SUSTAINABLE MARKETING STRATEGIES ADOPTED BY WARANGAL DURRIE WEAVERS IN PRE & POST COVID-19 ERA

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Abstract:

The total world was affected by the COVID-19 pandemic from January 2020 onwards. Till today the impact of the pandemic is there and our Nation, India is coming back to new normalcy. Each and every sector of the economy, in India got affected by the pandemic. Various businesses had to undergo completely unexpected and challenging situations and required to formulate new strategies for their survival. Under such category majority of MSME's, and labour force in unorganized sector, such as construction workers and artisans faced a challenging situation for their own sustainability. In India, un-organized sector got effected very badly. For example, handloom industry is one among them. Few selected industries, such as pharmaceutical, healthcare, online education, e-commerce and packaged consumer goods are benefited from the COVID-19 /pandemic and even the society got the benefit of additional employment with different skill sets. Unorganized sector like Handloom industry faced the challenging situation during the COVID-19. The artisans suffered a lot without work orders and sales. This study throws a light on the weavers of Warangal, who are famous for weaving durries. Their product is recognized with prestigious Geographical Indicator (GI). Main aim of this paper is to analyze the challenges of durrie weavers in pre and post pandemic period in India and to identify new strategies adopted by the weavers during the COVID-19 and suggest the marketing strategies to be adopted based on the results obtained from the study. This study includes two co-operative societies i.e., Shatranji & Nawar co-operative society and Kashivisheshwara co-operative society. The study used tools named as correlation analysis and Chi-Square test for analyzing the data.

Keywords: Durrie weavers, co-operative societies, Kendall's tau-b correlation coefficients, Chi-Square test.

Introduction:

Indian handloom industry is one of the oldest and largest unorganized sectors which is providing employment to 43.31 lakh weavers from rural and semi-urban areas (4th All India Handloom Census). Approximately, India exports 85-90% of its total carpet production (annual report, ministry of textile, 2019-20) to European and American countries. In India, artisans are clustered into different groups, carpets are one among the cluster consisting of 2 million artisans and 2500 exporters-cum-manufacturers (Subhamoy Banik et.al., 2017). Each state in India is recognized by a unique handloom product and some are recognized with Geographical Indicators (GI) the details of few GI tagged products are showcased in the following Table 1:

Table 1: List of Geographical Indicator tagged products in Handlooms

Sl. No.	Geographical Indicator Product	State
1.	Mangalagiri Sarees	Andhra Pradesh
2.	Muga Silk of Assam	Assam
3.	Kashmiri Hand Knotted Carpet	Jammu & Kashmir
4.	Ilkal Sarees	Karnataka
5.	Mysore Silk	Karnataka
6.	Navalgund Durries	Karnataka
7.	Chanderi Sarees	Madhya Pradesh
8.	Orissa Ikat	Odisha
9.	Kota Doria	Rajasthan
10.	Kancheepuram Silk	Tamil Nadu
11.	Gadwal Sarees	Telangana
12.	Pochampalli Ikat	Telangana
13.	Pochampally Ikat	Telangana
14.	Siddipet Gollabama	Telangana
15.	Warangal Durries	Telangana
16.	Agra Durrie	Uttar Pradesh

Source: Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry,

Government of India.

Various districts of Telangana, developed their own unique products in handloom industry. The handloom industry has become a remarkable industry due to the efforts of the artisans in developing unique handloom products. To name a few, Durries (Carpets) – Warangal, Gadwal- handloom Zari sarees, Pochampally- Ikkat silk sarees and Siddipet -Gollabama sarees etc, could get its recognition for their products at all India level.

