ANALYSING SOCIO-ECONOMIC INFLUENCES ON MARKETING CHALLENGES FOR HANDLOOM WEAVERS IN POLLACHI TALUK

Dr. T. S. Kavitha, Associate Professor, Department of Commerce, Nallamuthu Gounder Mahalingam College, Pollachi

Abstract

Handloom Industry is the integral part of textile industry in our country. This industry is placed in the second position in terms of provision of livelihood and comes next to agriculture. It is the largest cottage industries which produce Cotton, Silk, Jute and Khadi in large quantities. The demand and popularity of Indian handloom has been growing not only in our country, but also around the world. Handloom fabric has a unique character which other mill made or power loom fabric doesn't have. The distinctiveness of handloom products compared with other mill made cloths is not known to the customer. Hence the present study is an attempt to analyse the Socio-Economic Influences of Handloom weavers on Marketing Challenges. The present study is descriptive in nature. The data required for the present study is collected mainly from primary sources.Random sampling technique was used to select a sample of 100 respondents from pollachi Taluk in Coimbatore District, Tamil Nadu.

Keywords
Handloom Sector, Weavers, Opportunities, Quality of life and Challenges

Introduction

Indian handloom sector is one of the age-old cottage industries. The sector provides millions of employments to rural regions of the country either directly or indirectly. This is considered one of the largest employment sectors next to agriculture. Handloom products occupy approximately 40% of the products produced in the Indian market. The handloom industries are termed as the art and craft sector, and it is a part of Indian heritage by representing the richness and diversity of our country. Among various states in India, Tamil Nadu, Andhra Pradesh and Uttar Pradesh are the dominant states that produce more handloom products. In which, Tamil Nadu leads the market with a higher number of weavers and handlooms than other states. Though the handloom sector plays a vital role in the country's economies, the sector faces many serious issues like a lower price, higher market competition, insufficient promotion and advertisement of handloom, Slackness in demand, Prices Fluctuations, etc. These challenges often affect the weaver's livelihood due to the poor pricing and the sustainability of the handloom products in the market. Based on the current market situation, this study aimed to measure the various Marketing Challenges faced by the handloom weavers in the Pollachi Taluk, Coimbatore region of Tamil Nadu. The results identified the potential issues which affect the Market sustainability of the handloom sector in Pollachi Taluk of Tamil Nadu State.

Review of Literature
Tanusree (2015) has carried out a work entitled 'A study of the present situation of the traditional handloom weavers of Varanasi, Uttar Pradesh, India' to understand the various problems of the handloom weavers of Varanasi, Uttar Pradesh. Thus the study concludes with a suggestion that due to industrialization, the handloom weavers of Varanasi have lost their prestigious traditional industry, so the policy maker should realize the importance of handloom sector and allocate the required funds for the upliftment of handloom weavers to avoid the decline in handloom industry.
Victoria (2013) in her study entitled 'Handlooms for livelihood in North-Eastern region: Problems and Prospects' explores the problems and scope of handloom sector in north-eastern region of India. The factors are identified for the economic upliftment of the NE people. These factors could be mobilized for promoting handloom as a livelihood activity.
Mishra (2018) in a study 'Socio economic growth of handloom: An empirical study' explores the socioeconomic conditions of the people belonging to the weaving community of western Odisha. The paper culminates with a suggestion for social change in form of powerful development authority,

welfare programs, multiplicity of schemes and its implementations. Khakhlari (2018) in a study 'A study of the women workforce in a weaving village of Assam' attempts to explore the social and economic life of the women weavers of Sualkuchi cluster of Kamrup district in Assam. The study concludes that by enhancing the weaving skill of women with proper access to production, small business entrepreneurship, training facilities, and marketing skill, they could fight against poverty gender discrimination and marginalization.

