

THEME:

MSME & ENTERPRISE COMPETITIVENESS

**ARE RURAL MSMES REALLY IN NEED FOR
ECONOMIC GROWTH OF A DEVELOPING
COUNTRY LIKE INDIA – AN INSIGHTFUL
ANALYSIS DELVING THROUGH SILK SAREE
MAKING CLUSTER, MURSHIDABAD,
WEST BENGAL**

Written By

DUTTA DEBASISH

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ABSTRACT

Communication is always an effective tool for business growth. But prime concern for Micro, Small and Medium sized Enterprises (MSMEs) is artisans are not so qualified. So effective communication model development may not be possible for them always.

Murshidabad, West Bengal, India 'Silk MSME Cluster' is one of best for employment generation and export purpose. According to Directorate of Textile, Government of West Bengal, this cluster is 2nd in silk export in India. Such an

important cluster's progress can generate huge employment for developing country like India. But due several glitches performance of the cluster is not good.

Author in this research article tried to develop model for effective communication among buyers and sellers so that the communication gap among them can be bridged.

Key Words: MSME Cluster Development, Silk Cluster, Factor Analysis, Communication Modelling

INTRODUCTION

The Murshidabad Textile industry is known for its traditional textiles and craftsmanship. The Murshidabad Textile Industry is a form of MSME. This industry has a lot of potential to grow in the market and make a mark for itself. [1,2] Despite having a lot of potential, this industry is not showing that much growth. One of the main reasons behind this is the communication barrier which exists in this MSME. [3]

The artisans in this industry are still using traditional methods in their craftsmanship. It is very difficult for them to compete with the much faster and efficient machines which are being used elsewhere. Lack of education is also a major reason behind the

artisans not being able to reason proper methods of marketing or proper use of new technologies. [4,5]

The language differences between artisans, businesses and buyers directly affect the growth and potential of this industry. The artisans do not know how to expand their businesses or do the proper kind of marketing nor do they know the proper use of modern technology to produce their products. Thus there are quite a few problems in this MSME which needs to be addressed. [6] Our project focuses mainly on the Communication Barriers in MSME industries in India and we are focusing on the Murshidabad Textile Industry.

MOTIVATION TO CHOOSE THE PROJECT

- Murshidabad textile industry is famous for its traditional craftsmanship and the quality of products. It is known for the best quality of products which it produces. Thus we can understand that this industry has a lot of potential.
- The industry has a lot of potential, but it faces many challenges that slows its growth. One of the main challenges is the communication barrier which exists in this industry, which our project is mainly focusing on. [7]
- The communication gap between workers, businesses, and buyers is one of the major issues which is affecting the growth of this industry. The workers do not know how to communicate with the buyers and businesses, which affects the marketing which in turn affects the overall growth of this industry. [8]
- Lack of modern technology, language differences, and limited education are the main barriers affecting this industry. Due to limited education, as discussed earlier the workers do not know how to use the modern machines. Communication barriers also play a direct impact in being educated and being informed about modern marketing techniques and use of modern technology. [9,10]

Finding a solution for these communication issues is important for the textile industry to expand and succeed in larger markets. These communication barriers and the problems they are creating in the growth of the Murshidabad Textile Industry are the main motivation for us behind choosing this project. [11]

LITERATURE REVIEW

Historical Background

Murshidabad, a district in West Bengal, India, has been synonymous with high-quality silk production since the 13th century. Historical texts and colonial records reveal that Murshidabad silk was highly prized across Europe and Asia, particularly during the Mughal and early colonial periods.

- **Nawab Murshid Quli Khan**, the founder of the city of Murshidabad, played a key role in institutionalizing the silk trade in the 18th century.
- The **East India Company** set up a trading post in Kasimbazar (1658), transforming Murshidabad into a vital node in global textile commerce (RR Journals, 2021).

Technical Aspects and Craftsmanship

Murshidabad silk is derived from mulberry silkworms (*Bombyx mori*), known for their fine, lustrous fiber.

- Studies highlight the **handloom weaving techniques** and **natural dyeing processes**, which distinguish Murshidabad silk from mass-produced varieties.
- Saree varieties such as **Baluchari, Garad, and Korial** exemplify complex motifs and cultural storytelling.

Economic and Social Impact

Sericulture in Murshidabad has historically provided employment to thousands of rural households, particularly women. However, its contribution to household income has diminished over the last two

decades due to:

- **Market inefficiencies**, including dependence on middlemen and fluctuating raw silk prices.
- **Lack of formal training and modernization**, as reported in social science journals (ResearchGate, 2023).
- A decline in **youth interest** due to the lure of urban employment.

Decline and Challenges

Multiple studies identify reasons behind the industry's decline:

- **MPRA Paper (2019)** reported that between 2002 and 2012, the number of active sericulture workers dropped by over 30%.
- Environmental stress (droughts, floods, climate variability) has impacted **mulberry cultivation**, reducing raw silk output.
- Low economic viability compared to urban jobs is causing **migration** away from weaving professions.

Government and NGO Interventions

Efforts have been made by both the government and non-profits to revive Murshidabad silk:

- NABARD's rural livelihood initiatives have focused on skill development, branding, and microfinancing.
- GI (Geographical Indication) tagging of Garad and Balucharisarees has raised awareness but has not significantly improved weavers' income ([Economic Times, 2013]).

Revival and Prospects

Literature emphasizes that with strategic investment in:

- **E-commerce platforms** (to bypass middlemen), **Skill training and design innovation, Sustainable farming practices for mulberry trees**, the industry can be revived, preserving its unique cultural and artistic value.
- Murshidabad silk remains a rich subject for interdisciplinary study—spanning economics, art history, cultural studies, and development. While it faces severe modern challenges, literature supports the idea that with **targeted policy support and market innovation**, Murshidabad silk can once again thrive both economically and artistically.

WORK DONE BY THE AUTHOR IN THIS PROJECT

In this project, firstly we were given the topic Communication Barriers in MSMEs in India. The author focused on the Murshidabad Textile Industry specifically.

The author firstly created a questionnaire for customers and business owners to have a survey about several questions. The customers' responses were taken mostly online. [12]

The author surveyed rigorously at Berhampore in Murshidabad, West Bengal, India to collect the data for our questionnaire for the business owners of Textile Industries in Murshidabad. We also took the rest of the responses from customers in Murshidabad as well. [12]

The author has shown the statistical analysis of the questionnaire that we created for both customers and business owners. The author used Python Code to get the graphs and pie charts of our survey, which have all been explained in the Statistical Analysis part of this report. [13]

After the completion of our survey, the author proceeded for the FACTOR ANALYSIS part. The author used JASP software to do the Factor Analysis part. We got an almost elbow shaped graph in

the Scree Plot of EigenValues and Components. The Factor Analysis part and our evaluation is explained. [14]

The author has the explanation of the results of the graphs and pie charts. [15,16]

The author has the Conclusion and Future where we have discussed the conclusion of this project and the future scopes we have to remove the communication barrier in the Murshidabad Textile Industry, West Bengal, India. [17]



STATISTICAL ANALYSIS

The data for analysis was collected through a survey. The questionnaire for the survey consisted of 14 questions. The responses for 12 multiple choice questions out of the 14 questions were used for analysis. The survey was conducted using Microsoft Forms. We were able to collect a total of 102 responses in the survey.