At all India level, Geographical Indicator (GI) for carpets, is issued by Carpet Export Promotion Council under IPR. Among the different types of carpets and durries in India, 7products have been issued with Geographical Indicator (GI), by Carpet Export Promotion Council. Seven (7) carpets and durrie products are given GI at all India level and Warangal durries is one among them. Warangal durries are famous for unique and beautiful handwoven durries. In history, Warangal durries received good recognition for their products and good sales too. Though they enjoyed the export sales during 90's but today they are facing many problems. In order to face the stiff competition, artisans/weavers of Durrie formed co-operative societies and started joining in to co-operative societies. There are 45 weavers' co-operative societies in the Warangal urban district of Telangana. Co-operative societies have been considered to be the ideal infrastructural institution for implementation of schemes (Katta Ram Mohan Rao, 2018), providing work orders, training towards new technologies for weavers and market exposure to do their sales of durries.

To understand further about the challenges faced by the Warangal Durrie weavers and their perceptions on challenges of weaving, researcher selected two co-operative societies by the convenience sampling method. Data was collected from 100 weavers' by following the complete enumeration method, about the challenges of weavers in the pre and post pandemic period in selected sample societies.

This paper comprises of different sections as follows, a brief literature review on problems and challenges of weavers. The next section outlines the research problem of the study which proceeds to the development of research objectives. Further section explains the methodology/ research design of the study. The next part of the article outlines the data analysis, following by the discussions and research recommendations. Last part of the article structured with limitations and future research and conclusions.

Literature review:

The existing research work was reviewed in order to identify the problems/challenges of durrie weavers. Research work on various challenges of handloom weavers inclusive of problems/challenges of handloom durrie weavers have been referred herewith. Systematic Literature Review (SLR) was done from Scopus Index Journals from 2012 – 2021. Key words used were problems of weavers, challenges of weavers, problems of durrie weavers, challenges of durrie weavers etc. Articles were referred from Google Scholar, Elsevier, Emerald and research gate. The literature which are found relevant have been reviewed and summarized and are presented here.

In 2021, Sankar Roy Maulik studied the challenges and opportunities of handloom industry. The researcher suggested to develop eco-friendly value-added handloom products to increase the aesthetic appeal without decreasing the product quality.

In 2018, Satyajit Das studied the problems of handloom weavers' in Tufanganj block–I of cooch Behar district, west Bengal. Researcher studied the socio-economic profile of weavers and identified their problems into different categories named as illiteracy, financial

constraints, health problems, middle man problem and poor government support. To change over the living standards cooperative structures and welfare schemes should be strengthened.

R. Vinayagamoorthy (2017) presented the contributions of societies made for the weavers and working satisfaction level of the weavers towards the society. They suggested that a greater number of NGO's or social entity should be encouraged to cover maximum number of weavers to provide the online marketing opportunities.

In 2016, Muhammad Rabiul Islam Liton studied the future challenges in Bangladesh handloom industry. The study found the reasons for shutting down of looms and suggested that government should take necessary steps to overcome the challenges for the development of the handloom industry.

According to Ankam Srinivas (2015) the problems faced by the handloom weavers in Telangana state are about the financial, marketing, production, social and health problems of Karimnagar handloom weavers at Telangana state. The study suggested that the government should provide more assistance in forms of schemes and subsidies and also strengthen the policies and acts which supports the weavers.

Katta Rama Mohan Rao et.al., (2018) studied the quality of life of weavers working under cluster scheme at A.P. Their study found that weavers are in neutral conditions means they are not unhappy with the quality of life and also not fully satisfied and suggested there is a scope for enhancement of quality of life of weavers by initiating more and appropriate development schemes.

Subhamoy Banik et.al., (2017) researched the issues challenges faced by the artisans and also highlighted the policies taken by the government to overcome the challenges. They concluded that weavers are vulnerable to exploitation and also with low wages. The study suggested that institutions like CAPART, KVIC, SIDBI, NABARD should increase the training to the weavers in upgrading the skills and also there should be initiative by e-commerce activities to boost the sales.

Wijenayaka (2021) focused on socio-economic situation and challenges of weavers at Ihala Madampella village, Sri Lanka. Researcher identified the challenges of weavers as high cost of raw materials, scarcity of mechanics to repair the handloom machines, weak advertising and so on.

