

AN ANALYTICAL STUDY OF HANDLOOM INDUSTRY OF KOTA REGION

A Thesis

Submitted for the award of Ph.D. degree

**In Business Administration
(Faculty of Commerce & Management)**

**To the
University of Kota**

**By
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2019

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ABSTRACT

Handloom is an important traditional rural industry spread over many parts of the country and occupies a prominent position in maintaining the heritage and culture of India. It is also a largest employment provider next only to the agriculture. This industry is closely associated with the cultural heritage of the country. The products of the Handloom industry have the worldwide reputation since long time, and it plays a very important role in Indian economy and has been an integral component of textile industry. As per recent statistics, the sector contributes 14% to industrial production, 4% to India's Gross Domestic Product (GDP) and constitutes 13% of the country's export earnings. By now, the country supplies 95 percent of world demand for hand woven fabric.

The handloom products produced by different regions in India are unique, as each region specializes in a unique kind of handloom product based on the skill of the workers and the cultural heritage of that region. As a matter of fact each state in India produces an exclusive kind of handloom product which is difficult to replicate in any other region. Rajasthan also has a long history of producing attractive range of handloom products. One of the important handloom clusters in Rajasthan is the Kota Doria cluster. Kota Doria is manufactured in many villages of Kota, Bundi and Baran districts of Rajasthan. There are a lot of inherent problems that are posing challenges in front of handloom weavers. Moreover, due to overwhelming supply of power loom Kota Doria products; market demand for Kota Doria handloom products has not increased in the last few years. As a result weaving of this fabric has got setback in the region and the younger generation of weavers do not want to get involved in this field of work.

The purpose of this research was to extend the existing body of knowledge on the problems and the potentials of Handloom industry of Kota region and thereby suggest some measures that would resolve the problems of Handloom industry of Kota region, as little research have been conducted on this topic in India. A review of literature suggests that previous research has been conducted mostly in the domain of marketing related problems faced by the weavers, finance related problems and/or health related problems etc in relation to other regions of India, but there is a dearth of studies that are based on primary data to know the present status of handloom industry located in Kota region. The present research provides factual data on the weavers' opinion regarding the problems and challenges they face. A comparison was also

made between the opinions of society members and non-members to assess the impact of membership on extent of problems they face and upon their productivity and growth.

An intensive study was done during the years 2016-18 analyzing all possible aspects pertaining to the subject matter of the study. This research work is in the form of 'ex-post facto' study in which the researcher tried to study the existing scenario of Kota Doria cluster; without manipulating in anyway the scenario as it stands presently.

In the First chapter of the thesis, an introduction to the field of the study was given including, background of the study, its significance, problem statement, research methodology and scope of the study.

Chapter II deals with an extensive review of the literature including studies conducted on other regions as well as Kota Doria Cluster. The available literature comprised of relevant papers, seminal papers, online theses, news paper articles etc.

Chapter III portrays an overview of Indian Handloom industry covering brief historical development of the industry, recent developments, its present status, and government intervention in order to develop this sector.

Chapter IV discusses the major problems of handloom industry which are common among the weavers spread all over the country. Moreover, the chapter deals with the strategies that would help to overcome these problems.

Chapter V includes a brief introduction of Kota Doria cluster including, historical backdrop, growth and development, manufacturing procedure of Kota Doria and its present status.

In chapter VI, validation of stated hypotheses has been done in order to draw the conclusion of the study. Various statistical tests have been applied to accept or reject the hypotheses.

Chapter VII presents major findings of the study together with overall conclusions and recommendations have been given.

This study is significant because of the insights it provides for stakeholders to better understand the present status of Kota Doria cluster. Though the study reveals the negative side of the cluster, it also suggests measures for its future development.

CANDIDATE'S DECLARATION

I, hereby, certify that the work which is being presented in the thesis entitled. **An Analytical study of Handloom Industry of Kota Region** in partial fulfilment of the requirement for the award of the Degree of Doctor of Philosophy, carried out under the supervision of Dr. D.C. Jain and submitted to university of Kota, Kota represents my idea in my own words and where other ideas or words have been included, I have adequately cited and referenced the original sources. The work presented in this thesis has not been submitted elsewhere for the award of any other degree or diploma from any institution.

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Date

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This is to certify that the above statements made by Ritu Gera (Regd. No. RS/279/13) is correct to the best of my knowledge.

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ABBREVIATIONS

ACASH	Association of Corporations and Apex Societies of Handloom
CAGR	Compound Annual Growth Rate
CCEA	Cabinet Committee on Economic Affairs
CHCDS	Comprehensive Handloom Cluster Development Scheme
CSS	Centrally Sponsored Schemes
CUTS	Consumer Unity & Trust Society
DHDS	Diversified Handloom Development Scheme
FY	Financial Year
GRID	Grassroots Initiatives and Development
HEPC	Handloom Export Promotion Council HEPC
IHB	India Handloom Brand
IHDS	Integrated Handlooms Development Scheme
IIHT	Indian Institutes of Handloom Technology
ISDS	Integrated Skill Development Scheme
KWWO	Kota Women Weavers Organization
MGBBY	Mahatma Gandhi Bunkar Bima Yojana
MGPS	Mill Gate Price Scheme
NABARD	National Bank for Agriculture and Rural Development
NEDFi	North Eastern Development Finance Corporation Ltd
NHDC	National Handloom Development Corporation
NIFT	National Institute of Fashion Technology
NREGS	National Rural Employment Guarantee Scheme
PHWCS	Primary Handloom Weavers' Cooperative Societies
RRR	Revival, Reform and Restructuring Package
SIDBI	Small Industries Development Bank of India
UNIDO	United Nations Industrial Development Organization
WSCs	Weavers' Service Centers

CHAPTER I

INTRODUCTION TO THE FIELD OF STUDY

CHAPTER I

INTRODUCTION TO THE FIELD OF STUDY

INTRODUCTION

This chapter presents the background of the study, Statement of the problem, Research methodology used in the study, Significance and Scope of the study, its limitations and highlights the presentation of the research report.

1.1 BACKGROUND OF THE STUDY

The Indian textiles industry covers varied sectors ranging from traditional hand-woven sector to the capital intensive mill sector. On the basis of process of production, various categories of textile include cloth produced by mill sector, power loom and handloom. In FY 2017, the total volume of cloth produced was nearly 45.9 billion square metres, out of which nearly 77.6% was the power loom cloth. The production of handloom cloth was the second largest with a share of 17.4%, followed by cloth production by the mill sector with 4.9% of the aggregate cloth production.

As per the data published by Ministry of Textiles, cloth production using handloom has been showing an increasing trend over the years. Due to the global recession during 2008-09, the cloth production by handloom declined, however, since 2011-12, it has been growing constantly. Moreover, there is a considerable demand globally for handloom products and India has been serving various countries since long ago. It was the second largest exporter of handloom products in the world, with exports valued at US\$ 353.9 million in 2017-18. The reason lies in the strength of the sector that is its uniqueness, flexibility of production, openness to innovations, adaptability to the supplier's requirement and the wealth of its tradition. The handloom sector has a unique place in our economy because it represents and preserves our rich cultural heritage. It has been sustained by transferring skills from one generation to another. Besides, the industry provides employment to lakhs of people in rural areas and is the largest employment provider for the rural population in India next to agriculture.

In terms of the number of handloom units located, North-East region of India is at the top. As per the third Handloom Census, out of total handlooms, 65.2 per cent were being operated in the northern-east states. Assam was at the first place having nearly 46.8 per cent of total handlooms followed by West Bengal (12.9%), Manipur (8.0%), Tamil Nadu (6.5%) and Tripura (5.8%). Each region specializes in differentiated variety of handloom items determined by the culture of that region and the skill of the workers. Rajasthan too produces vibrant hand-spun fabrics and an exciting variety of handloom products. One of the premier handloom clusters in Rajasthan is the Kota Doria cluster. Kota Doria is manufactured in many villages of Kota, Bundi and Baran districts of Rajasthan. However, the oldest and biggest location concentrating a large number of weavers is Kaithun which is situated about 15 km far from Kota. At present the handloom weavers of this region are facing a lot of challenges and striving for their survival due to globalization, severe competition with power looms, insincere approach of government and changing socio-economic conditions. Therefore, there is an urgent need to analyze the problems of this sector in the present day circumstances so that suitable measures can be taken to overcome the situation.

1.2 STATEMENT OF THE PROBLEM

Several studies point out the problems of handloom sector located in various regions of India and it has remained a topic of interest ever since it was introduced. These studies conclude that the continued interest in this field is the outcome of the belief that, if properly managed, developmental approach can lead to valuable consequences such as increased exports of handloom products, increased income of weavers and better standard of living.

An extensive review of the literature revealed that a lot of matter has been written about the overall status of the major regions producing handloom products as well as about their problems that need immediate attention. Since the products belonging to each region differs on the basis of customers' preferences, fashion, utility, its uniqueness etc., therefore, separate study should be conducted to analyze the actual status of a particular region. Very few studies have been conducted which analyzed the status of Handloom industry located in Kota region. The previous research has been conducted mostly in the domain of marketing related problems

faced by the weavers, finance related problems and/or health related problems etc. The present study is an attempt to identify the problems and the potentials of Handloom industry of Kota region and thereby suggest some measures that would resolve the problems of Handloom industry of Kota. Hence, the topic of the study was identified and titled as,

“An Analytical Study of Handloom Industry of Kota Region”

Further, this study aims to identify the potential that exists for handloom products in the national as well as international market.

1.3 BRIEF INTRODUCTION OF RESEARCH METHODOLOGY

1.3.1 Population of the Study

The population of the study covers all weavers engaged in manufacturing of handloom products in Kota region of Rajasthan. A brief introduction of the area of the study has also been given in the later part of this chapter.

1.3.2 Type of the study

This research work is in the form of ‘ex-post facto’ study in which the researcher attempted to identify the existing status of handloom industry located in Kota region and assess the problems of weavers involved; without manipulating in anyway the scenario as it stands at present. Thus the study is largely pragmatic in approach.

1.3.3 Nature of the Study

Though the population of the study is finite but it is very large sized, the researcher has used sampling method in place of census method of enquiry and this is considered appropriate keeping in view the limitations of efforts, money and time. Still, every effort has been made to ensure that the sample chosen for the study represents the population of the study.

1.3.4 Objectives of the Study

The proposed research work has following objectives:-

A. Primary Objective:

The main purpose of the study is to identify the problems encountered by handloom weavers of Kota region and thereby suggest some measures that would resolve their problems.

B. Secondary Objective:

- To analyze the working of handloom units in the study area i.e. Kota region.
- To identify the production related problems and their impact on the performance of Handloom manufacturing units of Kota region.
- To study the finance related problems and their influence on performance of Handloom manufacturing units of Kota region.
- To study marketing and workforce related problems and their influence on performance of Handloom manufacturing units of Kota region.
- To investigate the reasons for sickness in the small and tiny sectors in order to suggest suitable measures for the revival of such units.
- To suggest suitable strategies to promote handloom products in domestic as well as in the International market.

1.3.5 Hypothesis of the Study

The researcher has identified following hypotheses:

H01: Handloom weavers do not have any problem in terms of finance.

H11: Handloom weavers face finance related problems.

H02: Handloom weavers do not have any problem in terms of marketing.

H12: Handloom weavers face marketing related problems.

H03: Handloom weavers do not have any problem in terms of production.

H13: Handloom weavers face production related problems.

H04: Handloom weavers do not have any problem in terms of Work force.

H14: Handloom weavers face Work force related problems.

H05: Handloom weavers do not have any problem in terms of Health.

H15: Handloom weavers face Health related problems.

H06: Handloom weavers do not have any expectation for future development.

H16: Handloom industries have expectations for future development

1.3.6 Research Design

The researcher has designed the present research in such a manner that is in accordance with the empirical study requirements. As such, the design envelops the type of data collected, the methodology for collecting data and statistical tools and techniques used for analysis of data and hypothesis- testing.

1.3.6.1 Sampling Design

Sampling is a basic tool to collect information about a chosen problem from definite units of the population under study instead of covering the entire population. A proper sampling technique helps in generating valuable effects on the results of a study. The locale for the study was restricted to the Kota region in Rajasthan state. This region covers villages Kaithun, Kansuwan, Mandana, Sultanpur and Sangod in Kota district. Mangraul, Siswali and Anta in Baran district and Bundi, Keshoraipatan, Kapren and Roteda in Bundi district. The sample survey included members of the Kota Women Weavers Organization (KWVO) and Handloom Households/Beneficiaries. The first one represents the organization handloom sector and the second represents the cottage/ household sector.

In the present study the researcher has used purposive random sampling to collect data relevant to the study. Though the researcher met with 500 weavers engaged in the production of handloom products in Kota region, only the responses of 402 weavers were worth considering. Thus, duly filled in questionnaires of 402 weavers were identified for the study and their responses were edited in accordance with the requirements of the objectives and hypothesis.

1.3.6.2 Data Collection

Data collection was done keeping in view the objectives of the study. As the present study is empirical in nature, it is purely based upon primary data gathered by the researcher through properly designed, structured and all-inclusive questionnaires framed by the researcher considering the theoretical literature, existing research

findings, and also the objectives of the study. The questionnaire includes dichotomous questions, multiple choice questions, scaling questions and open ended questions too.

Since the respondents of the present study belonged to rural areas of Kota region, some of them were illiterate and were not able to read the questionnaire, data collection was done by visiting the weavers one to one. They were approached on work stations and were provided the details of objectives and scope of the study. A friendly environment was created by giving introduction about the researcher and the purpose of visit, importance of their responses for the study and likely benefits available to them to get their true opinions. After getting their willingness for participation, the researcher helped them to complete the scales in one session. They were made confident by assuring the confidentiality of the information collected.

Secondary data have been collected from various sources such as Annual Reports of Ministry of Textiles, Khadi and Village Industries Board and Village Industries Commission, Handloom Exports Organization, Official Publications such as Economic Survey, Economic Review, Statistics for Planning, other published books, official and reliable websites, various periodicals, newspapers etc.

1.3.7 Statistical Techniques

For data analysis, the researcher used various statistical techniques such as -

- Self administered questionnaire covering both scale and open-ended questions.
- Five-point Likert scale ranging from Highly Agree to No Idea was used.
- Percentage analysis, Pearson Chi- square test were applied for data analysis and hypotheses testing.
- Data analysis was done using online statistical software to ease the process of computing large size of data with multiple variables in a limited frame of time. It allows for separation of the data by variable or by item that enables a researcher to determine if there are items that have greater differences among groups. Level significance was set at 95 per cent. A statistical consultant was referred to conduct the statistical analysis procedures.

The brief description of the test is as follows:

Pearson Chi- Square Test

It compares two categorical variables in a contingency table to see if they are associated. In a more general sense, it tests to see whether there is any significant association between set of qualitative variables. With the help of this test association between different two groups and distribution of parameter into set of responses is tested.

The calculated value of X^2 is compared with the corresponding Table value at given level of significance for given degree of freedom and if the calculated value is more than table value, Null hypothesis is accepted.

1.4 SIGNIFICANCE OF THE PRESENT STUDY

The Handloom weavers of Kota region are facing acute problems of dire poverty and under employment. Majority of them are struggling for their survival and some of them have committed suicide as well. Hence this study is focused on the analytical study of handloom weavers. The study is concentrated and confined to Kota region due to its decisive role in the Handloom Industry of Rajasthan. The study of Handloom Industry located in Kota region and weavers during these catastrophes is also a worth studying aspect and the present study attempts to do so. Therefore the researcher tried to study scientifically the living condition of the weavers and the factors responsible for it and suggested remedial measures for improving the situation.

It will further provide a pool of information about production, marketing, finance and employment related problems. It will also be helpful to industrialists in formulating strategies related to domestic as well as international business. Moreover, it aims at providing suggestions for improvement in infrastructural facilities available to handloom weavers of Kota region. The study is also significant for fellow researchers who may have an interest in exploring deeper into this area. Thus, this study will contribute in creating valuable literature on the said topic. Therefore, the findings of this study are worth useful for academicians, stakeholders, researchers and practitioners.

1.5 SCOPE OF THE PROPOSED STUDY

The scope of the study is not just limited to assess the problems of weavers engaged in handloom industry of Kota district. It also aims to identify the potential that exists for Kota's handloom products in India as well as foreign market.

The study will benefit weavers in devising appropriate strategies to compete, to position their products in the minds of their customers to retain them and earn their loyalty, attract new buyers. These insights will be helpful in understanding the prevailing handloom business environment. Further, following points would help in deciding the scope of the present study-

- The proposed study will help in identifying the problems of handloom weavers of Kota and suitable measures to overcome the problems.
- This study aims at helping government in formulating suitable industrial policy to revive the sick units by providing desired assistance.
- Handloom products of Kota region have great scope in international market so this study will provide further guidance for planning marketing strategies to promote the products.
- Since Handloom industry of Kota has a great contribution towards providing employment to thousands of people, the study would help in designing further policies to retain the talent and attract the new generation to be a part of the industry.
- The findings will also contribute in shaping the business of handloom products in the industry.

1.6 LIMITATIONS OF THE STUDY

The limitations of the study are as follows:-

- This study is based on questionnaire method. Since the respondents belonged to rural areas, it was difficult to avail their time at their work stations.
- It is restricted to Kota region of Rajasthan only.
- Time and cost is the major constraint of this research.

- The accuracy of data largely depends on the correctness of information provided by the respondents.
- Some of the respondents give more than one answer of a single question.
- The researcher has no control over the variable of the research. The present study only reports what has happened and what is happening.
- The present study is based on the reliability of the primary data. The sample units were selected from the population having multidimensional features of a large group.

1.7 PRESENTATION OF THE RESEARCH REPORT

The entire thesis has been prepared and presented under the sequentially arranged chapters with the following details:

- **Chapter - I :** Introduction

This chapter covers introduction to the field of the study, statement of the problem, research methodology applied for the study with limitations, significance and scope of the study.

- **Chapter -II :** Review of Literature

This chapter presents the findings of the studies which have been undertaken on the topic chosen for the study.

- **Chapter- III:** Handloom Industry in India

This chapter gives an overview of Indian Handloom industry covering brief history and origin, growth and development of handloom sector, present status of the industry and initiatives taken by government for the development of the sector.

- **Chapter- IV:** Problems and Prospects of Handloom Industry

This chapter underlines the major problems of handloom industry which are common among the weavers spread all over the country. Moreover, the chapter deals with the strategies that would help to overcome these problems.

- **Chapter-V:** Profile of Kota Doria Cluster

In this chapter a brief introduction of Kota Doria cluster has been given. It further puts light on history of the cluster, its growth over the years, manufacturing procedure of Kota Doria and its present status.

- **Chapter- VI:** Data Analysis & Interpretation

This chapter is completely based on primary information collected through the questionnaires from the weavers residing in Kota region. The chapter covers data analysis and interpretation and the hypothesis testing using statistical tools also.

- **Chapter – VII:** Major findings, Conclusion & Recommendations

In this chapter, a brief summary of the research report and major findings of the study together with overall conclusions have been drawn.

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CHAPTER II

REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

INTRODUCTION

The present chapter reviews the available literature in the areas of handloom industry. The handloom industry is considered to be one of the traditional industries of India; and therefore, several studies at regional and state level on different aspects of the industry have been conducted by researchers, Central and State Government agencies in the sector; and Research institutions.

The survey of literature plays an important role in establishing the backdrop for any research work in social sciences. Review of literature helps to know the existing literature on the topic being pursued and also on the related aspects. It finds the gaps and also the uncovered areas on the topic. The methodologies adopted, statistical tools employed and also the conclusions inferred can be known. All these help and guide the researcher to know some new insights into the current topic for arriving at meaningful conclusions. An attempt has been made to present the findings of various scholars in two sections namely-

- Studies Conducted on other regions of Indian Handloom Industry
- Studies conducted on Kota Doria Cluster

2.1 STUDIES CONDUCTED ON OTHER REGIONS OF INDIAN HANDLOOM INDUSTRY

Ranga (1930) conducted a study on “Economics of Handloom Weaving in Madras” regarding the nature of economics and organizational structure of handloom industry and the pattern of production and market condition of handloom products. The unique contribution of the study was that it provides a detailed description about the important handloom centers. The study suggests that Co-optex should conduct market research to identify the needs of foreign and domestic consumers and should try to reduce the interest burden on loans by creating its own internal source.

Gosh (1947) in the study titled “Small Industries-Teir Plan in Partware Industrialisation”, stressed the location importance of handloom industry. The study states that weavers who have easy accessibility to market enjoy the location advantage of marketing. The weaves who are away from market had to walk 20 to 25 miles losing 2-3 days to market their products. At the same time, the location advantage need not be over emphasized. The study states that even though the outlook of the handloom industry is dismal at a macro level, in some states the industry has performed well. Hence a location specific study of the industry will provide better insights into the dynamics of handloom industry.

Kakade (1947) did his study on the topic “Socio-economic Conditions of Weavers in Sholapur City” and analyzed the socio-economic condition of handloom weavers in Sholapur municipality. According to the study, the socio-economic condition of weavers in Sholapur was not satisfactory. The study recommended that the government should introduce more schemes for the benefit of handloom weavers.

The study undertaken by the I.L.O. (Handloom weaving in India, 1951) on handloom weaving in India with special reference to Madras state in the year 1959 revealed that though the handloom industry has declined and in some cases is wiped out in almost all the countries where modern textile industry has been established it still occupies a strategic although vulnerable position in India’s socioeconomic set up. This has divided the problems that are faced by the industry into four categories viz., organization, production, finance and marketing. Dealing with all the aspects of the weavers’ life and work, it is said that the solution of problems will improve considerably in competitive position.

Sahai (1956) wrote a paper on “Handloom Industry in North India” and revealed the competition faced by handloom sector from power looms and mills. The study suggested that handloom weavers should learn more techniques to develop designs and the production technology should be improved to face the competition. The Government should take measures regarding the training of

weavers and should provide them the required tools free of cost. Designs books should be made available to the weavers so that they can focus on new designs.

David Anterro Aloysius (1960) in his paper titled “A Study of Handloom Weaving in Malabar and South Canara Districts” concluded that production and marketing aspects should be given emphasis. The study pointed out that the producers used to fix high price due to increasing cost of raw material so government should provide subsidized raw material. That would allow weavers to fix reasonable price.

Bythell (1964) in his article titled, “The Hand-Loom Weavers in the English Cotton Industry during the Industrial Revolution: Some Problems” found that apart from differences in piece-rates for the same cloth, there were three major grounds according to which weavers' wages might vary. First, wages seem to have differed, as one might expect, according to locality, town weavers being generally better paid than those in the country, where labour was more plentiful, and those near Manchester were better paid than those further away. Secondly, wages varied according to the quality of work being done, fine, fancy and patterned cloths, involving as they did greater skill, being generally more highly paid than coarse and plain clothes. Thirdly, when one is considering the standard of living, actual weekly earnings are more important than piece-rates, and these depended on the weaver's strength, skill, and application and on the efficiency of his tools. Thus an adult male weaver might normally expect to earn more than his wife, his young children, or his aged parents.

Programme Evaluation Organization of the Planning Commission (1967) conducted a study on the impact of handloom development programmes on employment and earnings amongst weavers. The study concluded that the co-operative member households gained relatively more. It recommended provision of adequate working capital for production and marketing activities.

Zahir (1967) analysed the operational problems of handloom industry in Varanasi. The study observed that the shortage of raw materials was the main problem faced by the handloom industry, and suggested that government should provide

raw materials directly to the weavers at subsidized rates; and to open raw material supply centres with government intervention.

Riazuddheen (1968) in his study on “Cottage Industries in Kanpur, Allahabad” studied about the economies of cottage industries of Kanpur, Allahabad; and pointed that the disorganised nature of the handloom industry was the main cause for the marketing problems prevailing in the handloom sector. According to the study, procedural delay, lack of skill and inadequate government assistance were the other problems faced by the sector.

Oommen (1972) analysed in the paper titled “Small Industry in Indian Economic Growth-A Case study of Kerala”, the working of development programmes for the growth of small scale industry with reference to coir and handloom industry of Kerala. His study investigated about the development programmes related to (a) The modernisation of traditional sector; (b) The Industrial Estate Programme; (c) Rural Industries Project; (d) Special programme of assistance namely finance, marketing and services. According to the study, the development programmes for the promotion of small scale industry have failed to achieve its objective. The study recommended that in order to avoid large scale displacement of labour, modern techniques should be adopted in a gradual manner.

The High Power Study Team, Government of India (1973) analyzed the organizational, technical and financial aspects of the handloom industry and suggested that many of the problems of the handloom industry can be resolved by increased co-operativisation of the sector. It studied the functioning of the reservation system and the availability of necessary inputs of the industry and stated that in practice; very little protection was given to the handloom industry mainly due to the poor implementation of the policy measures of the government. The report suggests that there exists tremendous opportunity for product diversification, innovation, quality improvement, improving productivity, better technology, tapping local and export markets and there by achieving the overall development of handloom industry in this region. The study found that most of the co-operative societies suffered shortage of funds for working capital and for modernisation. The other problems faced by co-

operative societies include managerial inefficiency, lack of research and development, organizational rigidity and low level of education among weavers. The study suggested a dynamic marketing policy and gradual diversification in production, reduction in the production of dhotis and a shift towards the production of sarees. The study further recommended that, in order to ensure proper working of the co-operative societies, the government should settle rebate claims in time and allot huge resources to co-operative societies.

Angadi (1975) wrote a paper on “Handloom Industry and Issues Relating to Reservation” and revealed that customer prefer power loom cloths to handloom cloths due to its lower price. It has made the marketing of handloom products extremely difficult. Under such circumstance, it becomes necessary that the Government should reserve certain items exclusively for handloom sector for the sector to survive.

Nedungadi (1977) emphasised through the study titled “Basic Problems in Handloom in Internal Market” that the main problem faced by the handloom industry is lack of internal demand for its products. The study suggested that creation of internal demand for the handloom products is the permanent solution for the problems faced by this sector.

