

## “INFLUENCE OF HEREDITY ON ARTISANS SKILLS”

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### **ABSTRACT**

*The element of craft and art within Indian Handlooms makes it a possible industry for the upper sections of national and international markets. Handloom industry continues to be catering entirely into the national market and inexpensive markets, in addition to value added exports in the global markets and are playing a very important part owing to its own crucial functionality for the distinctive quality of merchandise mainly either of cotton or silk fibers with sufficient aristocracy. Handloom is exceptional in its versatility and flexibility, allowing experimentation and encouraging invention. Nonetheless, in today's context of globalization and rapid technological advancements, handloom industry is beset with several challenges along with the handloom goods are being reproduced on power looms at substantially lower cost.*

*There's a need to strengthen the business given the employment potential and promote demand for handloom goods. (The Sari: History, Pattern, Design, Strategy by Linda Lynton, 1995) Consequently product diversification through invention is quite much necessary for the survival of the rich cultural heritage of India. Innovative and innovative designs could be made on handloom cotton cloth by embracing different innovative approaches without requiring expensive infrastructure to make fancy influence on the handloom goods for its ever changing style marketplace.*

**KEYWORDS:** *Maheshwari-Fabric, Heredity Influence, Working Strategy, Skills, Life style, Global Scenario, Awareness, Design Programs, Tradition, Potential, Latest Trends, Designs, Motifs, Handloom Sector & Risk*

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