Id	Start time	Completion time	Email	Name	What is your name?	How familiar are you with the Murshidabad textile industry?	How often do you see or hear about Murshidabad textile products?	Which Murshidabad textile product do you associate most with the industry?	How important do you think the Murshidabad textile industry is to the local economy?	How do you perceive the quality of Murshidabad textile products compared to other textile products?	What factor would most encourage you to purchase Murshidabad textile products?	What do you believe is the biggest challenge facing the Murshidabad textile industry?	How do you think the Murshidabad textile industry impacts the environment?	How do you think the government should support the Murshidabad textile industry?	How do you think the Murshidabad textile industry compares to similar industries in other regions?	How likely are you to recommend Murshidabad textile products to others?	What do you think is the future outlook for the Murshidabad textile industry?	Do you have any suggestions or feedback for improving the Murshidabad textile industry?	
0	1	9	9	anonymous	NaN	Anushup Ganguly	Slightly familiar - I've heard of it but don't...	Occasionally	Silk sarees	Extremely important	Superior quality	More modern designs	Competition from machine-made textiles	Somewhat positively - It's better than most in...	Provide financial subsidies to artisans	It's more renowned and successful	Very likely	It will grow and thrive	Government Support for the artisans is very im...
1	2	9	9	anonymous	NaN	Anurag Ganguly	Slightly familiar - I've heard of it but don't...	Rarely	Handloom cotton products	Moderately important	I'm not sure	More modern designs	Limited marketing and distribution	I'm not informed enough to have an opinion	Invest in marketing and promotion	It's struggling compared to others	Somewhat likely	It will decline but survive	Naa
2	3	9	9	anonymous	NaN	Hafizul	Not familiar at all	I don't pay attention to this	I'm not sure	I have no opinion	I'm not sure	Lower prices	Lack of skilled artisans	I'm not informed enough to have an opinion	Shejsj	I'm not familiar with other textile industries	I wouldn't recommend them	I'm not sure about its future	Never
3	4	9	9	anonymous	NaN	Nandini Ganguly	Very familiar - I know its history and current...	Occasionally	Silk sarees	Extremely important	Superior quality	Lower prices	Competition from machine-made textiles	Somewhat positively - It's better than most in...	Invest in marketing and promotion	It's more renowned and successful	Very likely	It will remain stable	The artisans should focus more on bringing in ...
4	5	9	9	anonymous	NaN	Amit Ojha	Very familiar - I know its history and current...	Very frequently	Silk sarees	Extremely important	Superior quality	Lower prices	Competition from machine-made textiles	Very positively - It's eco-friendly	Provide financial subsidies to artisans	It's more renowned and successful	Very likely	It will grow and thrive	nothing

TABLE FOR SURVEY

The Recent Survey of 102 Individuals about the Murshidabad Textile Industry offered a fascinating glimpse into the industry, revealing its strengths, weaknesses, and potential for future growth. The results

show that the industry is an important part of the local economy and society, yet it is facing challenges that require a strategic response.

1. **What is your name? / আপনার নাম কী?** (Please write your full name / দয়া করে আপনার পুরো নাম লিখুন)

2. **How familiar are you with the Murshidabad textile industry? / আপনমনমুলশদি টাবাদবস্ত্রশিল্পসম্পর্কিতটাপলেলিত?**

- Very familiar - I know its history and current state / খুবপলেলিত - আলমএইলতহাসওবতমি টনঅবস্থাজালন
- Somewhat familiar - I know about some of its products / লকছুটাপলেলিত - আলমএলকছুপায়সম্পর্কিজালন
- Slightly familiar - I've heard of it but don't know much / সামানযপলেলিত - আলমএনামশুনলছলকম্পরবলশলকছুজালননা
- Not familiar at all / একদমপলেলিতনই

3. **How often do you see or hear about Murshidabad textile products? / আপননকতঘনঘনমুলশদি টাবাদবস্ত্রপরাযেকখাশুনরছনবারদরখরছন?**

- Very frequently / খুবঘনঘন
- Occasionally / মারেমারে
- Rarely / খুবকম
- Never / কখনাইন
- I don't pay attention to this/ আলমএলবষরযমরনারহগলদইন

4. **Which Murshidabad textile product do you associate most with the industry?/ মুলশদি টাবাদবস্ত্রশিল্পসম্পর্কিতটাপলেলিত?**

- Silk sarees / লসঙ্কশালি
- Muslin fabrics / মসলিনকাপি
- Embroidered items / সুলিকমকি োপায়
- Handloom cotton products / হযাঙ্কিমকটনপায়
- I'm not sure / আলমলনশ্চিতনই

5. **How important do you think the Murshidabad textile industry is to the local economy?/ আপননমরনকরেনমুলশদি টাবাদবস্ত্রশিল্পস্থানীয়অথনি িলতেজনযকতটাপুরুত্বপূ?**

- Extremely important / অতযWগুরুত্বপূ
- Moderately important / মারেলেগুরুত্বপূ
- Slightly important / সামানযগুরুত্বপূ
- Not important / গুরুত্বপূনি য
- I have no opinion / আমারেকানমতামতরনই

6. How do you perceive the quality of Murshidabad textile products compared to other textile products?/অন্যান্যবস্ত্রপরিবেশিতানাআপনামূল্যদিবাবদবস্ত্রমানরকলকভারবদরখন

- Superior quality / উন্নতমান
- Above average quality / গরিউপরেমান
- Average quality / গিম্যান
- Below average quality/ গরিলনরিমান
- I'm not sure / আলমলনশ্চিতনই

7. What factor would most encourage you to purchase Murshidabad textile products? ককানলবষটআপনারকমূল্যদিবাবদবস্ত্রপায়রকনাজেনযসবরিরযরবলশউৎসালহতকেরব?

- Lower prices / কমদাম
- More modern designs / আধুনকলিজাইন
- Better availability in stores/ কদাকারনআওসহজিভযতা
- More information about the production process / উৎপাদনপ্রশিচ্যাসম্পরকিআওতথয
- Improved sustainability practices/ উন্নতরটকসইতানীলত

8. What do you believe is the biggest challenge facing the Murshidabad textile industry?/ আপনামরনকরেনমূল্যদিবাবদবস্ত্রশরল্লেসবরিরযারিয়ারিঞ্জকী?

- Competition from machine-made textiles / হরততলেবরল্লেসারথপ্রলতরহলগত
- Lack of skilled artisans / দক্ষকালেগরেঅভাব
- Changing consumer preferences / কভাক্তাপেছরেপলেবতনি
- Limited marketing and distribution / সীলমতলবপানওলবতে
- Environmental concerns / পলেবশগতউরেগ

9. How do you think the Murshidabad textile industry impacts the environment?/ আপনামরনকরেনমূল্যদিবাবদবস্ত্রলপলেবরশেউপেলকভারবপ্রভাবরেরি?

- Very positively - it's eco-friendly / খুবইলতবাকি - এটপলেবশবান্ধব
- Somewhat positively-it's better than most industries/লকছুটাইলতবাকি -কবলশেভাগলশরল্লেরিযভটি
- Neutral impact / লনেরপক্ষপ্রভাব
- Somewhat negatively-it has some environmental issues/লকছুটারনলতবাকি - এলকছুপলেবশগতসমসযায়েযরছ
- I'm not informed enough to have an opinion/ এসম্পরকিআলমপহস্তিভারবজালননা

10. How do you think the government should support the Murshidabad textile industry?/ আপনামরনকরেনসেকাকীভারবমূল্যদিবাবদবস্ত্রলশরকসমথনি কোউলিত?

- Provide financial subsidies to artisans / কালেগরেদেআলথকি সহায়তাপ্রদান
- Invest in marketing and promotion / লবপানওপ্রিারেলবলনরযাগ
- Implement protective trade policies / সেক্ষামুকবালাজযনীলতপ্ররযাগ
- Offer training programs for new artisans / নতুনকালেগরেদেজনযপ্রলশক্ষাপ্রদান

11. How do you think the Murshidabad textile industry compares to similar industries in other regions? / অন্যান্যঅঞ্চরেঅনুরূপলশরল্লেসারখমূল্যদিবাবদবস্ত্রলশরল্লেতিনারকমন?

- It's more renowned and successful / এটরবলশপলেলিতএবংসি
- It's about the same as others/ অন্যান্যরদেমরতাই
- It's struggling compared to others / এটঅন্যান্যরদেতিনাযসংগ্রামকেরছ
- It's unique and can't be compared / এটঅনন্যএবংতিনাকোথযনা
- I'm not familiar with other textile industries / আলমঅন্যান্যবস্ত্রলশসম্পরকিজালননা

12. How likely are you to recommend Murshidabad textile products to others? / আপলনমুলশদি টা দবস্ত্রপায অনযরদেসুপা লেশকোসেস্তাবনাকতটা?

