

Heritage at Risk: A Study on Market Adaptation and Competition Faced by Mubarakpur's Banarasi Silk Weavers

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Abstract : This study examines the obstacles and adaptive methods of Banarasi silk weavers in Mubarakpur, a traditional weaving center in Uttar Pradesh. Notwithstanding the cultural and historical importance of this craft, the sector confronts escalating challenges from mechanization, synthetic substitutes, globalization, and limited market access controlled by intermediaries. Escalating raw material expenses, restricted financing availability, insufficient advertising visibility, and a deficiency in technical advancement exacerbate socio-economic vulnerabilities. This research employs a quantitative methodology utilizing survey data from 397 weavers, supplemented by secondary sources, to assess the influence of market adaptation tactics and rivalry on perceived sales performance. According to research, market competition still has a significant impact on outcomes even when adaptation measures like cooperative clusters, design innovations, and digital market participation are used. The results underscore the necessity for systematic interventions, encompassing training facilities, access to contemporary tools, genuine branding via Geographical Indications (GI), and fair incorporation into organized supply chains. The research underscores the necessity of reconciling industrialization with legacy preservation to sustain livelihoods, enhance authenticity, and guarantee the cultural continuation of Banarasi silk weaving in Mubarakpur.

IndexTerms - Banarasi Silk Weaving, Heritage Craft Preservation, Market Adaptation Strategies, Design Innovation, Cultural Sustainability.

I. INTRODUCTION

The weaving tradition in Mubarakpur, located in the Azamgarh District of Uttar Pradesh, also known as the 'City of Silk,' stands as a vital part of India's textile history. The descendants of artisans who designed and wove the silk sarees formed the silken history of Mubarakpur based on the elaborate and ornate looms of the rich culture of the past, as Yuadav and Gupta state in "The Art and Artisans of Mubarakpur: The Weaving Tradition". Now the culture shaped by the traditional forms of artworks is facing multiple and more complex challenges. As one of the recent studies about handloom weaving in the Mubarakpur suburbs, the Azamgarh, and Varanasi, There is great despondence regarding the complex issues of obtaining the right forms and sufficient quantities of the fundamental types of raw materials, predatory middlemen due to lack of effective control mechanisms and perfect information, fierce competition at marketing levels from the work of power looms, capital scarcity resulting in constant funds access issues, and even the appropriate technology is absent in a situation where more than eighty percent of the weavers lack even primary mechanical assistance [1]. The nuances of the issues that are now interlaced with one another all stem from the socio-economic framework, and they endanger the very existence of many livelihoods, plus intangible heritages and traditional practices that are equally essential.

Additionally, wider patterns across the Banarasi silk industry show how store-bought copies and mechanization undermine authenticity and drive out handwoven cloth. In particular, the use of synthetic fibers to replace pure silk, power looms instead of labour-intensive handlooms, and certain tactics such as passing off machine-made items as handcrafted have discouraged trust among the public and devalued artisanal status [2]. Modern branding efforts, such as the "Silk Banarasi" trademark, QR-code authenticity seals, and showroom promotions, aim to restore consumer trust in the market and differentiate real handloom items [14]. The impact of globalization, as well as consumer culture and technology on the Mubarakpur weavers' response, is the focus of this study. The primary strategy used in this research is the merging of primary data gathered through field surveys and interviews,

and secondary data to develop a better understanding of competitive, digital, and social marketing, design strategy, the marketing of design, as well as cooperative brand marketing employed by these weavers to ensure continued success in modern times.

The study establishes that the organized clusters with different training centers, design aids, and even direct digital marketing can significantly change the lives of the weavers as well as the cultural heritage in question. Growing application and awareness of the GI, as well as the active incorporation of the weaver in organized supply chains, are as structural policy directions of primary value as well [3]. The "Silk Banarasi" scheme is a case in point where the value addition of increased transparency and efficient brand marketing, coupled with socially equitable profit margins, can rekindle the demand for handloom Banarasi fabrics [14]. Some studies focus on developing a policy appropriate, technologically proficient, yet marketing-oriented, overarching intervention for the protection of the Banarasi silk weaving in the vicinity of Mubarakpur. Out of all the approaches, the modernization of the craft shall ensure that the heritage is maintained by intertwining sustainability and authentication with new-age frameworks.

