

Submission Summary

Conference Name

8th INTERNATIONAL CONFERENCE ON INNOVATIVE COMPUTING AND COMMUNICATION 2025)

Track Name

ICICC2025

Paper ID

1218

Paper Title

SMART COMMUNICATION (HUMAN WELFARE ASSOCIATION, VARANASI)

Abstract

The handloom weaving profession is a legacy profession, but the challenges are faced in terms of low wages and poor working conditions, competition by power looms, lack of entrepreneurial skills, and managerial skills. This study tries to focus on the Varanasi handloom sector, which has cultural significance, and attempts to highlight how master weavers play an important role in sustaining this low-technology industry. Low transaction costs, social capital, and responsiveness to market needs make these master weavers more relevant today. Some government steps such as the "Brand Handloom" campaign, collaborations with e-commerce sites, and skill upgradation programs for quality control and packaging, digital literacy have managed to ease out this tough time for this industry. The study examines the socio-economic conditions of weavers and the handloom value chain, pointing out opportunities side by side with persistent problems such as exploitation by middlemen and lack of access to markets. Holistic solutions that help to encourage innovation, decrease dependence on intermediaries, and increase sustainability and competitiveness are important. Our proposed website complements this approach by allowing artisans to register accounts, upload products with specifications and pricing, and then access statistics such as sales data, earnings, and product views. This also features event organization and participation, which encourages mutual collaboration through transparent communication. study emphasizes the integration of the traditional handloom weaving sector into the global creative economy, in which culture, place, and economics come together in harmony. Revitalizing the handloom sector not only saves livelihoods but also saves cultural heritage and helps regional economic development to position artisans to thrive on a global platform.

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Submission Files

Capstone_Research_paper(Varanasi).docx (39.4 Kb, 16/12/2024, 4:57:23 pm)