Vaishali Dhingra et.al., (2012) researched on factors affecting quality of work life of handicraft workers and concluded that artisans are financially and socially are standing backward. In handicraft units' social security and health care measures are poor.

Dhinesh kumar (2018) studied problems and prospects of handloom sector in generating the employment and found that problems as raw material constraints, lack of availability of market information and so on and finally suggested that handloom weavers should change from the world of work to world of study.

Rama Ramswamy (2103) researched the marketing problems of micro artisan enterprises in Thenzawl handloom cluster and suggested that continued market innovation, market expansion and pro-active cluster development interventions by both central and state government should be implemented for handloom industry.

Kumudha et.al., (2013) studied the problems faced by the handloom weavers of co-operative societies and summarized the problems related to, marketing, input and weaver. The study suggested continuous training program for weavers and also insisted to use the handloom mark for products from handloom co-operative societies.

Jayachitra et.al., (2016) conducted an in-depth survey to know the socio-economic status of weavers and concluded the problems as low earnings, less awareness of government welfare schemes and so on. Study suggested that there should be collaborations of handloom sector with other sectors like KVIC etc., and there is a need to increase the value of handloom products by using organic cotton and organic yarn.

Research problem:

Durrie weavers in Warangal are adopted brick and mortar type of business for their livelihood. But the pandemic situation changed the lifestyle of these weavers by adopting new marketing tools and strategies to attract and retain the customers. The literature focused on the overall process of carpet weaving in Warangal (Bibhudutta Baral et.al.,) (2009) also on the problems faced by the durrie weavers (Bhavani et.al.,) (2010). Market is changing very dynamically due to the technological advances, attitude, tastes, preferences and perception of consumers. As a result, challenges of durrie weavers are also increasing rapidly. To this scenario, the pandemic situation added more vows to the problems of durrie weavers at Warangal (dist.), Telangana. Hence, this article attempts to study the relation and association between the pre and post challenges of two co-operative societies selected for the study. Based on the research problem, the following objectives are framed.

Objectives of the study:

1. To identify the major problems faced by the durrie weavers at Warangal (Dist.), Telangana through systematic literature review.
2. To understand the relation between the problems of durrie weavers during pre and post COVID of two co-operative societies i.e., Shatranji & Nawar and Kashivishewara co-operative society.
3. To evaluate the association between two co-operative societies i.e., Shatranji & Nawar and Kashivishewara weavers' problems during the pre and post period of COVID.
4. To suggest suitable remedies to enrich their marketing strategies in handloom durrie industry.

Methodology/ Research Design of the study:

Before ahead with analysis of the objectives, a detailed methodology and research design for the study is presented diagrammatically in Figure. 1. The research followed a systematic literature review of problems of weavers and identified major problems of durrie weavers at stage-I and elaborated the results, discussions and conclusions at stage-II. The information is depicted in Figure. 1 as methodology/research design of the study.
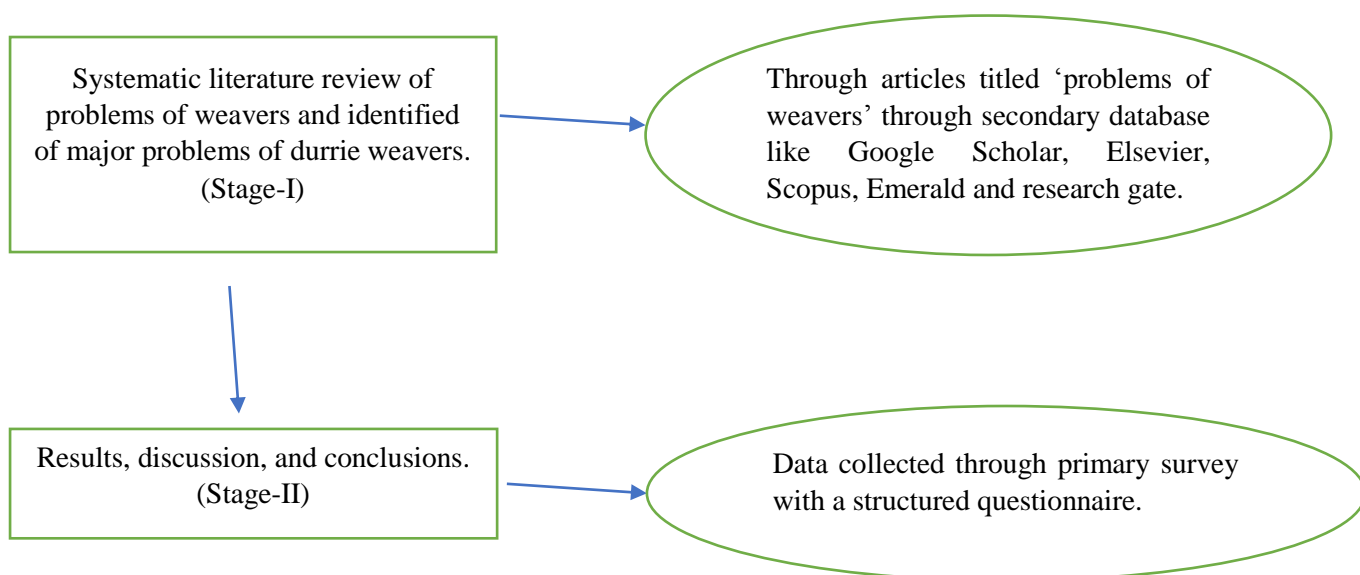
| Systematic literature review of problems of weavers and identified of major problems of durrie weavers. (Stage-I) | → | Through articles titled 'problems of weavers' through secondary database like Google Scholar, Elsevier, Scopus, Emerald and research gate. |
| Results, discussion, and conclusions. (Stage-II) | → | Data collected through primary survey with a structured questionnaire. |

Figure 1: *Methodology/ Research Design of the study*

Objective 1: Identification of problems of Durrie weavers through Systematic Literature Review.

In order to identify the problems of durrie weavers, the researcher followed the systematic literature review of articles named as "problems of weavers" for the period from 2012 – 2021, and come across nearly 42 articles. From there, the researcher sorted out the major problems has been faced by the weavers into different categories named as financial, marketing, production, management and customer related problems. After the categorization, the results of the same are presented in Table 2.
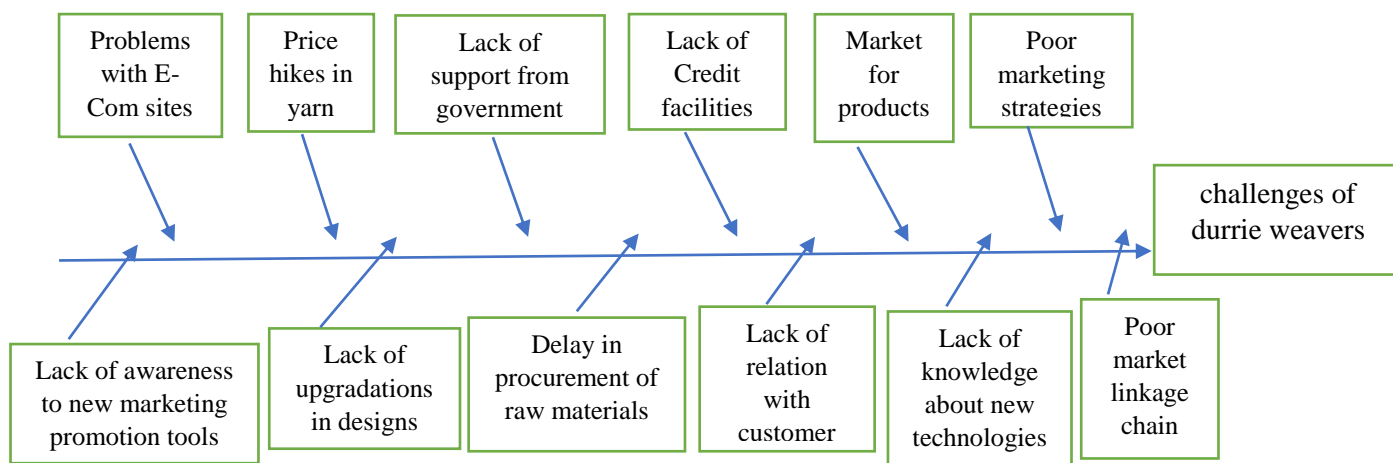
Table. 2 Identified variables for the study

