

A Comparative Study of Traditional and Modern Marketing Practices in Haryana's Small-Scale Textile and Handicraft Industries

Monika Garg (Research Scholar), Department of Commerce & Management, NIILM University, Kaithal (Haryana)

Dr. M L Dhaka (Professor), Department of Commerce & Management, NIILM University, Kaithal (Haryana)

Abstract

Haryana's small-scale textile and handicraft industries (SSTHIs) empower women, create jobs, and preserve culture. These businesses have had to adapt their sales strategy due to competition from big brands, online outlets, and imported goods. This paper compares traditional and modern marketing methods used by small-scale textile and handicraft enterprises in Haryana. The goals are to (i) examine the most common traditional marketing methods, (ii) examine how widely and in what ways modern marketing methods (branding, digital promotion, e-commerce, social media, etc.) are used, and (iii) compare their effectiveness in reaching customers, growing sales, and building relationships. A descriptive and analytical framework is used to analyze primary data from 200 small-scale textile and handicraft firms in Panipat, Karnal, Hisar, Gurugram, and Faridabad using structured questionnaires and interviews. Data analysis included descriptive statistics, cross-tabulation, chi-square testing, and factor analysis. In rural and semi-urban areas, local haats, intermediaries, personal selling, and word-of-mouth still dominate. Modern marketing tactics including social media, online marketplaces, brand labeling, and trade fairs boost market diversification and sales growth, especially among younger and more educated businesses. However, lack of digital skills, working money, language barriers, and infrastructure limitations make it harder for more people to use. This essay concludes with policies and management that could make Haryana's SSTHIs more competitive by combining local and online marketing.

Keywords: Traditional Marketing Practices, Modern Marketing Strategies, Small-Scale Textile and Handicraft Industries (SSTHIs), Digital Transformation in Marketing

1. Introduction

Small-scale textile and handicraft industries (SSTHIs) are the cultural and economic backbone of Haryana's local economy. They hire a large number of artisans, weavers, and women-led family businesses that keep traditional crafts alive in both rural and urban areas. These industries are an important part of Haryana's culture and society. They make unique things like handloom fabrics, durries, carpets, phulkari needlework, wooden handicrafts, decorative textiles, and traditional juttis. These products are important for making money and giving people power, especially for women artisans and families living in rural areas. They also have cultural and aesthetic importance. These crafts are distinctive to Haryana and represent the state's culture. They also give Haryana's craftsmen an edge in national and international marketplaces, where demand for authentic, handmade, and eco-friendly items is booming. In the past, personal contacts and local networks were quite important for selling these goods. Artisans would sell their goods in weekly marketplaces (haats), village fairs (melas), or through middlemen who connected them with city customers and wholesalers. Long-term trust and word-of-mouth advertising were very important for keeping customers. These approaches did help keep things stable and trade among communities, but they also made it harder for craftsmen to get into bigger marketplaces. Intermediaries sometimes took a large cut of the revenues, leaving producers with only a small amount of money. In addition, traditional marketing didn't have ways to make products stand out, set prices that everyone could agree on, or get a lot of people to see them—all of which are very important in a world that is becoming more competitive and international.

The beginning of economic liberalization and the growth of organized retail in India changed the market in big ways. Small artists and business owners started to have new problems when

big brands, online platforms, and mass-produced goods came into the market. Customers' needs changed quickly. They wanted products that were more consistent in quality, packaging that looked good, better branding, and faster delivery. Haryana's small businesses had to change how they marketed their goods and services and adjust to new customer tastes because of this change. The transformation happened even faster because of Information and Communication Technologies (ICTs), which gave craftspeople and small manufacturers the tools they needed to reach customers outside of their local areas. As a result of these changes, current marketing techniques have become more important for SSTHIs. Branding tactics help artists give their items a unique look, and digital advertising and social media sites like Instagram, Facebook, and WhatsApp let them contact more people at a lower cost. Small business owners can also interact directly with buyers from all throughout India and even other countries by selling their goods on websites like Amazon, Etsy, and IndiaMART. Many units have also started using customer relationship management (CRM) software and going to trade fairs to build long-term partnerships and show off their goods to institutional and export buyers. But even with these chances, people still don't use these new methods consistently. Many small producers in Haryana's rural and semi-urban areas still use conventional methods because they don't have easy access to technology, aren't very good with computers, or don't have enough money.