- Very likely / খুবইসস্তাবনারেযরছ
- Somewhat likely / লকছুটাসস্তাবনারেযরছ
- Neutral / লনেরপক্ষ
- Unlikely / সস্তাবনাকম
- I wouldn't recommend them / আলমএগুরিসুপা লেশকেবন

13. What do you think is the future outlook for the Murshidabad textile industry? / আপলনমুলশদি টা দবস্ত্রশরল্লেডলবষযৎসম্পরকিকীমরনকরেন?

It will grow and thrive / এটটবৃশ্চিপারবএবংসেহরব

It will remain stable / এটটলস্থলতশীখাকরব

It will decline but survive / এটটলকছুটাকরমহটরবলকন্তটটরকখাকরব

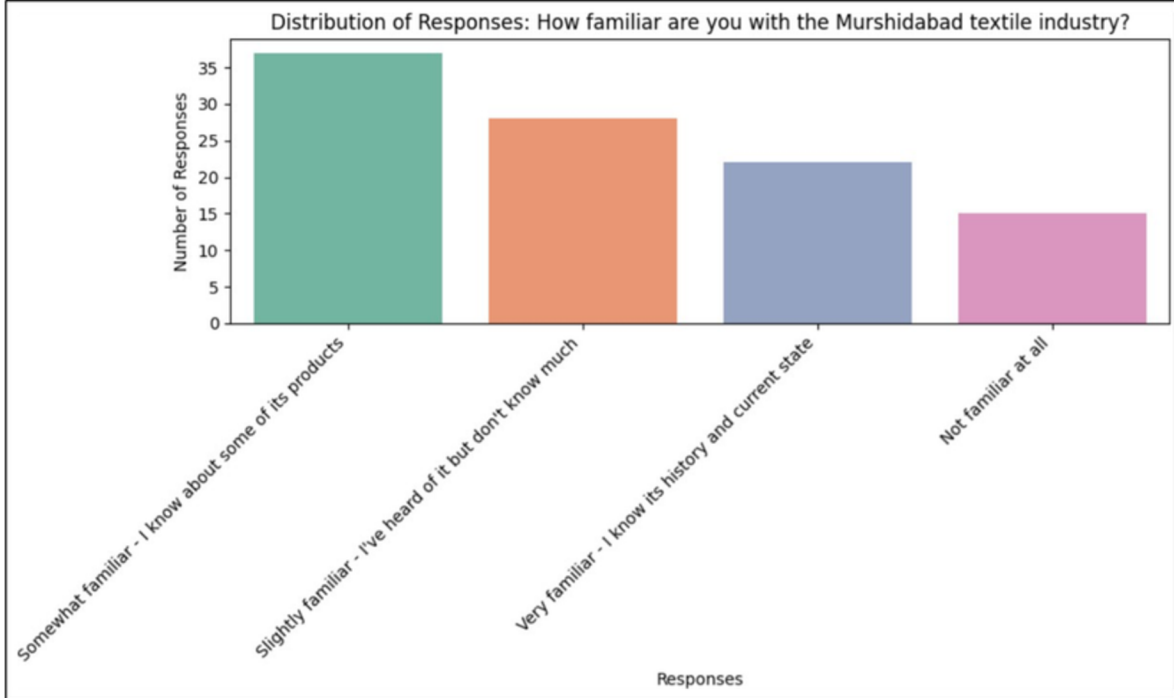
It's at risk of disappearing / এটটলবিপ্তহওয়া টুলকরতেরযরছ

I'm not sure about its future / আলমএডলবষযৎসম্পরকিলনশ্চিতনই

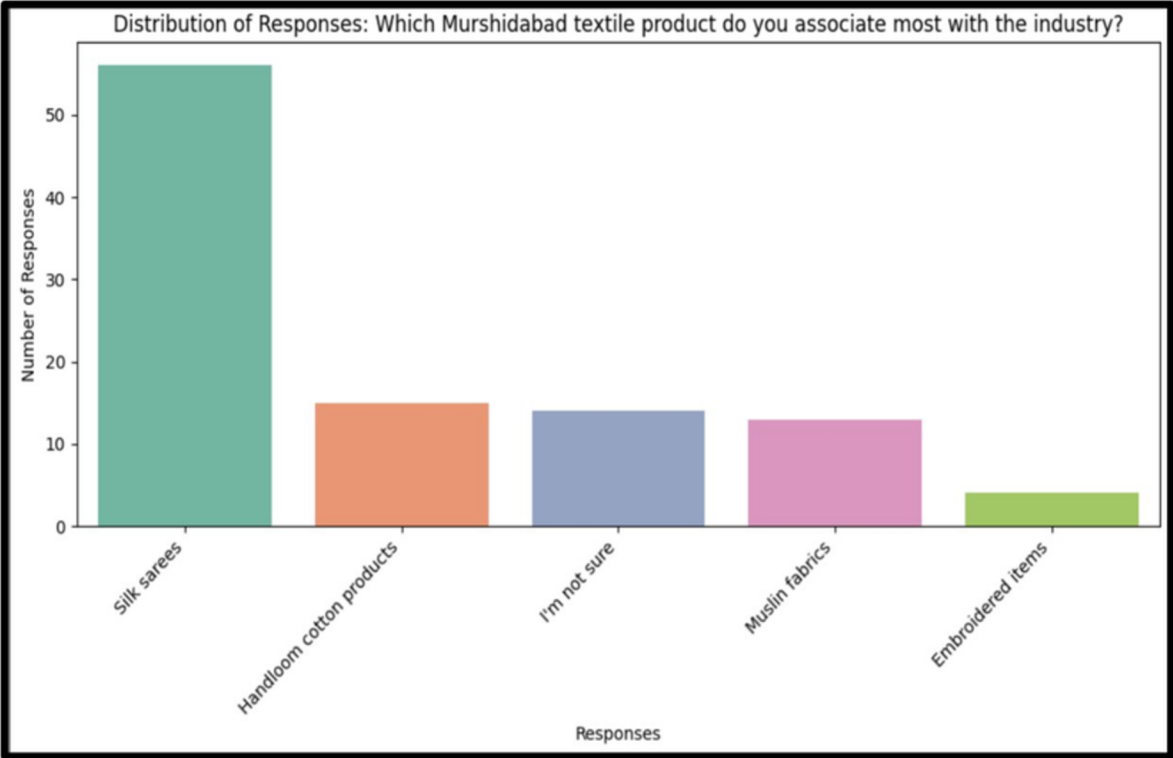
14. Do you have any suggestions or feedback for improving the Murshidabad textile industry? / মুলশদি টা দরটক্সটাহিলশল্পউন্নতকো জেনযআপনারেকানপোমশবি মতামতআরছলক?

The data collected from the survey is represented in bar graphs as follows: [20,21,22,23]