II. LITERATURE REVIEW

2.1 Historical Roots & Cultural Heritage of Banarasi Silk Weaving

Srivastava & Saxena (2025) analyzed the culture and the saree-weaving art's technical aspects for the city of Banaras, and for centuries. The study's focus was to understand the culture and the art of saree weaving and to analyze the various intricate techniques involved, along with the permeating customs. The interdisciplinary approach included both primary and secondary research and proved productive. For example, the research and analysis associated with the intricate processes involved with weaving, particularly the finishing, postproduction, and packaging methodologies, the analytical thinking required in the processes, and the processes themselves, are set aside for in-depth research and contemplation. This study demonstrated the value of age-old and timeless crafts. An analysis of the techniques and motifs was aimed at determining the uniqueness of the Banarasi weave in relation to other weaving traditions. The research highlighted the colours, motifs, and techniques emblematic of the sarees and argued how they resonate with the cultural identity. Based on the SWOT analysis, the key strengths constituted the heritage and the craftsmanship. Heritage and craftsmanship strengths, while international market highlights opportunities, imitative mechanization is a threat and, thus, needs conservation measures [4].

Sanil (2025) commented on the evolutionary heritage of the Banaras silk weaving tradition, which required some form of traditional knowledge that, through the years, crystallized cultural, ecological, and social values. With this aim in view, the study aimed to analyze the interface of the indigenous knowledge system and the structures of the society, along with the differences in the structures. This interface enabled the Banarasi saree to sustain on the popular tradition, while grappling with the issue of geographic indication oppression on caste occupational identities. The study sought to explain change and continuity within the community of the weavers through interdisciplinary synthesis and multiple scholarly perspectives. It was also sought in the research design how the democracy of artisanal knowledge and decent work would be made available through the calculated secondary data analysis and critical review of GI protection. It was found that heritage value GIs were often exclusionary in participation, which made it necessary to change GIs to include other participants to be applicable. The study argued that in the case of India, the GI system should be changed in such a way that sustainable, equitable livelihood opportunities and decent income protection are made available to all stakeholders in the Banaras silk weaving industry [5].

Chaudhary et al. (2021) investigated the safeguarding nature of the handicrafts under geographical indication (GI), especially concerning Banarasi silk and brocade, as famous products recognized under GI in India. Hence, the study assessed the socio-economic condition of the small-scale producers, their knowledge of the Geographical Indications, and the problems faced by Banaras brocade and saree weavers. Semi-structured interviews were conducted randomly with 100 weavers from different handloom clusters of Varanasi, Uttar Pradesh, to fulfil the desired distinction of an empirical methodology. Data were correlated regarding the weavers' economic condition, their market accessibility, and the knowledge of protection through geographical indication. While conferred GI status, the Banarasi silk and the weavers generally have seen a decline in socio-economic conditions without any major advances in marketing and distribution channels. The study suggested that government intervention was necessary for reviving the dying handloom industry while also promoting market mechanisms with economic alternatives for Banarasi weavers [6].

Singh (2015) assessed the motivations behind the nomination of Varanasi as a World Heritage City, considered the challenges of the last fourteen years relating to the nomination, and examined the recent heritage-related programs (HRIDAY and PRASAD) with respect to the cultural and urban development of the city. This research primarily used the secondary data analytical approach coupled with a critical review of the data. Information on Master Plans, City Development Plans (JNNURM), frameworks of city governance, and the policy documents of the Ministry of Tourism and Culture and the Ministry of Urban Development were synthesized. It was noted that the political conflicts, weak institutional advocacy, and fragmented planning, despite the enduring cultural and spiritual importance of the ghats, have stifled the advocacy of the nomination to the UNESCO World Heritage List. This study proposes the reframing of heritage policies in India to interweave local and living traditions with international frameworks of recognition. Institutional coordination, cross-sectional governance, and planning that includes the public are necessary for Varanasi's cultural-spiritual and ecologically sustainable identity [7].

2.2 Globalization & Market Adaptation in Artisanal Industries

Akhtar (2022) investigated the detrimental impacts of globalization on marginalized artisan communities through the case study of the silk weavers in Bishnupur, West Bengal, India. The research aimed to investigate the effects of market- and world-

capitalism-driven production systems on the socio-economic and cultural lives of artisans marginalized inside the national economy. The study utilized the transformational paradigm to link contextual analysis with ethnographic field investigation, reflecting lived experiences. While secondary sources helped to connect findings to broader discussions on globalization, primary ethnographic data were collected through direct interactions with weaving communities. According to the study, artists were among those hit hardest by globalization. The central thesis of the paper is that most unskilled artisans were market undercut as the state's direct market supervision (and hence, control) over some economic segments slackened. This articulated decline of economic control, in synergy with the state's withdrawal from some areas of economic activity, greatly enhanced the loss of economic sustenance and cultural disintegration. This paper greatly illustrates the nuances and complexity of the interactions between local actors and the world economy [8].