Sasikala (2019) has conducted a study 'A study on analyzing social status of handloom weavers in Tiruvannamalai district' to get an insight about the weavers , impact of weaving occupation on social status and propose a model which influence the social status of the weavers. The paper mentions four elements on which weaver's social status depends i.e. demographic variables, participations, influence and prestige.

Dev et.al. (2008) have conducted a study on 'Economics of handloom weaving: A field study in Andhra Pradesh' to examine the problems and prospects of the handloom sector in Andhra Pradesh. The study is based on four stage stratified purposive sampling design. The findings of the study states that the growth performance of co-operative determines the growth of other institutions like the master weavers, middlemen, and the independent weavers.

Amaravathi and Raj (2019) in their study entitled 'India handloom sector- A glimpse' elaborates the important elements of handloom sector such as dependent households, weavers, looms, worked man-days, production trends, exports trends, and imports. The paper is based on secondary data collected from various sources such as government reports, articles and online sources. The findings of the study reveal that most of the elements of the handloom sector are not impressive.

Parida and Tada (2018) in a study entitled 'The contribution of handloom and handicraft industries for rural economic growth: A study with reference to Sagalee sub-divison of Papum pare district, Arunachal Pradesh' attempted to throw light on economic contribution of handloom and handicraft in the study area, role of the industries for rural economic growth and performance of handloom and handicraft activities.

Balaji and Mani (2012) in a study entitled 'Sustainability in traditional handlooms' evaluates and forecasts sustainability in the context of traditional handlooms in India. The study presents a comprehensive insight into traditional handlooms and their role in sustainability at the local and global scale.

Pargai and Jahan (2016) conducted a study named 'Revival of handloom industry: Need of the hour' to focus on the present status of handloom industry to emphasize what could be done further. The paper is based on secondary data sources. The problems that are associated with the handloom industry are awareness, involvement of younger generation, grass-root level implementation of Government schemes and socioeconomic condition of the weavers.

Handloom Industry at Pollachi

One of the crops grown abundantly in Pollachi is cotton and this has led to the rise of cotton manufacturing around this area. There are several organisations that are actually working towards creating organic cotton fabric and allied products. Pollachi weavers working on traditional looms and creating garments that are sought after across the world. But sadly several of these processes are dying as handlooms are being replaced by power looms. In fact, Pollachi is where the integrated cotton farming model has been adopted and this has actually helped small and medium scale cotton farmers to adopt organic farming. It was indeed an eye opener to study their Socio economic status and Marketing Challenges faced by them.

Objectives of the Study

➢ Examining the Socio-Economic Factors Affecting Handloom Weavers in Pollachi Taluk, Coimbatore District.

➢ Assessing the Impact of Socio-Economic Factors on Marketing Opportunities and Challenges for Handloom Weavers.

Research Methodology

The study have conducted through primary data by using a structured questionnaire. The secondary data have been collected from journal and previous research studies. The Simple random sampling was used for data collection. Sample of one hundred respondents have chosen from the Pollachi block.

Table No.1 **GENDER and Marketing Prospects and challenges- Independent Samples T TestIndependent Samples Test**

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
High transportation cost	Equal variances assumed	.396	.530	-.311	99	.756	-.01087	.03491	-.08014	.05840
	Equal variances not assumed			-1.000	91.000	.320	-.01087	.01087	-.03246	.01072
lack of awareness about the Handloom products	Equal variances assumed	.601	.440	-.254	99	.800	-.02174	.08567	-.19173	.14825
	Equal variances not assumed			-.815	91.000	.417	-.02174	.02667	-.07472	.03124
Market places are located in long distance	Equal variances assumed	10.055	.002	-1.862	99	.066	-.11111	.05966	-.22949	.00727
	Equal variances not assumed			-.990	8.312	.350	-.11111	.11218	-.36812	.14590
Insufficient promotion and advertisement of handloom	Equal variances assumed	16.943	.000	2.084	99	.040	.10024	.04810	.00479	.19569
	Equal variances not assumed			.898	8.154	.395	.10024	.11164	-.15636	.35684
Lack of digital marketing	Equal variances assumed	58.892	.000	3.357	99	.001	.11111	.03309	.04545	.17678