Sl. No.	Categories	Variable	Source
1.		Price hikes in yarn	Ankam Sreenivas et.al., (2013)
2.	Finance - related	Lack of Support from government (subsidies & schemes)	Ankam Sreenivas et.al., (2013)
3.		Lack of Credit facilities	Subhamoy Banik, (2017)

4.		Market for products	Ankam Sreenivas et.al., (2013)
5.	Marketing- related	Poor marketing strategies	Rama Ramswamy, (2013)
6.		Lack of awareness to new marketing promotion tools	R. Jaya Chitra et.al., (2016)
7.		Problems with E-Com sites	R.G. Panneerselvam et.al., (2015)
8.	Production- related	Lack of upgradations in designs	A. Kumudha et.al., (2013)
9.		Delay in procurement of raw materials	R. Jaya Chitra et.al., (2016)
10.	Management- related	Lack of knowledge about new technologies	Dhinesh Kumar (2018)
11.	Customer- related	Lack of relation with customer	A. Kumudha et.al., (2013)
12.		Poor market linkage chain from raw material to finished products	R.G. Panneerselvam et.al., (2015)

The problems of durrie weavers are also depicted through the Ishikawa (fish bone) diagram approach. The diagram is given in Figure 2 and is as follows:

Figure 2. Problems of durrie weavers Ishikawa diagram.

After identifying the variables from systematic literature review, the same are incorporated in the questionnaire for primary data collection. The instrument is applied to the weavers to collect the data for the study.

Data analysis of the study:

The data is collected from a sample of 100 artisans, belonging to two different co-operative societies namely, Shatranji & Nawar co-operative society and Kashivisheshwara co-operative society with a structured questionnaire. Based on the data collected from the two co-operative societies, the demographic profile of weavers is shown in the Table 3.

Table. 3 – Demographic profile of durrie weavers w.r.t Co-operative societies

Co-operative societies/ variable		Shatranji & Nawar co-operative society	Kashivisheshwara co-operative society
Age	40-50 years	25	24
	Above 50 years	27	24
Gender	Male	34	35
	Female	18	13
Educational qualification	No education	35	25
	School level	17	23
Monthly income level	5,000-10,000	23	18
	10,000-15000	29	30

(Source: Primary data, N=100 respondents)

Table.3 discloses that out of 100 respondents 52% weavers are from Shatranji & Nawar co-operative society and 48% are from Kashivishewara co-operative society. From 52% weavers of Shatranji & Nawar co-operative society 27% are above 50 years, 34% weavers belongs to male, 35% weavers belongs to no education group, and 29% of the weaver's monthly income levels belongs to Rs.10,000 – Rs.15,000. From 48% weavers of Kashivishewara co-operative society 24% are above 50 years, 35% weavers belongs to male, 25% weavers belongs to no education group, and 30% of the weaver's monthly income levels belongs to Rs.10,000 – Rs.15,000.

Objective 2:

The second objective of the study is "To understand the relation between the problems of durrie weavers during pre and post COVID of two co-operative societies." i.e., Shatranji & Nawar and Kashivishewara co-operative society.