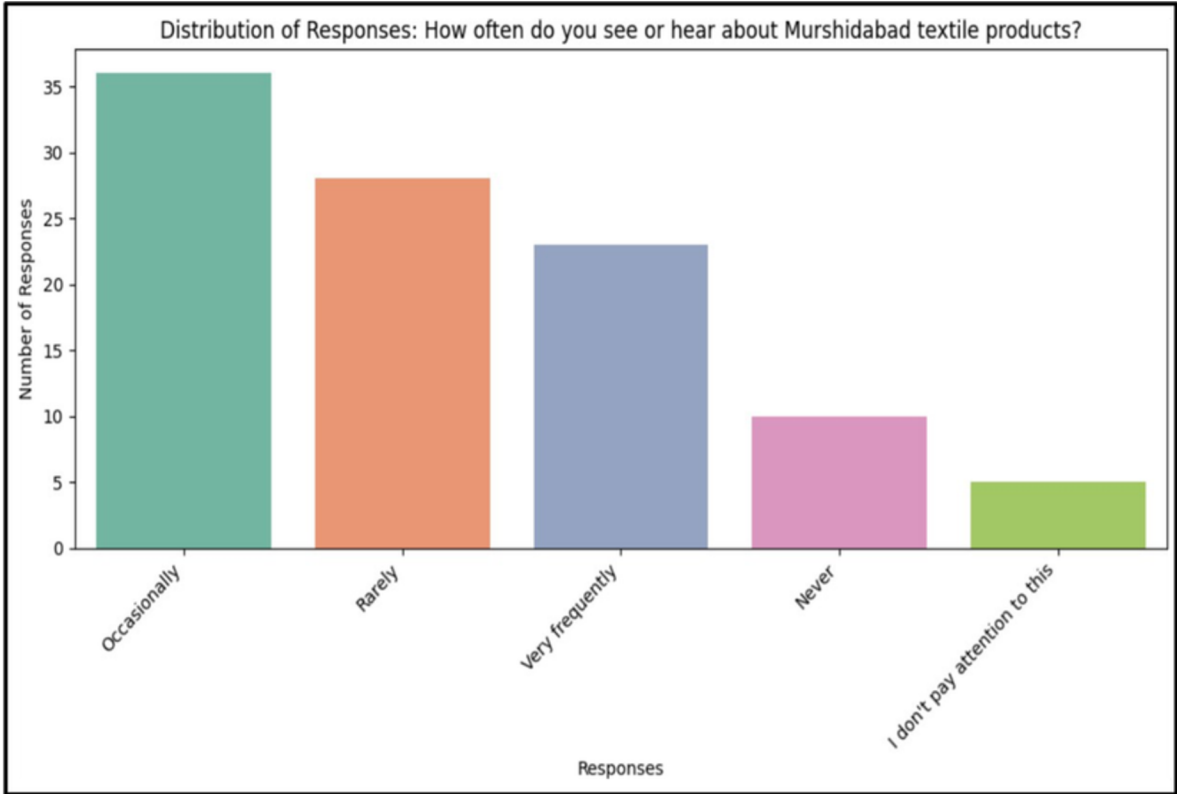
Familiarity:



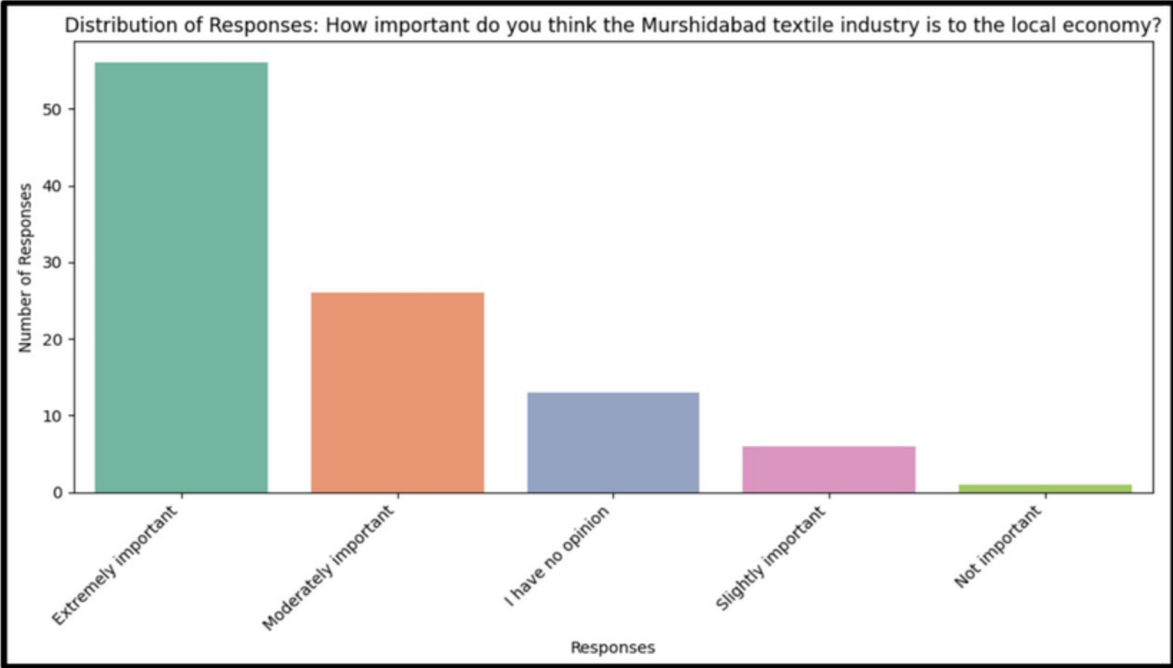
Product Association:



Visibility:



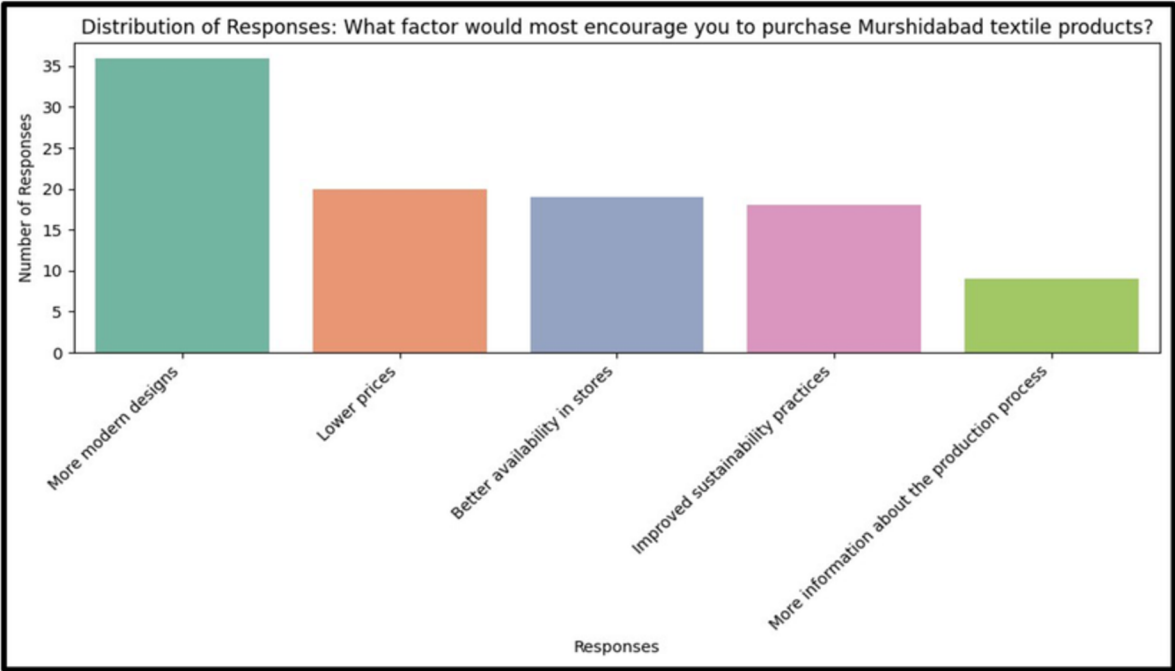
Economic Importance



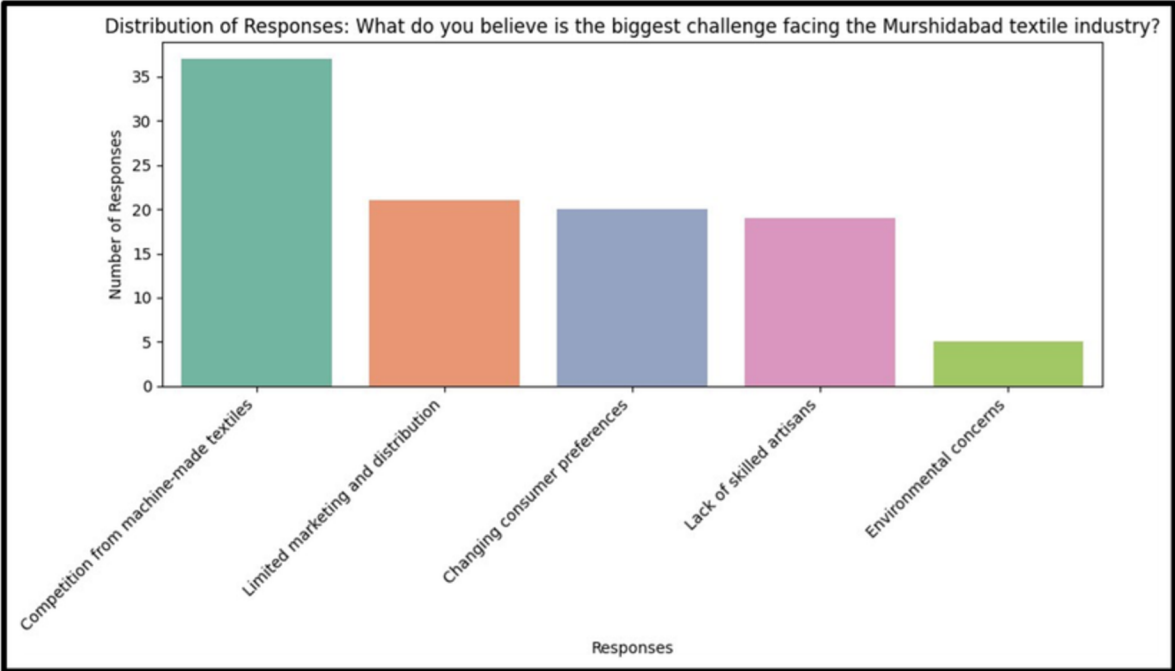
Product Quality:



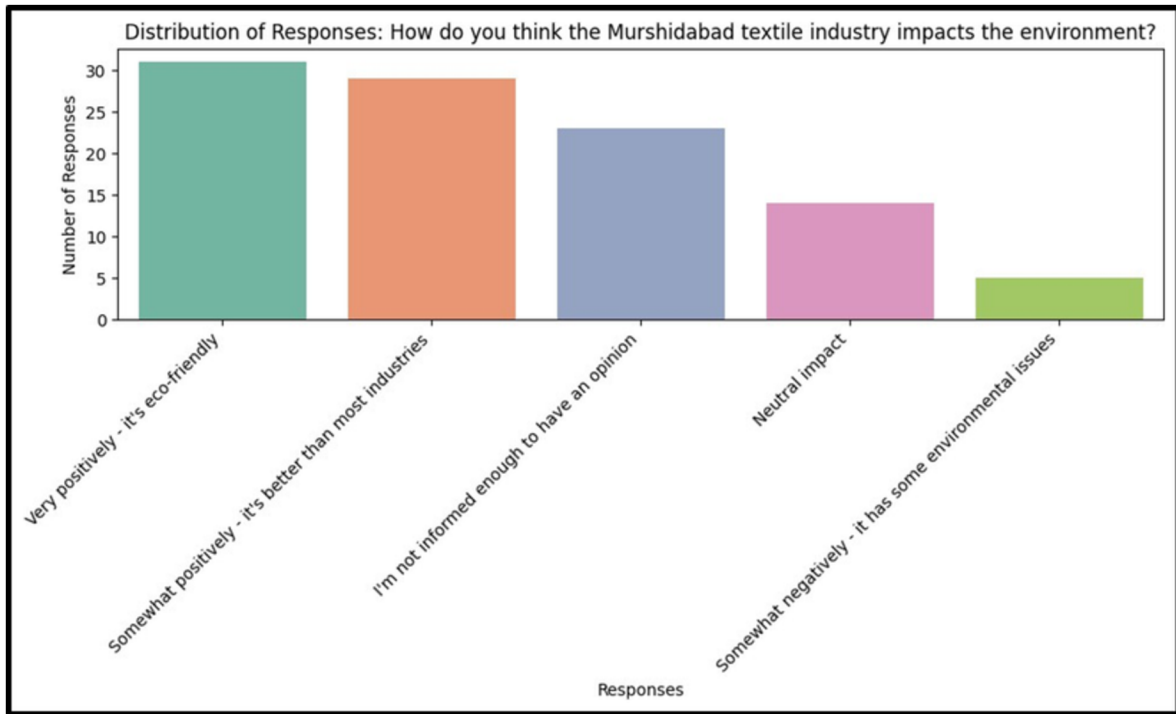
Consumer Preferences:



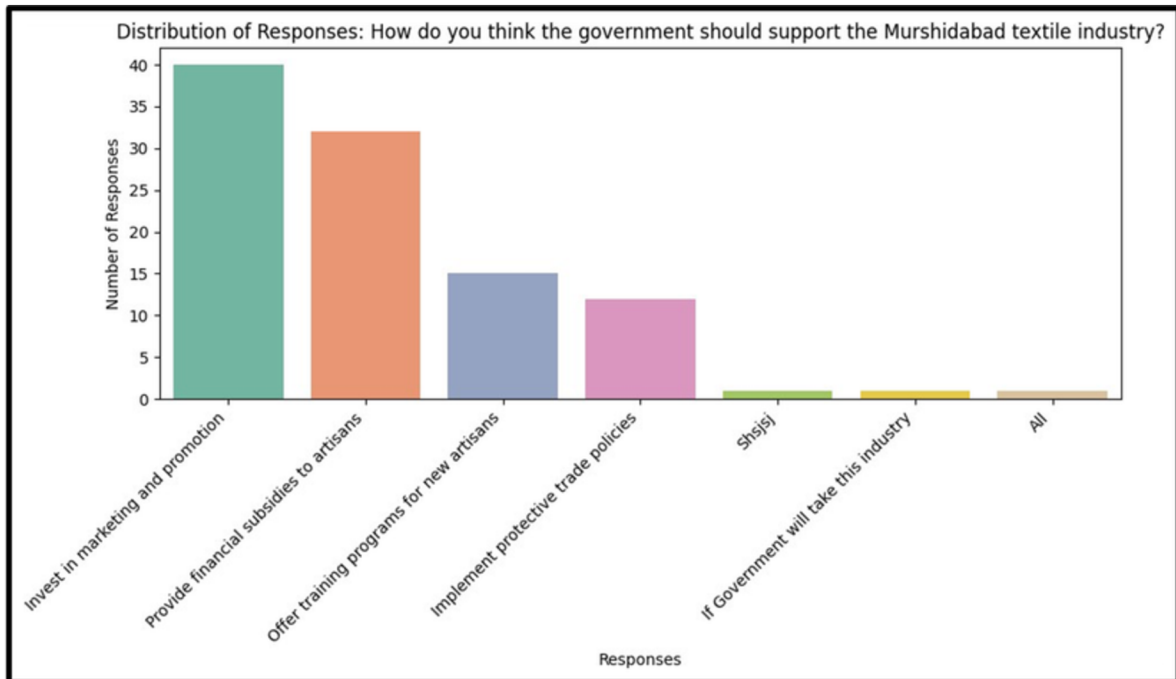
Challenges:



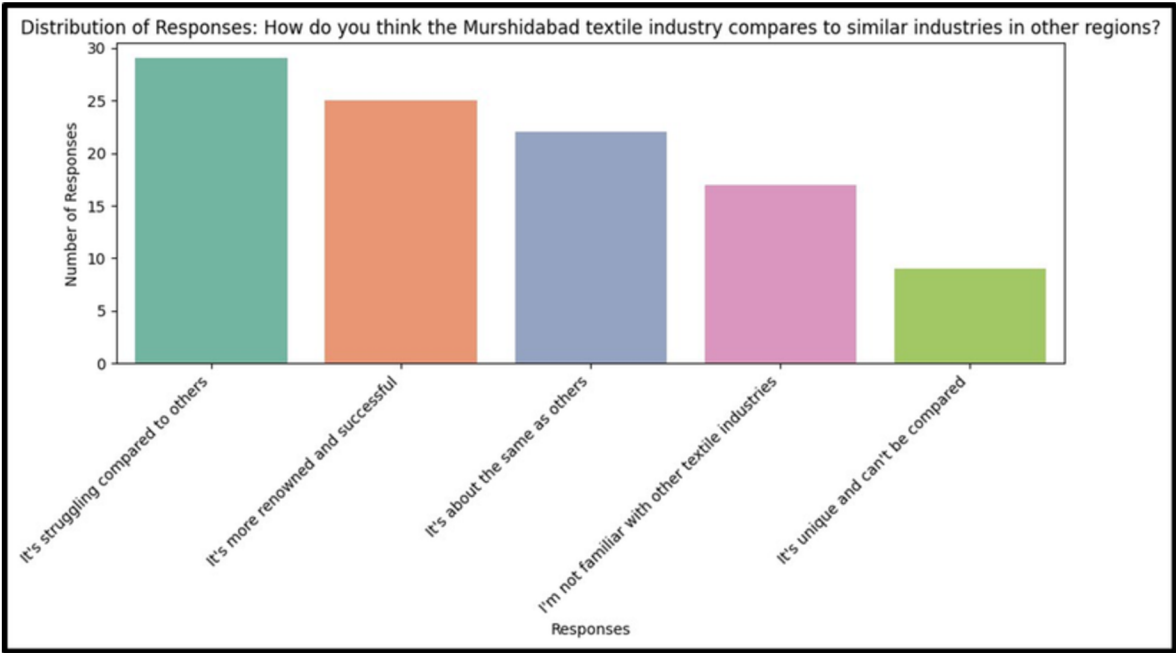
Environmental:



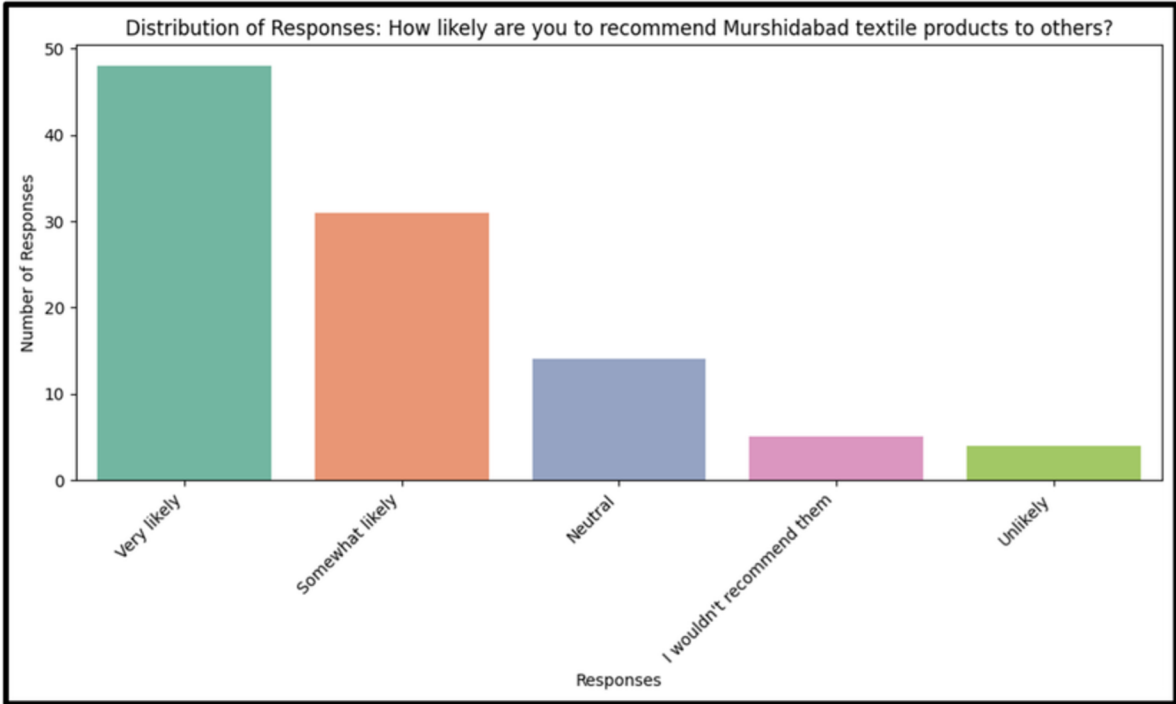
Government Support:



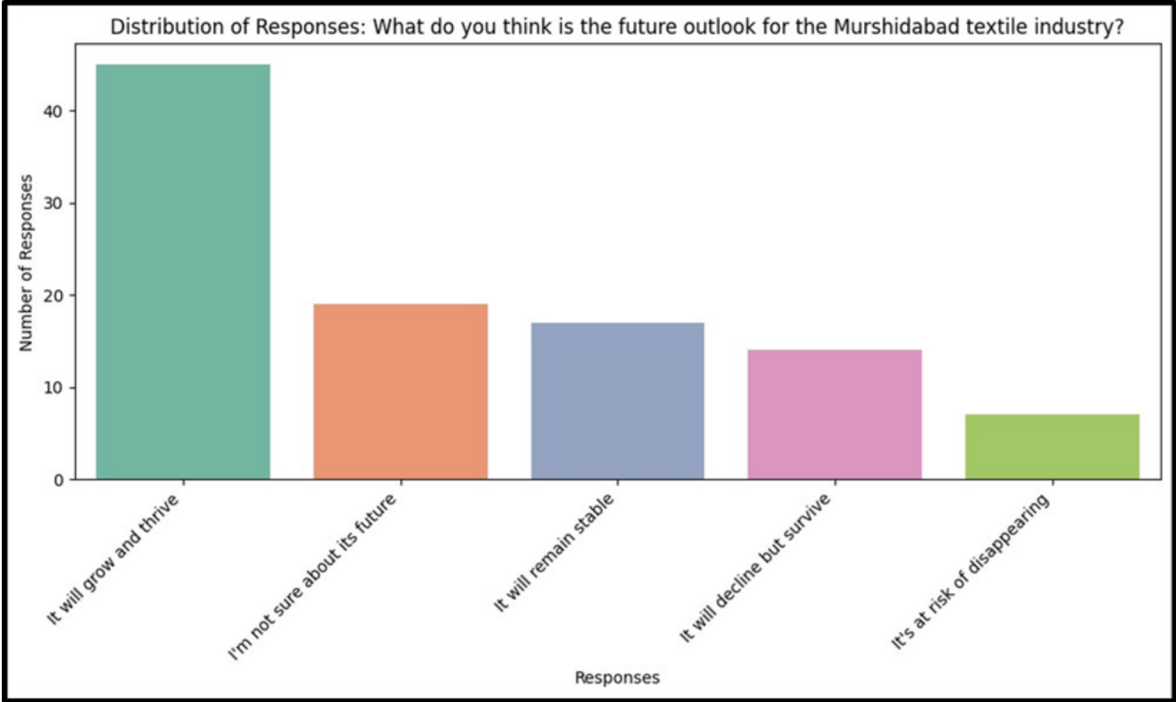
Industry Comparison:



Recommendation:



Future Outlook:



JASP ANALYSIS:

Analysis of the survey was done using JASP which is an easy to use and intuitive statistical analysis tool. It has a user-friendly interface and robust statistical

features. Because it is an open-source software, it was a great choice for our analysis.

KAISER-MEYER-OLKIN (KMO) TEST:

KMO test was performed to check whether the data collected could give reliable factors. It determines whether the dataset is sufficiently correlated or not. Measure of Sampling Adequacy tells us how much a

variable is related to other variables. The overall MSA for our dataset is 0.831 which is a good score. Therefore, our dataset is suitable for factor analysis according to the KMO test.

Kaiser-Meyer-Olkin Test

	MSA
Overall MSA	0.831
How familiar are you with the Murshidabad textile industry?	0.769
How often do you see or hear about Murshidabad textile products?	0.795
Which Murshidabad textile product do you associate most with the industry?	0.774
How important do you think the Murshidabad textile industry is to the local economy?	0.932
How do you perceive the quality of Murshidabad textile products compared to other textile products?	0.836
What factor would most encourage you to purchase Murshidabad textile products?	0.834
How do you think the Murshidabad textile industry impacts the environment?	0.821
How do you think the government should support the Murshidabad textile industry?	0.584
How do you think the Murshidabad textile industry compares to similar industries in other regions?	0.87
How likely are you to recommend Murshidabad textile products to others?	0.862
What do you think is the future outlook for the Murshidabad textile industry?	0.861
What do you believe is the biggest challenge facing the Murshidabad textile industry?	0.859

Bartlett's Test

Bartlett's test is another test used to check whether the data collected could give reliable factors. It evaluates whether the correlation matrix of the variables significantly deviates from an identity matrix. An identity matrix implies no relationships between variables, making factor analysis unsuitable.