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
	Equal variances not assumed			1.000	8.000	.347	.11111	.11111	-.14511	.36733
There is no criteria that determine the quality of the goods	Equal variances assumed	.009	.924	-.802	99	.425	-.10870	.13555	-.37766	.16027
	Equal variances not assumed			-.635	8.911	.542	-.10870	.17123	-.49664	.27925
Stiff competition at market	Equal variances assumed	4.814	.031	.978	99	.330	.09783	.10002	-.10064	.29629
	Equal variances not assumed			3.141	91.000	.002	.09783	.03114	.03597	.15969

Results and Discussion

The differences among the gender of the handloom weavers towards their Marketing Prospects and challenges is presented in **Table – No.1**The calculated statistics for gender of the handloom weavers towards all the factors of their Marketing Prospects and challenges were found to be statistically insignificant at 5% level, indicating there is no difference among the gender of the handloom weavers towards their Marketing Prospects and challenges in the business. Further the 'p' value is greater than 0.05. Hence it was concluded that there are no differences among the gender of the handloom weavers towards their Marketing Prospects and challenges in the business.

Table No.2 **Family Type and Marketing Prospects and challenges- Independent Samples T Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
High transportation cost	Equal variances assumed	.124	.726	-.174	99	.862	-.01020	.05861	-.12649	.10608
	Equal variances not assumed			-1.000	97.000	.320	-.01020	.01020	-.03046	.01005

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
lack of awareness about the Handloom products	**Equal variances assumed**	.188	.666	-.142	99	.887	-.02041	.14380	-.30574	.26492
	Equal variances not assumed			-.815	97.000	.417	-.02041	.02504	-.07010	.02928
Market places are located in long distance	**Equal variances assumed**	.166	.684	.100	99	.920	.01020	.10186	-.19190	.21231
	Equal variances not assumed			.575	97.000	.566	.01020	.01773	-.02499	.04540
Insufficient promotion and advertisement of handloom	**Equal variances assumed**	.256	.614	-.248	99	.805	-.02041	.08245	-.18401	.14320
	Equal variances not assumed			-1.422	97.000	.158	-.02041	.01436	-.04890	.00808
Lack of digital marketing	**Equal variances assumed**	.124	.726	-.174	99	.862	-.01020	.05861	-.12649	.10608
	Equal variances not assumed			-1.000	97.000	.320	-.01020	.01020	-.03046	.01005
There is no criteria that determine the quality of the goods	**Equal variances assumed**	1.737	.191	-.448	99	.655	-.10204	.22799	-.55443	.35034
	Equal variances not assumed			-2.571	97.000	.012	-.10204	.03970	-.18083	-.02325
Stiff competition at market	**Equal variances assumed**	1.472	.228	.545	99	.587	.09184	.16841	-.24233	.42600
	Equal variances not assumed			3.132	97.000	.002	.09184	.02932	.03364	.15003

The **Table – No.2** shows the results of independent sample T test for the family types of the handloom weavers and their Marketing Prospects and challenges.The calculated statistics for all the factors of Marketing Prospects and challenges are insignificant and the p value for all the factor is greater than 0.05. Hence it was concluded that family types of the handloom weavers does not cause theirMarketing Prospects and challenges in the business.