Venkatappa (1977) conducted a study on “Progress and Problems of Handloom Weavers Cooperatives in Karnataka State”. He suggested that the inputs should be provided to the weavers at controlled rates without which it would be difficult for them to earn their livelihood. Because of non-availability of raw materials at reasonable rates the looms fell in the lame position.

Bhatra (1978) did a study on “Role of Co-operative Spinning Mills in the Development of Handloom Co-operatives” and emphasized the need for creating proper link between the weavers’ co-operative societies and the spinning mills in co-operative sector for the growth of handloom industry.

Garg (1978) in his study on “Handloom Industry- A case for Co-operativisation” discussed about the importance of cooperatives in the improvement of the condition of handloom industry. He revealed that due to the employment potential of the handloom industry, traditional nature of the sector and the

economic backwardness of the weavers, co-operatives can play a very significant role.

Varada Raj (1979) stated in her study titled “Distribution of Yarn to the Decentralized Sector” that our yarn market is able to provide sufficient yarn but due to the export promotion policies of government there is a scarcity of yarn. The study recommended that the government should allot more resources for the development of co-operative spinning mills, and should take steps to improve the present yarn distribution system so that sufficient quantity of yarn is available for the handloom sector.

Planning Commission (1979) conducted a study on the impact of handloom development programmes, on employment and earnings amongst weavers. The study revealed that the co-operative members’ household gained relatively more. The study recommended the adequate working capital towards production and marketing activities.

Gupta (1980) conducted a study on “Marketing Problems of Handloom Cooperatives” and stated that marketing is the main problem faced by the handloom weavers’ co-operative societies. The study recommended that the Government should direct all its departments to use only handloom cloths as uniforms, furnishing cloths etc. The co-operative societies should make use of mobile sales depots and exhibitions to promote sales. The study suggests that the exporters should try to develop their own brands and open their own retail outlets abroad and market the uniqueness of Indian handlooms.

Arulanandam (1980) in the paper “The study of Handloom Industry in Tamilnadu” has attempted to study the various aspects of the handloom industry in Tamilnadu. A coherent picture of the industry in Tamilnadu by analyzing the structure and organizational set up, local production techniques internal marketing problems, export potential and the role of co-operatives has been described in it.

Chakaraborthy S.M. (1982) remarked that the quality of handloom products was declined, due to the high rates of raw materials. The weavers were using cheap quality dyeing colours. As a result of this the consumers prefer mill made cloth

so as weavers community lost their livelihood. To overcome this situation, government should supply raw materials at subsidized rates, with quality and in right time.

Geetha Devi (1982) analysed the cost structure of handloom industry in Kannur and Thiruvananthapuram districts of Kerala and found that the coststructure in Kannur was higher due to various reasons. The study compared the operational cost structure, efficiency, productivity, and capacity utilization levels of co-operative societies in handloom and power loom sectors. The study also analysed the financial performance of the Handloom Weavers' Co-operative societies in terms of liquidity, profitability and turn-over.

Chakraborty (1982) observed in his study titled "Standardisation in Handloom Industry" that the quality of handloom products was declining over the years. Due to the rising input costs, weavers were using substandard raw materials for handloom production. As a result the consumer demand shifted from handlooms to cloths produced by mills and a number of weavers lost their employment. The study suggested that the Government should supply raw materials at subsidized rate to overcome such situation.

Chandra Sekhar (1982) in his article "Textile Industry; Growth of the Decentralised Sector" reviewed the policies and programmes of the government since independence and found that the policies and programmes of the government largely benefited the power loom sector.

Ramamohan Rao (1983) in his work titled, "Development of Handloom Industry" studied the socio-economic profile of the handloom weavers, Production and Marketing characteristics of handloom sector in Karim Nagar District, Andhra Pradesh, the organizational structure, the utilization of production capacity and suggested suitable measures to stabilize and strengthen handloom industry in Andhra Pradesh. He has found that no weaver maintains specific timing for his work, and every weaver spends 10 to 14 hours a day on the activity.

The Kerala state Planning Board (1983) studied the efficiency of Kerala State Handloom Development Corporation in implementing the programmes of Export Promotion Projects and Intensive Handloom Development Projects.

The study observed low pace of progress of the programmes and persistence of actual problem of unemployment among weavers covered by the programme. The existence of low wages, mismanagement of the Handloom Weaver's Co-operative societies and the potential of the industry to generate large scale employment were also discussed in the study. The study suggested that the government should introduce All India Wage Policy and more social security measures to attract weavers to the handloom industry. A joint export promotion wing comprising of HANVEEV and HANTEX should also be set up to increase the volume of sales and thereby improving the profitability of the handloom industry in the state.

Natesan (1983) did a study on "The Financial problems of the Handloom Industry in Salem District" which analyzed the problems of finance faced by handloom industry in Salem district. The study examined the sources and extent of finance required for strengthening the current operations of the industry and pointed out that a separate bank should be established to cater the needs of handloom sector. It recommended that an export centre and a warehouse at National level should be set up exclusively for handloom products; and suggested that co-operation between societies and master weavers should be strengthened for the development of handloom industry.

Westphal and Rhee (1984) focused in their study on the technology difference between automatic and semi-automatic powerloom in Korea. Notwithstanding the superior technology in automatic looms they has have absolute cost advantage than the semi-automatic looms. This study also found that the inappropriate technological choices have substantial impact on cost of the product produced and employment generation. He suggested the weavers that to adopt semi-automatic looms embodying the appropriate weaving technology for less developed conditions.

Gujjula Rajaiah (1985) examined in the study on "Handloom Industry in Andhra Pradesh-A study of selected Districts", the technological factors, wage structure, market structure, changes in tastes in clothing etc. related to handloom industry in the coastal belt of Andhra Pradesh. The study found that the early 20th century witnessed considerable technological improvement in

this sector. The strong local market helped the industry to attain high volume of handloom activity in the region during that period.

Choudhury (1985) stated in his paper that the new Textile Policy 1985 came as a relief to the handloom industry. The Policy clearly distinguishes between handloom and power loom industry. It is a positive step towards accelerating the modernization of the textile industry and streamlines the public distribution system of Janata cloth and controlled cloth.

Jain L.C. (1985) expressed his view in the paper titled “The New Textile Policy-End of Handlooms” as the policies and programmes of the government have lead to the technological stagnation in the handloom industry. The study pointed out that the move to entrust the production of controlled cloth to the handloom sector in the 1985 textile policy would adversely affect the handloom industry. The earnings of the weaves would come down as the programme was not fairly remunerative.

Gopalan M. (1986) carried out an empirical study on production, marketing of handloom goods by weaver’s co-operatives societies. The author opines that the handloom cooperatives are lacking an appropriate strategy for marketing their products.

Seetharaman (1987) in the work titled “Optimisation of Marketing, Production-Financing Systems for Handloom Textiles” examined the production and financing functions of the apex handloom weavers’ co-operative society in Tamil Nadu. The study deals with the marketing of handloom textiles by Co-optex, consumer perception and marketing environment: The study also covers the practices and issues relating to production and finance.

Mathew George (1987) studied on “Profitability and Employment in the Handloom Industry in Kerala” and revealed the problems and prospects of handloom industry in Kerala and identified the major factors affecting the price, profitability and employment in the handloom sector. The study found that the competition from mills and power looms forced the sector to sell its products below normal profit. The fluctuations in the prices of yarns, dyes and other inputs also affected the profitability of the handloom industry.

Anandan (1989) conducted a study on the design and product development pattern of Co-optex. The study analyzed the consumer perception towards the products offered by the Co-optex. The study suggested that there should be improvement in the design and product development of handloom goods marketed by Co-optex.

Saeed and Ansari (1990) analysed the operational, organisational and managerial problems faced by co-operative societies functioning in marketing and processing areas of handloom industry. The study suggested that there should be sound organizational structure for marketing and processing co-operative societies in handloom sector, to ensure better services to members, employees, customers and the community as a whole.

Kotaiah.P. (1991) studied the problems faced by the handloom sector, caused by lack of attention to productivity and capacity of handlooms. The author suggested that certain items of cloth should be reserved for production on handlooms for getting protected in market for their products. It would help-to develop the weavers in economical and financial.

Rajamani Singha (1992) stated in his study titled “Management in Handloom Industry- A study of the Production and Marketing of Handloom for Exports” that the national productivity levels of weavers and looms as a whole was quite low and varied from state to state. The marketing of handloom products is in an undeveloped stage and only middlemen are benefiting out of that. The government sponsored agencies lack professionalism in exploring new export market for handloom products.

Srinivasulu K (1994) made an attempt to study the Handloom weavers struggle-for survival in Chirala village in A.P. He has point out that the handloom sector has been seriously threatened by the severe competition from the power looms, the survival of the handloom sector and handloom weavers has been imperiled by sharply rising prices of yarn, dyes and chemicals.

All India Handloom Conference in New Delhi (1995) discussed about the problems of handloom weavers in India, and observed that the raw material shortage was very severe in the country. The conference suggested that the Government

should supply raw materials on a regular basis at a subsidised rate to provide continuous employment for the weavers. The government should also open marketing centres for handloom products at rural areas and should continue the present reservation policy in the handloom sector.

Raghavan (1995) analyzed in his paper titled “Dynamics of Industrial Cooperatives: A Study of the Traditional industries in Kerala” the general crisis of the industry and its impact on the performance of co-operatives in the handloom sector. He found that though the co-operatives helped to boost the wage rates significantly, the number of days of employment declined. The reason behind was the failure of the central co-operatives to increase sales resulted in the under utilization of the installed capacity by the industry. The study stated that in Kannur, north Kerala, which had better industrial organisation, superior technology and conscious trade union movement and co-operatives, had a slightly better performance in all sectors of the handloom industry compared to south Kerala. The study also highlighted the relatively high price of handloom products and the failure of the sector to bring product diversification by way of new products.

All India Handloom Conference in New Delhi (1995) discussed about the problems of handloom weavers in India, and observed that the raw material shortage was very severe in the country. The conference suggested that the Government should supply raw materials on a regular basis at a subsidized rate to provide continuous employment for the weavers. The government should also open marketing centres for handloom products at rural areas and should continue the present reservation policy in the handloom sector.

Shailaja, Naik and Padhya (1996) revealed in their study that the odds against handloom weaving in Northern Karnataka were many. Lack of adequate raw materials, middlemen, inadequate marketing facilities and lack of training and financial assistance were few among them. It called for imperative remedial measures. He further suggested that Indian handloom industry could flourish if a suitable technology is made available to the weavers in the state. It would generate a positive response from them. The exquisite workmanship of the Andhra weavers would get its due recognition only with the revival of this

sector by putting it on a sound footing. The State Government has to play a crucial role in this task.

Srinivasulu (1996) reveals the reasons of the crisis of the handloom industry through policy and performance. He focuses some reasons. Suicides are one clear sign and outcome of the crisis in the handloom sector. The other major sign is the dramatic decline of the number of handlooms in the state. There are several reasons mentioned in the literature for the crisis in the handloom sector. First, there is the competition from the powerlooms. The importance of powerlooms has increased since 1960s. In the middle of the 1990s, according to the statistics of the Ministry of Textiles, about 56 per cent of the cotton fabrics was produced by powerlooms, about 36 per cent by handlooms and the rest by mills, if other fabrics are also included, the percentages are, 69.23 and 8 respectively. In reality however, it is likely that the share of handloom cloth production is much lower than these figures indicate, since a considerable quantity of powerloom production may enter into the statistics as produced by.

Shailaja, Naik and Padhya (1996) have found in their study that the odds against handloom weaving in northern Karnataka are many. Lack of adequate raw materials, middlemen, inadequate marketing facilities and lack of training and financial assistance are among them. This calls for imaginative remedial measures. This sector of the Indian handloom industry can flourish if a suitable technology is made available to the weavers in the state. It would generate a positive response from them. The exquisite workmanship of the Andhra Weavers will get its due recognition only with the revival of this sector by putting it on a sound footing. The State Government has to play a crucial role in this task.

Jabarullahan (1998) has made an attempt to analyse various aspects of procurement of fabrics, the pricing policy, and the financial performance of Cooptex. The study reviews the role of Co-optex in the development of handloom industry in Tamil Nadu. The study suggested the need for opening yarn banks by including professional co-operators who have faith in co-operative principles as government nominees in the Board of Directors and imparting training and education to the professional managers.

Soundarapandian (2000) stated that a change should be brought out in the outlook of the weavers and they must be oriented at grass root level to the betterment of their skills, knowledge and technology in order to ensure quality of product, improved efficiency and increased productivity. The study suggested that branding should be introduced in the handloom sector in order to enhance marketability.

Sharma and Joglekar (2002) have emphasized that the area under cotton cultivation in Indian is the largest in the world. India has the second largest spinning capacity after China in hand weaving sector and a long tradition of producing some of the finest and costliest fabrics in the world. India is the biggest yarn exporter with the share of 28 per cent of the world market and is known for the quality of its fine count cotton yarns. Through the contribution of the state handloom to the Indian culture as well as to the national exchequer presents a satisfactory picture. An insight into the socio-economic and working conditions of the weavers is tough one. At present, most of the weavers are leading miserable life for which the main reason is due to improper technology and also the fruits of the industry are actually grabbed by the middlemen.

Kanakalatha Mukund and Syamasundari (2001) studied growth and prospects of the handloom industry in Andhra Pradesh, and identified the areas of potential growth in handloom sector and indicated models for intervention based on the real situation of handloom industry. The study deals with the distinct features of weaving and problems associated with weaving in different handloom regions of Andhra Pradesh. The report states that the reservation policy introduced by the government actually benefited the power loom units rather than handloom units. Competition from power looms, non availability of required quantity of hank yarn, poor planning in the implementation of welfare schemes, and problems related to conversion of pit looms into frame loom are the other major issues prevailing in this sector. The report suggested that credit institutions should be designed to fulfill the credit needs of the co-operative societies and its members by providing a large number of small loans to suit the dispersed nature of the handloom industry.

The Government of Madhya Pradesh (2003) conducted a diagnostic study about Chanderi handloom weaving cluster, and it provides the socio-economic profile of the handloom cluster in Madhya Pradesh. The study shows SWOT analysis of the cluster and deals with the major issues pertaining to different economic segments in the cluster. According to the study there exists poor institutional base with limited capability for the capacity building of weavers, master weavers and traders in the cluster. The major issues remaining unresolved include competition from power looms, dyeing related issues, lack of adequate market information for the weavers and absence of efforts for building social capital.

Leeladhar V (2005) has observed that the limitations of the microfinance institutions were in terms of their sustainability and their inability to draw commercial capital and grow rapidly. The emerging sectors were identified as construction, non-farm enterprise, handloom, clusters that involve garment making and quarrying, etc. According to them, there was scope for both the banks and the microfinance institutions to intervene.

Jayashree (2005) in her paper aimed to classify the handloom and powerloom weaved fabric using statistical feature analysis of fabric image and neural network. It aimed automate the classification of powerloom weaved fabric and handloom weaved fabric to decide the subsidy permission which the Government provides on handloom weaved fabric, to protect the interest of small scale industries. There is every possibility of the decision being influenced by an expert and also the customer, which may result in lack of revenue to the Government. To overcome this drawback and malfunctioning the system, it is a first-ever attempt to classify handloom and powerloom weaved fabric using artificial neural network supplies with feature inputs obtained from image analysis and thus to avoid human intervention.

Sivakkannan M. (2005) has observed that the Handlooms (Reservation of Articles for Production) Act, 1985 was enacted to reserve certain items for the industry. The Planning Commission recently constituted a Steering Committee on Handloom to make recommendations and take the industry to a position of strength and provide inputs for policy formulation. In the latest EXIM Policy,

Madurai, Karur, Kannur and Panipat have been declared towns of excellence in respect of handlooms and a number of fiscal concessions are made available.

Kanikar (2006) studied the credit flows to the handloom sector, attempted to make a preliminary estimate of the demand for credit to the handloom Industry. The study reviewed the existing credit delivery mechanisms and all possible alternate mechanisms. The study also made an inquiry into the discrepancy between the policies and the real credit flows to the sector and brought to light the consistent declining trend in credit flows to the handloom sector over the years

Ajithan (2006) evaluates the impact of globalization on handloom industry in Kerala by comparing the performance of handloom industry in the pre globalisation and post globalization era. The study reveals that the handloom industry in Ernakulam district was less prepared to meet the challenges and opportunities of globalization. According to the study there is good prospects for handloom industry in Kerala during the post Globalization period, which is evident in the increase in handloom export from Kerala during that period. The study recommended that the PHWCS in Kerala should be de linked from the apex co-operative society and linked to Self Help Groups and Non-Governmental organisations. The Handloom clusters should be connected to tourist destinations. The recommendation also include the restructuring of PHWCS, de-politicisation of PHWCS, promoting private sector, training to weavers, special credit packages for the societies, modernization of looms and better advertisement for the handloom products.

Sharma Shantanu Nandan (2006) has examined that North-East India may soon have a business facilitation centre to train first generation entrepreneurs. This along with the proposed design house for handloom and handicraft products in Guwahati may help young entrepreneurs and increase export volume. The proposed business facilitation centre will help guiding these entrepreneurs. Several government and semi-government agencies like NEDFi, National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), Development Commission (Handloom), state handloom and handicraft commissioner's office are working on the same

agenda with no synergy among them. IST (2006) has marked out that Punjabis could soon provide the justification of existence of the ailing handloom sector in India as the state becomes the biggest consumer of handlooms. New machines have also been provided to weavers to improve product quality

Reddy (2006) studied the issues of women weavers in handloom industry. It has been stated that the trade policies are defining the production system to suit the international trade which in turn affect the existing socio-economic relationship between man and woman against woman. The study chalked out an action plan for the up-liftment of poor woman weavers. The study suggests woman to benefit from the current scenario need to move up the value chain in production and need to be in the leadership and value addition levels. It also recommended that there should be specific development programme and budget allocation at National level for the benefit of woman handloom weavers.

Jariwala (2007) in his study presented the strength, weakness, opportunities and threats of the power loom industry. He considered some factors such as entrepreneur skill, unique capacity to produce power loom fabrics and capacity to cater the changing demand of wide variety of products strengthen the power loom industry. He found out major causes for weakness such as obsolete technology, inadequate financial availability from organized financial institutions. He observed few opportunities to capitalize for existence and development such as development of fabrics from multiple yarns to avoid competition from vertically organized sector, development of backward supply chain and forward marketing chain to remain abreast with largest developments. He identified some factors including interrupted power supply and high cost of power supply, identifying the appropriate technology up-gradation, use of computerized and electronic gadgets and equipments, Research and Development activities in USA, Japan and other countries masquerade threats to the industry.

Selvaraj (2007) studied the production and marketing performance of handloom weavers' co-operative societies in Madurai district of Tamil Nadu. The study states that due to obsolete technology and competition from mills and power

looms, the handloom sector is incurring continuous loss. The management of the societies is not sound, and the financial and operational efficiency are poor. The study recommends that the Government should reserve products for handloom sector, provide financial support to co-operative societies and provide training to develop managerial skills. The handloom co-operative societies should try to improve accessibility to raw materials, should ensure continuous employment to the member weavers and try to expand the market for handloom products. It found that majority of the weavers are illiterate or semi literate. The weavers had several years of experience in weaving with majority having age above 46 years.

Meher (2007) the study on Bargarh handloom cluster in Orissa stated that the apex handloom co-operative society gives a sketch of the major cluster actors and an analysis of the business operations in the region. The major problems associated with production, technology, finance, and marketing were analysed. The study stressed the need for the cluster to have direct market linkages with big traders, design development, improvement in dyeing quality, strong market base etc for the development of handloom weaving in the region.

Selvaraj (2007) studied the production and marketing performance of handloom weavers' co-operative societies in Madurai district of Tamil Nadu. The study states that due to obsolete technology and competition from mills and power looms, the handloom sector is incurring continuous loss. The management of the societies is not sound, and the financial and operational efficiency are poor. The study recommends that the Government should reserve products for handloom sector, provide financial support to co-operative societies and provide training to develop managerial skills. The handloom co-operative societies should try to improve accessibility to raw materials, should ensure continuous employment to the member weavers and try to expand the market for handloom products. It found that majority of the weavers are illiterate or semi literate. The weavers had several years of experience in weaving with majority having age above 46 years.

The Department of Economics and Statistics, Tamil Nadu (2009) states that majority of the handloom weavers in Tamil Nadu are working under

Cooperative societies. The report finds that despite the welfare measures introduced from time to time by the Government; the workers are gradually shifting from cooperative societies to master weavers to get their needs fulfilled by way of availing money in advance. The average monthly income of weavers under master weavers is also higher than the weavers under co-operative societies. This is another reason for the weavers to switch over from co-operative societies to work under master weavers. According to the report, the socio-economic condition of the weavers in Tamil Nadu has not been improved much over the years.

Sameer Sharma in his article "The Experience of Providing Innovative Business Development Services in the Handloom Clusters of Andhra Pradesh" summed up, that NIFT Hyderabad as a business development organization implemented a sustainable design project for handloom weavers covered by the (14 per cent of 1099 societies) Primary Handloom Weavers' Co-operative Societies all over district of Andhra Pradesh. A detailed techno-economic survey was conducted by NIFT students combining the expertise available in the design, management and technology departments of NIFT. They found infrastructural gaps, identified the need for technological and design inputs, assessed human resources requirements, areas for skill up gradation. They adopted holistic approach for creation of contemporary seasonal designs, carrying these designs to the loom and then marketing these designs and products. The holistic and well orchestrated project has shown good results by now, and the results will be multiplied in the next few years when more handloom weavers take advantage of new methods and strategies

Elango (2009) studied the problems faced by handloom weavers in cooperative societies with special reference to Thiruchirappally district. The study focused on the production, marketing, finance and the socio-economic problems of weavers under co-operative fold. It reveals that there is difference between the handloom weavers of different age groups as regards to the dimension of their problems, but, the number of looms owned by the weavers has no relationship to the dimensions of production, finance, marketing, and the socio-economic problems faced by the weavers. The study suggested that the government

should take steps to improve the literacy levels of handloom weavers, provide loans at easy terms to weavers, start handloom research centres at district levels, and conduct exhibitions and fairs to promote handloom industry

Government of West Bengal (2009) studied the cluster development programme of Shantipur handloom cluster. The study explains the structure of handloom industry in the region. The report states that over the years, the Shantipur cluster acquired poor image on account of poor quality of the handloom products compared to other clusters in the region due to lack of willingness to adopt new technology and product innovation.

Gupte (2010) in his article titled, “A Study of the competitiveness of the handloom Paithani Saree Business” concluded that, in the current scene of the aggressive marketing and high competition the textile entrepreneurs ought to adopt some trendy practices to keep the art, technique and pride alive. The handloom silk textile sector has its own peculiar features and determinants of competitiveness. Once they are identified, the entrepreneurs can attempt for its development along with global challenges. The study of effects of Westernization, Liberalization, Globalization and ever-changing world of fashion can be studied before the business adopts new strategies to compete the global challenges. For that the business of Paithani needs more attention and research from traditional and modern studies.

Dr. Usha N. patil (2012) has studied that Indian economy is blessed with the Handloom sector. It is a major source of direct employment to 65 lakh engaged in weaving and allied activities. It is historical business in India which gives fabrics for use and made up techniques help to designer art pieces are the integral part of India. It shares 14% of the total pre industrial production and 30% of the total export business. It is the largest industry along with other industry like power looms modern textile mills, handlooms and garments in India. Hence handloom is widely known in foreign countries also.

Boruah Rickey Rani and Kaur Satvinder (2015) in their topic “A study on the analysis of economic of weavers” cooperative societies in Assam” analyzed the business operation of selected handloom weaving units in Assam and

concluded that this sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all, competition from power loom and mill sector.

2.2 STUDIES CONDUCTED ON KOTA DORIA CLUSTER

Government of India conducted a diagnostic Study of Kota Doria (2002) revealed that “The traders give the graphs of the designs to the weavers and they use the same to make the sari. The traders themselves take the designs from their old work, the motifs that they have with them, and new designs seen from here and there. However, a systematic cataloguing of designs, evolving new permutations and combinations in line with the market demand is altogether absent. The fabric is mainly used for saris and dress material to some extent. Apart from this, there is hardly any product diversification in the cluster. Similarly, the master weavers do not know and so not follow colour trends, design forecasts etc. Since Kota Doria was originally not a sari fabric hence all the designs and motifs have been derived from elsewhere. Furthermore, the old graphs etc. have also not been saved by the graph designers, thus losing all the traditional motifs that were made during the old days. Thus, there is hardly any distinctive appeal in the motifs of the Kota Doria saris being made at present”.

Technological constraints are critical bottlenecks for growth. However, a report of UNIDO Cluster Development Programme (2005), mentioned that identification of appropriate technology is not a really complete answer. Market demand is a much stronger driver for change. This feature was evident as only the Kota master weavers linked to non-traditional markets endorsed the relatively costlier dyeing. On the contrary, no weaver accepted changes in loom typology, as probably they did not feel any market pressure. The changes in sizing and warping were too marginal and the weavers were not enthused by such a change. However, even at the risk of ‘social boycott’ changes were brought in the usage of fancy yarns. In this case the cost was marginal and the gains were substantive, as there was a confirmed order.

Gupta (2005) has identified several key problems of Kota Doria weaving sectors. Some of these are lack of contemporary designs, product diversification, and value addition.

Katiyar (2009) has stated that the successful design focuses on suitability of approach to the context and product differentiation. The *new design* approaches in the textile industry have increased focus on the innovation and its process. The very basic elements of textile design, i.e., materials, construction, colour, form, etc., provide ample scope to the designers for innovations. The need is to explore our visual sensitivities and design vocabulary further.

Hussain (2010) Master Weaver, Kaithun, Kota, has reported that “Kota Doria needs more marketing around the country for demand to pick up. He added that the focus should be on the domestic market rather than the international, because the decreasing numbers of weavers are unable to meet export demand due to high quality standards and time constraints”.