To understand the pre and post COVID challenges of weavers' the researcher used Kendall's tau-b correlation on the data collected from each co-operative society separately for each identified variable (12 variables) of the study. The results of the test, Kendall's tau-b correlation for 1) Shatranji & Nawar co-operative society and 2) Kashivishewara co-operative society are shown below in the Table 4.1 and 4.2 respectively.

Table .4.1

Kendall's tau-b correlation results of Shatranji & Nawar co-operative society

Sl.no.	variables	Kendall's tau-b correlation coefficients of Post Covid
1.	Price hikes in yarn	0.103
2.	Lack of Support from government (subsidies & schemes)	0.104
3.	Lack of Credit facilities	-0.018
4.	Market for products	0.063
5.	Poor marketing strategies	0.234[**]
6.	Lack of awareness to new marketing promotion tools	-0.046
7.	Problems with E-Com sites	-0.018
8.	Lack of upgradations in designs	0.227[**]
9.	Delay in procurement of raw materials	0.059
10.	Lack of knowledge about new technologies	-0.219[**]
11.	Lack of relation with customer	0.011
12.	Poor market linkage chain from raw material to finished products	0.124

Source: Author's compilation

**Correlation is significant at the 0.05 level

From the Table.4.1- Kendall's tau-b correlation results of Shatranji & Nawar co-operative society, researcher found that, there is a positive relation in the challenges of *poor marketing strategies* and *lack of upgradations in designs.* Importantly, there is a negative correlation observed for *Lack of knowledge about new technologies* during the pre and post period of COVID, means there is a change observed in that challenge after the post period of COVID. This Shatranji & Nawar co-operative society shows more knowledge towards new technologies after the post period of COVID.

Table .4.2

Kendall's tau-b correlation results of Kashivishewara co-operative society

Sl.no.	variables	Kendall's tau-b correlation coefficients of Post Covid
1.	Price hikes in yarn	0.045
2.	Lack of Support from government (subsidies & schemes)	-0.025
3.	Lack of Credit facilities	-0.063
4.	Market for products	0.098
5.	Poor marketing strategies	0.094
6.	Lack of awareness to new marketing promotion	0.045

	tools	
7.	Problems with E-Com sites	0.241^{**}
8.	Lack of upgradations in designs	-0.039
9.	Delay in procurement of raw materials	-0.107
10.	Lack of knowledge about new technologies	0.018
11.	Lack of relation with customer	0.275^{**}
12.	Poor market linkage chain from raw material to finished products	-0.095

Source: Author's compilation

**Correlation is significant at the 0.05 level

From the Table.4.2- Kendall's tau-b correlation results of Kashivishewara co-operative society, researcher concluded that, correlation is significant at the 0.05 level (assumed level of significance) for *Problems with E-Com sites* and *Lack of relation with customer* during the period of pre and post pandemic situation. The relation is positively correlated for the variables.

To know the further association between the variables during the pre and post period of COVID, further investigation has done for the data by using Chi- Square test.

Objective 3:

To evaluate the association between two co-operative societies i.e., Shatranji & Nawar and Kashivishewara weavers' problems during pre and post period of COVID, researcher used Chi- Square test. Chi- Square test results are disclosed in the following Table.5. The null hypotheses are framed for every variable selected for the study and Chi-Square analysis performed thereafter. The null hypothesis for each variable as follows:

$H0_1$: There is no significant association between the price hikes in yarn in the pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_2$: There is no significant association between the support from government in the period of pre and post COVID (w.r.t. two co-operative societies individually).

$H0_3$: There is no significant association between the credit facilities in the pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_4$: There is no significant association between the markets for products in pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_5$: There is no significant association between the marketing strategies in the period of pre and post COVID (w.r.t. two co-operative societies individually).

$H0_6$: There is no significant association between the awareness towards new marketing promotion tools in the pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_7$: There is no significant association between the problems with E-Com sites in the period of pre and post COVID (w.r.t. two co-operative societies individually).