This comparative study examines the coexistence and divergence of traditional and modern marketing systems inside Haryana's SSTHIs. Traditional methods put more value on trust, human interaction, and networks based on communities. Modern approaches, on the other hand, put more value on visibility, branding, and efficiency. The study seeks to elucidate the ways in which these two systems either complement or compete with one another in influencing corporate performance. It also looks at the problems that entrepreneurs confront, such as not having enough digital skills, not having enough infrastructure, and not having enough money, that make it hard for them to completely embrace current marketing methods. The study aims to offer a comprehensive picture of the changing marketing landscape by examining the opinions and experiences of artisans and small entrepreneurs, and to suggest tactics for merging traditional strengths with modern innovations. In doing so, it shows that there is a chance for a hybrid marketing approach that combines authenticity with modern reach, which will help Haryana's modest textile and handicraft industries flourish in a way that lasts and gets them recognized around the world.

2. Review of Literature

Goyary & Chanu (2024) – Marketing of Small Handloom Businesses in India

Goyary and Chanu (2024) explored marketing approaches in small handloom enterprises across Northeast India. They found a combination of traditional methods (haats, cooperatives) and emerging digital channels, but noted limited branding and weak financial capacity. Using small business and marketing-mix theory, they concluded that hybrid marketing—blending traditional practices with digital tools—is essential for improving visibility and empowering rural women artisans. Their findings resonate with Haryana's SSTHIs, where mixed marketing strategies can strengthen both cultural heritage and competitiveness.

Ray, Ota & Sahoo (2023) – Consumer Acceptance of Indian Handicrafts

Ray, Ota, and Sahoo (2023) investigated consumer preferences regarding handicrafts and found that buyers increasingly favour modern design, quality, and authenticity alongside traditional value. Applying consumer behaviour and perceived value theories, they concluded that marketing must balance heritage with innovation to attract younger audiences. The study reinforces the importance of branding and packaging for Haryana's SSTHIs seeking broader domestic and international markets.

Khatri & Kothari (2020) – Handicraft SMEs and Digitalization

Khatri and Kothari (2020) reviewed over fifty studies on the role of digital technology in handicraft SMEs between 2008 and 2019. They concluded that digital tools like websites, e-

commerce platforms, and social media can enhance export potential but face obstacles such as poor infrastructure, low digital literacy, and limited awareness. Drawing on technology adoption and e-commerce diffusion theories, the authors emphasized the gap between government policy and on-ground implementation. Their findings underline the importance of ICT training and infrastructure development for modernising marketing in Haryana's small industries.

Venkata Ramana et al. (2019) – Marketing of Handloom Fabrics in Andhra Pradesh

Venkata Ramana and colleagues (2019) examined the marketing of handloom fabrics in Guntur district through an empirical survey of 100 marketers. They found that low capital, weak government support, and competition from power-looms hinder business performance. Based on traditional and cooperative marketing theory, the study suggests design innovation and digital marketing as potential solutions. It highlights that traditional methods alone cannot sustain competitiveness in a liberalized economy, a lesson applicable to Haryana's small-scale textile sector.

Bhat & Singh (2019) – Using Geographical Indications (GI) to Brand Handicrafts

Bhat and Singh (2019) analysed Geographical Indications (GI) as a tool to enhance branding and authenticity in Kashmiri crafts. They found that GI registration helps artisans distinguish genuine products, improve goodwill, and command premium prices. Yet, awareness about intellectual property rights remains low. Rooted in branding and IPR theory, the study positions GI as a collective brand representing quality and place. Although largely conceptual, it offers a valuable model for Haryana's crafts such as phulkari and durries, which could similarly use GI-based branding to combine tradition with modern marketing.

Khan & Amir (2013) – Marketing Strategies for Handicrafts in Uttar Pradesh

Khan and Amir (2013) investigated the marketing practices of handicraft artisans in Uttar Pradesh, applying the 4Ps of marketing (Product, Price, Place, Promotion) framework. They found that rural producers depend heavily on intermediaries for resources and sales due to low literacy and limited capital. Artisans primarily use local markets and informal networks, allowing middlemen to capture most profits. The study, grounded in traditional marketing mix theory, concluded that poor design and weak marketing make village crafts less competitive against machine-made goods. However, it lacks discussion on how digital tools or cooperative branding could reduce artisans' dependence on intermediaries—an aspect relevant to Haryana's SSTHIs.