Kritika (2010) Research Associate CUTS International, shared her learnings from the field study. She said that the weavers involved in Kota Doria work are getting very low wages and because of this the younger generation of these weaver families are not willing to continue in the weaving profession, opting instead for other types of employment, especially opportunities presented by the National Rural Employment Guarantee Scheme (NREGS). She also described how most of the work done in the Kota Doria industry is home based work where almost 80% of the weavers are women. Since the work is entirely home based, no effort is being made to make working conditions suitable for long hours of work.

Asgar (2010) Master Weaver, Kaithun, has reported that CUTS advocacy work on Kota Doria has helped them understand to a large extent, the types of schemes available to them especially those aimed at the handloom sector. He emphasized on market linkages and said that the weavers in Kota need a larger and more accessible market to sell their products. He urged that the state government should make necessary efforts to protect genuine Kota Doria from

the power loom products, in order to ensure the preservation of this age-old tradition.

Abdul Wahid (2010) has reported that power loom products are quickly replacing genuine Kota Doria on the market, leading to a shrinking of the Kota Doria industry.

Biswas (2010) has reported that around 70 percent of people engaged in making/selling of Kota Doria are Muslims, belonging mostly to the Ansari weavers' community. Approximately three quarters of the weavers are woman, with production based mostly in homes. There are only 1,100 weavers left in the region (down from 10,000 some years ago) and this is the main source of livelihood for their families. Each household has one handloom and generally 2-3 people from each family are dedicated to work in the loom. Each handloom accommodates one bundle of yarn at a time. The bundle of yarn is 30 yards long and makes five saris. It generally takes 20-25 days to weave 30 yards of plain or simple Kota Doria fabric or saris and up to 30 days to weave 30 yards of elaborate fabric or saris. The education level among weavers is quite low, with some not even completing Class 8. The main inputs for Kota Doria fabric are cotton, silk and zari (fine gold threads used for embroidery). The cotton is bought from Ahmedabad, Gujarat and Mumbai, Maharashtra; the silk is bought from Bangalore, Karnataka; and the zari is purchased from Surat, Gujarat. There used to be a subsidy provided on raw materials earlier, but has now been removed. The master weavers get the product from the weavers and then travel to various cities to sell it to private buyers as well as large clothing retailers. However, selling all products is not guaranteed as it depends on the demand in the market at particular time. This means that a weaver will not get paid for saris or fabric that has not been sold, which means there is no certainty of a constant flow of income. Master weavers do not engage in exporting Kota Doria directly. This is mainly done by big retailers like Anokhi.

Venkata Sree & S Nair (2017) described in their paper on "Handloom Sector in India: a Literature Review of Government Reports - Production, Exports, Weavers, Government Support Schemes, 12thFive Year Plan and Market Research" that for innovation in designing of Kota Handlooms, a traditional

wear in India has lost its significance slowly with the advent of low cost and eye catchy synthetic materials. However, with the notion of ‘Make in India’ campaign and the planning commission giving it a due place in the economic sector under other priority sectors is regaining its unique identity.

Chaturvedi & Malik (2018) in conducted a study on “Problems and Future Prospects in Marketing of Kota Doria”. The study result reveals that the situation of the weavers of Kota Doria sari was pathetic and distressing due to illiteracy, financial constraints, health problems and poor government support. They further revealed that the decline of native enterprise, the unavailability and rising cost of raw material and cut throat competition from power loom are the other important factors which brought a fall in Kota Doria product.

From the review of the above mentioned studies conducted on the status and problems of handloom sector in rest of India as well as in Kota Doria cluster the researcher got a deep understanding of the subject. It further helped in identifying the gaps in existing literature pertaining to the study. Moreover, it guided the way to follow the research design and execute the entire study.

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CHAPTER III

INDIAN HANDLOOM INDUSTRY

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INTRODUCTION

Among the oldest and the largest industries functioning in India, Handloom industry is one of them which is known for representing and conserving the exciting Indian culture. Indian handloom products are famous worldwide for their hand spinning, weaving, printing and antique grace. The industry is mainly based on household operations in which various members of the family work together for production of handloom items and they transfer their skills to the next generation. Over thousands of towns and villages of the country are involved in these activities because it requires very less amount of capital and power to run, is eco-friendly and products can be transformed or molded according to customer preferences.

The present study focuses on the problems and challenges faced by the industry. Further, an attempt has been made to find certain measures to overcome the problems and to uncover potential that exists for handloom products in domestic as well as international market. This chapter covers the following:

- 3.1 Overview of Indian Handloom Industry
- 3.2 History and Development of Handloom Industry
- 3.3 Growth of Handloom Industry during Planning Era
- 3.4 Recent Government Initiatives

3.1 OVERVIEW OF INDIAN HANDLOOM INDUSTRY

Indian handloom industry is known for demonstrating the prosperity and diversity of Indian culture. With over 4.3 million people directly and indirectly involved in the production, the handloom industry is the second-largest employment provider for the rural population in India. The aggregate cloth production by the handloom sector registered at 8.01 billion square meters during the year 2016-17 scoring 4.8% annual growth. This sector's contribution in 2016-17 was estimated at about 17.4% of the total cloth produced in the country and also adds substantially to export earnings. The handloom industry is expanding both nationally and

internationally because of the demand for hand crafted artifacts and unique traditional designs. 95% of the world's hand woven fabric comes from India.

3.1.1 Background

The Reservation of Articles for Production Act, 1985 defines handloom as “any loom other than power loom”. The functioning of handloom industry involves the production process using hands on a wooden structure that is called the loom. The functioning of the handloom sector is entirely different from that of the power loom sector. Different regions in the country are involved in producing specialized handloom products which are based on the culture of that region and the skills of the weavers. A few examples of handloom products spread across various states include *Pashmina Shawls* in Jammu and Kashmir, *Kanchipuram Sarees* in Tamil Nadu, *Kutch Shawls* in Gujarat, *Eri* and *Muga* silks of Assam and *Kota Doria* and *Bandhej* of Rajasthan.

Indian handloom products are known for their unique designs and finesse. The style is the blend of old designs and new techniques and thus creates original products. The industry has strong infrastructure, with about 2.4 million looms of varied designs and construction, indicating significant production capacity. However, liberalization, globalization, rapidly increasing industrialization and technological up-gradation are posing a lot of challenges in front of developing the handloom industry. Thus, it becomes very important to undertake measures for the development of the industry. Central as well as respective State Governments have been introducing various schemes for the holistic development of the industry.

As per the latest (3rd) Handloom Census of 2009-10, the statistics pertaining to Indian Handloom Industry is shown in the following table:

Table 3.1
Statistics as per Handloom Census of 2009-10
(in lakh)

1.	Number of looms	23.77
2.	Number of persons engaged in weaving and allied Activities	43.32
3.	Number of adult weavers and allied workers	38.47

Source: www.aarf.asia

There are 23.77 lakh handlooms in the country, providing employment to 43.32 lakh handloom weavers and ancillary workers. This includes 38.47 lakh adult handloom weavers and ancillary workers, of which 24.72 lakh are engaged full time and 13.75 lakh on part time basis.

3.1.2 Features of Indian Handloom Industry

- **Primarily Rural and Unorganized Sector**

A vast majority of households involved in the production of handloom products, particularly belong to rural areas. As per the third Handloom Census, 84 per cent of the total work force engaged in weaving and allied activities were from villages. Moreover, 87 per cent of total looms functioning in the country were established in rural areas.

This sector is regarded as the largest unorganized sector in the country, followed to agriculture. It is majorly scattered and decentralized therefore is not able to enjoy economies of scale.

- **Geographical Spread**

A larger percentage of handlooms are established mainly in the North-East region of India. The region accounts for 65.2 per cent of the total handlooms functioning in the country. Assam was leading the country in terms of having nearly 46.8 per cent of the total number of handlooms in the country followed by West Bengal (12.9%), Manipur (8.0%), Tamil Nadu (6.5%) and Tripura (5.8%).

- **Value Addition**

A series of activities are involved in the production of handloom products ranges from procurement of raw materials to marketing of the products. Under master weaver system, the master weaver is responsible for the procuring raw materials, recruiting weavers and also takes care of seeking orders from customers. In this arrangement, the weavers are only supposed to design and produce the product and in return get payments from the master weaver for their services. However, due to rise in the prices of raw materials and fall in the prices of finished handloom products, the master weaver system has been followed by very few in the present days.

In order to support the industry, the Cooperative Societies functioning under the Cooperatives Society Act of 1964, ensure the supply of superior quality raw materials to the weavers at highly subsidized prices and then purchases the end product produced at rates more remunerative than the prices offered by private traders. The handloom products can then be sold across wide ranging platforms including state, national and international markets. Handloom products are being largely promoted in trade fairs, exhibitions and emporiums for greater publicity and augmentation of sales. Furthermore, the Handloom Export Promotion Councils play a significant role in increasing attractiveness of Indian handloom products in foreign markets.

3.1.3 State of Trade Affairs

- **Exports**

India was positioned as the second largest exporter of handloom products in the world, with exports recorded at US\$ 353.9 million in 2017-18. However, India has been showing poor performance in terms of exporting handloom products since last few years as depicted in the following chart. The value of handloom exports which stood at US\$ 370.2 million in the year 2013-14, registered a negative CAGR of (-) 1.1% in the period 2013-14 to 2017-18.

Chart 3.1

India's Exports of Handloom Products



Source: www.eximbankindia.in

The US was ranked as the leading importer of Indian handloom products in the year 2017-18; however, its share diminished from 32.0% in 2013-14 to 26.3% in 2017-18. The UK was the second largest importer with a share of 7.4%. Spain emerged as one of the important destinations for exports, being ranked third as a market for Indian handloom exports in 2017-18 with a share of 6.0% followed by Italy (5.1%), Germany (5.0%), UAE (4.7%), France (4.6%), the Netherlands (3.9%), Australia (3.3%) and Japan (3.3%).

Table 3.2
Major Export Destinations

2013-14			2017-18		
Country	Value	Share	Country	Value	Share
	(US\$ mn)	(%)		(US\$ mn)	(%)
The U S	118.4	32.0	The U S	93.1	26.3
The U K	26.0	7.0	The U K	26.1	7.4
Germany	24.9	6.7	Spain	21.2	6.0
Italy	15.5	4.2	Italy	18.0	5.1
France	14.4	3.9	Germany	17.8	5.0
Japan	13.5	3.7	UAE	16.7	4.7
Saudi Arabia	12.1	3.3	France	16.3	4.6
Australia	11.9	3.2	The Netherlands	13.7	3.9
The Netherlands	11.0	3.0	Australia	11.6	3.3
UAE	9.2	2.5	Japan	11.6	3.3
World	370.2	100.0	World	353.9	100.0

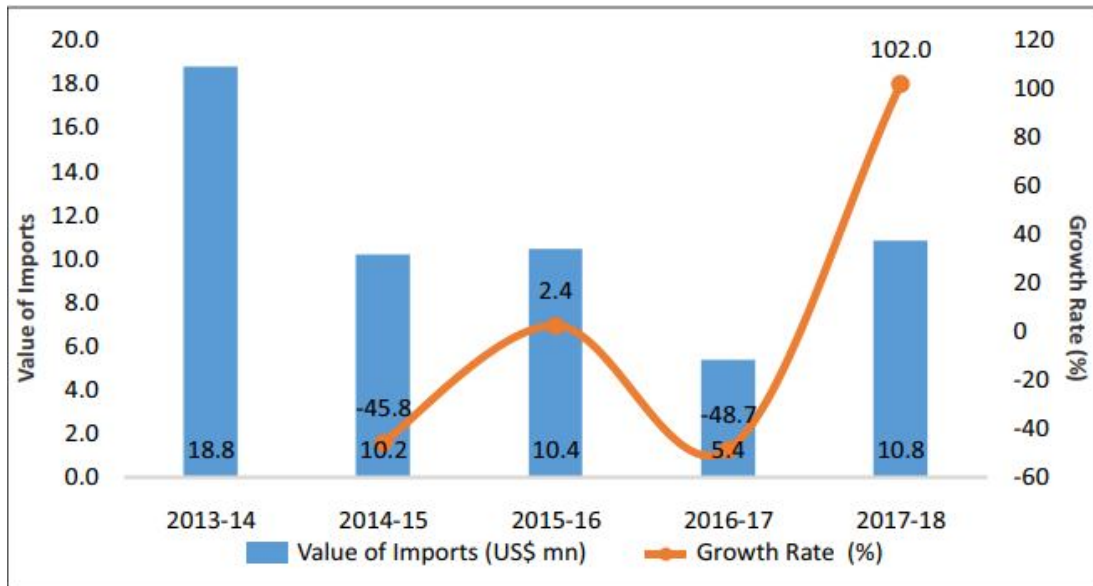
Source: www.eximbankindia.in

Imports

The imports of handloom products doubled from US\$ 5.4 million in 2016-17 to US\$ 10.8 million during 2017-18. However, over a larger frame, imports recorded a negative CAGR of (-) 12.9%, as the value of imports declined from US\$ 18.8 million in 2013-14 to US\$ 10.8 million in 2017-18. Bangladesh has, by far, been the leading import source of handloom products by India. The share of Bangladesh in India's handloom imports rose from 68.0% in 2013-14 to 88.3% in the year 2017-18. China was the second largest import source, with a share of 7.4% during the period 2017-18. Other import sources for handloom products in the year 2017-18 were Japan, Germany, the UK, Greece, Belgium, the US, Singapore and Italy.

Chart 3.2

India's Imports of Handloom Products



Source: www.eximbankindia.in

Table 3.3

Major Sources for India's Imports of Handloom Products

2013-14			2017-18		
Country	Value (US\$ thousand)	Share (%)	Country	Value (US\$ thousand)	Share (%)
Bangladesh	12784.4	68.0	Bangladesh	9547.5	88.3
China	5831.2	31.0	China	798.6	7.4
The U S	41.2	0.2	Japan	59.7	0.6
Italy	21.8	0.1	Germany	24.2	0.2
Japan	19.1	0.1	The U K	17.9	0.2
Singapore	17.8	0.1	Greece	17.2	0.2
Turkey	16.6	0.1	Belgium	15.8	0.1
Iran	15.3	0.1	The U S	13.9	0.1
Thailand	12.0	0.1	Singapore	13.1	0.1
Malaysia	11.0	0.1	Italy	6.3	0.1
World	18804.6	100.0	World	10812.8	100.0

Source: www.eximbankindia.in

3.1.4 Importance of Handloom Industry in Indian Economy

The Handloom sector is one of the largest unorganized sectors after agriculture having advantages of less capital intensive, minimal use of power, eco-friendly, adaptable to market requirements etc. The Handloom Industry plays a significant role in Indian economy. It provides employment to a vast segment of crafts person in rural and semi-urban areas and generates substantial foreign currency for our country and

preserves its cultural heritage. Village and Cottage Industry to which the handloom industry belongs are concerned towards balanced socio-economic development in Indian economy due to the built in mechanism that encourages helping craftsmen in seeking an honourable place in the society. Handloom Industry plays a significant role in supporting and strengthening the self-sufficiency of the Indian economy. Handloom units are also very important for the welfare purpose because people can organize these units to increase their level of income and quality of life and ultimately it reduces the poverty in the country. This Industry also exhibits considerable diversity in terms of products, organizational base, as well as in relation between actors within the production sector. This diversity is not reflected in the aggregate data on the Industry. This sector has been playing an active role since earlier civilization. As handloom industry is a labour intensive industry so that it provides number of employment opportunities mainly in rural areas. Handloom Industry promotes equal distribution of income as income generated by large number of handloom industrial units is dispersed more widely to a large population. Over the centuries handloom have come to be associated with excellence in India's artistry in fabrics. From the ancient times the high quality of Indian Handloom products like muslin of chanderi, brocades of Varanasi, the himroos of Hyderabad, the tie and dye of Rajasthan, the Maheswari sarees of Madhya Pradesh and the patola sarees of Baroda have been famous all over.

3.2 HISTORY AND DEVELOPMENT OF HANDLOOM INDUSTRY

3.2.1 History

Handloom industry of India has a very long history since ancient times. Weaving practice has been flourishing in India for more than 5000 years. The very first scrap of Indian handlooms was excavated from Egyptian site followed by few fabrics made up of finely woven and dyed cotton from Mohenjo Daro (Indus Valley Civilization). Even the Vedic literature also mentioned India's weaving style. Woolen thread was called "Varna Sutra" and has been mentioned in the later Samhitas and Brahmanas. During Moghul period too, ancient Indian fabrics were famous including Mulmul Khas (King's Muslin), Jamdani (figured muslin), Banarasi brocade, Chand-tara, Dhup-chhaon, Mapchar, Morgala, Bulbul chashm, Doshala, Kasaba or Chaddar,

Rumal, Kashmir Shawl, Kanikar, Jamawar, Amilkar, Kashida, Phulkar, Bagh, Makmal and other fabrics. Other historians also favour that India is the motherland of cotton manufacturing and it is as old as our human civilization. Then onwards hand spun yarn and hand woven cloth has been handed over from generation to generation.

3.2.2 Development

The Government of India initiated many programs for the promotion and development of handloom industry which are as follows:

Table 3.4

Government Initiatives for the development of Handloom Industry in India

Year	Programs
1941	Formation of an All India Handloom Board on the recommendation of a committee appointed by the government of India.
1945	Handloom Board constituted by the Government of India for the development of Handloom Industry.
1948	Government of India passed the cotton textile (control) orders in which mills were prohibited from producing certain varieties of cloth. The Cottage Industries Board was established to look after the interests of the handloom weavers.
1953	Government adopted Khadi and other Handloom Industries (Additional Excise Duty on Mill Cloth) Act, 1953
1955	All India Handloom Fabrics Marketing Cooperative Society was established to facilitate the marketing of fabrics in the handloom cooperatives.
1956	Indian Institute of Handloom Technology was established at Varanasi for research promotion, improvisation of production technique and invention of new designs. Weavers Service Centre was established at Bombay.
1958	The Government of India constituted the Handloom Export Promotion Council for the development of cotton handloom industry.
1961	The Census of India- 1961 made a study on Handicrafts and Artisans of Madras state and it endeavored to examine the conditions of Handloom Industry in Tamil Naidu.
1974	The Planning Commission appointed a high power study team, named Sivaraman Committee Team.
1976	Two schemes viz. Intensive Development of Handlooms and Export Oriented Projects were started by government in 1976
1978	The Government of India came out with a textile policy, which was mainly aimed to reformulate the controlled scheme.

Year	Programs
1983	National Handloom Development Corporation (NHDC) was set up in February, 1983 as Public Sector Undertaking by the Government of India under Companies Act, 1956.
1985	In 1985 the Government of India came out with a New Textile Policy which basically differs from the earlier one.
1990	Abid Hussain Committee was organized to review the textile policy of 1985 on Handlooms.
1992	Government of India introduced Mill Gate Scheme with an objective to provide all type of yarn to the handloom weavers' organizations at the price available at Mill Gate.
1995	Scheme for marketing of Handloom products through exhibitions and fairs.
1996	A High Power Committee (HPC) submitted its report on the problems of the industry and suggested measures for the growth of handlooms.
1999	A committee under the chairmanship of S Satyam was organized for the welfare of handloom weavers.
2000	Deen Dayal Hathkargha Protsahan Yojana was launched for providing assistance to handloom weavers.
2001	National Centre for Textile Design was set up in New Delhi for the promotion of traditional and contemporary design to enable the textile industry.
2002	The Government of India started 'Reimbursement of CENVAT' on Hank Yarn when the excise duty was imposed on yarn.
2007	The Geographical Indications of Goods (Registration and Protection) Act 1999 has been taken up by office of development commissioner for handlooms.
2009	The Comprehensive Handloom Cluster Development Scheme (CHCDS) was introduced for development of Mega Clusters
2010	In 2010 Photo Identity Cards (PICs) have been issued for the handloom weavers.
2011	Revival, Reform and Restructuring Package (RRR) for Handloom Sector was approved by the Cabinet Committee on Economic Affairs (CCEA) on 24 th November 2011 and was effective from 31 st December 2012.
2015	The Weavers Mudra Scheme was launched to provide concessional credit to the handloom sector weavers.

Source: Compiled from various sources

From the above table it can be concluded that Indian government has taken various measures, framed several policies and designed promotional programs for the development of handloom industry. As the industry has strong potential to provide

employment to a larger section of the country, the protection and support must be given to such industry.

3.3 GROWTH OF HANDLOOM INDUSTRY DURING PLANNING ERA

Government of India adopted Industrial Policy Resolution, 1948 and observed that these Industries were particularly suited for the better utilization of local resource and for the achievement of local self sufficiency in respect of essential consumer goods like cloth. Later, the five year plans of our country laid considerable emphasis on the development of handloom industry.

- **First Five Year Plan**

In this plan the village and small scale industries including handlooms were focused under the rural development programmes and this plan initiated the revival of the handloom industry. It insisted upon providing additional employment to the weavers in order to supplement their earnings. The Cottage Industries Board was established in 1948 to look after the interests of the handloom weavers. A Handloom Development Fund of Rs.10 lakhs in 1949 was created for the development of handlooms and some other measures were taken for their development. The production at the end of First Five Year Plan was 1358 million yards for the year 1955-56, where as it was only 843 million yards at the beginning of the First Plan.

- **Second Five Year Plan**

During this plan, Rs.27.03 crores was allocated for reviving handlooms and improving the living standards of weavers. Weavers Service Centre was established at Bombay in 1956. All India Institutes of Handloom Technology were established at Salem and Varanasi in 1956 to cater to the needs of Southern and Northern states. Karve Committee was appointed and it recommended setting up of industrial cooperatives for developing the handloom industry.

- **Third Five Year Plan**

The main emphasis was on ensuring full employment to handloom weavers by introducing better techniques, liberal loan assistance to weavers, supply of improved appliances, revival of the weak cooperatives and aiding promotional measures for raising exports. Further, expansion of Weavers Service Centres at Bombay, Madras,

Varanasi, Calcutta and Kancheepuram was undertaken. The two institutes of Handloom Technology were reorganized to facilitate better training of handloom weavers.

- **Annual Plans (1966-1967; 1967-1968; 1968-1969 Plan Holiday)**

At that time the Government spent the amounts yearly to handloom sector. An out lay of Rs.4.90 crores was earmarked for the handloom sector in the three annual plans. The production of handloom cloth during these periods stood at 3,141 million meters 3,150 million meters and 3,584 million meters respectively in 1966-1967 1967-1968 and 1968-1969. Exports of handloom products were at Rs.82 crores in 1968-1969.

- **Fourth Five Year Plan**

It focused on extending credit to the handloom industry from State Co-operative Banks and measures were taken to ensure regular supply of inputs and training of weavers in improved implements and appliances. However, due to rapid growth of unauthorized power-looms, shortage of yarn, unavailability of credit, inactive cooperatives and inadequate marketing, most of the measures could not be fully implemented.

- **Fifth Five Year Plan**

It targeted 2900 million meters of production for handlooms and for this a revised outlay of Rs.99.92 crores was allocated to this sector. The government decided to adopt several measures recommended by High Powered Study Team headed by Sivaraman. Development Commissioner for Handlooms was set up in early 1976 to develop the sector more effectively and to improve the economic condition of weavers.

- **Sixth Five Year Plan**

Main features of this plan were establishment of National Handloom Development Corporation, bringing 60 per cent of handlooms under effective coverage and enhancing productivity through modernizing and reviving looms. Planned efforts were made to ensure adequate supply of raw material through

establishment of co-operative spinning mills. Financial assistance was extended to State level apex societies to establish retail outlets to ensure better marketing of handloom products.

- **Seventh Five Year Plan**

During this plan Textile Policy of 1985 was considered to guide further development of handloom industry. The main focus was on the development of handlooms through central or state level corporations, upgrading looms, adequate availability of technological inputs, yarn and other raw materials to improve the competitiveness of the handloom products against those of power loom. It emphasized on increasing the share of handloom cloth thereby increasing the level of employment. Measures were also taken to strengthen handloom training, research and marketing. Special attention was paid to the development of handloom in hill and tribal areas.

- **Eighth Five Year Plan**

Various programmes had been designed for the development of handloom industry including raising employment, ensuring reasonable wages for weavers, supplying hank yarn at reasonable prices, setting up marketing infrastructure, supporting export development, etc. Efforts were directed towards strictly monitoring the implementation of Handloom Reservations Act of 1985. Several welfare measures were undertaken for the handloom weavers. Production of Janata cloth was proposed to be phased out. The work-shed-cum-housing scheme was implemented at enhanced level to provide more houses and work sheds to the weavers to improve their working condition and productivity.

- **Ninth Five Year Plan**

During this period the handloom sector faced tough competition from the power looms and the following new initiatives were taken during this period.

- a. **Deenpayalal Hathkargha Protsahan Yojana**

The aim of this scheme was to assist product development, infrastructure, institutional support, design input, training to weavers, and supply of equipment, market incentive and publicity.

b. National Centre for Textile Designs

It was set up to provide information about fashion trends, colour and design forecast for the benefit of weavers, exporters and handloom agencies. The centre aimed at benefiting the weaver by linking them to the market.

c. Handloom Development Center and Quality Dyeing Unit Scheme

Under this schemes the main focus was on the timely supply of yarn of requisite quality, providing training in improved weaving skills, marketing of the product and providing working capital to sustain long term production needs etc., the scheme envisaged 3000 Handloom Development Centre and Quality Dyeing Units (QDUs) in different parts of the country over a period of 4 years.

Other schemes are, housing to weavers, thrift fund scheme, insurance to handloom weavers, research and development, marketing through ACASH (Association of Corporations and Apex Societies of Handloom) conducting international trade fairs and domestic exhibitions for promoting handloom goods market.

• **Tenth Five Year Plan**

The statistics pertaining to budget allocated, amount actually utilized and number of beneficiaries covered under the scheme, as reported by the State Governments during the Tenth Plan is as under.