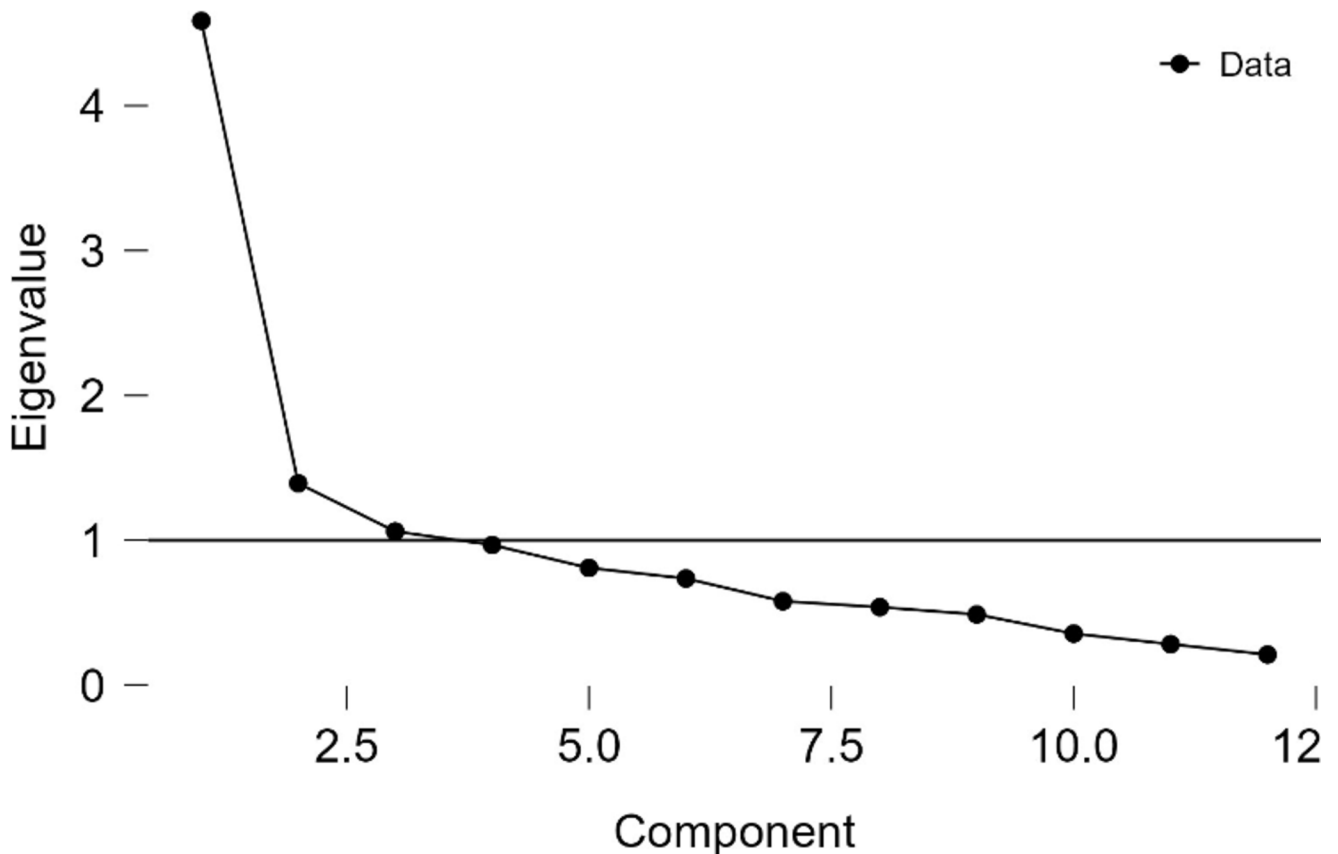
The value of χ^2 , which is 413.396 is relatively large compared to degree of freedom, which is 66, suggesting a significant deviation from the null hypothesis. Also, the p-value is less than <0.001 which is far less than 0.05, hence null hypothesis can be rejected.

Bartlett's Test		
χ^2	df	p
413.396	66	$< .001$

Both KMO and Bartlett's test suggest that the survey data is suitable for factor analysis.

Scree Plot

There are 3 factors that have eigenvalues greater than 1. Hence, according to the Kaiser Criterion for $KS=1$ factors 1 to 3 should be retained. Also the elbow is around component 3. [24]



Component Loadings

Component loadings represent the correlation between the observed variables and the non-observable factors. They indicate how strongly a variable is

associated with a factor. The value of factor loading can range from -1 to 1. A loading with higher absolute value indicates a strong relation. [25]

	RC1	RC2	RC3	Uniqueness
Awareness of Murshidabad Textiles	0.868			0.312
Familiarity	0.829			0.354
Quality Perception	0.743			0.31
Recommendation Likelihood	0.729			0.417
Product Association with Murshidabad Textiles	0.72			0.522
Importance to Local Economy	0.639			0.474
Future Outlook	0.586			0.369
Industry Comparison	0.499			0.442
Government Support		0.919		0.321
Environmental Impact		0.587		0.527
Industry Challenges		0.405		0.655
Purchase Motivation			0.852	0.258

NOTE. APPLIED ROTATION METHOD IS PROMAX. [26,27]

Component Correlation:

Component correlation indicates how much a factor is related to each other. A higher magnitude indicates a strong relation and a negative sign indicates that they are negatively related. [28,29]

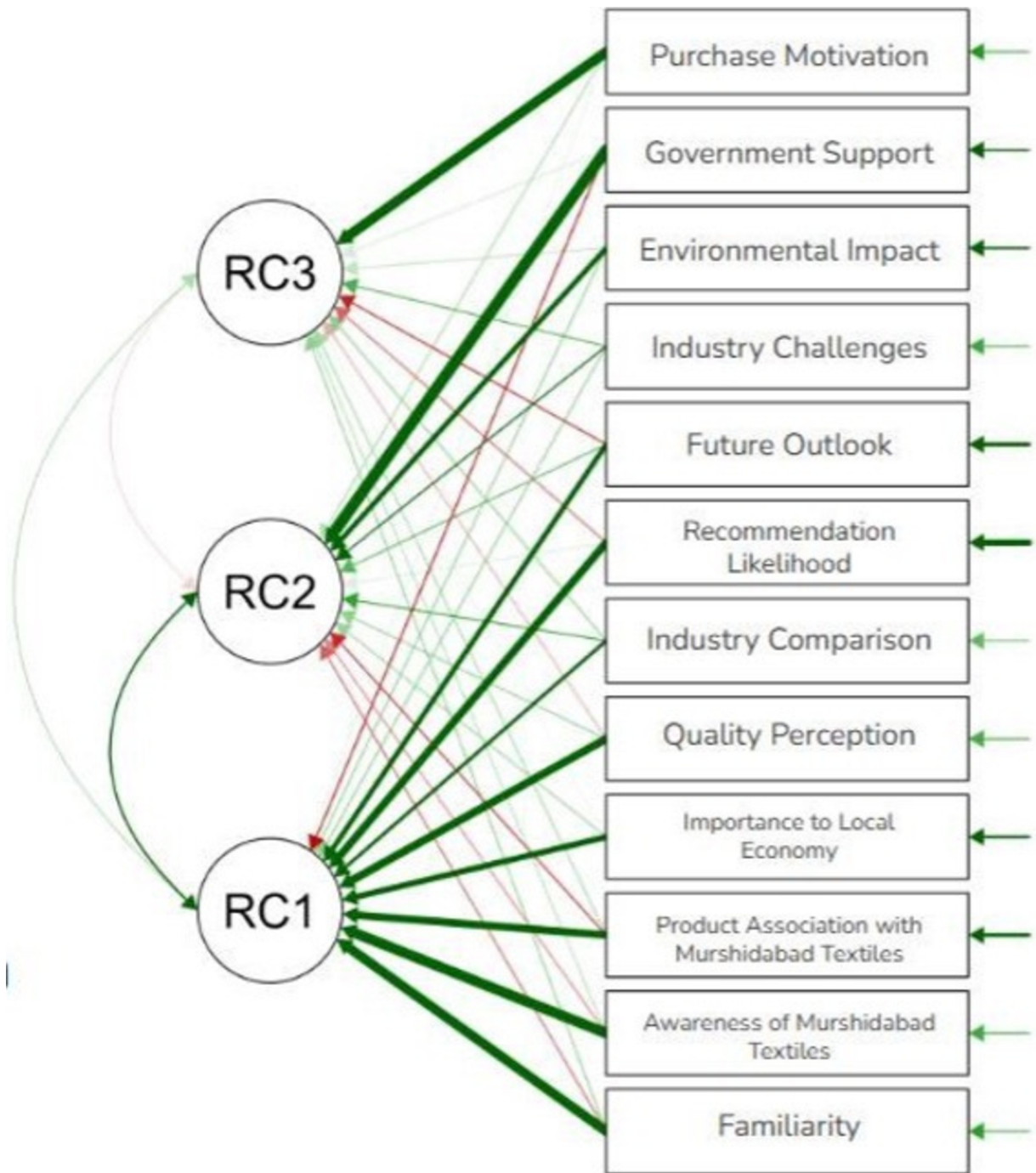
	Component 1	Component 2	Component 3
Component 1	1	0.43	0.128
Component 2	0.43	1	-0.064
Component 3	0.128	-0.064	1