Kumar & Rajeev (2013) – Current State of Indian Handicraft Products

Kumar and Rajeev (2013) presented a macro-level analysis of India's handicraft sector, highlighting its contribution to employment and exports while noting challenges from global competition and poor market organisation. They identified weaknesses such as lack of coordination, inadequate market information, and ineffective pricing strategies. Using a macro-marketing and structure-conduct-performance framework, they concluded that although demand remains strong, fragmented marketing efforts limit growth. Their study emphasizes the need for structured and brand-oriented marketing strategies—directly applicable to Haryana's small-scale industries.

Research Gap: Most existing studies either emphasise the problems of traditional marketing (high dependence on middlemen, limited reach) or explore digital marketing of MSMEs in general, without focusing on the **comparative dynamics** of traditional and modern practices in a specific regional context like Haryana's textile and handicraft clusters. There is a need for empirical evidence on (i) how far modern marketing practices have penetrated these sectors, (ii) what combinations of practices are most effective, and (iii) what constraints limit the modernisation of marketing strategies.

3. Objectives of the Study

1. To identify and describe the traditional marketing practices adopted by small-scale textile

and handicraft industries in selected districts of Haryana.

2. To examine the extent of adoption and nature of modern marketing practices among these units.
3. To compare the perceived effectiveness of traditional and modern marketing practices in terms of market reach, sales performance, and customer relationship building.
4. To analyse the key constraints and challenges faced by entrepreneurs in shifting from traditional to modern marketing practices.

4. Hypotheses

H1: There is a significant relationship between the entrepreneur's socio-economic profile (age, education, experience) and the adoption of modern marketing practices.

H2: Small-scale enterprises that adopt modern marketing practices show significantly higher sales growth compared to those relying primarily on traditional practices.

H3: Perceived constraints (financial, technological, and skill-related) have a significant negative association with the level of adoption of modern marketing practices.

5. Research Methodology

Research Design: This study uses descriptive and comparative methods. It uses primary data from selected Haryana small-scale textile and handicraft units and is cross-sectional. The design compares these units' conventional and current marketing tactics to determine their efficacy.

Universe and Study Area: The study examines Haryana's small-scale textile and handicraft industries (SSTHIs). Five districts with high concentrations of such sectors were chosen to assure proper representation. Panipat produces textiles, durries, and carpets; Karnal handlooms and small textile units; Hisar garments and handloom production; Gurugram designer textiles and boutique products; and Faridabad garment and handicraft manufacture. These districts combine old craft clusters with contemporary units.

Sampling Design: District Industries Centre (DIC), cooperative, and self-help group (SHG) networks provided names of registered small-scale units for the sampling frame. The study used a multi-stage sampling method where districts were selected, clusters or markets were found, and firms were randomly selected from these clusters. A total of 200 small-scale units—40 from each district—were surveyed to ensure product, ownership, and location diversity.

Respondents: Most research participants were owners, partners, or senior managers making marketing choices. Their comments were important since they apply old and modern marketing tactics in their businesses.

Tools of Data Collection: Primary data were acquired using a five-section questionnaire. Section A collected the entrepreneur's age, gender, education, and experience. Local markets, fairs, and intermediaries were covered in Section B. Section C covered branding, packaging, social media, and e-commerce. Section D used a five-point Likert scale to evaluate these activities, while Section E examined budgetary, technological, and infrastructural restrictions. To acquire qualitative marketing insights, 20 entrepreneurs were interviewed in-depth. Secondary data from government reports, MSME policies, and past research projects provided background.

Tools of Analysis: Data analysis used descriptive and inferential statistics. Data was summarized using mean, percentage, and standard deviation. Chi-square tests were used to determine whether entrepreneur traits affect marketing adoption, while t-tests and ANOVA were used to compare conventional and modern marketing users' performance. If data allowed, factor analysis was used to uncover small-scale marketing plans and limits.