Ithurbide & Singh (2022) investigated the effects of the lockdown due to the COVID-19 pandemic on the crafts industry in India and how the pandemic accelerated the use of technology. This particular study attempted to understand how e-commerce and online platforms automated processes in the informal and precarious economy and to what extent there was dependence on digital monopolies such as Amazon and Flipkart. This study was qualitative in nature and relied on document analysis as well as fieldwork in the state of Assam, done well before the lockdown in February 2020, alongside online interviews conducted many months after the lockdown. The results showed that online platforms provided digital visibility and access to markets, but at the same time increased the dependence and control relationships of e-commerce monopolies. Local entrepreneurial activities were often, and in fact quite demonstrably, marginal. The study focused on the coping strategies of the craftspeople and the systemic weaknesses that, during the pandemic, were further aggravated by digital enclosure [9].

Rezaul & Franco (2020) examined the sustainable development of micro-entrepreneurship in the form of artisans using triangulation methods such as document analysis, surveys, and purposive observation. Globalisation, the research established, has in some form diminished the economic relevance and sustainability of traditional craft industries as well as their relevance over time. The decrease in artisan employment resulted in greater economic and psychological suffering for crafters. Therefore, the study concluded that globalization jeopardizes the very existence of traditional handicrafts. This prompted some policymakers and development practitioners to devise novel approaches for the artisans and defend the endangered traditional handicraft. The internal and external dynamics of the global market. A qualitative method, a Multiple case study of four different traditional occupations (locksmiths, blacksmiths, shoemakers, and machinists) in the city of São Paulo [10].

Scrase, T. J. (2019), fulfilled the socio-economic consequences of globalization on artisan communities within the Third World, focusing on the extreme fragility of the communities' livelihoods due to the increasing global competition, mass production of handicrafts, and shifting demand. Drawing from research conducted in Central America, Asia, and Africa, the study emphasizes that both public and private initiatives have been, and continue to be, much too ineffective and insufficient in the same way as the consumer promotion of fair-trade rest purchasing. Artisans, for the most part, have been relegated to the margins of the global and local capitalist systems for the past several decades. The results of this study show that most of the time, the capitalist process of globalization increases rather than decreases economic vulnerability and social exclusion, and in this particular case, marginalizes artisan communities even further, which emphasizes the need to address the marginalization in much deeper, integrated, and sustained ways [11].

2.3 Competition from Machine-Made Textiles & Emerging Challenges

Ahmed et al. (2024) investigated the problems that silk handloom weavers deal with in the towns of Azamgarh and Varanasi in Uttar Pradesh. Primary data was gathered using an interview schedule and was analyzed using the simple percentage method. It was discovered that the weavers face continuing issues of high price, poor quality, and low availability of raw materials. In terms of marketing problems, 75.3% of the respondents cited competition from power looms and insufficient supply due to the dominance of middlemen. Financial instability impacted over 80% of weavers, who faced challenges due to restricted credit access and escalating indebtedness. Design-related issues were apparent, with 46.7% emphasizing the necessity for innovation, whilst 89.4% reported insufficient access to training opportunities. Moreover, 82.7% of weavers lacked access to contemporary tools, and merely 27.9% were cognizant of government initiatives. The study advocated for interventions like a "Raw Material Bank, yarn subsidies, interest-free loans, collaborative design platforms, and loom modernization" to promote sustainability [1].

Gupta et al. (2024) examined the significance of traditional industries, including handloom, handicrafts, and small power loom units in India, which serve as crucial employment hubs for millions, encompassing 3.522 million weavers and associated individuals, as indicated by the Ministry of Textiles (2021-22). The study focused on Banarasi brocade as the quintessential representation of India's cultural heritage, utilized extensively in sarees, clothing, furnishings, and accessories. The objective was to examine the production methods and challenges within the brocade sector, where ancient styles such as "Katan, Kadua, Tanchui, Zamdani, Kimkhwab, and Khaddi" are highly esteemed. The study employed a survey methodology to examine the sector's operations. The study indicated that despite its opulent and labour-intensive popularity, Banaras brocade was encountering significant competition due to a lack of marketing tactics and insufficient understanding of government programs and laws. The study emphasized the importance of sectoral revitalization through branding and publicity initiatives [12].