Table 3.5

Budget allocated and utilized in the Tenth Five Year Plan

Budget Allocated (Rs. in Crores)	Amount actually Utilized (Rs. in Crores)	Percentage of Utilization	Beneficiaries covered
370.9	420	113.23	2617347

Source: Ministry of Handlooms and Textiles

- **Eleventh Five Year Plan**

The schemes of this plan were administered through the Development Commissioner for Handlooms, Ministry of Textiles, of which two are Centrally Sponsored Schemes (CSS) and three are Central Sector Schemes. A new CSS, namely 'Revival, Reform and Restructuring Package for Handloom Sector' was introduced during 2011-12 to revive the Handlooms sector. The various Schemes were:

1. Integrated Handlooms Development Scheme (IHDS)
2. Comprehensive Handloom Cluster Development Scheme (CHCDS)
3. Marketing and Export Promotion Scheme including Marketing Promotion Programme and Handloom Export Promotion Programme
4. Mill Gate Price Scheme (MGPS) (additional 10% Price Subsidy on Hank Yarn)
5. Handloom Weavers Comprehensive Welfare Scheme including Health Insurance Scheme (HIS) and Mahatma Gandhi Bunkar Bima Yojana (MGBBY)
6. Diversified Handloom Development Scheme (DHDS)
7. Revival, Reform and Restructuring Package
8. Integrated Skill Development Scheme (ISDS)
9. Handloom Reservation (few more textile articles were reserved for exclusive production through handlooms)
10. Special Requirements of North Eastern Region

- **Twelfth five year plan (2012-2017)**

As per the table shown below the amount sanctioned and allocated for the twelfth five year plan was in total Rs. 96.17 crore , however, till September 2016 only Rs.78.16 could be utilized that was just about 75.6 per cent of the total amount.

Table 3.6

Budget allocated and utilized in the Twelfth Five Year Plan

Budget allocated (in Rs. Crores)	Budget utilized (in Rs. Crores)
96.17	78.64 (upto Sep 2016)

Source: Year End Review 2016: Ministry of Textiles

Production of cloth by the handloom sector increased from 6907 million sq meters in the year 2010-11 to nearly 8007 million sq meters during the period 2016-17. Moreover, the Government launched several schemes for overall development of the sector. The Weavers Mudra Scheme was launched during the year 2015, to provide concessional credit to the handloom weavers, has covered approximately 52059 weavers, with the provision of loan worth Rs. 271.62 crore as at end March 2018. Under the block level cluster projects, which provides financial assistance, approximately 43 block level clusters were sanctioned nearly Rs. 2287.45 crore during the year 2017-18. The fund allocation in the Yarn Supply Scheme, which is intended to supply yarn to the weavers at mill gate prices, stood at Rs. 162.07 crore during the period 2017-18 (up to December 2017).

The schemes functioning in eleventh plan were being continued in this plan too, however, the Integrated Handloom Development Scheme, Mill Gate Price Scheme and the Diversified Handloom Development Scheme have been consolidated into the Comprehensive Handloom Development Scheme (CHDS). Moreover, the Revival, Reform, Restructuring Package and the CHDS have been combined into a Central Sector Scheme namely the National Handloom Development Programme. Furthermore, the Mill Gate Price Scheme has been rechristened as the Yarn Supply Scheme.

3.4 RECENT GOVERNMENT INITIATIVES AND SCHEMES

3.4.1 Institutional Support to Handloom Industry

- **National Handloom Development Corporation Limited**

The National Handloom Development Corporation Limited (NHDC) was set up in February 1983 as a Public Sector Undertaking by the Government of India, under the Companies Act, 1956, in pursuance of the imperative need for a National Level Agency to assist the speedy development of the handloom sector. NHDC supports the handloom sector by coordinating all association covering the procurement and supply of inputs at reasonable prices, augmenting the marketing efforts of States, and upgrading the technology in the Handloom sector, thereby improving the productivity.

NHDC acts as a channel for distributing Central Government funds, loans and grants to State Handloom Corporations, Cooperative Societies and other bodies, or persons engaged in the promotion and development of the handloom industry.

- **Office of the Development Commissioner for Handlooms**

Office of the Development Commissioner for Handlooms was established as an attached non participating office, in 1975, under the Ministry of Commerce, Government of India. Presently, it works under the Ministry of Textiles, Government of India. The Office of the Development Commissioner for Handlooms is headed by an officer of Additional Secretary level and is assisted by 28 Weavers' Service Centers (WSCs) which function across the country. WSCs play a pivotal role in skill up-gradation, capacity building and disseminating technological interventions for augmenting productivity, thereby improving earnings of the weavers. They provide design inputs to the weavers through their designers; arrange training programmes for the weavers in various pre-weaving, weaving and post weaving disciplines such as winding, warping, sizing dyeing, dobby jacquard design making, dyeing, etc. WSCs also sponsor weavers for participating in various trade fairs, expos, and help them in establishing direct market linkages. Office of the Development Commissioner (Handlooms), also oversees implementation of Handlooms (Reservation of Articles for Production) Act, 1985, whose objective is to safeguard the handloom weavers from the competing power loom and the mill sector. Presently, there are 11 categories of textile articles reserved exclusively for production by the handloom sector. For the implementation of the Act, there are three enforcement offices located in Delhi, Chennai and Ahmedabad.

- **Indian Institutes of Handloom Technology**

The Indian Institutes of Handloom Technology are government run public institutes of higher education aimed at contributing towards the development of the handloom sector. Professionally and technically skilled human resources of the institution put in efforts to carry out research programmes aimed for the betterment of the handloom industry. Currently, there are 6 Central IIHTs located at Varanasi (Uttar Pradesh), Salem (Tamil Nadu), Jodhpur (Rajasthan), Guwahati (Assam) and Bargarh (Odisha). Each year, approximately 315 students are granted admission in the diploma

course having duration of three years in the area of Handloom and Textile Technology.

- **National Centre for Textile Designs**

The Centre was established during the year 2001, to popularize and adverse the traditional and contemporary handloom products and to make modifications and up-gradations in the operations of the handloom sector according to the variations in demand of customers. The Centre plays a crucial role in generating more opportunities to the weavers to promote their production in national and international markets. Services are provided to the linked users by the Centre through its website www.designdiary.nic.in.

- **Handloom Export Promotion Council (HEPC)**

HEPC, an apex agency set up by the Ministry of Textiles, Government of India in 1965, was established with the primary objective of increasing the export potential of handloom products such as fabrics, home furnishings, carpets and floor coverings. HEPC engages in imparting knowledge and guidance to the handloom exporters in the field of trade promotion.

- **Association of Corporations and Apex Societies of Handlooms**

The Association of Corporations and Apex Societies of Handlooms (ACASH) is a national level apex organization of the national level, state level and inter- state level handloom development corporations and apex handloom cooperative societies. ACASH was registered in June 1984 as a society under the Societies Registration Act, 1860, to coordinate and promote marketing in the handloom sector. The Government of India has appointed ACASH as a nodal agency for supply of handloom goods to be purchased by Central Government departments/agencies/PSUs under “single tender system”. The national and state level handloom corporations and apex societies whose names were notified by the Office of the Development Commissioner for Handlooms, Ministry of Textiles, for the production and supply of handloom goods through ACASH, are members of ACASH. ACASH is also involved in helping the promotion of handloom exports.

3.4.2 Support Schemes

- **Mahatma Gandhi Bunkar Bima Yojna (MGBBY)**

The objective of the Scheme is to provide insurance cover to the handloom weavers both in case of natural, accidental death and also on the occasion of total or partial disabilities. It has been implemented in collaboration with LIC of India.

- **Health Insurance Scheme**

This Scheme covers the weaver as well as his family. Moreover, the ancillary handloom workers such as those undertaking the operations of warping, winding, dyeing, printing, finishing, sizing, Jhalar making, jacquard cutting etc. are also covered in this scheme. Pre-existing diseases as well as new diseases are covered, and a sizeable provision has been allowed for outdoor patients (OPD). The annual limit per family is Rs. 15000, out of which the OPD cover stands at Rs. 7500 respectively.

- **Yarn Supply Scheme**

In order to provide materials to the handloom weavers, the Yarn Supply Scheme has been implemented, which ensures provision of yarn at mill gate price to the weavers. The National Handloom Development Corporation, is responsible for the implementation of the Scheme. For empowering the handloom weavers to be able to compete with the power loom and mill sector, 10% price subsidy on hank yarn has been granted, under which 10% subsidy is provided on cotton, domestic silk and woolen yarn with quality limitation. The NHDC has established 10 yarn depots-cum-warehouses during the period of the 12th Plan to assist supplies to users on cash basis, and also addressing the demands of individual weavers.

- **Comprehensive Handloom Cluster Development Scheme**

The Comprehensive Handloom Cluster Development Scheme (CHCDS) was introduced in 2008-09 for development of Mega Clusters that are located in clearly identifiable geographical locations and specialize in specific products. According to the Scheme, the Mega handloom clusters should have at least 15,000 handlooms and funding of up to Rs. 40 crore. The nature and level of assistance to each cluster is need based and includes the components that are necessary for meeting the objectives, such

as, technology up-gradation, product diversification, raw material bank, credit, market development, forward and backward linkages, social security, and physical infrastructure, among others. During the period 2016-17, an amount of Rs. 28.44 crore was released to the mega handloom clusters for the incorporation of various interventions.

- **Textile India 2017**

A mega exhibition aimed to portrait value chain of India. The main purpose of this event was to provide a platform to bring together global and Indian leaders in textile sector in order to promote Indian products. It highlighted the whole value chain, from farm to fibre to fabric to fashion. It aimed to establish the country as a global sourcing and investment destination for hand woven sector to capital intensive sector.

- **India Handloom Brand**

On August 7, 2015, the first National Handloom Day, Prime Minister of India inaugurated the Indian Handloom Brand. In order to give quality assurance zero defects and zero effect on the environment is the main motto of the Handloom Brand. It would ensure high quality handloom products and earn customers' trust by endorsing them quality in terms of raw materials, processing, embellishments, weaving design and other quality parameters and by ensuring social and environmental compliances in their production. The registration for India Handloom will be granted to certain specified eligible entities in respect of identified product categories which meet prescribed quality parameters. An extensive awareness and brand building campaign had been launched for publicizing the Indian Handloom Brand products. Moreover, approaching the means of e-marketing, an open door policy has been created in which the e-commerce companies are suggested to pay particular attention to the sale of IHB products. Collaboration has been formulated with 94 retail stores all over the country, in which the stores will allocate a section of their store space for the sale of IHB products.

- **Handloom Mark**

The Handloom Mark was introduced to act as a guarantee regarding the genuineness of hand woven handloom products. The Textile Committee has been

entrusted with the responsibility of promotion of the Handloom Mark. According to Ministry of Textiles, an aggregate of 9.85 crore Handloom Mark labels had been sold and approximately 19,963 registrations had been issued till September 2017.

- **E-Commerce**

Ministry of Textiles has been started using e-commerce platform to promote handloom products. In order to promote handloom products in a transparent, competitive and effective manner Office of the Development Commissioner for Handlooms under Ministry of Textiles made a policy frame work under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Twenty one leading e-commerce firms have been involved in the online marketing of handloom products. As per Ministry of Commerce, the sales of handloom products through online networks were valued at Rs. 16.77 crore as on 31st December 2017.

- **Trade Facilitation Centre**

It is an innovative facility to provide marketing support to weavers and artisans of Varanasi in national & international markets. It helps for effective management of supply chain between foreign buyers and domestic retailers. It enables the environment & platform showcasing Brand India Handlooms and Handicrafts.

- **E- Dhaga App**

During the year 2016, NHDC launched e-Dhaga mobile app to enhance effectiveness in the process of yarn supply. This mobile app enables the weavers to place their orders through this app and accordingly make online payments for the same. Besides, the status of shipments is accessible to the weavers, thereby expanding transparency. This app is available in ten languages, viz. Hindi, English, Assamese, Odiya, Kannada, Tamil, Telugu, Malayalam, Urdu and Bengali.

- **Handloom Items Registered Under Geographical Indication of Goods**

There are approximately 48 traditional handloom products which have been registered under the Geographical Indication of Goods Act, 1999. Complaints have been filed by various handloom associations and organizations against certain textile

companies, who have produced identically deceptive and machine made forms of the GI registered handloom products. This adversely impacts the market for handloom products, leading to suspicion and mistrust among the customers and diverting the revenue of the weavers. This Act safeguards handloom manufacturers from the illicit and forbidden manufacture and marketing of the GI registered handloom products.

- **Handloom Haat, Janpath, New Delhi**

The Ministry of Textiles has established a handloom marketing complex, termed as the Handloom Haat in Janpath New Delhi. This action has been taken to provide infrastructural facilities to the handloom agencies and organizations and empower them to display the magnificent designs of handloom products manufactured in different regions of the country. Several National and State level handloom organizations have been assigned showrooms and display centers in the Handloom Haat so that exhaustive marketing of handloom products can be undertaken.

- **Trade Facilitation Centre and Crafts Museum**

Government of India has constructed a Trade Facilitation Centre and a Crafts Museums in Varanasi for assisting handloom weavers of the region to exhibit their products domestically and internationally. In order to promote handloom products and seeking possibilities for facilitating supply chain linkages to the buyers in India as well as abroad. The Centre has a large convention hall, crafts bazaar, marts, and facilitation offices for export business, crafts museum, food centre, fine dining restaurants and various other amenities for advertising tourism and trade of the handloom products.

- **Promotion of Exports**

The handloom cooperative societies, organizations and various handloom exporters get support for taking part in international events and buyer-seller meets to display the latest designs, trends and innovations in handloom products manufactured. Here they can get customer feedback and forecast the demands in overseas markets. Assistance is provided for export projects, participation in international fairs and exhibitions and establishing design studios.

- **Grassroots Initiatives and Development (GRID)**

This program of Exim Bank seeks to support those enterprises in the handloom sector which are based beyond rural areas of the country, or those micro and small enterprises sourcing in the handloom sector their products substantially from grassroots organizations or handloom artisans. This initiative is aimed at meeting the requirements of the disadvantaged sections of the society, in addition to generating extended opportunities for the traditional craftsman and handloom weavers and artisans supporting innovation driven micro enterprises in the country. In its endeavor at serving this objective, Exim Bank has consciously sought to establish, nurture and foster institutional linkages. This is reflected in the Bank entering into formal cooperation arrangements with selected broad-based organizations in order to directly reach out to the artisans and other target segments of the handloom sector, by helping in capacity building, technological up-gradation, quality improvement, market access, training and more.

Through the GRID, the Bank extends financial support to promote grass-root initiatives or technologies, mostly having export potential and help the artisans, clusters, social enterprise or NGOs to realize remunerative returns on their handloom products along with facilitating exports from these units. The GRID programme aims towards developing a holistic approach in its efforts. It endeavors to do so by helping grassroots enterprises at every stage of product development / business cycle. This encompasses capacity building, training, developing export capability, expansion and diversification of their customer base, and addressing issues that inhibit their progress into exports.

- **Market Advisory Services**

Exim Bank through its Marketing Advisory Services helps Indian exporting firms in their globalization efforts by proactively assisting in locating overseas distributors or buyers or partners for their products and services. The Bank assists in identification of opportunities overseas for setting up plants or projects or for acquisition of companies overseas. MAS Group leverages the Bank's high international standing, in-depth knowledge and understanding of the international markets and well established institutional linkages, coupled with its physical presence,

to inter-alia support Indian handloom units in their overseas marketing initiatives on a success fee basis. Exim Bank has been able to successfully place a range of handloom products in the overseas as well as domestic markets.

The Handloom Industry in India reflects the gorgeous cultural Heritage of India. The element of art and craft present in Indian handlooms makes it a prospective sector for the upper segments of market domestically as well as internationally. Due to globalization and technological up-gradation, the sector has been facing lots of challenges. Over the years, government has taken various initiatives in order to protect the interest of the people engaged in the sector and provided support to boost the growth and development of the industry.

As a consequence of actual Government involvement through financial support and application of various progressive and welfare schemes, the handloom sector, to some magnitude, has been capable to survive and produce better outcomes. There is immense potential for the Indian handloom sector to expand into major markets, which it currently is not serving. The country needs to tap such opportunities for bolstering its position in the global market for handloom products.

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CHAPTER IV

**PROBLEMS OF INDIAN HANDLOOM
INDUSTRY AND SUITABLE STRATEGIES**

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PROBLEMS OF INDIAN HANDLOOM INDUSTRY AND SUITABLE STRATEGIES

INTRODUCTION

Indian Handloom Industry is a famous name in International market because of unique artistry of its weavers, extra ordinary designs and elegance of its products. The operations of this industry are primarily household-based, wherein various members of the family put in joint efforts for production. The handloom weavers use agricultural produce such as cotton, jute, wool and silk as key raw materials, thereby facilitating the sales of agricultural goods. Moreover, the handloom industry provides employment to millions of people in India still it is also true that handloom weaving as an activity is in deep crisis with low productivity, low wages, low literacy levels, firmly entrenched middlemen and very little formal bank finance flowing to the sector. The present chapter covers problems which are common in the handloom sector spread in different regions of the country and suitable strategies to overcome these problems.

4.1 PROBLEMS OF THE HANDLOOM INDUSTRY

Handloom Industry in India, though scattered, have existence in different regions of the country have been facing common problems in terms of finance, marketing, production, health etc. In the following section the researchers has attempted to present the major problems of this sector with suitable data.

4.1.1 Scarcity of Raw Materials

For proper functioning of the handloom industry, availability, prices and delivery of raw materials are the aspects which are of prime importance. Any deficiency on these aspects can severely affect the growth of the industry. These are described here as under-

- **Low Production of Cotton**

Cotton, silk, jute and wool are the important raw materials used in the handloom industry. Although India is the leading producer of cotton in the world, the yields in production have been constantly falling.

As per the given table it can be understood that yield of cotton production in India was even lower than the global average during the year 2016-17 in spite of being the largest cotton producer in the world. Moreover, wide fluctuations have been noticed in its production. These drawbacks cause a lot of challenges in front of planning the production of handloom products.

Table 4.1

Yield of Cotton Production in the World by leading countries (2016-17)

Rank in Production	Country	Cotton Yield
		(kg/ha)
1	India	542
2	China	1708
3	US	972
4	Pakistan	699
5	Brazil	1621
6	Uzbekistan	687
7	Australia	1577
8	Turkey	1742
9	Argentina	680
10	Greece	1125
	Global Average	784

Source: Yield as per USDA Data

- **Increasing Cost of Yarn**

Due to sharp fluctuations in price of Cotton, the price of Yarn is also fluctuating. In recent years, shortage in production of cotton led to an increase in its price and an increase in exports of cotton made the situation challenging. It has increased the domestic prices of cotton may be even higher than the global price. In such cases

weavers of handloom products cannot carry their business according to their planning, they have to sacrifice profits and sometimes cancel their orders. The variations in the prices of raw materials and the unreliability in the availability of raw materials has led to serious negative consequences and decline in production of handloom products.

The lack of convenience in procuring raw materials such as cotton yarn at reasonable prices remains a major challenge for handloom weavers. The delivery of cotton yarn in the hilly regions of the North Eastern states is even more problematic. The Government of India has implemented the Mill Gate Price Scheme for ensuring easy availability of yarn and dyes at reasonable prices and on a regular basis. The yarn is supplied to the weavers in bulk, and the individual weavers cannot procure yarn in small quantities. This in turn, results in the weaver's enhanced reliance on the traders and master weavers.

- **Inefficient Production Planning**

Due to delay in the procurement of essential raw materials, sometimes weavers are not able to meet orders on time. Sometimes, due to slack in demand the problem of over production arises. These all happen because of poor production planning that ultimately raises financial burden of the weavers and does not allow them to timely repay their loans.

4.1.2 Tough Competition from Power Looms and Mill Sector

Power looms are easy to operate and do not require particular skills of weaving. It requires one time heavy investment for installation of equipments later on enjoys economies of large scale production. Per unit cost of the cloth produced by power loom is very cheaper in comparison to handloom cloth. Moreover, time consumed in the production of cloth when produced by handlooms is substantially higher as compared to the time involved in the power loom industry. Thus cloth produced by the power loom industry is cheaper and the delivery is faster. According to industry sources, while the fabric produced by the power loom would cost Rs. 30 per metre and that produced on handloom would be around Rs. 500 per metre. Due to the higher prices of handloom products, only a special class of the society buy it. For the low income consumers, the affordable and low priced industrial products seem

more attractive. Moreover, the branded and value added power loom products are displacing handloom products in the case of the higher income customers.

As a result, the number of power looms in the country has shown a consistent increase over the last decade. It has been depicted in the following table-

Table 4.2
Number and Growth of Power Looms in India

Year	No. of Power looms	Growth (%)
2011- 12	2298377	0.7
2012- 13	2347249	2.1
2013- 14	2367594	0.9
2014- 15	2447837	3.4
2015- 16	2522477	3.1
2016- 17	2629269	4.23
2017- 18 (II Oct)	2701771	

Source: Annual Report 2017-18; Ministry of Textiles

4.1.3 Difficulties in Availing Credit

The current credit facilities available to the weavers are meagre. There is a serious lack of banks and similar financial institutions and those present have lengthy and complicated procedures of availing loans. According to the third handloom census, it was estimated that approximately 44.6% of the weavers relied on the master weaver for the provision of credit, and nearly 13.4% depended on the money lenders. It was specified that only 14.8% of the handloom weavers had access to institutionalized sources of credit.

The total scenario is dominated by the master weavers and the mahajans who also tend to control a number of cooperative societies and corner a substantial amount of institutional credit. Most of the weavers are found outside the cooperative fold engaging themselves for the master weavers and the mahajans. In the existing scenario, the local master weavers or the mahajans provide consumption loans and advances, which, over time, render the weavers totally indebted.

The reasons behind the banks' reluctance in lending to handloom weavers sector include lack of recognition regarding the potential of the handloom produce and also the lack of awareness about schemes for the welfare of the weavers by the Office of the Development Commissioner (Handlooms); Ministry of Textiles, Government of India. Moreover, non payment on the outstanding loans extended to the handloom sector also discourages banks to grant loans.

4.1.4 Marketing Issues

In the era of globalization coupled with absence of effective marketing strategies, no product can be sold easily. Therefore, in order to increase the awareness and boost demand of the handloom products intensive marketing is the need of the hour. However, the sector has some common problems related to the marketing of these products-

- **Gap between the weavers and final consumers**

The weavers of handloom products are not in direct contact with the final consumer. Moreover, they do not have receive consumers' direct feedback, therefore are unable to know the taste and preferences of the consumers. As a result, they are indulged in producing traditional designs without putting innovative efforts to bring novelty in their designs and adding value to their products. The master craftsmen and the middlemen provide limited information to the weavers regarding market trends and latest fashion. Hence, the weavers are incapable to read the pulse of the customers and thus unable to create a good demand of their products.

- **No specific differentiation between Handloom and Power loom products**

Due to lack of awareness among customers about the fabric, quality and efforts embedded in handloom products, they are unable to differentiate these products with those of power loom products. Because an exact copy of handloom products are made available by power looms, customers get confused and purchase that without knowing about its quality.

- **Lack of promotional efforts**

There is a serious lack of promotional efforts to aware and attract customers towards the distinctive quality, design and features of handloom products. Promotional programmes are only designed whenever there is any exhibition or for a particular occasion. In order to achieve sustainable growth and have an uniform demand throughout the year, marketing strategies need to be designed appropriately.

- **Lack of Quality Standardization**

The handloom cloth is often not able to compete because of lack of quality consistency in terms of finishing, colour and dye. A procedure is needed for checking the quality standards of the products like durability, shrinking, fastness of dye and colours etc., so that the customer can rely on the promises. Ministry of textiles has been promoting use of Handloom Mark, Silk Markand, Wool Mark which is indicative of superior quality of products and fetches them better price in the market. However, adoption of handloom mark is not widespread amongst the weavers.

- **Decline in Institutional effectiveness**

Since inception the cooperative system was devise in the manner that the Primary Weavers Cooperative Societies would financially assist production units and Apex level Cooperative societies would provide them with the raw material, designs and marketing support. Different state governments also established State Handloom Development Corporations to provide marketing support to the individual weavers. Despite this, it is estimated that 80% of the marketing support is provided by the private traders/ master weavers indicating decline of these institutions over the years.

4.1.5 Unorganised Nature

This is one of the most severe problems of Indian Handloom Industry. Handloom units are scattered and operated generally on a small scale with no legal status. They are generally run by involving family members only and have poor connection with the market. They rely on outdated technology of production and packaging techniques and do not have brand names. These units have lack of suitable storage facilities and supply chain network; moreover, they are not acquainted with government schemes. In this way, the scattered and unorganised nature of Indian handloom units serves as a drawback.

4.1.6 Use of Obsolete Equipments and techniques

The technologies and equipments used by most of the weavers are outdated. Moreover, the looms operated by them are not in good condition and due to their poor financial status they are unable to purchase new looms and maintain the old ones. It increases the cost of production because of consuming much more time and efforts of weavers. However, Government of India has initiated various schemes for the technological up-gradation and modernisation of the industry. But cotton weavers are comparatively less benefitted than silk weavers.

4.1.7 Lack of creativity and innovation

With globalization, imports of handloom products have also increased. Consumers have wider varieties for selection. But due to lack of creativity and innovation in designing handloom products, weavers are not able to create a good demand of their products in the national as well as international market. However, training sessions are being organized with government support to enhance their skills and adopt innovative designs.

4.1.8 Improper Working Conditions

In the process of weaving the weaver has to sit and operate the loom with his hands and operate the pedals by his feet. It involves continuous and hectic movement of the upper and lower parts of the body. Moreover, they experience dust and noise pollution while working on looms. Most of the work is undertaken in the day light without electricity that weakens their eyesight. Often, the workstations are unhygienic that causing poor health of the weavers. The fundamental needs such as clean drinking water, electricity and sanitation needs are also not available, which indirectly obstructs the productivity of the handloom weavers.

4.1.9 Inappropriate Quality of Dyes

The quality of dyes used for giving colour and strength to handloom fabric determines its attractiveness. But there is a lack of good quality dye supply. Since individual weavers produce on a small scale, they require dye in small quantities that poses a challenge. In order to fulfil their requirement they buy it from local dye houses and local traders. These dyes are often adulterated and if used loses its fastness when exposed and give dissatisfaction to consumers.