Table No.3 **Owner ship of Present house and Marketing Prospects and challenges-
Independent Samples T Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
High transportation cost	Equal variances assumed	.305	.582	-.273	98	.785	-.01075	.03938	-.08890	.06739
	Equal variances not assumed			-1.000	92.000	.320	-.01075	.01075	-.03211	.01060
lack of awareness about the Handloom products	Equal variances assumed	4.241	.042	-1.843	98	.068	-.17512	.09502	-.36368	.01345
	Equal variances not assumed			-1.209	6.341	.270	-.17512	.14485	-.52497	.17474
Market places are located in long distance	Equal variances assumed	.409	.524	.157	98	.875	.01075	.06845	-.12509	.14659
	Equal variances not assumed			.575	92.000	.567	.01075	.01869	-.02637	.04788
Insufficient promotion and advertisement of handloom	Equal variances assumed	.630	.429	-.388	98	.699	-.02151	.05538	-.13141	.08840
	Equal variances not assumed			-1.422	92.000	.158	-.02151	.01512	-.05154	.00853
Lack of digital marketing	Equal variances assumed	.305	.582	-.273	98	.785	-.01075	.03938	-.08890	.06739
	Equal variances not assumed			-1.000	92.000	.320	-.01075	.01075	-.03211	.01060

There is no criteria that determine the quality of the goods	Equal variances assumed	2.548	.114	1.314	98	.192	.19969	.15200	-.10195	.50134
	Equal variances not assumed			1.059	6.561	.327	.19969	.18860	-.25240	.65179
Stiff competition at market	Equal variances assumed	.899	.345	-.502	98	.617	-.05684	.11316	-.28139	.16772
	Equal variances not assumed			-.390	6.512	.709	-.05684	.14582	-.40694	.29327

The differences among the ownership of present house of the handloom weavers towards their Marketing Prospects and challenges is presented in **Table – No.3**The calculated statistics for present house of the handloom weavers towards all the factors of their Marketing Prospects and challenges were found to be statistically insignificant at 5% level, indicating there is no difference among present house of the handloom weavers towards their Marketing Prospects and challenges in the business. Further the 'p' value is greater than 0.05. Hence it was concluded that there are no differences among the present house of the handloom weavers towards their Marketing Prospects and challenges.

Table No.4**- ANOVA-Place of Living and Marketing Prospects and challenges**

		Sum of Squares	df	Mean Square	F	Sig.
High transportation cost	Between Groups	.000	2	.000	.015	.985
	Within Groups	.990	98	.010		
	Total	.990	100			
Prices fluctuations	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
lack of awareness about the Handloom products	Between Groups	.001	2	.001	.010	.990
	Within Groups	5.959	98	.061		
	Total	5.960	100			
Market places are located in long distance	Between Groups	.000	2	.000	.005	.995
	Within Groups	2.990	98	.031		
	Total	2.990	100			
Insufficient promotion and advertisement of handloom	Between Groups	.001	2	.001	.030	.970
	Within Groups	1.959	98	.020		
	Total	1.960	100			
Lack of digital marketing	Between Groups	.000	2	.000	.015	.985

	Within Groups	.990	98	.010		
	Total	.990	100			
Slackness in demand	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
There is no criteria that determine the quality of the goods	Between Groups	.030	2	.015	.099	.906
	Within Groups	14.980	98	.153		
	Total	15.010	100			
Stiff competition at market	Between Groups	.025	2	.012	.147	.863
	Within Groups	8.173	98	.083		
	Total	8.198	100			

The **Table – No**.4 shows the results of One Way ANOVA for Place of living of handloom weavers and their Marketing Prospects and challenges**.** The significant values for all the factors of Marketing Prospects and challenges are greater than the critical value 0.05. It confirmed that there is no significant difference among Place of living of the respondents towards Marketing Prospects and challenges faced by the Handloom Weaving, and furthermore f values are less than 3 for all the factors. Hence, the study found that the Place of living of handloom weavers does not cause their Marketing Prospects and challenges in the business.