$H0_8$: There is no significant association between the upgradations in designs in pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_9$: There is no significant association in the procurements of raw materials in the pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_{10}$: There is no significant association in the knowledge about new technologies for marketing during the period of pre and post COVID (w.r.t. two co-operative societies individually).

$H0_{11}$: There is no significant association in the customer relation during the pre and post period of COVID (w.r.t. two co-operative societies individually).

$H0_{12}$: There is no significant association between the market linkage from raw material to finished goods in pre and post period of COVID (w.r.t. two co-operative societies individually).

Table. 5

Chi-Square test for co-operative societies towards pre and post COVID variables

Sl.no.	Variables	Pre covid χ^2 values			Post covid χ^2 values		
		Pearson Chi-Square test statistic	D.f.	P-value (2-sided)	Pearson Chi-Square test statistic	D.f.	P-value (2-sided)
1.	Price hikes in yarn	2.918	8	0.939	9.374	10	0.497
2.	Lack of Support from government (subsidies & schemes)	4.926	8	0.765	11.919	11	0.370
3.	Lack of Credit facilities	3.976	10	0.948	10.788	10	0.374
4.	Market for products	8.092	10	0.620	10.672	11	0.471
5.	Poor marketing strategies	8.500	10	0.580	9.832	9	0.364
6.	Lack of awareness to new marketing promotion tools	4.573	10	0.918	18.929	9	0.026[**]
7.	Problems with E-Com sites	5.451	10	0.859	11.980	10	0.286
8.	Lack of	7.865	9	0.548	10.818	9	0.288

	upgradations in designs						
9.	Delay in procurement of raw materials	10.034	11	0.527	17.596	10	0.062
10.	Lack of knowledge about new technologies	8.277	9	0.507	19.824	10	0.031**
11.	Lack of relation with customer	4.339	10	0.931	21.649	10	0.017**
12.	Poor market linkage chain from raw material to finished products	9.268	9	0.413	15.012	9	0.091

**0.05 significance level

Source: Author's compilation

(IBM SPSS Statistics 22)

Results & Interpretation:

Chi-Square test result shows hypothesis $H0_6$ (Lack of awareness to new marketing promotion tools), $H0_{10}$(Lack of knowledge about new technologies), $H0_{11}$(Lack of relation with customer) are having strong evidence to reject the null hypothesis because $p < 0.05$ (assumed level of significance).

Result 1:

$H0_6$: There is no significant association between the awareness towards new marketing promotion tools in the pre and post period of COVID (w.r.t. two co-operative societies individually).

A Chi-Square test (χ^2) with 9 degrees of freedom was performed, resulting in Pearson Chi-Square test statistic of 18.929 with a P-value (2-sided) 0.026, which is less than 0.05, so the researcher has strong evidence to reject the null hypothesis. So, it was concluded that there is a significant association between the two co-operative societies towards awareness of new marketing promotion tools in the post period of COVID. There is no significant difference in the pre period of COVID because p>0.05.

Result 2:

$H0_{10}$: There is no significant association in the knowledge about new technologies for marketing during the period of pre and post COVID (w.r.t. two co-operative societies individually).

A Chi-Square test (χ^2) with 10 degrees of freedom was performed, resulting in Pearson Chi-Square test statistic of 19.824 with a P-value (2-sided) 0.031, which is less than 0.05, so the researcher has strong evidence to reject the null hypothesis. So, it was concluded that there is a significant association between the two co-operative societies in the knowledge about new technologies for marketing in the post period of COVID. There is no significant difference in the pre period of COVID because p>0.05.

Result 3:

$H0_{11}$: There is no significant association in the customer relation during the pre and post period of COVID (w.r.t. two co-operative societies individually).

A Chi-Square test (χ^2) with 10 degrees of freedom was performed, resulting in Pearson Chi-Square test statistic of 21.649 with a P-value (2-sided) 0.017, which is less than 0.05, so the researcher has strong evidence to reject the null hypothesis. So, it was concluded that there is a significant association between the two co-operative societies in the customer relation in the post period of COVID. There is no significant difference in the pre period of COVID because p>0.05.