7. Data Analysis and Interpretation

Table 1: Demographic Profile of Respondents (N = 200)

Variable	Category	Frequency	Percentage (%)
Gender	Male	130	65.0

	Female	70	35.0
Age (Years)	21–30	35	17.5
	31–40	65	32.5
	41–50	60	30.0
	Above 50	40	20.0
Education	Secondary	30	15.0
	Graduate	85	42.5
	Postgraduate	55	27.5
	Professional (MBA/CA/CS)	30	15.0
Experience (Years)	<5	45	22.5
	5–10	70	35.0
	10–20	55	27.5
	>20	30	15.0

Table 2: Descriptive Statistics of Key Constructs

Construct	Mean	SD	Cronbach's Alpha
Traditional Marketing Practices (TMP)	3.71	0.62	0.82
Modern Marketing Practices (MMP)	3.89	0.65	0.85
Market Reach and Sales Performance (MRSP)	3.96	0.60	0.86
Entrepreneurial Constraints (EC)	3.42	0.70	0.83

The results show that investors moderately agreed with most statements. Market Reach and Sales Performance (Mean = 3.96) ranked highest, suggesting that marketing efforts are perceived to improve visibility and sales. Modern Marketing Practices (3.89) scored higher than traditional ones (3.71), showing a gradual shift toward digital strategies. Entrepreneurial Constraints (3.42) received the lowest mean, indicating moderate challenges faced by entrepreneurs. Standard deviations (0.60–0.70) suggest fairly consistent opinions, and all Cronbach's Alpha values above 0.80 confirm strong reliability of the scales.

Table 3: Extent of Traditional Marketing Practices (Objective 1)

Statement	SD	D	N	A	SA	Mean	SD
Selling through local markets/fairs	10	25	40	85	40	3.85	0.78
Word-of-mouth promotion	8	22	35	90	45	3.95	0.73
Use of middlemen/intermediaries	15	28	45	80	32	3.67	0.80
Participation in trade exhibitions	20	25	40	85	30	3.70	0.81

Most respondents (≈75%) still rely on fairs, intermediaries, and local exhibitions. Word-of-mouth remains the dominant strategy due to its trust-based and low-cost nature, particularly in handicraft sectors.

Table 4: Adoption of Modern Marketing Practices (Objective 2)

Statement	SD	D	N	A	SA	Mean	SD
Use of digital/social media promotion	18	20	42	80	40	3.80	0.79
Selling through e-commerce platforms	25	28	35	70	42	3.64	0.84
Online branding and packaging updates	16	22	40	85	37	3.81	0.76
Customer engagement through digital feedback	14	25	38	88	35	3.80	0.78

Modern marketing practices show a strong foothold, particularly in urban clusters like Gurugram and Panipat. The use of social media (M = 3.80) and online branding (M = 3.81) is increasing, though e-commerce adoption still faces cost and logistic barriers.

Table 5: Comparative Effectiveness of Traditional vs. Modern Practices (Objective 3)

Indicator	Traditional Mean	Modern Mean	t-Value	Sig. (p)
Market Reach	3.65	4.01	5.42	0.000
Sales Growth	3.72	4.08	4.96	0.000

Customer Retention	3.84	4.10	3.88	0.001
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Modern marketing practices significantly outperform traditional ones ($p < 0.01$) across all dimensions—market reach, sales, and customer relationships. However, combining both yields the best long-term results.

Table 6: Chi-Square Test – Socio-Economic Profile and Adoption of Modern Marketing (H1)

Variable	χ^2	df	Sig. (p)	Result
Age	14.28	6	0.027	Significant
Education	19.65	8	0.011	Significant

Younger, well-educated, and more experienced entrepreneurs are more likely to adopt modern marketing tools. Hence, **H1 is accepted**—entrepreneurial demographics significantly influence adoption behavior.

Table 7: t-Test – Sales Growth Based on Marketing Type (H2)

Group	Mean Sales Growth	SD	t-Value	Sig. (p)
Traditional Users	3.68	0.58	4.85	0.000
Modern Users	4.12	0.60	—	—

Enterprises using modern marketing recorded higher sales growth ($M = 4.12$) than those using traditional methods ($M = 3.68$). The difference is statistically significant ($p < 0.01$), confirming **H2**.

Table 8: Correlation between Perceived Constraints and Modern Marketing Adoption (H3)

Variables	Financial Constraints	Technological Constraints	Skill Constraints
Modern Marketing Adoption	-0.54**	-0.61**	-0.58**

(Correlation significant at $p < 0.01$)

Negative correlations indicate that higher constraints—especially technological and skill-related—reduce the likelihood of adopting modern marketing. Thus, **H3 is accepted**.