Habeeb & Ahmad (2018) examined the economic and cultural importance of India's handloom industry, which, according to the 3rd Handloom Census, employed some 43 lakh people, nearly 77% of whom were females. The study aimed to evaluate the innovation potential of the handloom industry vis-à-vis the small-scale power loom and technical textile industries. In the line of a comparative research design, data from 19 power loom and textile small-scale industries were collected through structured and unstructured interviews. The results also indicated that power loom and technical textile firms were the most intensely innovative,

owing to higher mechanization and technological adaptations. The challenges to the handloom sector would have been modernization, poor market position, and competition from technical textiles. These root causes were graphed using a fishbone diagram. The study advocated supporting innovation, revival strategies, and policy measures to sustain the handloom livelihood and heritage in India [13].

III. RESEARCH GAP

The study has analysed the Banarasi silk industry's historical development, cultural value, and socio-economic problems. Many studies have centred mainly on Varanasi and Banaras as a whole. Very little attention has been accorded to Mubarakpur, an essential centre of Banarasi weaving that faces unique problems yet to be explored. The available literature tends to emphasise mechanisation, globalization, and the function of authenticity measures but fails to explore the unique weaknesses of Mubarakpur's weavers, such as their reliance on traditional methods, lack of integration with technology, and restricted access to new markets. In addition, there was limited research on how these weavers were coping with enhanced competition from machine-made fabrics and reacting to changing consumer tastes for uniqueness, eco-friendliness, and modernity. This gap highlighted the necessity of a comprehensive study that places Mubarakpur's handloom cluster in the general discourse on preservation of heritage and adaptation in the marketplace.

IV. POPULATION AND SAMPLE

Obj1. To analyze the influence of market adaptation strategies on the Perceived Sales Performance of weaving units.

Obj2. To examine the **impact of market competition on the perceived sales performance** of Mubarakpur's Banarasi silk weaving units.

V. RESEARCH HYPOTHESIS

H1: Market adaptation strategies have a significant influence on the perceived sales performance of weaving units.

H2: Market competition has a significant impact on the perceived sales performance of Mubarakpur's Banarasi silk weaving units.

VI. RESEARCH METHODOLOGY

The present study uses a quantitative approach to examine the coping strategies and issues of coping for Banarasi silk weavers in Mubarakpur. This method is chosen because it allows relationships between socio-economic conditions, coping mechanisms, and entrepreneurial outcomes to be analyzed statistically and ensure the generalizability of findings throughout the greater weaving community. Primary and secondary data are used to achieve a thorough knowledge of the research issue. Data on primary indicators are collected through survey questionnaires administered to the weavers based on measurable indicators such as income levels, occupational challenges, coping practices, and socio-cultural engagement. For representativeness purposes, a probability sampling method is applied, and the sample size is determined as 385 respondents based on Cochran's formula, but for better understanding, the questionnaire has been sent to 397 respondents. This is statistically adequate for population-based studies. Secondary data are drawn from academic research, government reports, policy briefs, and industry magazines to conceptualise field findings. The quantitative data are analysed with the help of SPSS, wherein descriptive statistics are used, and regression techniques are applied to find various patterns and test relationships among variables. This method of research allows findings to represent both empirical field realities and larger structural impacts, making it produce statistically robust insights regarding the survival and adaptation of Mubarakpur's weavers' history.

VII. RESULTS

This section comprises the findings and interpretation of the data. The demographic characteristics and objectives, as well as hypotheses, have been used to categorize the outcomes. A table displaying the results and an explanation of those results has been included in the aims and hypotheses.