Component Characteristics

The cumulative till the third factor is 0.584 which means these three components explain more than half of the variability. [30,31]

	Unrotated solution			Rotated solution		
	Eigen value	Proportion var.	Cumulative	SumSq. Loadings	Proportion var.	Cumulative
Component 1	4.586	0.382	0.382	4.185	0.349	0.349
Component 2	1.392	0.116	0.498	1.737	0.145	0.493
Component 3	1.061	0.088	0.587	1.118	0.093	0.587

Path Diagram



The three factors RC1, RC2 and RC3 can be interpreted as Awareness-Driven Perception, Market Size and Design. These

are the factors of the Murshidabad textile industry that influence the people most according to the survey. [32,33]

RESULTS

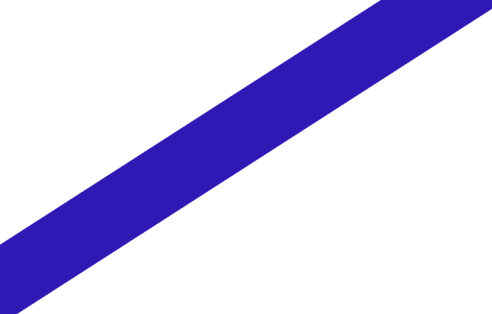
During our survey we first found out about the current situation of Murshidabad Textile Industry.

- **Struggling:** The Majority of the people (customers and business owners) believe that this industry is struggling against other textile hubs in the country. Various surveys conducted by different agencies show that it is lagging behind its close peers like the South Indian Silk Industry. [34]
- **Lack of familiarity:** Majority of people living outside of West Bengal and neighbouring states don't know much about Murshidabad textile products. Though Murshidabad silk enjoys quite fame in WB but the story is not same in the other regions [35] of India. It is comparably less famous compared to other textile hubs like Surat. [36]

For the reasons due to which the Murshidabad Textile Industry is in its current situation.

- **Competition from machine-made textiles:** Modern machines can produce huge amounts of textiles in less time. Murshidabad industry relies heavily on manual methods and traditional technologies. This current technology used for production is outdated due to which required output is not achieved. So even if there is demand, it cannot be fulfilled due to limited production. There is also an absence of the efficient distribution line. [37]

- **Lack of skilled artisans:** During old times, the work of the artisans was celebrated and they themselves were respected, also, their wages were good enough to support them properly. But in present times, due to less wages and not so favourable working conditions, less and less people desire to become artisans. Due to this reason, the quality has degraded and not been the same as it used to be before. [38, 39]
- **Marketing and distributions:** Majority of the people don't know about Murshidabad Textile Industry due to very poor or almost no marketing. In today's world what people see is what people buy. A lot of the young generation of India use different applications to buy clothes online. [40]
- While we were searching for Murshidabad Silk Saree on a famous e-commerce application, one of the popular and frequently bought products was listed as Murshidabad Silk Saree. But when we searched deeper about the material and product type, it was originally Banarasi Silk. This shows that there is proper demand but it is not getting fulfilled and other products are sold in its name. [41]
- **Changing customer preferences:** Young people desire new and modern designs. Though there is a small section of people who want traditional and old designs like internet personalities and celebrities. But still this section is too



small compared to people who want more unique, personalized and modern designs.

- Government support: Any industry if it wants to survive needs support in one form or another. Especially MSME industries as they are highly dependent on the government for support like availability of loans on low interest rates, subsidies, less taxation and others. During Covid, a lot of industries were hit badly and many of them were even forced to close and they are not able to re-open till now. This hurt the people involved in the industry and took their way or earning.[42,43]

There are also some positives for the Murshidabad textile industry.

- Quality of the products is a major factor which decides its survival in the market in the long run. Majority of the people involved in our survey believed that the textile products of Murshidabad are above average or superior in quality. [44,45]
- Recommendation: Majority of the people said that they would recommend the products because of their superior quality.[46,47]

CONCLUSION

Our project focuses on the problems faced by Murshidabad Textile Industry so in conclusion we majorly focus on the communication barriers.

To address these particular issues, a collaboration between artisans, government, co-operatives and NGOs is helpful.

- So that they can popularise the positive environmental impact of the silk industry.
- There should be meaningful interactions with the customers to understand their preferences and their style.
- To capture the market occupied by Bangladesh. As Bangladesh is one of the biggest exporters of textiles in the world, but due to political unrest, many companies are hesitating to do business with Bangladesh.
- Murshidabad, due to its location, can take advantage of this situation.

1. Summary of Findings

Communication barriers significantly affect productivity and workers in the textile industry of Murshidabad, which can reduce their willingness towards work. Issues originate from language diversity, lack of digital literacy, and hierarchical constraints that are built there..

2. Helpfulness of Resolution

Addressing these barriers is needed to unlock the full potential of the workers of Murshidabad textile industry. Improved communication can be helpful in getting higher job satisfaction, better efficiency, and greater competitiveness in the global market.

3. Call for Action

Immediate efforts are needed to train the workers, include technology, and implement structured communication systems. Partnership between industry stakeholders and the government will be helpful in securing sustainable development in Murshidabad's textile sector.

FUTURE SCOPE

1. **Training Programs in Local Languages:**

There are many workers who speak different languages, so offering training in their local languages (like Bengali, Urdu and Hindi) will be very helpful for them to understand instructions better and reduce confusion.

2. **Use of Simple Digital Tools:**

Introduction of easy-to-use mobile apps or virtual tools can help workers understand their assigned tasks better. These apps can also provide instructions or updates in their local languages, using pictures or videos which can be understood by viewing them.

3. **Setting Up Clear Communication Channels:**

Create proper methods for workers so that they can share their problems, ask questions, or give feedback. This could be through designated workers who speak their language, or it may be a system where they can easily report issues irritating them.

4. **Workshops to Improve Communication**

Skills: Organize regular workshops for workers and as well as for managers so that their communication should be improved to the best possible. These sessions can be useful for better teamwork and can solve misunderstandings.

5. **Partnering with Local NGOs:**

Partnering with local organizations and language experts can be very helpful for improving communication at the workplace, which makes it easier for workers to express themselves better.

6. **Government Support:**

Upcoming policies from the government should also support these efforts by providing funds for the training programs and also for promoting better workplace communication of workers amongst them.

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