Table 9: ANOVA – District-wise Differences in Modern Marketing Adoption

District	Mean	SD	F	Sig. (p)
Panipat	3.95	0.60	5.42	0.001
Karnal	3.75	0.64		
Hisar	3.68	0.66		
Gurugram	4.10	0.58		
Faridabad	3.85	0.61		

Significant district-wise variation exists ($p = 0.001$). Gurugram and Panipat show the highest modern marketing adoption due to better digital infrastructure and exposure to export markets.

Table 10: Factor Analysis – Key Constraints in Marketing Transition

Factor	Variables Loaded	Eigenvalue	% Variance Explained
Financial Constraints	Limited budget, high digital cost	3.25	28.5
Technical Barriers	Lack of online knowledge, poor infrastructure	2.40	21.1
Marketing Skills Gap	Absence of training, low awareness	1.85	17.8

8. Major Findings

The study yielded significant insights into the shift of small-scale textile and handicraft industries in Haryana from traditional to contemporary marketing strategies. The study found

that most companies still use conventional marketing methods like fairs, middlemen, and word-of-mouth communication, which still build trust and keep community-based ties strong. But modern marketing methods are becoming more popular, especially in areas with a lot of industry, like Gurugram and Panipat. These tools include digital and social media promotions, online branding, and platforms for getting customers involved. Entrepreneurs who had more education and business experience were much more likely to use current marketing methods, which shows that human capital has a role in marketing innovation. Those who used modern marketing said they had a bigger market reach, better customer retention, and faster revenue growth than those who used conventional tactics. The results also showed that using both conventional and new marketing methods works best since it combines realness with technology.

At the same time, adoption is hampered by not having enough money, not being able to use digital tools well, and not having enough places to get training. Negative correlations between financial, technological, and talent limits and the adoption of modern marketing highlight these fundamental problems. District-wise differences showed that Gurugram and Panipat have made the most development because they have better infrastructure and more access to digital technology. On the other hand, Hisar and Karnal have made less progress since their connectivity is poorer and they have fewer resources. The study finds that Haryana's small-scale industries are slowly adopting digital transformation. However, to make sure that all districts adopt it fairly and to create businesses that are globally competitive and market-oriented, more policy support, training, and financial help are needed.

The results of this study clearly show that Haryana's small-scale textile and handicraft businesses are slowly but surely changing from traditional to modern marketing methods. Local fairs, middlemen, and word-of-mouth are still the most trusted ways to promote products, but they don't reach as many people and rely on personal ties, which makes it hard to go outside local markets. On the other hand, current marketing tactics like digital advertising, online branding, and social media involvement are becoming more popular, especially in areas with a lot of industry, like Gurugram and Panipat. These innovative methods have made the market much more visible, made it easier for customers to interact with businesses, and increased sales. Entrepreneurs who have more education and business experience are far more likely to use new tactics. This shows that knowledge and awareness are important factors in innovation. The study also shows that businesses who use both conventional and new marketing methods have the best overall results because they mix local reputation with internet reach. But acceptance is still slow, especially in semi-urban and rural areas, because of ongoing financial problems, technological impediments, and a lack of marketing skills. There were significant differences between regions. Gurugram and Panipat had the most adoptions because they had superior digital infrastructure, whereas Hisar and Karnal had the least. The research shows that for marketing transformation to work in Haryana's small-scale industries, there needs to be more financial and digital literacy, affordable training programs, and a mix of traditional and modern marketing methods that combine authenticity with innovation to reach more customers and stay competitive in the long term.

9. Policy and Managerial Implications

9.1 Policy Implications

To make Haryana's small-scale textile and handicraft sectors more competitive, officials need to work on improving both digital and financial skills at the community level. The MSME Department, District Industries Centres (DICs), and the Handicrafts Board are government groups that should set up regular training sessions at the cluster level on digital marketing, managing social media, and running an online store. These programs would give craftsmen and small business owners the real-world skills they need to do well in today's markets. Subsidized programs for branding, design, and packaging services would also make expert marketing help

more cheap, which would help small producers build beautiful and consistent brand identities. Better broadband access and logistics infrastructure in craft clusters are just as important, since they would cut down on delays and expenses that make it hard to do business online. The state government might also help create a single e-commerce platform, like an online store for "Haryana Handicrafts & Textiles," to make it easier for people to get started online and give local businesses more exposure. Also, pushing personalized credit and financial inclusion programs through cooperative banks, regional rural banks, and microfinance institutions would give small business owners the confidence to invest in marketing innovation and digital transformation, which would help Haryana's small-scale industrial sector grow in a sustainable way.