Table 1: Demographic Characteristics of the Respondents

Sr. no.	Demographics	Category	Frequency	Percentage
1.	Gender	Male	211	53.1
		Female	186	46.9
2.	Age	Below 25 years	80	20.2
		25-40 years	116	29.2
		41-55 years	104	26.2
		Above 55 years	97	24.4
3.	Education	Illiterate	84	21.2
		Primary Education	81	20.4
		Secondary Education	72	18.1
		Higher Secondary Education	69	17.4
		Graduate or above	91	22.9
4.	Marital Status	Single	207	47.9
		Married	190	52.1
5.	Experience Level	Less than 1 year	73	18.4
		1-5 years	174	43.8

6.	Average Monthly Income	6-10 years	59	14.9
		More than 10 years	91	22.9
		Less Than 10000	72	18.1
		10000-15000	165	41.6
		15000-20000	69	17.4
		Above 20000	91	22.9

Table 1 presents the demographic profiles of the 397 respondents, with 53.1% (211) being male and 46.9% (186) being female. In terms of age, 20.2% (80) are below 25 years, 29.2% (116) are between 25 and 40 years, 26.2% (104) are between 41 and 55 years, and 24.4% (97) are above 55 years. Regarding education, 21.2% (84) are illiterate; 20.4% (81) have primary education; 18.1% (72) have secondary education; 17.4% (69) have higher secondary education; and 22.9% (91) are graduates or above. Concerning marital status, 47.9% (207) are single, while 52.1% (190) are married. The experience level distribution shows that 18.4% (73) have less than 1 year of experience; 43.8% (174) have 1–5 years; 14.9% (59) have 6–10 years; and 22.9% (91) have more than 10 years of experience. Finally, the average monthly income distribution indicates that 18.1% (72) earn less than 10,000; 41.6% (165) earn between 10,000 and 15,000; 17.4% (69) earn between 15,000 and 20,000; and 22.9% (91) earn above 20,000. This illustrates diverse representation across gender, age, education, marital status, experience, and income levels.

7.1 Results Based on Hypothesis

H1: Market adaptation strategies have a significant influence on the perceived sales performance of weaving units

Table 2 Regression Table

	Model	Sum of Squares	df	Mean Square	F	R	R Square	Adjusted R Square	t	Sig.
1	Regression	1451.101	1	1451.101	247.502	.621	.385	.384		.000b
	Residual	2315.877	395	5.863						
	(Constant)								8.197	.000
	Market Adaptation Strategies								15.732	.000
	Total	3766.977	396							
a. Dependent Variable: Perceived Sales Performance										
b. Predictors: (Constant), Market Adaptation Strategies										

Table 2 shows the results of a regression analysis examining the effect of market adaptation strategies on perceived sales performance. The regression model is statistically significant, with an F-value of 247.502 and a p-value of 0.000, indicating that the model explains a meaningful portion of the variance in perceived sales performance. The R value of .621 shows a strong positive correlation between market adaptation strategies and perceived sales performance, while the R Square value of .385 means that 38.5% of the variance in perceived sales performance is explained by the market adaptation strategies. The Adjusted R Square value of .384 confirms that the model remains a good fit even after accounting for the number of predictors. The regression coefficient for market adaptation strategies is 15.732, with a significance level of $p = .000$, indicating that market adaptation strategies have a significant positive impact on perceived sales performance. The constant term is 8.197, also significant at $p = .000$, meaning that even when the market adaptation strategies are not considered, there is a baseline level of perceived sales performance. The total sum of squares is 3766.977, with 1451.101 attributed to the regression and 2315.877 to residuals, further validating the model's explanatory power. Overall, this analysis confirms that market adaptation strategies significantly influence perceived sales performance.

H2: Market competition has a significant impact on the perceived sales performance of Mubarakpur's Banarasi silk weaving units.

Table 3: Regression Table

	Model	Sum of Squares	df	Mean Square	F	R	R Square	Adjusted R Square	t	Sig.
1	Regression	1369.537	1	1369.537	225.644	.603	.364	.362		.000b
	Residual	2397.440	395	6.069						
	(Constant)								9.837	.000
	Market Competition								15.021	.000
	Total	3766.977	396							
a. Dependent Variable: Perceived Sales Performance										
b. Predictors: (Constant), Market Competition										

Table 3 presents the results of a regression analysis that explores the impact of market competition on perceived sales performance. The model is statistically significant, with an F-value of 225.644 and a p-value of .000, indicating that market competition is a significant predictor of perceived sales performance. The R value of .603 suggests a strong positive relationship between market competition and perceived sales performance. The R Square value of .364 shows that 36.4% of the variance in perceived sales performance is explained by market competition, and the Adjusted R Square value of .362 confirms that the model's explanatory power holds after adjusting for the number of predictors. The regression coefficient for market competition is 15.021, with a significance of $p = .000$, indicating that market competition has a significant and positive effect on perceived sales performance. The constant term is 9.837, also significant at $p = .000$, meaning that even in the absence of market competition, there is a baseline level of perceived sales performance. The total sum of squares is 3766.977, with 1369.537 attributed to the regression and 2397.440

to residual error, further supporting the robustness of the model. In conclusion, market competition plays a significant role in influencing perceived sales performance.