4.1.10 Lack of awareness on Schemes

The handloom weavers are generally unaware about the various schemes implemented for their welfare. It discourages development of the sector that ultimately makes policy formulation unproductive. Furthermore, formulation of policy and schemes only will not be enough to boost growth, until the weavers understand the importance of these initiatives in their growth.

4.1.11 Decline in Number of Weavers

Since the production of handloom products is based on special skills which a person learns from his or her elder generation. It is fundamentally a family based occupation involving transfer of skills within the family. But lots of challenges prevalent in the sector and expectation of low returns discourage the younger generations to adopt weaving as a profession. The fall in number of weavers is posing another challenge for the handloom sector.

4.2 STRATEGIES TO OVERCOME PROBLEMS

In this section, the researcher has attempted to compile strategies that have been suggested by various scholars, academicians and planners to combat with the problems faced by the weavers. These are given as under-

4.2.1 For assuring Quality and timely supply of Raw Materials

- **Inclusion of Private Mills in supply of Yarn**

In order to meet the raw material requirements of the weavers, supply of yarn can be made easy by establishing depots in the large handloom clusters in collaboration with private mills. Here cooperative societies can be introduced, within which the PWCS can act as an agent of the private mills to ensure abundant supply of yarn. Moreover, State Governments can also develop direct sales outlets by collaborating private mills in the substantially large clusters.

- **Ensuring Effectiveness of Mill Gate Price Scheme**

The Mill Gate Price Scheme needs to be redesigned to increase the supply of hank yarn. National Handloom Development Corporation (NHDC) can be made more responsible for getting desired output of the scheme. In this regard, number of players

can be increased. Other institutions including Federation of Weavers Society, Producer Organisation of Weavers, designated State Government Organisations and approved export agencies can also be involved for the effective functioning of the scheme.

- **Ensuring timely availability of yarn through NHDC**

To ensure timely delivery of yarn to weavers, the number of supply depots can be increased. In this regard NHDC is responsible for enabling the weavers to procure yarn easily. Moreover, Ministry of Textiles, Government of India in the year 2016, has launched E Dhaga app facility that allows the weavers to place their requirements online, make digital payments and track the status of their shipments. The weaver service centres can be established to educate the weavers about the utility of this app and the way to use it.

For this, the role of PWCS can be increased to act as a representative of the neighbouring weavers and weaver societies. It would then assess their requirements, take their orders, and convey the same to the nearby NHDC warehouse. The NHDC depot would supply the quantity of yarn ordered along with the invoice, to the representative PWCS. In this way the required quantity of yarn can be made available to the weavers with the support of NHDC. The receipt of invoice would act as an evidence to borrow money from the banks.

- **Association of Weavers**

Handloom weavers are scattered and work on a small scale that makes their bargaining power weak. If they join together in the form of societies, they can raise their bargaining position in the open market. These combined societies can then order and purchase yarns, chemicals and dyes in bulk from the open market at discounted rates and then distribute it among the weavers as per their requirements. Employing a cluster development approach can also be very effective in developing collective bargaining power. Moreover, the clusters can collectively engage in research and development activities and hire designers.

- **Awareness regarding Standardising quality**

If weavers pay more attention towards the quality of yarn and dyes the quality of the final produce would be superior. In this way they can fetch more orders from

national and international buyers. It would allow them to make good margins on their products and would enhance their confidence. There are some standardised norms to ensure the superiority of quality of raw materials as well as final product. Extension services and awareness can be imparted to the weavers in order to teach them the importance of following quality standards and using Hallmark.

- **Proper coordination between Central and state level departments**

Government at both the levels central as well as state set up various departments and institutions to facilitate and develop the handloom industry in India. However, there is lack of coordination and clarity among the concerned departments at both the levels regarding their roles and responsibilities.

For the holistic development of the industry coordination and collaboration among the various government bodies need to be ensured. They need to carry out functions jointly at all levels covering village to national.

4.2.2 Focus on Creativity and Innovation

Due to lack of education, training and no direct connection with the final consumers, weavers are not able to bring new idea in their work. For assisting weavers on this part design centres should be established exclusively wherein a large pool of designers can refer new ideas related to patterns, layout and colour combinations. The students of fashion designing institutes can work as interns in these centres on stipend basis, as they are more acquainted with the latest trends and customer preferences in the global market. Each handloom cluster must have at least one trainer or designer who can guide and teach them about the creativity and innovation in their work and strengthen their skills.

Moreover, weavers should be sent to attend training programmes in internationally reputed institutions abroad to have guidance regarding design innovation, significance of product quality, use of better technology and production methods. Likewise, the designers from other countries should be invited to share information related to better use of technology and latest trends in other countries. Interactive sessions can be organized between the artisans and the professors in designing institutes such as NIFT and NID to enlighten them about the recent practices and fashion.

4.2.3 Adoption of Effective Marketing Strategies

- **Enhance Effectiveness of Cooperative Societies**

The Apex Level Cooperative Societies and National Handloom Development Corporation are responsible for marketing of handloom produce. Due to their inefficiency weavers are forced to be dependent on master weavers and traders for selling their produce. They do not get the fair price of their produce and hence exploited by middlemen. The societies and the Corporation need to be more accountable in order to meet the purpose of their existence. These cooperatives can establish showrooms or organize trade fairs and exhibitions in potential areas of sales to attract more number of customers.

- **Inclusion of Strict Provisions in Handloom Reservation Act (1985)**

Handloom Reservation Act was designed with a view to protect handloom industry from the severe competition from the power loom and other mechanised sectors of the textile industry. Due to its weak provisions, the purpose of the act has not been met. In the absence of adequate supervision and scrutiny, frauds and unfair practices cannot be eliminated and the interest of handloom weavers cannot be safeguarded.

- **Encouraging Institutions to Procure Handloom Garments**

For augmenting the use of handloom products, Government could initiate it from its own home. State run hospitals, schools and hotels should be imposed to purchase handloom products for fulfilling their uniform requirements. These institutions can be motivated to use handloom products by offering incentives. Such measures would enhance sales and in addition would serve as a platform for showing the products and its benefits.

- **Boost Local Haat and Bazaars**

The products of Handloom sector can be sold in areas of close proximity with the help of central and state level agencies established for the welfare of this sector. In this way weavers' dependence on the middleman can be eliminated. Establishment of exclusive haats in rural areas may be supported by Government and also NABARD.

To facilitate the same, each handloom concentration area must create a community level organisation which would interact with consumers, government departments and also showcase the products.

- **Increasing Participation in International Trade Fairs**

Weavers should be motivated to display their products in international trade fairs and exhibitions markets in order to boost export of these products. This can be proved as an effective channel to introduce new range of designs and expand the consumer base. These trade fairs give an opportunity to the organisers to have an overview of the consumers' responses, their preferences and feedback at a global level. In this way it would serve as a guide to the weavers in designing their products.

- **Flagship Stores and Tie Ups**

The use of various channels can be helpful in promoting and selling handloom products. In this regard various boutique owners, showrooms, jewellery stores, book stores, renowned hotel chains, major clothing retailers can be contacted for exhibiting handloom products to increase their visibility.

Moreover, flagship stores can be established in complexes or malls, airports, bus depots and railway stations to provide a channel to weavers to showcase and sell their products. Both these techniques will attract customers and increase awareness about unique features of handloom products.

- **Expansion of e-Commerce Channel**

A large number of consumers are now buying online in India. Handloom sector can also be benefitted from online selling. In this way the involvement of middlemen can be eliminated and it would ensure a fair price to the weavers. Since most of the weavers are less educated or illiterate, they are not aware about the functioning and importance of online selling, they should be given training on this part. Moreover, availability of internet connection and assisting staff should be ensured in their areas. Flipkart has collaborated with the Ministry of Textiles to augment handloom sales by displaying the products on its website. Another ecommerce website GoCoop.com has registered approximately 220% growth in its online sales of handloom products within

three years of its establishment. These online portals have assisted in setting a robust and fast supply chain, comprising approximately 300 co-ops and weaver organisations, including more than 80,000 artisans. Therefore, online selling has been profitable to the weavers due to the absence of middlemen.

- **Developing a Niche**

The higher end of consumers believes in superior quality and eco friendly products. They are ready to pay premium prices for their choice of products. Handloom products are eco-friendly and are largely organic, this feature can be very helpful to create and develop a separate niche. There is huge potential for green clothing among environment conscious consumers and handloom sector can enjoy the benefit of having such features.

A separate and unique brand name can be given to these products, which emphasizes the fabric quality and its eco-friendliness. The brand association will boost the demand of the handloom products.

- **Emphasis on Standardized Packaging and Labelling**

Packaging and labelling of products play a crucial role in effective marketing of a product. It covers information regarding the quality, usage, care, disposal procedure etc. It also ensures protection of the product and safeguarding its quality during transit. It also gives an attractive look to the product. Since handloom products are eco friendly, their packaging should also involve recyclable material. In this regard weavers should be trained about international standard norms of packaging and labelling

- **Expansion of Market Abroad**

Indian weavers export handloom products to few countries only. The US and the EU are the largest importer of Indian handloom products. India should explore more countries in addition to traditional markets to expand the coverage. There are other countries in which the Indian handloom exporters can expand their business markets South Korea, Malaysia, Indonesia, Vietnam, Egypt and Tunisia. In case of silk handloom products, wool, fine coarse animal hair, horsehair yarn and woven fabric a

huge potential exists in the international market provided the weavers meet the standardization norms of quality and bring innovations in designs and patterns.

- **Product Diversification**

In addition to traditional products, weavers should work for bringing new products that would serve the consumers beyond their expectations. In this regard, consumers' opinion would serve as a guide and would help the weavers to move ahead. Government should provide assistance to weavers in surveying the market and engage fashion designers in this task. New variety of products such as household linens and furnishing, decorative items may also be introduced. Combination of new colours and designs can also be experimented in traditional patterns.

4.2.4 Extension of Credit

Most of the weavers do not have funds to meet the requirement of maintaining and running their looms. For improving the sale of handloom products, their credit requirements must be fulfilled. Moreover, the functioning of various schemes meant to assist weavers financially should be scrutinized and revised, and the implementation of single window clearance should be ensured to avoid delay in granting loans to weavers.

Role of weaver societies is very important in this regard. They should take initiatives and invite large-scale investments for opening showrooms, hiring designers, acquiring data and direction on market trends and upgrading the dyeing process. Thus, term loans can be offered to weaver societies for these expenditures involving private and institutional investments.

4.2.5 Infrastructural Development

Infrastructural and logistics related problems significantly affect the growth of the handloom sector in India. Ensuring regularity in the supply of power and providing basic amenities are essential for the development of this sector. Productivity of labourers can be improved by providing unconstrained supply of safe drinking water and sanitation facilities. It will help in reducing health related problems of the weavers. Moreover, providing connectivity to highways, major ports and other means

of transit can be helpful in speedy delivery of raw materials to weavers and final produce to the national as well as international consumers. Further, a strong network of telecom and internet services should be made available to the weavers for more exposure of handloom products.

4.2.6 Spreading Awareness

- **Indian Handloom Brand Awareness**

On 7th August 2015 Government of India launched Indian Handloom Brand and the day was declared as National Handloom Day. The mark ensures supreme quality of the product bearing it and its eco-friendliness which is desired by high-end customers. The stakeholders include are weavers, master weavers, primary cooperative societies, apex handloom societies, retailers and exporters. An integrated website of Indian Handloom Brand provides complete details of all registered India Handloom producers, facilitating verification of genuine India Handloom product by customers.



Source: <http://handlooms.nic.in>

The displayed logo which is printed on every label on the product associated with the Indian Handloom Brand having registration number. However, weavers, designers and even retailers are not completely aware about the benefits of associating with this brand and often confuse it with the Handloom Mark. Awareness programmes on a wider scale should be arranged for communicating the positive sides of the India Handloom Brand.

- **Knowledge about Schemes**

Government at central as well as state levels has introduced a lot of schemes for the development of this sector including availability of raw materials, credit facilities, marketing assistance, etc. But due to lack of awareness among weavers, the benefits of these schemes could not reach to them. Awareness programmes need to be arranged in various handloom clusters across the country to enlighten the weavers about these schemes. Brochures and leaflets printed in their local languages can be circulated among the weavers with details of requirements and assistances that can be availed.

4.2.7 Skill Upgradation

Most of the weavers experience difficulties in managing their business. They are weak in planning their production, arranging raw materials, maintaining the stocks, managing the workforce, dealing with the financial issues as well marketing related matters. Handloom workers should be imparted suitable entrepreneurial skills through different programs specifically designed for them with the help of Government departments and cooperative societies. For assuring comprehensive development of the sector, training programmes should be organized at mass level instead of restricting it for few weavers. They should be motivated to join these programmes by offering incentives to them. Likewise, overseas training programs can also be arranged to gain an understanding of preferences of customers over there. The training centres should have modern amenities and should be set up in suitable locations.

4.2.8 Strengthen Handloom Database

Data related to the handloom sector is available as per the third Handloom Census, which was carried out long back in the period 2009-10. In the absence of latest statistical records, strategies for development and growth of the sector cannot be formulated effectively. Therefore, it is essential to maintain a comprehensive database related to the handloom sector to ensure the growth of the industry.

4.2.9 Encourage youth to join Handloom Sector

The decline in number of weavers is a major challenge faced by the sector. The limited availability of skilled weavers and design specialists in the handloom sector has been a major hurdle in development of the industry. The young generation should be motivated to adopt it as their profession. In this regard special education programmes should be designed for them that would cover special tutorial package on entrepreneurship, finance, marketing along with practical sessions on skill up-gradation and learning innovative ideas.

From the above description, it can be concluded that though the handloom sector has been facing a lot of problems and struggling for its survival, still it has the potential to grow and generate employment opportunities to thousands of weavers. The development of skills and capabilities and providing assistance on design, quality and marketing aspects would not only ensure the sustainability of this sector but would also help in reviving the skills of weavers that would foster exports.

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CHAPTER V

PROFILE OF KOTA DORIA CLUSTER

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PROFILE OF KOTA DORIA CLUSTER

INTRODUCTION

Handloom industry in India offers a tremendous range of textile products with endless varieties in terms of yarns, weaves, colours, dyes, patterns and value-additions. The handloom products produced by different regions in India are unique, as each region specializes in a special kind of handloom product based on the skill of the workers and the cultural heritage of that region. As a matter of fact each state in India produces an exclusive kind of handloom product which is difficult to replicate in any other region. Rajasthan also has a long history of producing attractive range of handloom products. One of the leading handloom clusters in Rajasthan is the Kota Doria cluster. Kota Doria is manufactured in many villages of Kota, Bundi and Baran districts of Rajasthan. Major places of concentration of weavers of Kota Doria are located in –

Kota district- Kaithun, Kansuwan, Mandana, Sultanpur and Sangod

Baran district - Mangraul, Siswali and Anta

Bundi district - Bundi, Keshoraipatan, Kapren and Roteda

Among these places, Kaithun is the oldest and biggest concentration of weavers that is situated about 15 km from Kota. Kaithun is a small town with population about 40,000 constituted by equal number of Hindu and Muslim families. Most of the work of spinning, dyeing and weaving is done by Muslim families while the Hindu families are involved in bringing purchase orders and marketing of the final product. In the present study a majority i.e. nearly 60 per cent of the total respondents belonged to Kaithun.

5.1 HISTORICAL BACKDROP

It has been noted by the earlier scholars that Kota Doria has evolved over a period of more than 250 years from a head gear (Pagri) for the royal family of Kota State. The birth of this fine fabric is unknown and not much has been written about the

exact date or period of its beginning as a handloom product. Kota Doria is also known as 'Masuria' that also adds to the mystery. Some of the believers associate this name to be originated in Mysore; others point the name to the initial use of Mysore silk in the Kota Saris. Another explanation for the use of word 'Masuria' which seems more appropriate is given by renowned textile experts Ms. Rta Kapoor Chishti and Ms. Amba Sanyal in their famous book, 'Saris of India', in which they wrote that Kota Masuria saris are made up with wide variety of checks in pure cotton as well as in a combination of cotton and silk, with the finest resembling the 'Masoor' lentil seed. This reference describes that the word Masuria has no association with Mysore. The word just reflects the fine quality of the fabric, especially for the - 400 khat patterns wherein the finest check look a lot like the 'Masur' lentil seed.

According to another belief, the origin of Kota Doria saris took place in Mysore and during 1684 - 95 then Kota prince, Rao Kishore Singh brought some weaver families to Kota. In the late 17th Century, the weavers settled in Kaithun and gradually their population in this region grew. It resulted in the learning and developing of this skill from a few families to several households in the nearby villages.

However, the origin of weaving activity in Kaithun has been found even earlier than the period of Rao Kishore Singh. It has been mentioned in several documents ranging from the state time documents to the British accounts of this area. The evidence about Kaithun as the main weaving centre has been sighted even in the 13th century records of Bundi State.

It can be concluded from the above discussion that weaving has been a tradition of this region and a lot of this can be attributed to the hot and dry climate of the area.

5.2 GROWTH AND DEVELOPMENT OF KOTA DORIA

Its existence has been evidenced since as late as 13th century and the initiation of cotton square check pattern in Kota Doria fabric is a live indication to this fact. Later on, silk was introduced and since the silk used to come from Mysore in those days the fabric became famous as 'Kota Masuria'. It can be surely established that

Kota Doria has evolved over a period from plain cotton muslins to cotton muslins with square - check elements to the present array of various kinds of 'Khat' patterns and yarn combinations of cotton and silk due to the regular innovation of the weavers and the demand from the consumers for new types of check arrangements. This distinctive fine check pattern resembles a translucent graph paper. Cotton provides strength and durability and silk ensures its softness and delicate feminine qualities.

Kota Doria started as a head wears (pagris - 9 inches width) for the royal family and then started serving as dhotis of 36_ inch width. However, the major change came when the width increased up to 46 - 48 inches, with the result the fabric becoming suitable as a sari. The initial look of the sari was simple, just plain checks and later on with some zari to further accentuate the check pattern, further zari forming the borders and pallu of the sari and a variety of checks small or big of zari, depending upon the need of the customer and the amount one wished to invest in the sari. However, with the increase in the demand of the sari, motifs were also introduced at design centers established by the State Government in Kaithun. These motifs ranged from simple round booties or paisleys to woven images of plants, animals and geometric forms. Thus, Kota Doria today in its present form is used in the form of pagris, saris, suits, dupattas, and dress material and also for home furnishings. The skillful weavers of the cluster create it through differential beating of the silk and cotton yarns. Following pictures show some of the products.



(a) Plain Kota Doria Saree



(b) Zari Kota Doria Dupatta



(c) Western Pattern Handloom Dress (d) Mughal Print Kota Doria Curtains
(Kota Doria Skirt, Top & Dupatta)



Heavy Zari Kota Doria Saree



Light Zari Kota Doria Saree

Source: <http://www.kamtechassociates.com>

5.3 PRODUCTION PROCESS OF KOTA DORIA

The production process of Kota Doria is quite unique and traditional. It is manufactured in a series of steps involving Winding, Warping, Dyeing and Sizing.

Winding is the process of transferring the hanks of yarns on to bobbins for warping and on to small pirns for the weft. This process is done on the indigenous charkhas. Winding requires enough skill, as withdrawal of yarn should not be in haste.

Warping is the process of getting a predetermined length of warp having desired number of threads as required for the whole width of the fabric. The warping method which is being used for Kota Doria is known as Peg Warping (also known as Ground / street warping), since wooden pegs are used in this process. At least two persons are needed to perform the entire process. One person twists the yarns with the help of a hattha which has the yarns passing through it, the other person has to hold the creel (locally called pinjras) consisting of the spools of the yarns. So one-person keeps on holding the creel of yarn, both of them take turns round the pegs to achieve the desired number of yarns in the warp. The number of rounds to be taken between the two ends of the rope is determined by the number of 'khats' desired in the sari and the capacity of the creel being used. The warp thus prepared is then collected in the form of a ball. Usually the activity is done in the open spaces near the house of the weaver, either by the non-weaving family members or by other hired persons, usually old-aged women of the village. This again requires specialized skills and enough labour.

Dyeing for Kota Doria is done both for cotton and silk yarns for the warp as well as the hanks for the weft. The prevalent dyeing processes for the various shades are VAT, Napthol, Direct and Reactive. However, the most commonly used process is direct dyeing because of ease in applying and retention on silk as well as cotton yarns. Sometimes they are tied and then dyed in different shades to produce the tie - dye effect in the fabric.

Sizing is done to strengthen yarn, glaze it and give it stiffness so that it can withstand the beating of the reed during the weaving process and give a proper look to the sari once the weaving is complete. The process of sizing is unique as practiced in Kota Doria and is important since no post - weaving finishing of the fabric is done by the weavers. Sizing is required and done only for cotton yarns (being very fine single yarns) and is done by using the juice of a special wild variety of onion available as natural vegetation in the nearby jungles of the area. This onion juice renders a soft feel to the yarn and it retains a luster and soft feel even after several washes. Sizing is done by the traditional labourers specialized in this task in Kota and Kaithun. The process

involves painstakingly brushing of the yarns stretched along a stand, using the sizing paste and special brushes for this activity. These brushes are made up of a particular type of leaves. The process involves extensive use of local natural vegetation for giving the distinctive finish to the sari and this is a process, which cannot be replicated elsewhere.

Drafting - Denting - piecing are common processes in any handloom centre. However, in Kota they are of great significance owing to the peculiar denting patterns followed to achieve the desired square check patterns in the fabric.

Weaving of Kota Doria involves a simple pit loom that can be erected by the local carpenters of the villages and the technique of weaving is quite traditional, i.e. through shuttle technique wherein no gadgets are used for to and fro motion of the shuttles along the width of the fabric. This provides a lot of flexibility to the weaver in controlling the design and also the beating of the reed to achieve the 'khat' pattern.

Technically, it is not feasible to create a structural pattern in a fabric on a simple two-pedal loom. However, it is the unique art of the weavers of this region that a structural pattern is created in Kota Doria fabric with just two pedals, the square check pattern, 'khat'. The cramming of yarns is mechanically achieved in the reed for the warp way, it is only due to the inherited skills of the weavers that helps them use silk as well as cotton yarns along the width according to the design requirements and beat the cotton yarns double and keep the silk yarns lightly beaten to evolve the square check.

Weaving of Zari- Kota Doria Saree



<http://www.kamtechassociates.com>

Moreover, unlike other fabrics which turn fragile and get broken along the folds due to the use of non degummed silk, Kota Doria, in spite of using the silk without degumming it, has great comfort, fall and is long lasting. Designing on Kota Doria fabric during the course of weaving is an art in itself and the kinds of adjustments that are needed in the motifs/ patterns so as to take into account the differential picks and ends at different parts of the base fabric (owing to the khat pattern). The various gadgets prevalent for the extra-weft designing currently in use are 'jala', dobby and jacquard.

Uniqueness of Kota Doria lies, besides the khat pattern, in being a fabric with soft gossamer feel, sheerness and yet a corded texture at the place where the cotton yarns are crammed together. Such a variety of feels within the same fabric is very unique. In order to give it a unique identification, it has been given a hallmark to differentiate Kota Doria products with those of power loom products.

Hallmark of Kota Doria



Soure: <http://handeyemagazine.com>

5.4 PRESENT STATUS OF KOTA DORIA CLUSTER

As per the brief industrial profile of Kota District published by Ministry of MSME,

The following table summarizes the present status of Kota Doria Cluster.

Table 5.1
Present Status of Kota Doria Cluster

1	Principal Products Manufactured in the Cluster	Kota Doria Saree & Dress Material
2	Name of the Association	Kota Doria weavers association, Kaithoon
3	No. of functional units in the Clusters	1500 Looms
4	Turnover of the Clusters	35 crore
5	Employment in Cluster	3000 nos.
6	Average investment in plant & Machinery	25000
7	Major Issues	<p>Availability of finance for technological and working capital</p> <p>Marketing of the product</p> <p>Non availability of good quality raw material</p> <p>Testing of raw materials and end products</p> <p>Medical insurance facility to the weavers at local level (Kaithun) presently it is being provided at district headquarters Kota, which is 25 KMs away from the cluster.</p> <p>Lack of suitable training for dying of cloths to</p> <p>Make them export worthy.</p>
8	Access to Export Market	No direct exports, however about 10% of the total produce is indirectly exported.

Source: www.msmedijaipur.gov.in

Kaithoon, with one or two villages locally, is now the only area where kota doria is woven. The weavers of Kaithoon belong to the Muslim Ansari community. According to the available latest data, the handloom business is controlled by about 45

male master weavers and the one women's cooperative i.e. Kota Women Weavers Organization (KWWO). It was set up as a society under the Rajasthan Society Registration Act no.28, 1956 with the prime objective to work for the holistic promotion and development of Kota Doria and which includes branding, image making, resource mobilization, trainings and capacity buildings and to carry out day to day management of the organization towards achieving success. At present it has 155 members. There are nearly 3000 families involved in handloom weaving in Kaithoon, others are involved in associated activities such as setting up and repairing looms, production and dying of yarn and so forth who contribute to the total business of around Rs 85 crore every year. There are nearly 1500 registered weavers, of them most of them are female. There are an estimated 1500 looms. The industry is still economically independent and is not run by NGOs which have a peripheral role in for example helping with design, management training and health care. The infrastructure is age old and seeks attention to work on the improvement of the tools and facilities provided to the weavers. This will directly affect the productivity and marketing of the handloom products improving the livelihood of the weavers.

Kota Doria has international exposure too. Bibi Russel, a well known name in the European fashion world, was the first person who made Kota Doria contemporary. After that weavers started getting attention at international platforms and then there was no looking back for the fabric. In May 2010, Puja Rajvanshi of Kota exhibited her collection tunics made of Kota Doria for winters at the Indian Premier London Fashion Week. The Kota Doria product range is under constant innovation not only by reputed Indian and International designers but also by some of the leading industries such as Fabindia, Soma, Mother Earth, Weaver's Studio, Handloom Heritage, Upada Saree Lt and Nimish Shah's, 'GOT' certified organic fabric fashion collection depicts the transformation in the taste of contemporary options. It has heavily drawn attention of media too. Thus this yarn has made possible the weaver's hand loom a style statement.