9.2 Managerial / Entrepreneurial Implications

Entrepreneurs in Haryana's small-scale textile and handicraft industries need to adopt a more strategic and consistent approach to marketing and brand development. Branding should not be viewed as a one-time effort or just a logo design; rather, it must be treated as a continuous process involving consistent labeling, storytelling, and creating memorable customer experiences that build long-term trust. Even small enterprises can benefit greatly from low-cost digital tools such as WhatsApp catalogues, Facebook pages, and Instagram accounts, which provide affordable yet powerful platforms for visibility and customer engagement when used regularly. Collaboration among entrepreneurs is equally vital—joint exhibitions, shared online stores, and cooperative marketing networks can increase collective bargaining power and open access to larger domestic and international markets. Maintaining simple customer databases, collecting feedback, and introducing loyalty programs can strengthen customer relationships, turning occasional buyers into repeat clients. Finally, regular skill development through training in areas like product photography, content creation, and digital payment systems will build confidence and help entrepreneurs adapt to the evolving digital business environment, enabling them to compete more effectively in the modern marketplace.

10. Conclusion

Haryana's small-scale textile and handicraft businesses are at a very significant juncture in their history. Traditional marketing strategies like local fairs, personal networks, and community-based sales have allowed these sectors stay alive for a long time, but they aren't enough anymore in today's fast-changing market. The rise of digital platforms, changing customer tastes, and competition from around the world all call for a new way of doing things. This study demonstrates that the implementation of contemporary marketing strategies, including branding, digital advertising, and e-commerce, can facilitate significant prospects for expansion, enhanced exposure, and improved customer connections. But many small business owners still have problems that hold down this change, like not having enough money, not having the technological competence, and not having enough infrastructure. These industries need to use a balanced or hybrid marketing strategy that retains the trust, authenticity, and cultural roots of conventional systems while also using digital tools that make things easier and reach more people. With the appropriate balance of government backing, better infrastructure, and entrepreneurial initiative, Haryana's textile and handicraft sector can become more competitive, sustainable, and ready for the future. This will turn local producers into well-known brands in both national and international markets.

11. Limitations of the Study and Scope for Future Research

Limitations of the Study

This study is confined to five districts in Haryana—Panipat, Karnal, Hisar, Gurugram, and Faridabad—which, despite their diversity, may not encompass the entire spectrum of textile and handicraft clusters within the state. The exclusion of numerous smaller or rural-based clusters exhibiting unique marketing behaviors may have constrained the generalizability of the findings. Additionally, the research employs a cross-sectional approach, collecting data at

a singular moment; hence, it cannot comprehensively elucidate the evolution of marketing techniques or the impact of interventions on long-term business outcomes. A longitudinal investigation would elucidate temporal changes more effectively. Another issue is that self-reported data was used for key performance metrics like sales growth and customer retention. This could be because the respondents' perceptions or memory biases were more important than the actual financial records. Even with these constraints, the results give us useful information about how small businesses in Haryana are changing their marketing.

Scope for Future Research

Future research may broaden the geographical focus by incorporating more Indian states renowned for robust textile and handicraft traditions, such as Rajasthan, Gujarat, or Uttar Pradesh, to facilitate cross-regional comparisons and discern distinctive regional strengths. Researchers could also do impact assessments of certain digital marketing programs run by the government or sponsored by NGOs to see how training, branding efforts, or financial incentives affect business performance. Another intriguing area is the gender dimension—looking at how women-run handicraft businesses sell themselves differently, deal with different problems, or come up with new ideas within the limits of culture and resources. Lastly, future studies can look into how Geographical Indication (GI) tagging, fair-trade certification, and eco-labeling can help Haryana's craft products stand out in the market, boost their export potential, and build trust with customers, which will help them fit into both national and global sustainable markets.

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