark interest in Mojari making and help keep these artisanal skills alive for future generations.

Additionally, improving market access for artisans by utilising fair trade practices and online platforms can provide them with valuable economic opportunities. Highlighting the cultural importance of Mojari in festivals and ceremonies can enhance its value beyond just being a fashion item, emphasising its significance as a symbol of heritage.

In summary, keeping the art of Mojari craftsmanship alive calls for a well-rounded strategy that brings together community involvement, financial backing, and educational efforts. By appreciating the importance of this traditional craft and adopting approaches that foster sustainability and innovation, everyone involved can play a vital role in ensuring that Mojari remains a cherished aspect of Rajasthan's cultural identity. The future of Mojari craftsmanship depends on its capacity to evolve while respecting its deep-rooted history, ensuring it remains relevant in both local and global markets.

XIV. SOLUTION

The proposed answer is to create a classic mojari using numerous insoles, as consumers desire both traditional aesthetics and superior comfort. To do this, I intend to offer conventional mojaris with detachable four insoles. The mojari should consist of ethical leather alternatives such as imitation leather, cork leather, mushroom leather, cactus leather,

Piñatex, or other plant-based leathers. The varieties of insoles accompanying the mojari are as follows:

15.1 Standard Insole: This insole has memory foam cushioning that enhances foot comfort and offers additional padding to the mojari, while also supporting the arch of the foot, hence increasing the overall comfort of the mojari. It addresses the issue of foot discomfort resulting from prolonged use of the mojari.

15.2 Gel-Based Insole: This insole is composed of cooling gel that maintains foot temperature and offers cushioning, enhancing comfort during summer months. It addresses the issue of Grierson-Gopalan syndrome, which induces burning sensations in the feet owing to prolonged use of mojari.

15.3 Cotton-Filled Insole: This insole is constructed by incorporating cotton derived from the cotton processing method (rui pinjani), offering cushioning and comfort to the foot. It will also sustain the body's frequency, as organic cotton is a positively charged high-frequency material.

15.4 Medicinal Fiber-Filled Insole: This insole will be filled with the identical medicinal fibre utilized in Udaipuri medicinal quilts. It alleviates bodily pain while providing additional advantages, as it is entirely organic and detoxifies the body. It will also offer adequate cushioning and support for the foot.

APPENDIX

Term	Definition
Artisan	A skilled craftsman who creates handmade goods, often using traditional techniques.
Craftsmanship	The skill and quality involved in making something by hand, particularly in traditional arts.
Cultural Heritage	The legacy of physical artifacts and intangible attributes of a group or society inherited from past generations.
Globalization	The process by which businesses or other organizations develop international influence or operate on an

	international scale, often affecting local cultures and economies.
Intricate	Very detailed and complicated, often referring to designs or patterns that require skill to create.
Livelihood	A means of securing the necessities of life, often referring to the income generated by a person's work.
Material Costs	The expenses associated with acquiring raw materials needed for production or crafting.
Market Demand	The desire for a particular product or service in the marketplace, which influences its availability and pricing.
Preservation	The act of maintaining or protecting something from decline or destruction, particularly cultural practices or crafts.
Sustainability	The ability to be maintained at a certain rate or level; in crafts, it often refers to practices that do not deplete resources and can be continued over time.
Tradition	Customs or beliefs passed down from generation to generation, often forming the basis of cultural identity.
Techniques	Specific methods or procedures used in crafting or creating items, particularly those that are traditional or specialized.
Socio-economic	Pertaining to the interaction between social and economic factors; often used to describe the status and conditions affecting communities.
Mechanization	The process of introducing machines into a production process, which can impact traditional craftsmanship by

	increasing efficiency but may also threaten artisanal jobs.
Cultural Identity	The identity of a group as defined by shared characteristics such as language, traditions, and values; often influenced by cultural heritage and practices.
Artisanry	The collective skills and practices associated with artisanship; reflects the craftsmanship involved in creating handmade goods.
Decline	A gradual decrease in quality, quantity, or importance; in this context, it refers to the diminishing interest in traditional crafts.
Economic Dynamics	The patterns and factors that influence economic activity within a specific market or community; crucial for understanding market trends affecting artisans.
Niche Markets	Specialized segments of the market that cater to specific consumer preferences; often where handcrafted items are sold due to their unique appeal.

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