However, due to overwhelming supply of power loom Kota Doria products; market demand for Kota Doria handloom products has not increased in the last few years. As a result weaving of this fabric has got setback in the region and the younger generation of weavers do not want to get involved in this field of work. There is also

the perennial threat of power-looms as well as similar fabric being made in Banaras, which is sold in the market in the name of Kota Doria.

As the power loom kota doria saris from Varanasi, Kolkatta and China take over the market for simple cotton saris and dupattas, the hand loom industry is trying to re-position itself at the top end of the market by designing and weaving gorgeous tissue wedding saris, heavy with gold zari . The market for these saris is largely in South India centered at Hyderabad. Weavers take a month to weave one saree and every piece is a unique work of art that can be treasured for generations as the real zari will not tarnish.

However, apart from competition with power loom products; there are numerous problems which the people living in Kaithun and other villages of Kota Doria cluster have been facing. In the next chapters the researcher has attempted to reveal the problems that weavers are facing in this region with the help of collected data and suggested measures to enhance their productivity and to overcome the problems.

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CHAPTER VI

DATA ANALYSIS & INTERPRETATION

CHAPTER VI

DATA ANALYSIS & INTERPRETATION

INTRODUCTION

The core of any research exercise is analysis of the collected data and the inferences that are drawn based on the interpretation of the findings of the research. This chapter presents the crux of the study. The main objective of the present chapter is to provide the results of the data analysis conducted to test the stated hypotheses as per the empirical research undertaken. The data analysis was mainly based on the primary information collected from the weavers of the study area according to the sampling design mentioned in the previous chapter. The secondary data is used to draw a general background over all scenarios. This chapter is well-classified for systematic presentation of collected data and their statistical analysis. The data collected through the questionnaire was tabulated and analyzed using data classification tools. Interpretations were made to get the meaningful inferences.

The chapter has been divided into the following sections-

1. Profile of the respondents

This section comprises personal information such as gender, age, occupation, location, name of the service provider, secondary service provider etc. These variables may help in finding association with other variables for further studies. However, for the purpose of the study only the associations between the variables considered for testing of hypotheses and the chosen telecom companies were established.

2. Data Analysis and Hypotheses Testing

In this section associations were established between chosen service providers and the variables pertaining to stated hypotheses. Further, the associations were tested to accept or reject the hypotheses using various statistical tools including Percentile analysis, averages, and Pearson's Chi-square test.

3. Hypothesis viewed as per the analysis

This section summarizes the result of the analysis and concludes whether the stated hypotheses have been accepted or rejected.

6.1 PROFILE OF THE RESPONDENTS

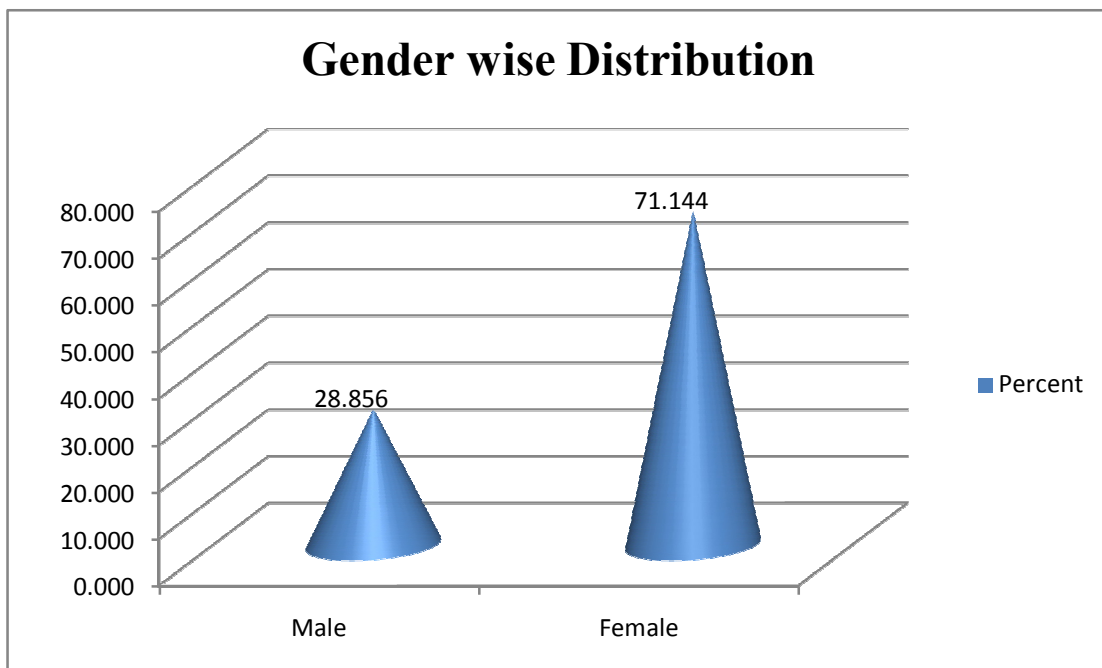
This section covers profile of respondents (weavers) on the basis of the primary data in tabular mode with respective percentages and portrays them through suitable graphs.

6.1.1 Distribution Based on Gender

Table 6.1
Distribution of Handloom Workers According to their Gender

Gender	Frequency	Percent
Male	116.000	28.856
Female	286.000	71.144
Total	402.000	100.000

Chart 6.1



The gender wise distribution revealed that out of the total respondents, about 71 percent of respondents were female while only 29 percent were male. It depicts that there was less male participation in Kota Doria weaving practice.

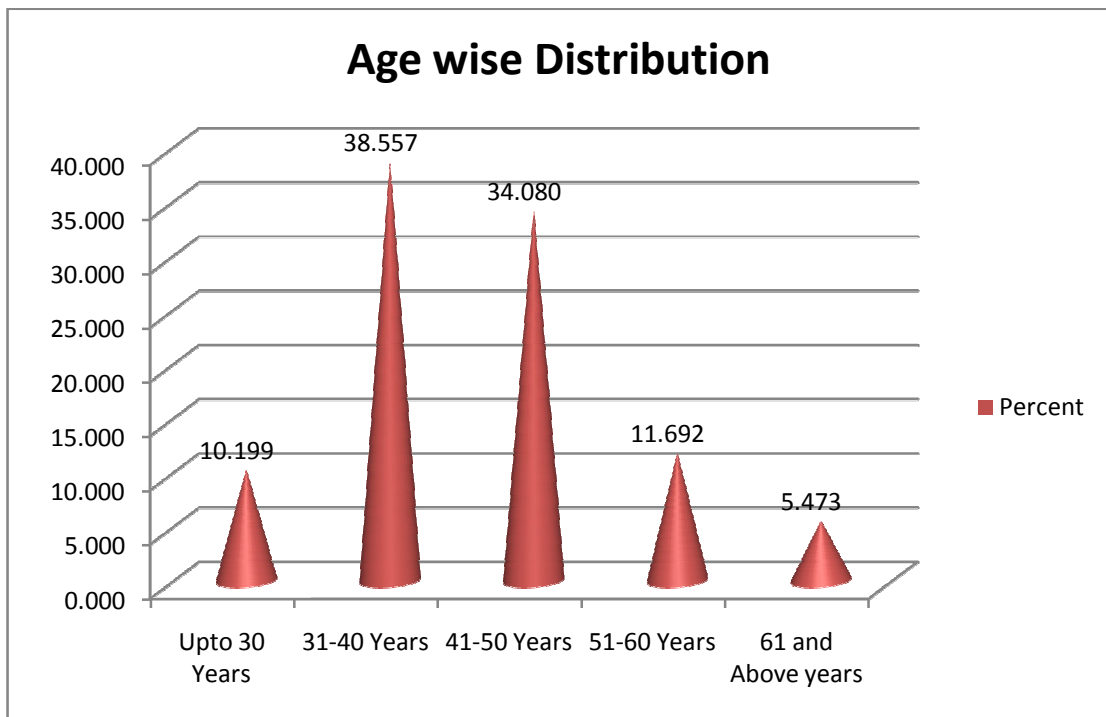
6.1.2 Distribution Based on Age

Table 6.2

Distribution of Handloom Workers According to their Age

Age Groups	Frequency	Percent
Upto 30 Years	41.000	10.199
31-40 Years	155.000	38.557
41-50 Years	137.000	34.080
51-60 Years	47.000	11.692
61 and Above years	22.000	5.473
Total	402.000	100.000

Chart 6.2



From the above table and graph, it was found that majority of the respondents (38.56%) were between 31-40 years of age group. Nearly 34 per cent of weavers in the survey belonged to age group of 41-50 years, while about 12 per cent belonged to 51-60 years age group and 10 per cent were from Up to 30 years age group. The least number of respondents (5.47%) belonged to the age group more than 60 years.

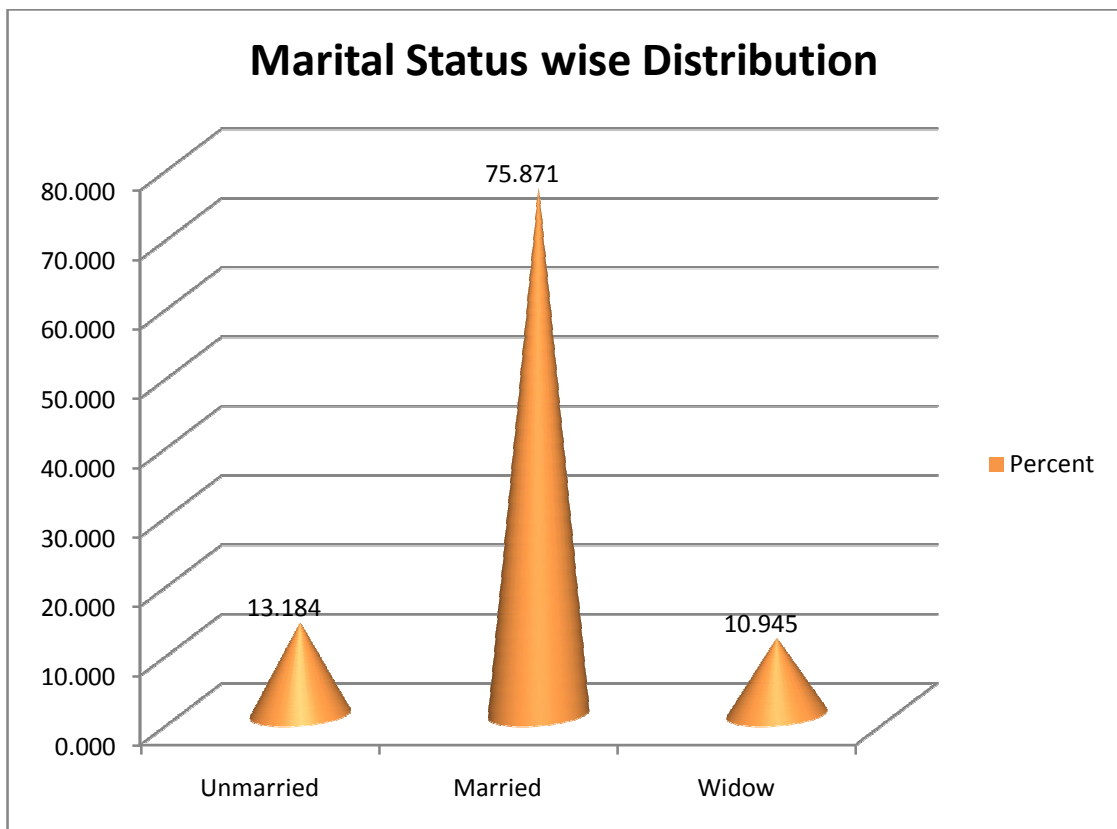
6.1.3 Distribution Based on Marital Status

Table 6.3

Distribution of Handloom Workers According to their Marital Status

Marital Status	Frequency	Percent
Unmarried	53.000	13.184
Married	305.000	75.871
Widow	44.000	10.945
Total	402.000	100.000

Chart 6.3



It is clear from the above table and graph that out of total respondents, a majority i.e. 75.87 per cent were married while about 13 per cent were unmarried. Nearly 11 per cent of the total respondents were widow. It shows that most of the weavers engaged in Kota Doria cluster are married.

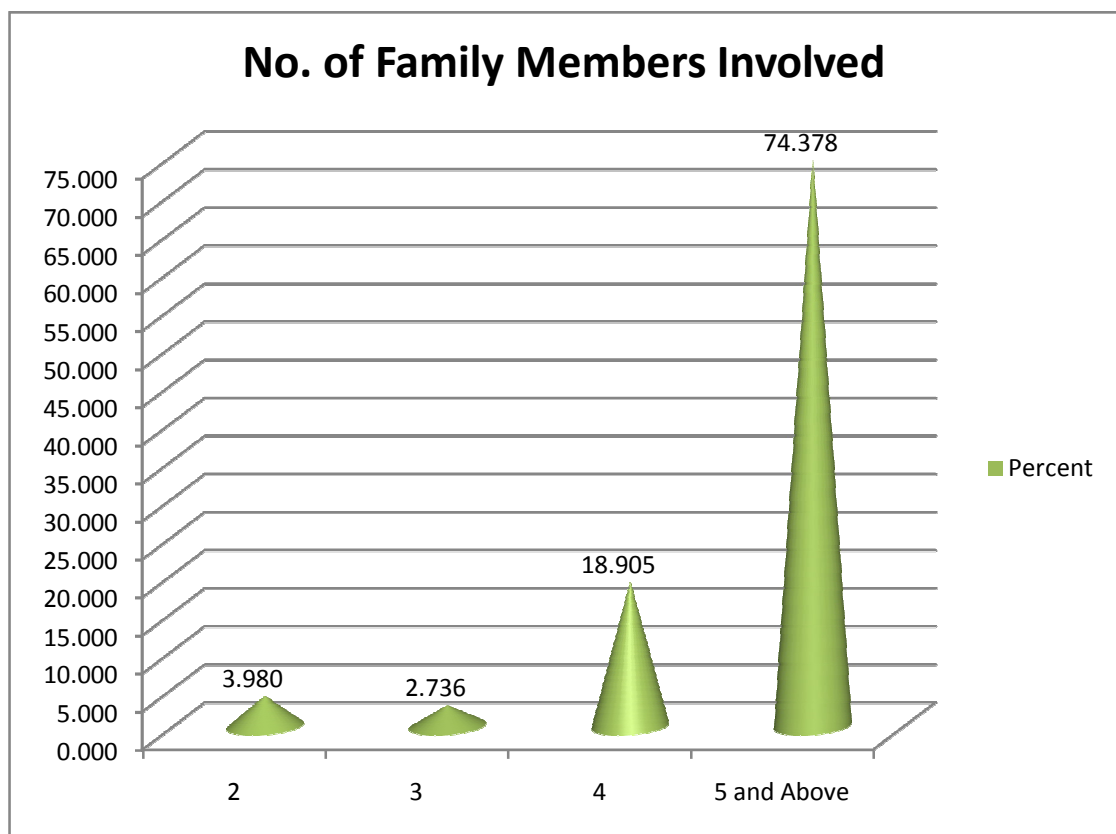
6.1.4 Distribution Based on Number of Family Members

Table 6.4

Distribution of Handloom Workers According to Number of Family Members

No. of Family members	Frequency	Percent
2	16.000	3.980
3	11.000	2.736
4	76.000	18.905
5 and Above	299.000	74.378
Total	402.000	100.000

Chart 6.4



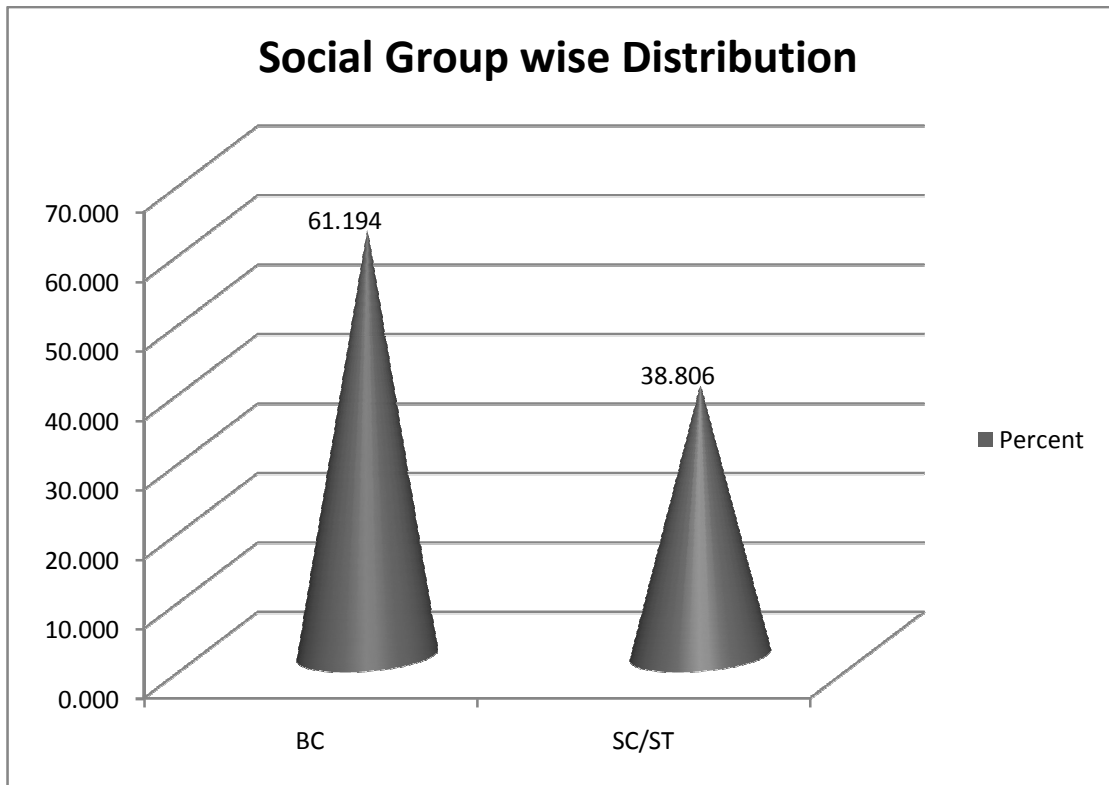
From the above table and graph, it was found that majority of the respondents (74.38%) said that more than 5 members of their family were involved in their weaving occupation. Nearly 19 per cent of weavers said that four members of their family were engaged in this occupation, while about 4 per cent and 3 Per cent had 2 and 3 family members respectively who were jointly involved in their profession.

6.1.5 Distribution Based on Social Group

Table 6.5
Distribution of Handloom Workers According to their Social Group

Social Group	Frequency	Percent
OBC	246.000	61.194
SC/ST	156.000	38.806
Total	402.000	100.000

Chart 6.5



From the above table and graph it is clear that most of the respondents i.e. 61.19 per cent belonged to OBC community whereas, 38.81 per cent were from SC/ST community.

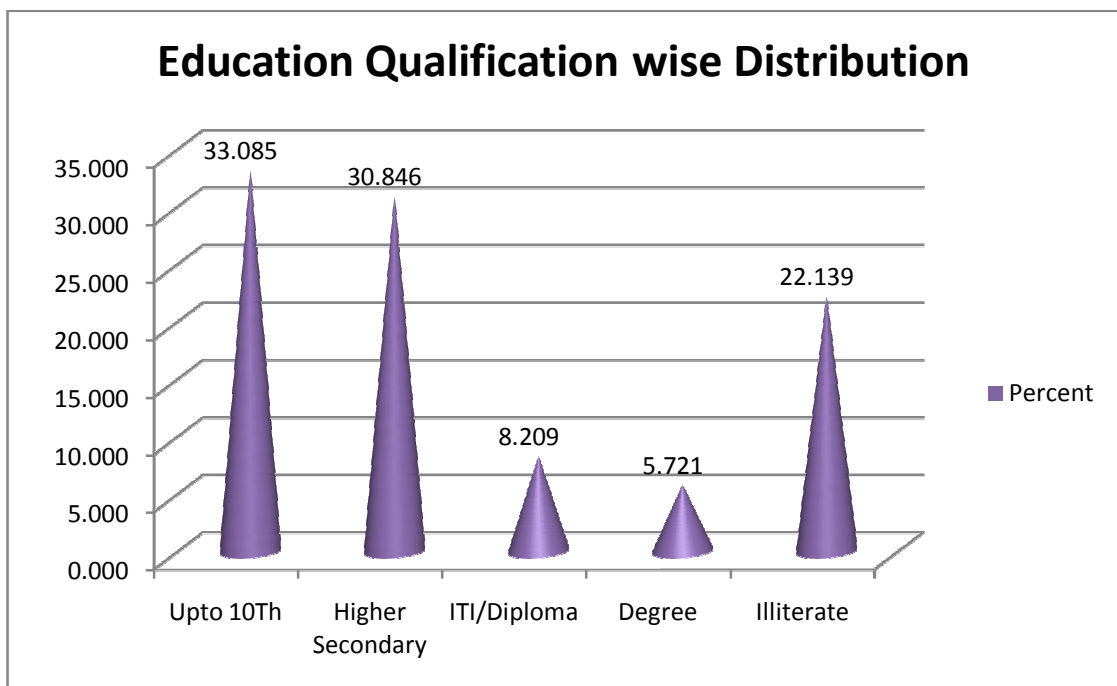
6.1.6 Distribution Based on Education Qualification

Table 6.6

Distribution of Handloom Workers According to their Education Qualification

Education Qualification	Frequency	Percent
Upto 10Th	133.000	33.085
Higher Secondary	124.000	30.846
ITI/Diploma	33.000	8.209
Degree	23.000	5.721
Illiterate	89.000	22.139
Total	402.000	100.000

Chart 6.6



From the above table and graph it is clear that educational qualification wise 22.14 per cent respondents were illiterate, 33.08% weavers were educated up to secondary level, 30.85% up to senior secondary level while, 8.21% were having ITI/Diploma and 5.72% were graduate or post graduate degree holders.

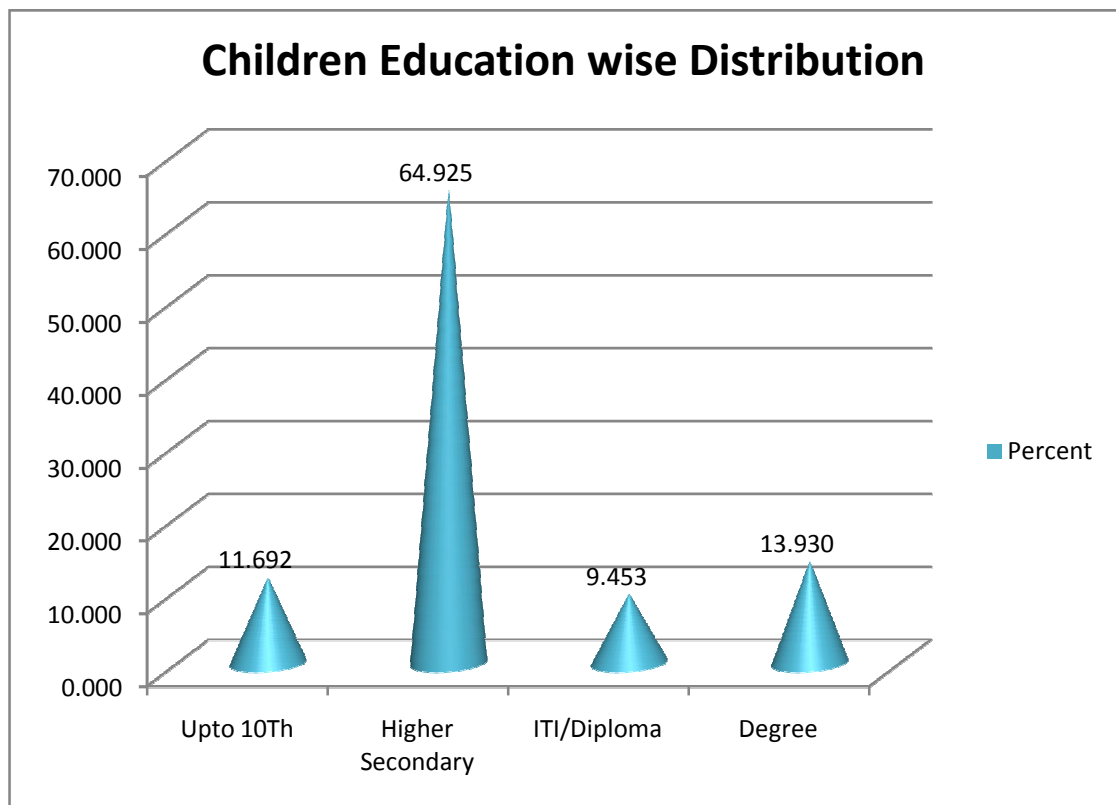
6.1.7 Distribution Based on Children Education

Table 6.7

Distribution of Handloom Workers According to their Children Education

Children Education	Frequency	Percent
Upto 10 Th	47.000	11.692
Higher Secondary	261.000	64.925
ITI/Diploma	38.000	9.453
Degree	56.000	13.930
Total	402.000	100.000

Chart 6.7



From the above table and graph it is clear that children of most of the weavers (64.92%) were having education up to higher secondary level only. About 12 per cent of the total respondents said that their children had done schooling up to 10 th standard only while, only 13.93 per cent respondents said that their children were graduate or post graduate degree holders.

