

A Study on Problems and Prospects of Pattamadai Handloom Mat Industries in Ambasamudram Taluk

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Abstract: *This study investigates the challenges and potential prospects faced by the Pathamadi handloom industries in Ambasamuthuram district. Handloom industries have a rich cultural heritage and provide livelihoods to many artisans. However, they encounter several impediments that hinder their growth and sustainability. The research explores the key problems, such as lack of modernization, declining demand, skilled labor shortage, and financial constraints. Additionally, the study identifies potential solutions to address these issues, including product diversification, design innovation, government support, market expansion, and infrastructure development. Emphasizing sustainable practices and eco-friendly branding may also enhance the industry's appeal to environmentally conscious consumers. Through in-depth analysis and engagement with local stakeholders, this study provides valuable insights into the challenges and opportunities of the Pathamadi handloom industries in Ambasamuthuram district.*

Keywords: Market expansion, Sustainable practices, Handloom industries, opportunities.

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