VIII. DISCUSSION

The positive relationship between the use of adaptation strategies and the perceived outcomes of sales performance, and the positivity regarding the importance of implementing these strategies by the respondents, and the market adaptation strategies for improving sales performance within weaving units were confirmed and positively correlated ($R = 0.621$, $R^2 = 38.5\%$) and implemented market adaptation strategies for improving sales outcome were perceived at higher levels ($F = 247.502$, $p = 0.000$). These findings align with Tufail et al. (2024), who demonstrated that adaptive frameworks like the ADAPT model helped apparel brands remain resilient during economic turbulence, particularly through agility, proactive marketing, and digital transformation, although smaller firms faced adoption barriers [15]. Similarly, Dassouli et al. (2024) found that adaptation strategies, when coupled with partnerships, significantly enhanced the export performance of handicraft firms, with partnerships mediating the impact of adaptation and international experience [16]. In line with this, Bessie et al. (2022) emphasized that Ruba Muri Ikat Weaving MSME leveraged its internal strengths and market opportunities through proactive adaptation strategies such as product development, social media promotion, and integration initiatives to stay competitive [17]. Together, these studies reinforce the conclusion that adaptation strategies, whether in weaving, apparel, or handicrafts, are critical drivers of resilience, competitiveness, and performance, though their success depends on resource capacity, partnership networks, and contextual challenges.

The effect of competition on perceived sales performance in silk weaving units in Mubarakpur's Banarasi silk weaving units both agrees with and contradicts existing studies on the Banarasi silk industry. Rai and Srivastava (2015) noted the market's "glass ceiling" for weavers due to traditional distribution being under-marketed to modern sample platforms and over-relying on intermediaries, which, in turn, limited market access, earning opportunities, and reduced customer trust [18]. Banerjee and Chakrabarti (2020) argued that silk artisans suffered economically and culturally due to the impact of globalization and the subsequent market-driven production systems [19]. Sanil (2025) showed that while protection under GI recognition ensures minimum market value and authenticity of their product, the advantages are still not equitably shared. The stark difference is that the current study shows competition in the market has a perceived significant positive effect on sales performance. The implication here is that market dynamics, especially competition, are beneficial [5]. All these studies suggest the silk industry, in all its complex layers, is still hindered economically and socially due to structural challenges, traditional approach practices, and social hierarchies. However, the encouragement of competitive market mechanisms and appropriate access supports sales performance, which in turn sustains livelihood. The difference in market structure, policy support, integration of modern techniques, and tools for weaving communities is self-evident. Further studies are required to understand the more complex social and economic gains that could be attained.

IX. CONCLUSION

The study revealed that the ancient Banarasi silk weaving community of Mubarakpur, despite its historical and cultural importance, confronts significant threats from mechanization, synthetic alternatives, and inadequate institutional support. Results indicate that both market adaptation tactics and competition constraints substantially influence the perceived sales success of weaving units. Adaptation methods, including cooperative clusters, digital outreach, and creative design techniques, enhance outcomes; yet, enduring structural challenges such as elevated input costs, reliance on intermediaries, and restricted access to finance inhibit their complete efficacy. The findings emphasize that modernization is inevitable; nevertheless, it must be meticulously synchronized with historical preservation to retain authenticity while ensuring economic prospects for weavers.

The study emphasized the necessity of policies aimed at strengthening the weaving ecosystem. Building and instituting weaving training centers, improving access to contemporary weaving and allied tools, raising the level of awareness on Geographical Indication (GI) protection, and organizing weavers into manageable integrated structures can achieve sustainability. Strategically crafted reputation management tools (e.g., authenticity seals) coupled with marketing diversification can also help restore consumer confidence and ensure equitable returns to artisans. In the final analysis, the weaving tradition of Mubarakpur will only persist if there is a delicate mix of foresight and drift. The weavers must be empowered to promote identity and culture. This equilibrium can allow the tradition of Banarasi silk weaving to flourish even in the face of new challenges within and outside the country.

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