Table No.5- **ANOVA- Age and Marketing Prospects and challenges**

		Sum of Squares	df	Mean Square	F	Sig.
High transportation cost	Between Groups	.009	2	.004	.430	.652
	Within Groups	.981	98	.010		
	Total	.990	100			
Prices fluctuations	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
lack of awareness about the Handloom products	Between Groups	.202	2	.101	1.722	.184
	Within Groups	5.758	98	.059		
	Total	5.960	100			
Market places are located in long distance	Between Groups	.009	2	.004	.142	.868
	Within Groups	2.981	98	.030		
	Total	2.990	100			
Insufficient promotion and advertisement of handloom	Between Groups	.004	2	.002	.098	.907
	Within Groups	1.956	98	.020		
	Total	1.960	100			

		Sum of Squares	df	Mean Square	F	Sig.
Lack of digital marketing	Between Groups	.015	2	.008	.759	.471
	Within Groups	.975	98	.010		
	Total	.990	100			
Slackness in demand	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
There is no criteria that determine the quality of the goods	Between Groups	.514	2	.257	1.737	.182
	Within Groups	14.496	98	.148		
	Total	15.010	100			
Stiff competition at market	Between Groups	.817	2	.408	5.420	.006
	Within Groups	7.381	98	.075		
	Total	8.198	100			

The **Table – No.5** shows the results of One Way ANOVA for Age of handloom weavers and Marketing Prospects and challenges**.** The significant values for all the factors of Marketing Prospects and challenges are greater than the critical value 0.05 except Stiff competition at market. It confirmed that there is no significant difference among Age of the respondents towards Marketing Prospects and challenges faced by the Handloom Weaving, and furthermore f values are less than 3 for all the factors. Hence, the study found that the age of handloom weavers does not cause their Marketing Prospects and challenges in their business.

Table No.6 **ANOVA-Family Size and Marketing Prospects and challenges**

		Sum of Squares	df	Mean Square	F	Sig.
High transportation cost	Between Groups	.038	2	.019	1.941	.149
	Within Groups	.952	98	.010		
	Total	.990	100			
Prices fluctuations	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
lack of awareness about the Handloom products	Between Groups	.021	2	.010	.171	.843
	Within Groups	5.940	98	.061		
	Total	5.960	100			
Market places are located in long distance	Between Groups	.193	2	.097	3.385	.038
	Within Groups	2.797	98	.029		
	Total	2.990	100			
Insufficient promotion and advertisement of handloom	Between Groups	.151	2	.075	4.085	.020
	Within Groups	1.810	98	.018		

		Sum of Squares	df	Mean Square	F	Sig.
	Total	1.960	100			
Lack of digital marketing	Between Groups	.038	2	.019	1.941	.149
	Within Groups	.952	98	.010		
	Total	.990	100			
Slackness in demand	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
There is no criteria that determine the quality of the goods	Between Groups	.589	2	.295	2.002	.141
	Within Groups	14.421	98	.147		
	Total	15.010	100			
Stiff competition at market	Between Groups	.223	2	.112	1.372	.258
	Within Groups	7.975	98	.081		
	Total	8.198	100			

The results of One Way ANOVA for Family size of the handloom weavers and Marketing Prospects and challenges is showed in the **Table – No.6** The results clearly shows that there is a significant difference among family size of respondence towards Marketing Prospects and challenges faced by the Handloom Weaving, because the significant value for the factors of Marketing Prospects and challenges - Market places are located in long distance, Insufficient promotion and advertisement of handloom are less than the critical value 0.05 and furthermore f values are greater than 3 for these factors. Thus, the study found that the Family size of handloom weavers cause their Marketing Prospects and challenges in the business.

Table No.7-**ANOVA- Education level and Marketing Prospects and challenges**

		Sum of Squares	df	Mean Square	F	Sig.
High transportation cost	Between Groups	.034	2	.017	1.720	.184
	Within Groups	.957	98	.010		
	Total	.990	100			
Prices fluctuations	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
lack of awareness about the Handloom products	Between Groups	.134	2	.067	1.130	.327
	Within Groups	5.826	98	.059		
	Total	5.960	100			
Market places are located in long distance	Between Groups	.177	2	.089	3.086	.050
	Within Groups	2.813	98	.029		
	Total	2.990	100			