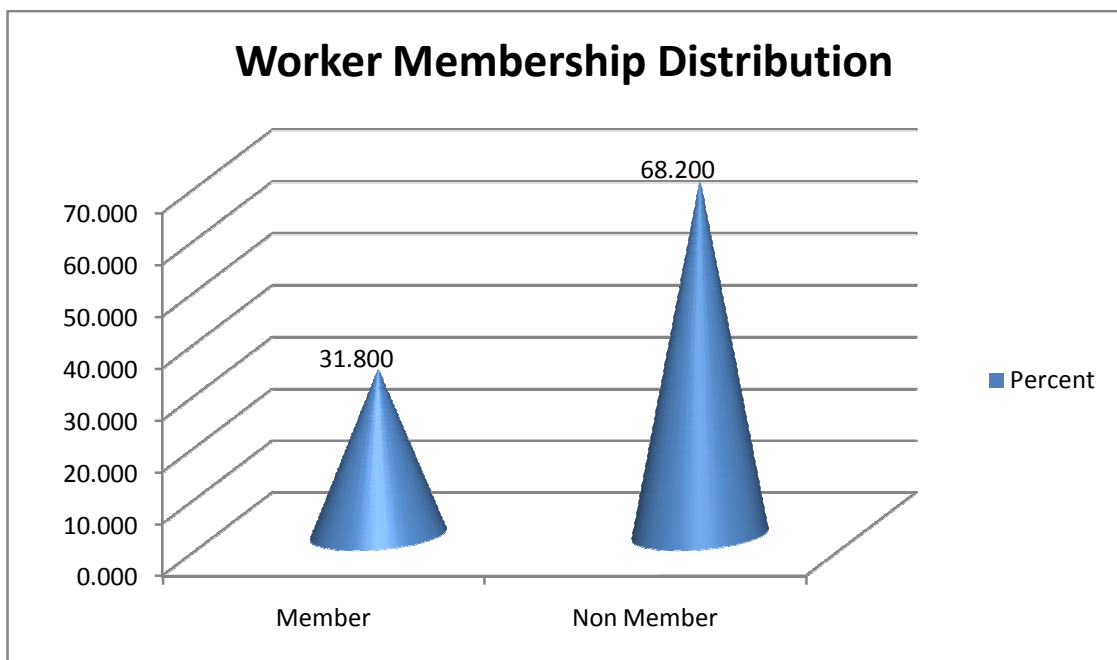
6.1.8 Distribution Based on Society membership

Table 6.8

Distribution of Handloom Workers On the basis of Society membership

Society	Frequency	Percent
Member	128.000	31.800
Non-member	274.000	68.200
Total	402.000	100.000

Chart 6.8



From the above table it is clear that 31.80% weavers are associated with KWWO remaining 68.20% weavers are not associated with any society.

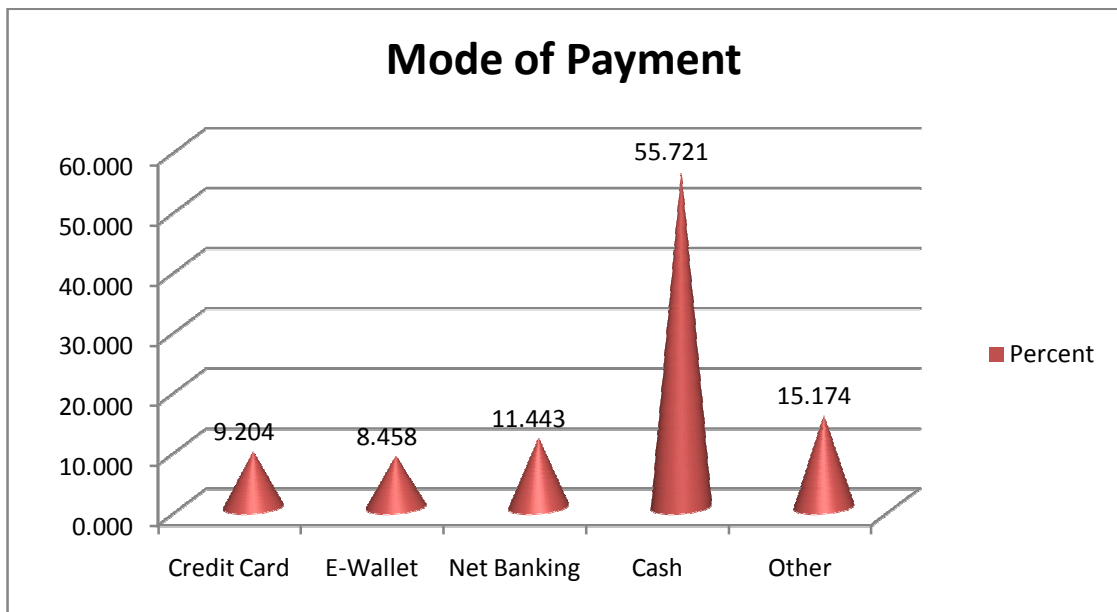
6.1.9 Distribution Based on Preferred Mode of Payment

Table 6.9

Distribution of Handloom Workers According to Preferred Mode of Payment

Mode Of Payment	Frequency	Percent
Credit Card	37.000	9.204
E-Wallet	34.000	8.458
Net Banking	46.000	11.443
Cash	224.000	55.721
Other	61.000	15.174
Total	402.000	100.000

Chart 6.9



From the above table and graph it is clear that most of the weavers i.e. nearly 56 per cent opined that they prefer cash payment from their customers, about 11 per cent said they prefer

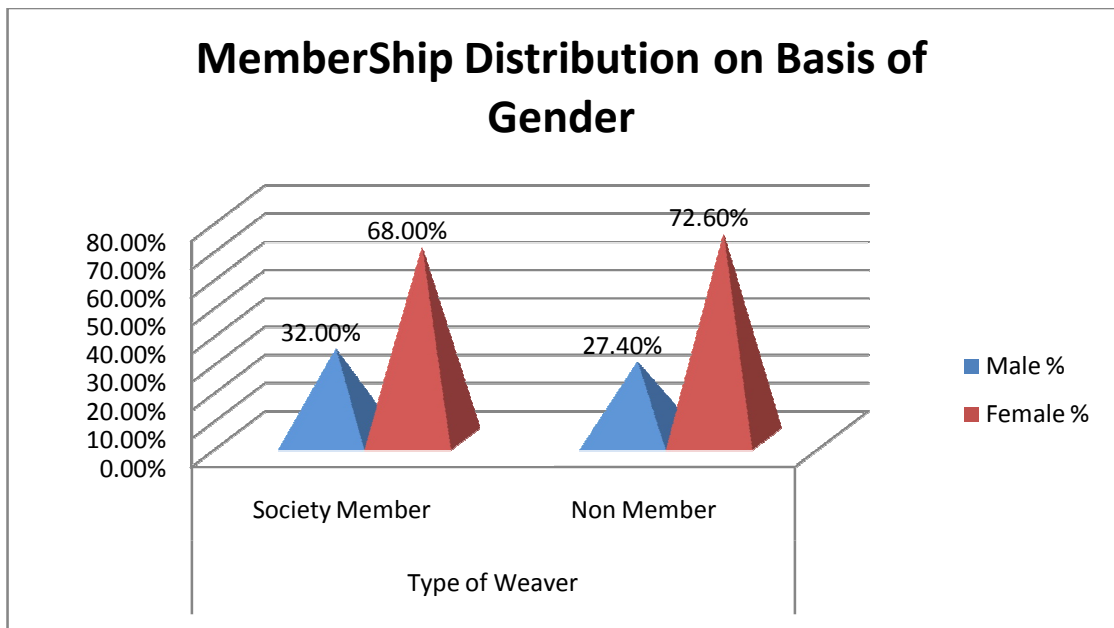
Net banking, while almost equal number of respondents opined in favour of credit card and E-wallet.

6.1.10 Membership Distribution On the Basis of Gender

Table 6.10
Association between Type of Handloom Worker and their Gender

Gender		Type of Weaver		Total
		Society Member	Society Member	
Male	Count	41	75	116
	%	32.0%	27.4%	28.9%
Female	Count	87	199	286
	%	68.0%	72.6%	71.1%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.10



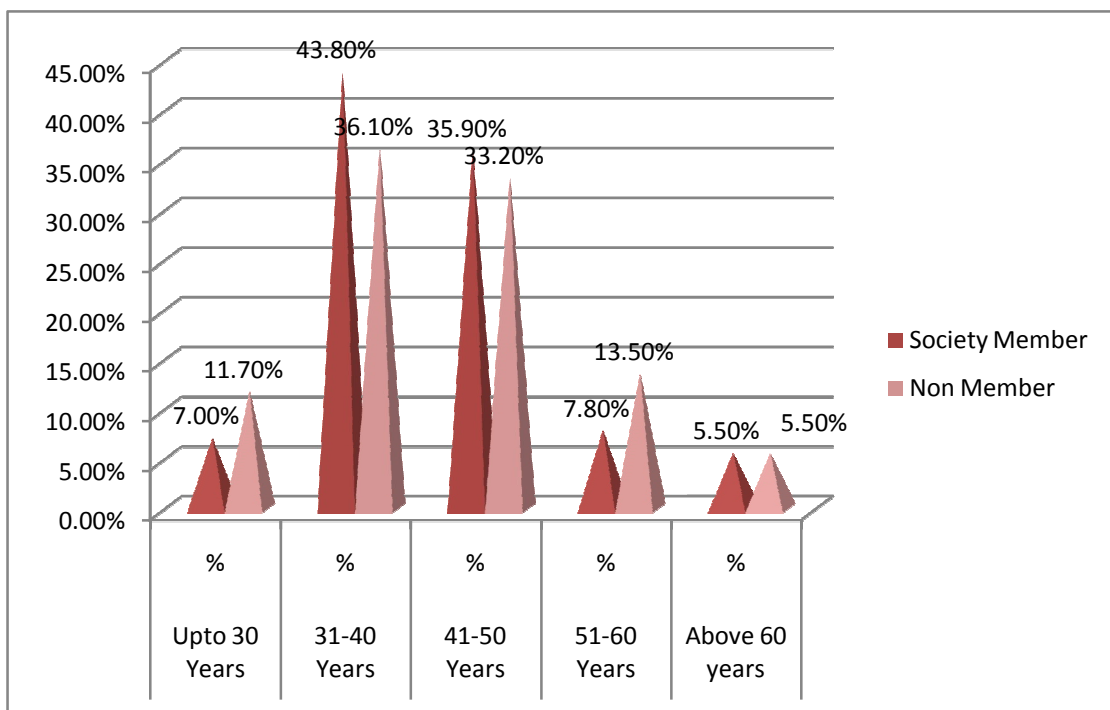
As per the above table and chart out of total respondents a higher percentage belongs to females (71.1%) against male respondents (28.9%). Among non-members a higher percentage (72.6%) is of females against males (27.4%). On the other hand, among members again a higher percentage is of females (68%) against males (32%)

6.1.11 Membership Distribution On the Basis of Age group

Table 6.11
Association between Type of Handloom Worker and their Age Group

Age Group		Type of Weaver		Total
		Society Member	Non Member	
Upto 30 Years	Count	9	32	41
	%	7.0%	11.7%	10.2%
31-40 Years	Count	56	99	155
	%	43.8%	36.1%	38.6%
41-50 Years	Count	46	91	137
	%	35.9%	33.2%	34.1%
51-60 Years	Count	10	37	47
	%	7.8%	13.5%	11.7%
Above 60 years	Count	7	15	22
	%	5.5%	5.5%	5.5%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.11
Membership Distribution on the basis of Age



As per the above table out of total respondents a higher percentage (38.6%) belongs to Age Group 31-40 years. Among members the highest percentage (43.8%) belongs to the age group 31-40 followed by the age group 41-50 years (35.9%), while, the least percentage belongs to age group above 60 years. However, among non-members the age group 31-40 years constitutes the highest percentage (36.1%) while the age group 41-50 years scores 33.2 percentages; the least percentage belongs to age group above 60 years similar to members.

6.1.12 Membership Distribution On the Basis of Marital Status

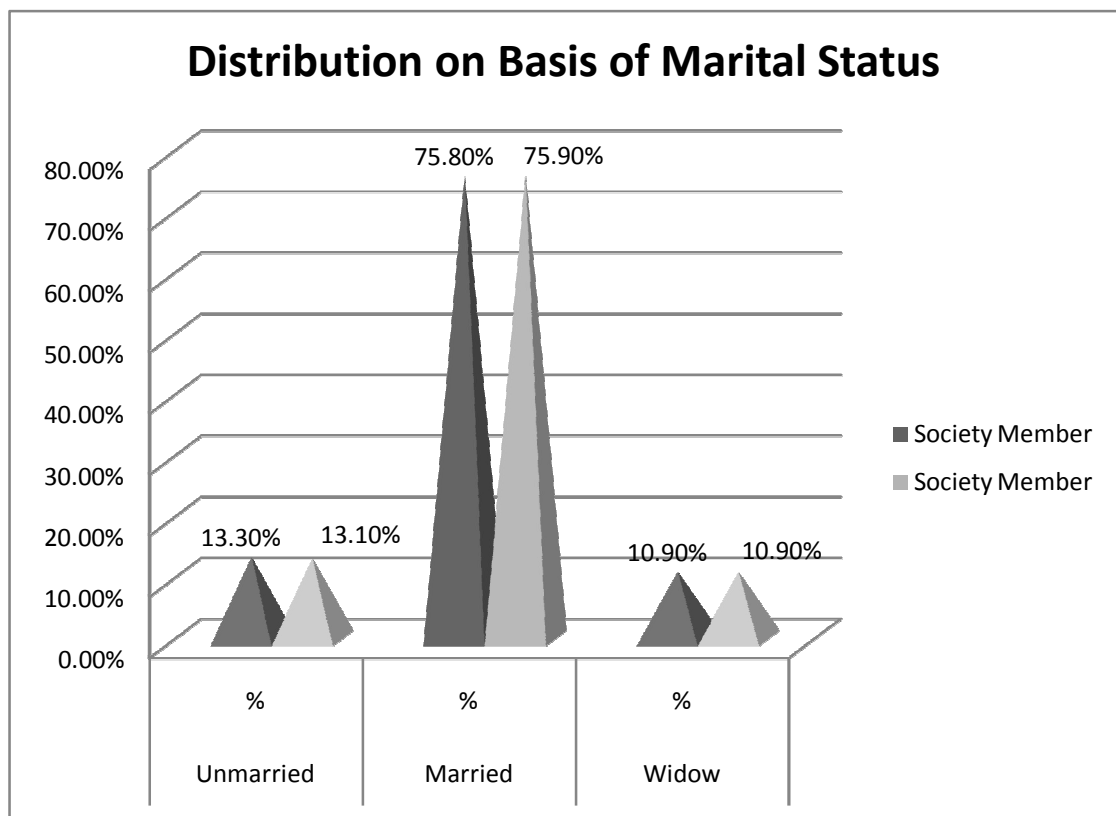
Table 6.12

Association between Type of Handloom Worker and their Marital Status

Marital Status		Type of Weaver		Total
		Society Member	Society Member	
Unmarried	Count	17	36	53
	%	13.3%	13.1%	13.2%
Married	Count	97	208	305
	%	75.8%	75.9%	75.9%
Widow	Count	14	30	44
	%	10.9%	10.9%	10.9%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.12

Membership Distribution On the Basis of Marital Status



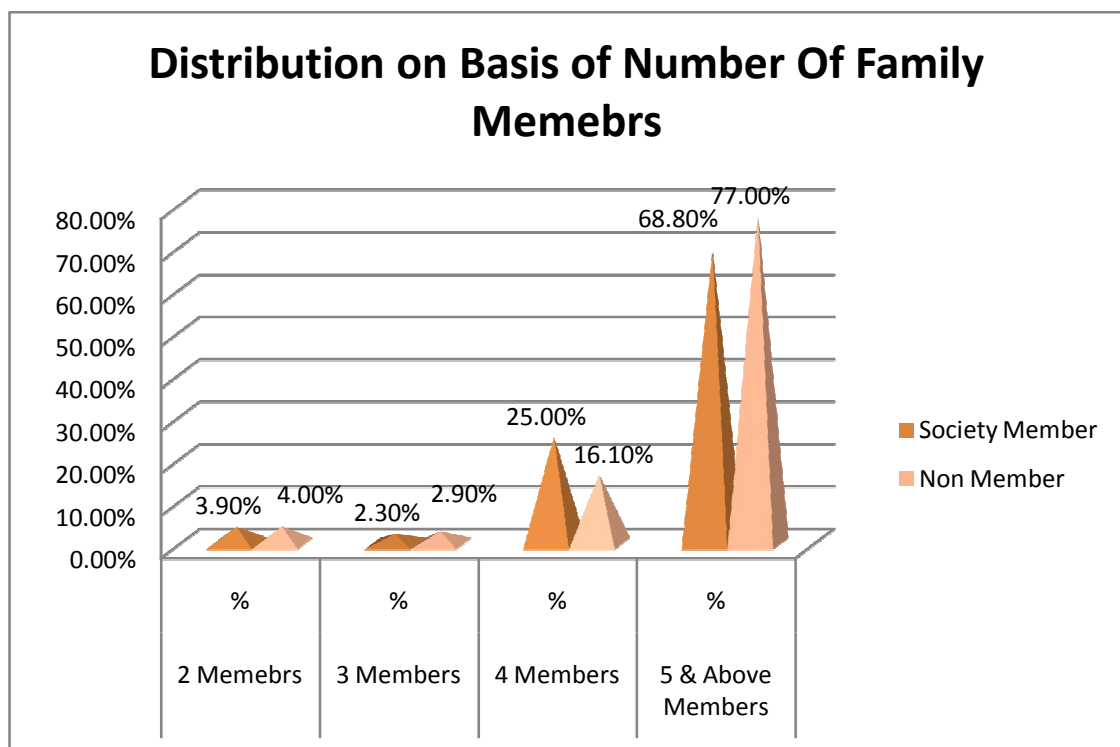
As per the above table out of total respondents a higher percentage (75.9%) belongs to married respondents. Among married respondents the higher percentage (75.8%) of members is against the highest percentage (75.9%) is of non-members while, among widow respondents the least percentage (10.9%) of members are against (10.9%) of non-members.

6.1.13 Membership Distribution On the Basis of Number of Family Members

Table 6.13
Association between Type of Handloom Worker and Number of Family Members

Family members		Type of Weaver		Total
		Society Member	Society Member	
2	Count	5	11	16
	%	3.9%	4.0%	4.0%
3	Count	3	8	11
	%	2.3%	2.9%	2.7%
4	Count	32	44	76
	%	25.0%	16.1%	18.9%
5 and Above	Count	88	211	299
	%	68.8%	77.0%	74.4%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.13
Membership Distribution On the Basis of Number of Family Members



As per the above table out of total respondents a higher percentage (74.4%) belongs to weavers having 5 and above family members. Among members the highest percentage (68.8%) belongs to weavers having 5 and above family members followed by weavers having 4 members (25%), while, the least percentage (2.3) belongs to weavers having 3 family members. However, among non-members weavers having 5 and above family members constitutes the highest percentage (77%) while weavers having 4 members scores 16.1 percentages; the least percentage (2.9) belongs to weavers having 3 family members.

6.1.14 Membership Distribution On the Basis of Social Group

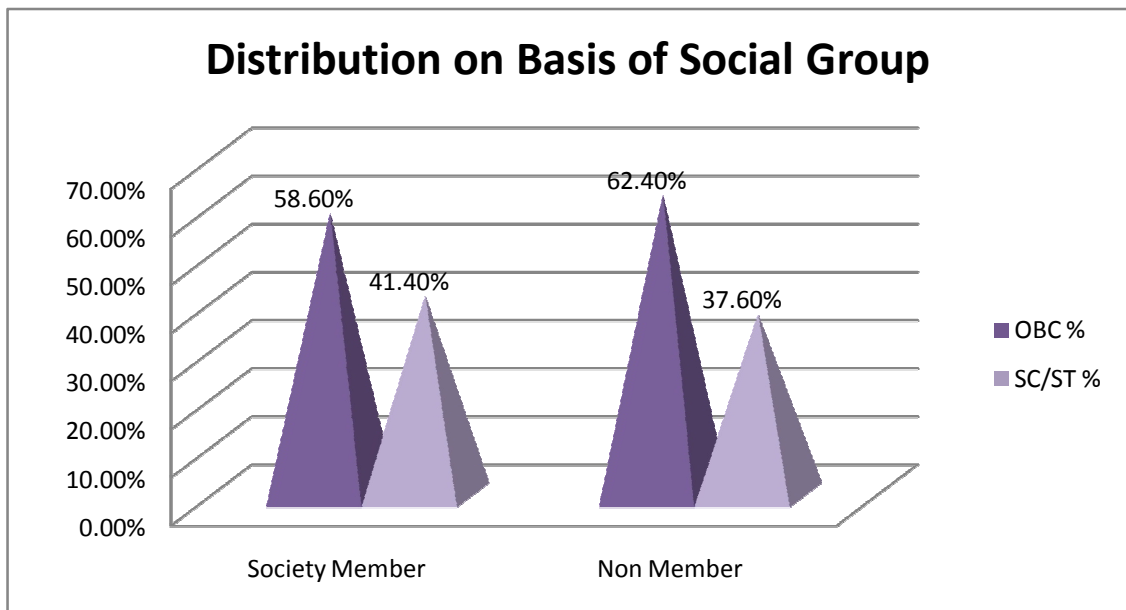
Table 6.14

Association between Type of Handloom Worker and their Social Group

Social Group		Type of Weaver		Total
		Society Member	Society Member	
OBC	Count	75	171	246
	%	58.6%	62.4%	61.2%
SC/ST	Count	53	103	156
	%	41.4%	37.6%	38.8%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.14

Membership Distribution On the Basis of Social group



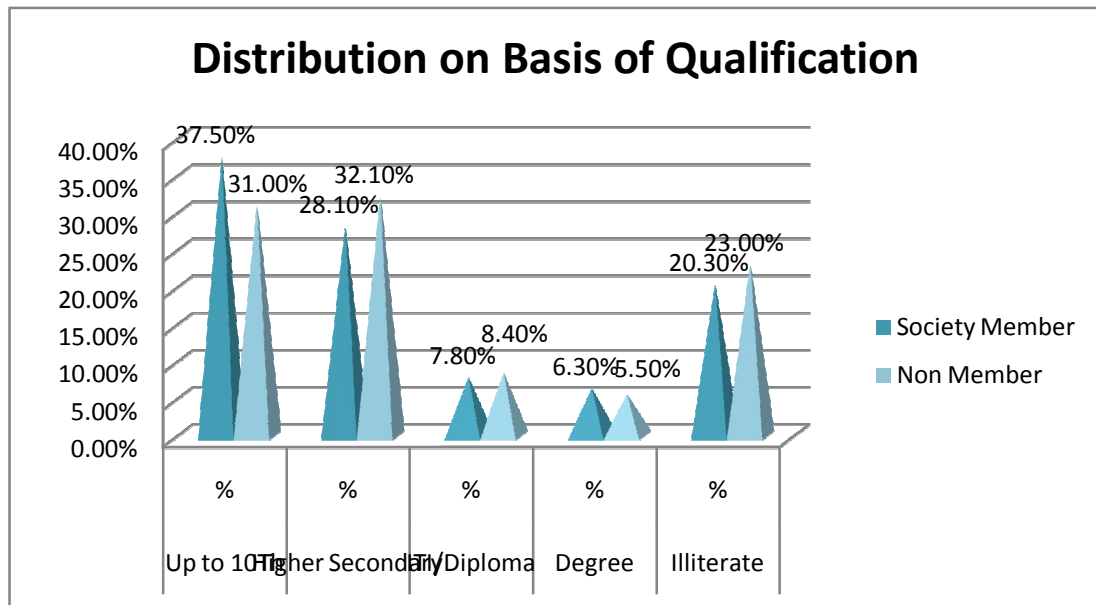
As per the above table out of total respondents a higher percentage (61.2%) belongs to OBC. Among OBC respondents the higher percentage (58.6%) of members is against the highest percentage (62.4%) is of non-members while, among SC/ST respondents the least percentage (41.4%) of members are against (37.6%) of non-members.

6.1.15 Membership Distribution On the Basis of Educational Qualification

Table 6.15
Association between Type of Handloom Worker and their Educational Qualification

Educational Qualification		Type of Weaver		Total
		Society Member	Society Member	
Up to 10 Th	Count	48	85	133
	%	37.5%	31.0%	33.1%
Higher Secondary	Count	36	88	124
	%	28.1%	32.1%	30.8%
ITI/Diploma	Count	10	23	33
	%	7.8%	8.4%	8.2%
Degree	Count	8	15	23
	%	6.3%	5.5%	5.7%
Illiterate	Count	26	63	89
	%	20.3%	23.0%	22.1%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.15
Membership Distribution On the Basis of Educational Qualification



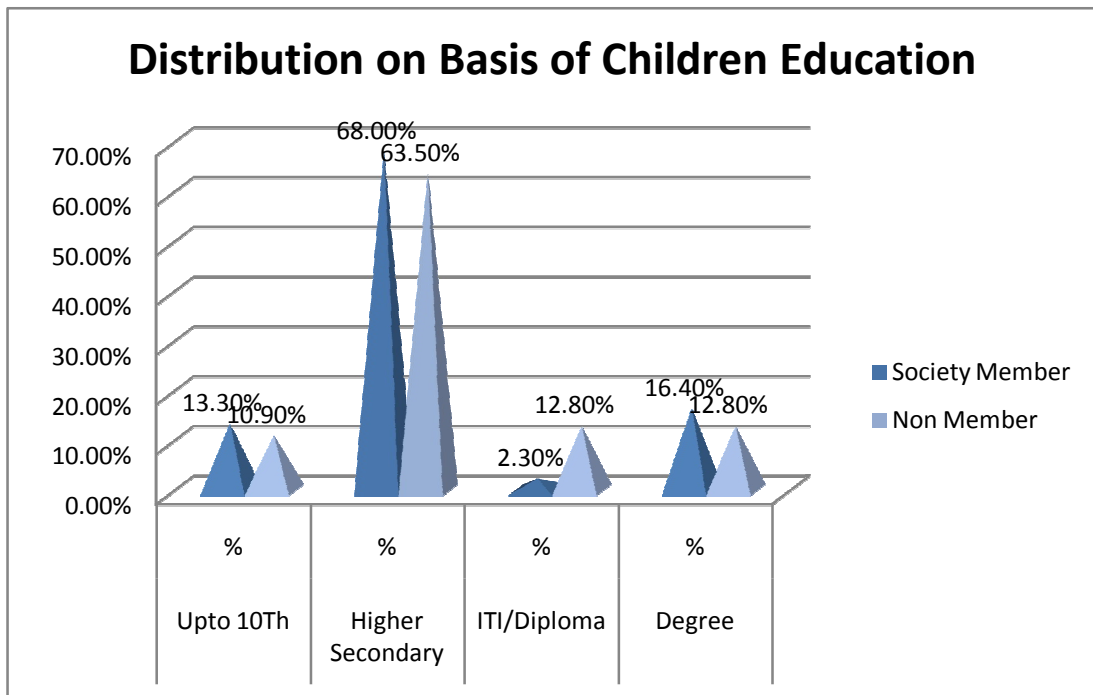
As per the above table out of total respondents a higher percentage (33.1%) belongs to respondents with educational qualification up to High school. Among members the highest percentage (37.5%) belongs to educational qualification up to High school followed by educational qualification up to Higher Secondary (28.1%), while, 20.3 per cent belongs to illiterate. However, among non-members the highest percentage (32.1%) belongs to educational qualification up to Higher Secondary followed by educational qualification up to High school (31.0%), while, 23 per cent belongs to illiterate.