Discussions:

From the data analysis results, the researcher concludes that, through objective 1, problems of durrie weavers are identified through systematic literature review. From objective 2, researcher tries to understand the correlation between the problems of durrie weavers during the pre and post period of COVID of two co-operative societies. This objective interpreted that there exists positive correlation for *poor marketing strategies*, *Lack of upgradations in designs* and a negative correlation for *Lack of knowledge about new technologies* in case of Shatranji & Nawar co-operative society, also for *Problems with E-Com sites* and *Lack of relation with customer*, in case of Kashivishewara co-operative society. Negative correlation interprets that before COVID the knowledge about new technologies in view of marketing is less for weavers of Shatranji & Nawar co-operative society. They learned and implemented new technologies during the COVID and post COVID/period also.

This study attempts to investigate the association between the variables after the post period of COVID by Chi-Square test. The results are showcased as there is a significant association in *Lack of awareness to new marketing promotion tools, Lack of knowledge about new technologies and Lack of relation with customer* after the period of COVID. Therefore, combining the results from the tests like Kendall's tab U correlation and Chi-Square test, study suggested recommendations to the weavers of co-operative societies as follows:

Research Recommendations:

Lack of knowledge about new technologies:

Most of the weavers from Shatranji and Nawar co-operative society has acquired good knowledge towards new technologies for marketing and for promoting their products in the new social platforms (Table 4.1). They are tying up with NGOs without any age difference to

increase their sales. Hence the other co-operative societies can adopt those marketing strategies.

Lack of relation with customer*:*

Most of the weavers from Kashivishewara co-operative society has increased the relationships with customer by maintaining their database, sharing the new images with updated designs and weaving the customized durries (Table. 4.2). Hence the other co-operative societies can adopt those customer relation strategies to enhance their sales and enrich their market expansion.

Limitations and Direction for Future Research*:*

This study is at micro level and considered the durrie weavers are different from carpet weavers. Hence the perception of durrie weavers and carpet weavers (power looms) may be different. A sample size of 100 drawn from the two co-operative societies of Warangal district, therefore sample may not represent the whole population of India. Hence the generalization can be a limitation for this study. The rankings by durrie weavers may not be reliable all times because individual bias, differences in their age, income, educational qualification, support from co-operative societies and so on. Since few problems are considered in this study, by adding the new variables of problems, research can be extended in future time.

Conclusion:

In conclusion the empirical results show that, though the illiteracy rate of durrie weavers is high in Shatranji & Nawar co-operative society, they used many new marketing strategies than Kashivishewara co-operative society. They improved in deigns as well as in knowledge about new technologies for marketing their products during the period of pandemic and they are continuing the modern tools and technologies after the COVID. The marketing strategies like integrated business strategies i.e., vertical integration with NGO's like GoCoop, Tvami and so on with many other i.e., Amazon, Flipkart. With these collaborations the weavers are weaving new designs on durries like jacquard, combination of kalamkari and Ikkat and also customized designs which attracts the customers to expand their market. They also got knowledge in usage of new marketing technologies like Facebook, WhatsApp, Instagram and others to make awareness of their products to the world through image sharing strategy and social media applications like Aalambana, GEM and others along with the TSCO orders.

As Kashivishewara co-operative society weavers are also learned knowledge to overcome the problems of E-Com sites during the pandemic situation than the Shatranji & Nawar co-operative society. By utilizing the knowledge of E-Com sites they are good to have the customer relation which can increase the market for durries by easy availability of product, easy return and customized products in terms of color, size of the durrie and so on.

In short, the central findings of this study provide that there should be mutual exchange of knowledge of new marketing technologies, upgradations in designs and marketing strategies

between the two co-operative societies to make their overall lives wellbeing in present competitive market where the power loom products are moving fast because of their less cost and large number of designs.

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