		Sum of Squares	df	Mean Square	F	Sig.
Insufficient promotion and advertisement of handloom	Between Groups	.134	2	.067	3.604	.031
	Within Groups	1.826	98	.019		
	Total	1.960	100			
Lack of digital marketing	Between Groups	.034	2	.017	1.720	.184
	Within Groups	.957	98	.010		
	Total	.990	100			
Slackness in demand	Between Groups	.000	2	.000	.	.
	Within Groups	.000	98	.000		
	Total	.000	100			
There is no criteria that determine the quality of the goods	Between Groups	.645	2	.323	2.202	.116
	Within Groups	14.364	98	.147		
	Total	15.010	100			
Stiff competition at market	Between Groups	.017	2	.008	.100	.905
	Within Groups	8.181	98	.083		
	Total	8.198	100			

The **Table – No.7** shows the results of One Way ANOVA for Educational level of handloom weavers and Marketing Prospects and challenges**.** The significant values for all the factors of Marketing Prospects and challenges are greater than the critical value 0.05. It confirmed that there is no significant difference among educational level of the respondents towards Marketing Prospects and challenges faced by the Handloom Weaving, and furthermore f values are less than 3 for all the factors. Hence, the study found that the educational level of handloom weavers does not cause their Marketing Prospects and challenges in the business.

Table No.8 **ANOVA-Monthly income and Marketing Prospects and challenges**

		Sum of Squares	df	Mean Square	F	Sig.
High transportation cost	Between Groups	.000	2	.000	.015	.985
	Within Groups	.990	98	.010		
	Total	.990	100			
lack of awareness about the Handloom products	Between Groups	.001	2	.001	.010	.990
	Within Groups	5.959	98	.061		
	Total	5.960	100			
Market places are located in long distance	Between Groups	.000	2	.000	.005	.995
	Within Groups	2.990	98	.031		
	Total	2.990	100			
Insufficient promotion and advertisement of handloom	Between Groups	.001	2	.001	.030	.970
	Within Groups	1.959	98	.020		

	Total	1.960	100			
Lack of digital marketing	Between Groups	.000	2	.000	.015	.985
	Within Groups	.990	98	.010		
	Total	.990	100			
There is no criteria that determine the quality of the goods	Between Groups	.030	2	.015	.099	.906
	Within Groups	14.980	98	.153		
	Total	15.010	100			
Stiff competition at market	Between Groups	.025	2	.012	.147	.863
	Within Groups	8.173	98	.083		
	Total	8.198	100			

The results of One Way ANOVA for monthly income of the handloom weavers and Marketing Prospects and challenges is showed in the **Table – No.8**The results clearly shows that there is no significant difference among the different groups of monthly income of respondence towards Marketing Prospects and challenges faced by the Handloom Weaving, because the significant value for all the Marketing Prospects and challenges factors are greater than the critical value 0.05 and the F statistic values are less than 3. Thus, the study found that the monthly income of handloom weavers does not cause their Marketing Prospects and challenges in the business.

Conclusion

The handloom sector provides significant employment opportunities in Tamil Nadu. This study aims to analyse the socio-economic factors influencing the marketing challenges faced by handloom weavers in Pollachi Taluk, Coimbatore. The findings reveal a steady decline in the growth of the handloom sector, primarily due to various marketing-related issues. Factors such as a less workforce, high transportation costs, increased occupational risks, insufficient promotion and advertising, lack of digital marketing, stiff competition, and low market prices have all negatively impacted the industry. Policy makers need to take concrete steps to address these challenges and promote the handloom sector. In Coimbatore district, where most handloom units operate on a small scale and face limited access to markets and financial resources, government schemes are crucial in supporting weavers. These initiatives focus on tackling production and marketing challenges through various strategies.
In conclusion, the sustainable growth of the handloom industry in Pollachi Taluk, Coimbatore, largely depends on enhanced marketing support from the government and improvements in the socio-economic conditions of the weavers.

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