

**FACTORS AFFECTING FOR THE SUSTAINABILITY
OF THE SRI LANKAN BATIK AND HANDLOOM
APPAREL INDUSTRIES**

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ABSTRACT

This research has been conducted to identify the factors affecting the sustainability of handloom and batik apparel industry. It was identified through the background research that these industries are facing a decline. This research was done in a qualitative method.

In the literature review, theories, models and detailed empirical research have been explicated with a critical review of literature. Key models used for the study were RBV model, three pillar sustainability model, four block business model, design thinking model and AIDA model.

In the methodology, the conceptual framework is designed with 4 independent variables which are production efficiency, socio economic factors, research and development and product awareness. This research is qualitative research with the use of thematic analysis as the research method. Semi structured interview was conducted with 8 craft specialists. In the analysis, primary data were grouped into themes and analyzed using thematic diagrams against the independent variables and the indicators of the conceptual framework. Further recommendations are given on the final chapter.