6.1.16 Membership Distribution On the Basis of Children's Education

Table 6.16
Association between Type of Handloom Worker and their Children's Education

Children Education		Type of Weaver		Total
		Society Member	Non-member	
Upto 10Th	Count	17	30	47
	%	13.3%	10.9%	11.7%
Higher Secondary	Count	87	174	261
	%	68.0%	63.5%	64.9%
ITI/Diploma	Count	3	35	38
	%	2.3%	12.8%	9.5%
Degree	Count	21	35	56
	%	16.4%	12.8%	13.9%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.16
Membership Distribution On the Basis of Children's Education



As per the above table out of total respondents a higher percentage (64.9%) belongs to respondents with children's educational qualification up to Higher Secondary level. Among the respondents the higher percentage (68.0%) is of members against the highest percentage (63.5%) of non-members with children's educational qualification up to Higher Secondary level while on the other hand the least percentage (2.3%) is of members for educational qualification up to ITI/Diploma level and (10.9%) is of non-members with children's education up to 10th level.

6.1.17 Membership Distribution On the Basis of Family Type

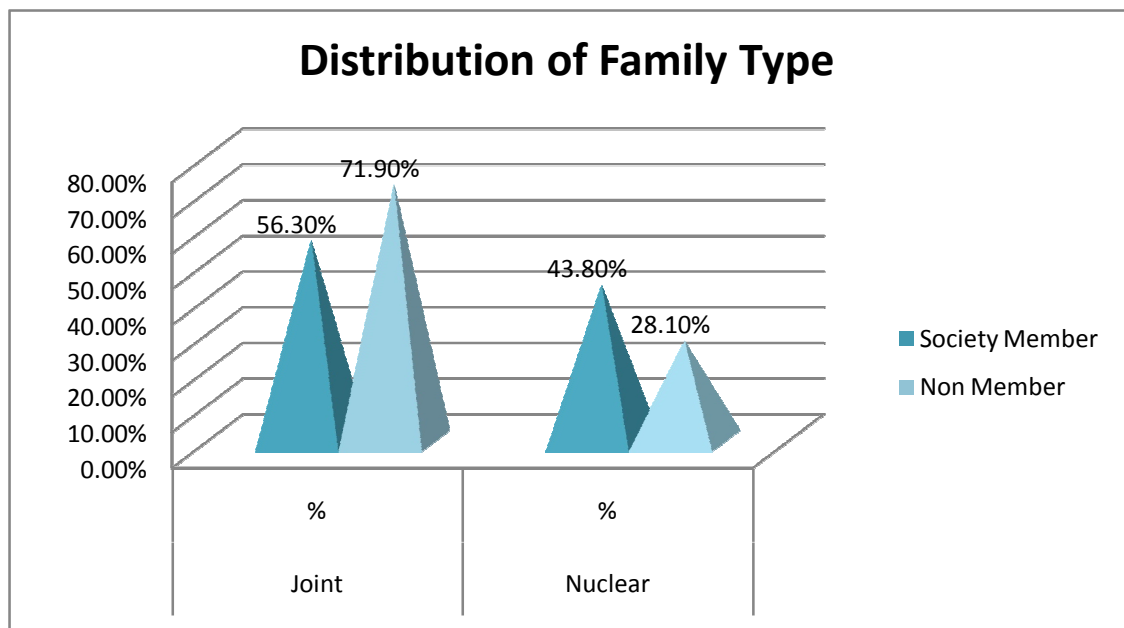
Table 6.17

Association between Type of Handloom Worker and Family Type

Family Type		Type of Weaver		Total
		Society Member	Non-member	
Joint	Count	72	197	269
	%	56.3%	71.9%	66.9%
Nuclear	Count	56	77	133
	%	43.8%	28.1%	33.1%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.17

Membership Distribution On the Basis of Family Type



As per the above table Out of total respondents a higher percentage belongs to joint family (66.9%) against nuclear family respondents (33.1%). Among non-members a higher percentage (71.9%) is of joint family against nuclear family (28.1%). On the other hand, among members again a higher percentage is of joint family respondents (56.3%) against nuclear family respondents (43.8%).

6.1.18 Membership Distribution On the Basis of House Ownership

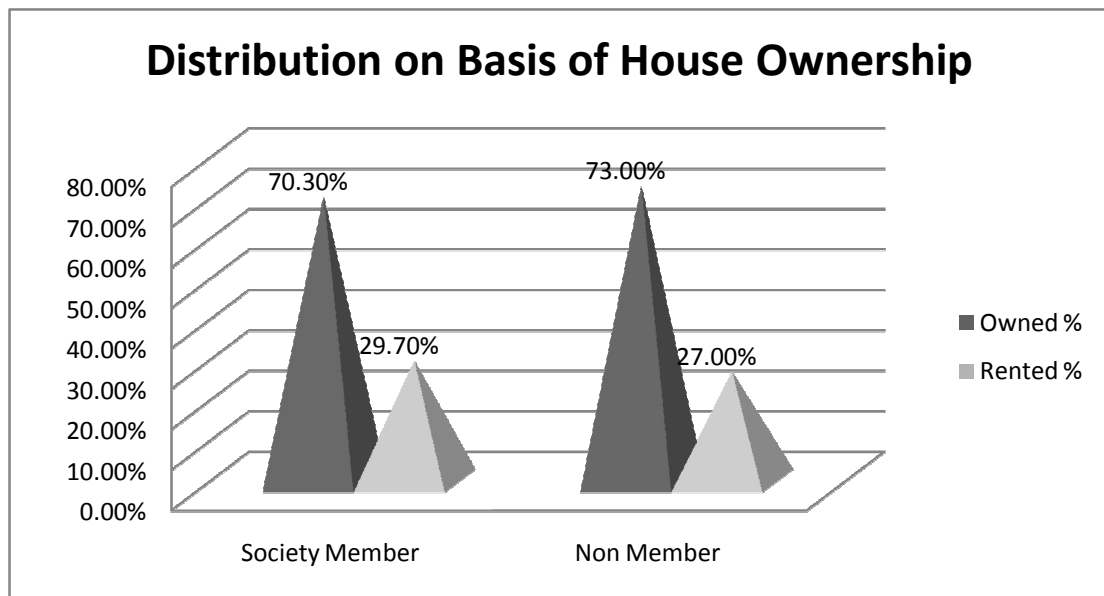
Table 6.18

Association between Type of Handloom Worker and House Type

House Type		Type of Weaver		Total
		Society Member	Non-member	
Owned	Count	90	200	290
	%	70.3%	73.0%	72.1%
Rented	Count	38	74	112
	%	29.7%	27.0%	27.9%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.18

Membership Distribution On the Basis of House Ownership



As per the above table out of total respondents a higher percentage belongs to self owned house (72.1%) against rented house (27.9%). Among non-members a higher percentage (73.0%) is of self owned housed against rented house (27.0%). On the other hand, among members again a higher percentage is of self owned house respondents (70.3%) against rented house respondents (29.7%).

6.1.19 Membership Distribution On the Basis of Free Electricity Facility

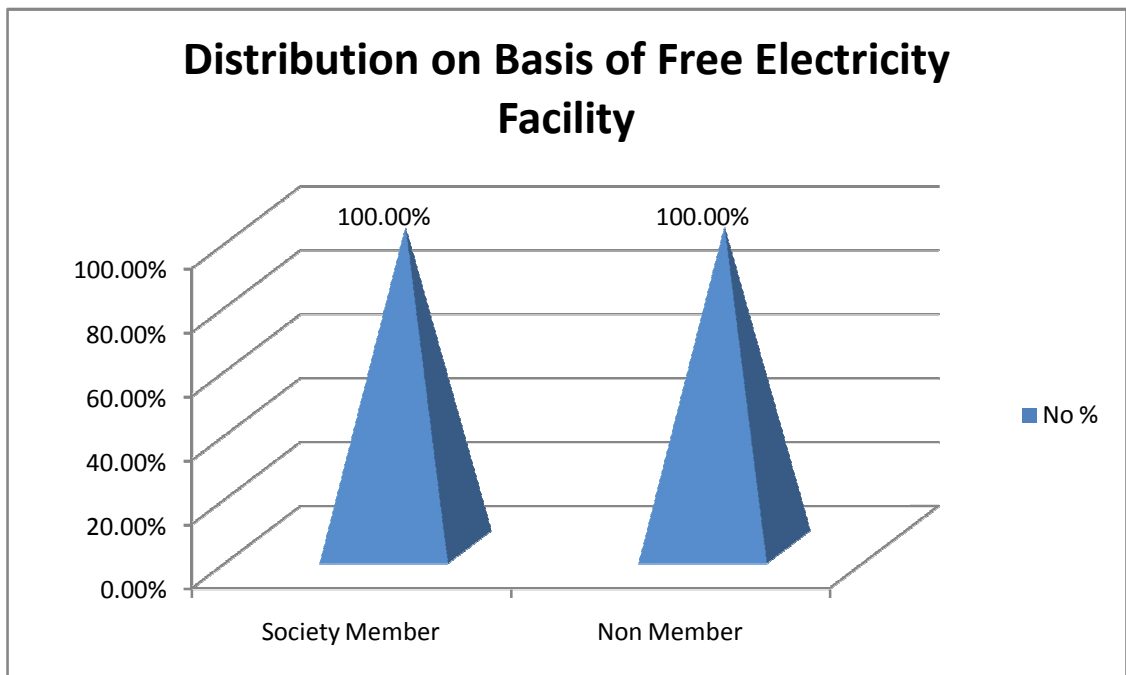
Table 6.19

Association between Type of Handloom Worker and Free Electricity Facility

Free Electricity		Type of Weaver		Total
		Society Member	Non-member	
No	Count	128	274	402
	%	100.0%	100.0%	100.0%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.19

Membership Distribution On the Basis of Free Electricity Facility



The above table shows the distribution of handloom society members on basis of free electricity. Neither member nor non-member is getting benefit of free electricity facility from government.

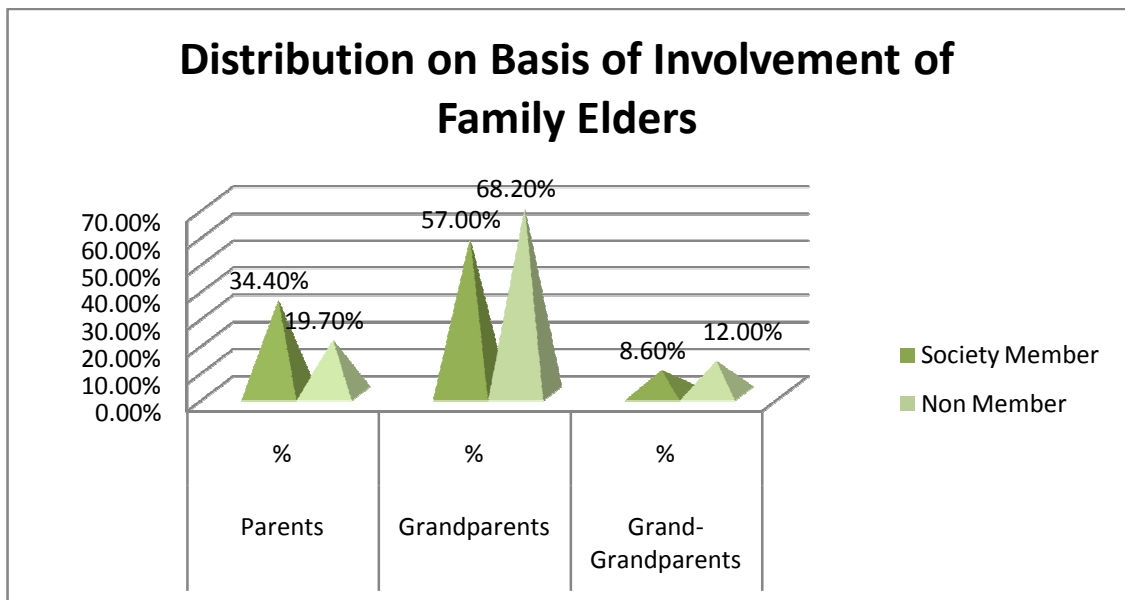
6.1.20 Membership Distribution On the Basis of Involvement of Elders of Family

Table 6.20
Association between Type of Handloom Worker and their Family Elders Involved

Elders of Family		Type of Weaver		Total
		Society Member	Non-member	
Parents	Count	44	54	98
	%	34.4%	19.7%	24.4%
Grandparents	Count	73	187	260
	%	57.0%	68.2%	64.7%
Grand-(Great) Grandparents	Count	11	33	44
	%	8.6%	12.0%	10.9%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.20

Membership Distribution On the Basis of Involvement of Elders of Family



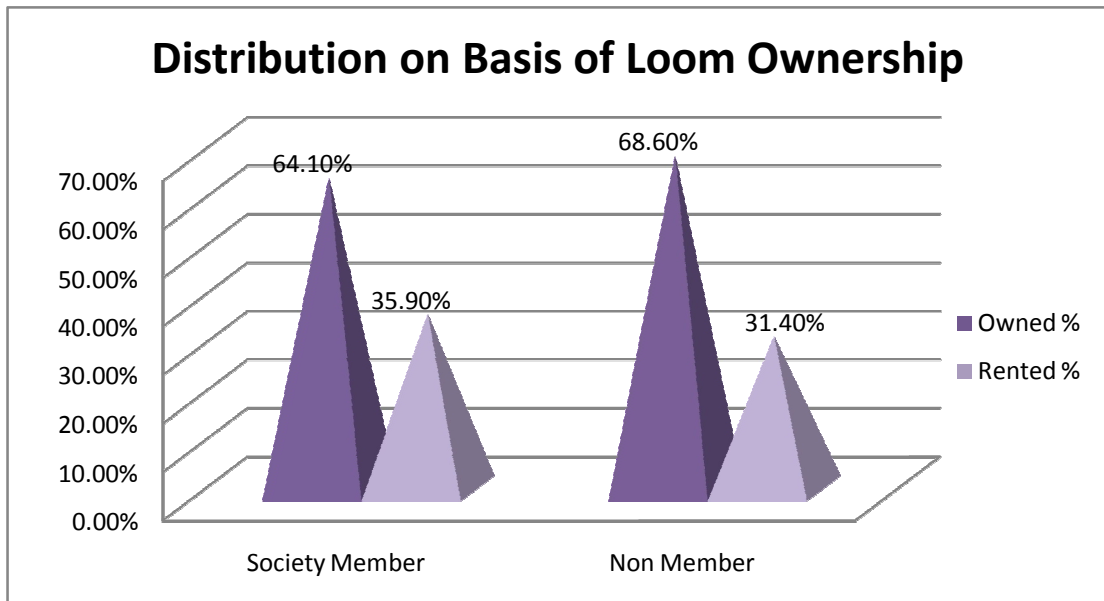
As per the above table out of total respondents a higher percentage (64.7%) belongs to respondents who involve grandparents. Among the respondents the higher percentage (57.0%) is of the members against the highest percentage (68.2%) of the non-members who involve their grandparents while the least percentage (8.6%) is of members and (12.0%) is of non-members who involve great grandparents.

6.1.21 Membership Distribution On the Basis of Looms Ownership

Table 6.21
Association between Type of Handloom Worker and Looms Ownership

Looms Ownership		Type of Weaver		Total
		Society Member	Non-member	
Owned	Count	82	188	270
	%	64.1%	68.6%	67.2%
Rented	Count	46	86	132
	%	35.9%	31.4%	32.8%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.21
Membership Distribution On the Basis of Looms Ownership



As per the above table out of total respondents a higher percentage belongs to self owned Looms (67.2%) against rented Looms (32.8%). Among non-members a higher percentage (68.6%) is of self owned looms against rented looms (31.4%). On the other hand, among members again a higher percentage is of self owned looms respondents (64.1%) against rented looms respondents (35.9%).

6.1.22 Membership Distribution On the Basis of Number of Family Members Involved

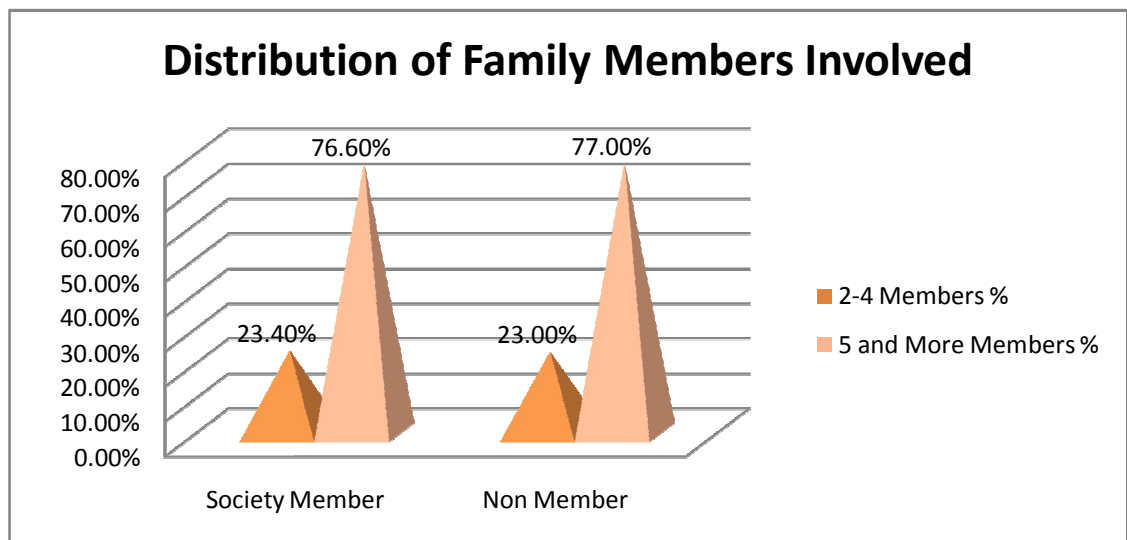
Table 6.22

Association between Type of Handloom Worker and Number of Family Members Involved

Family Members involved		Type of Weaver		Total
		Society Member	Non-member	
2-4 Members	Count	30	63	93
	%	23.4%	23.0%	23.1%
5 and More Members	Count	98	211	309
	%	76.6%	77.0%	76.9%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.22

Membership Distribution On the Basis of Number of Family Members Involved



As per the above table out of total respondents a higher percentage (76.9%) belongs to respondents who involve 5 and more members against respondents who involve 2-4 members (23.1%). Among non-members a higher percentage (77.0%) is of respondents who involve 5 and more members against respondents who involve 2-4 members (23.0%). On the other hand, among members a higher percentage (76.6%) is of respondents who involve 5 and more members against respondents who involve 2-4 members (23.4%).

6.1.23 Membership Distribution On the Basis of Time Spent by Weavers

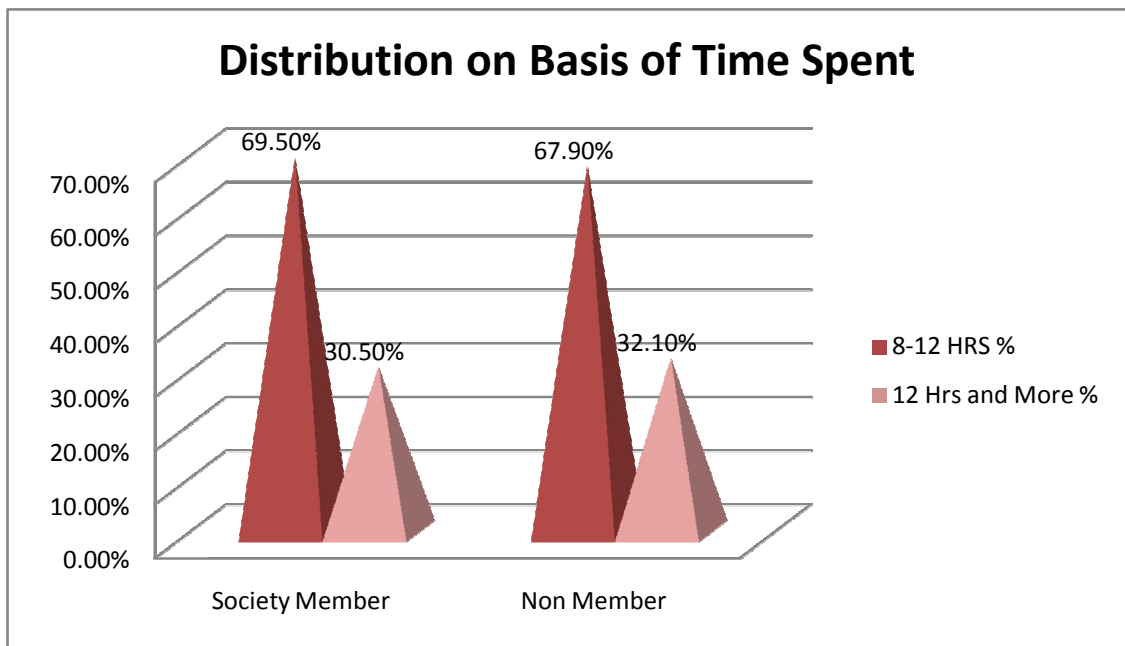
Table 6.23

Association between Type of Handloom Worker and their Time Spent

Time spent		Type of Weaver		Total
		Society Member	Non-member	
8-12 HRS	Count	89	186	275
	%	32.1%	67.9%	68.4%
12 Hrs and More	Count	39	88	127
	%	30.5%	32.1%	31.6%
Total	Count	128	274	402
	%	100.0%	100.0%	100.0%

Chart 6.23

Membership Distribution On the Basis of Time Spent by Weavers



As per the above table out of total respondents a higher percentage (68.4%) belongs to respondents who spent 8-12 hours daily against respondents who spent 12 hours and more (31.6%). Among non-members a higher percentage (67.9%) is of respondents who spent 8-12 hours daily against respondents who spent 12 hours and more (32.1%). On the other hand, among members a higher percentage (32.1%) is of respondents who spent 8-12 hours daily against respondents who spent 12 hours and more (30.5%).

6.2 DATA ANALYSIS AND HYPOTHESES TESTING

In the present section, the researcher has applied statistical tools to examine whether the responses vary or not on the basis of the service provider and to test stated hypotheses. For this Pearson's Chi-Square Test, Mann Whitney U test and Kruskal Wallis H test were applied and the values of p were calculated under experimental method. After that the values were compared to justify whether the difference was significant or not.

6.2.1 Hypothesis-1

H01: Handloom weavers do not have any problem in terms of finance.

H11: Handloom weavers face finance related problems.

The above mentioned hypothesis has been proved with the help of following variables-

6.2.1.1 Lack of Infrastructure and Investment

Table 6.24

Respondents' opinion regarding Lack of Infrastructure and Investment

Type of Weaver		Lack Infrastructure and Investment				Total
		Strongly Disagree	Disagree	Less Agree	Agree	
Society Member	Count	5	10	3	110	128
	%	3.9%	7.8%	2.3%	85.9%	100.0%
Non-member	Count	25	27	8	214	274
	%	9.1%	9.9%	2.9%	78.1%	100.0%
Total	Count	30	37	11	324	402
	%	7.5%	9.2%	2.7%	80.6%	100.0%

Chi Square = 4.348 df = 3 P Value = 0.226 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on lack of Infrastructure. The association is found to be statistically non significant ($p > 0.05$).

As per the above table, most of the respondents (80.6%) agree that one of the reasons of their financial problems is lack of infrastructure and investment.

Out of total respondents a higher percentage belongs to members (85.9%) against non-member respondents (78.1%) who agree that poor performance of the handloom industry is due to the lack of infrastructure while the least percentage belongs to members (2.3%) who were less agreed against non-member respondents (2.9%).

Among non-members a higher percentage to disagree is 9.9% and to strongly disagree is 9.1% against member respondents i.e. to disagree is 7.8% and to strongly disagree is 3.9% about lack of infrastructure as a financial problem.

6.2.1.2 Insufficient Budget Allocation

Table 6.25

Respondents' opinion regarding Insufficient Budget Allocation

Type of Weaver		Insufficient Budget		Total
		Less Agree	Agree	
Society Member	Count	20	108	128
	%	15.6%	84.4%	100.0%
Non-member	Count	15	259	274
	%	5.5%	94.5%	100.0%
Total	Count	35	367	402
	%	8.7%	91.3%	100.0%

Chi Square = 11.309 df = 1 P Value = 0.001 Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on insufficient budget allocation. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (91.3%) agree that they face financial problem due to insufficient budget allocation.

Out of total respondents a higher percentage belongs to non-members (94.5%) against member respondents (84.4%) who agree that performance of the handloom industry is due to insufficient budget allocation.

On the other hand, the least percentage belongs to members (15.6%) who were less agreed against non-member respondents (5.5%).

6.2.1.3 Lack of Credit Availability

Table 6.26

Respondents' opinion regarding Lack of Credit Availability

Type of Weaver		Lack of Credit Availability		Total
		Less Agree	Agree	
Society Member	Count	23	105	128
	%	18.0%	82.0%	100.0%
Non-member	Count	34	240	274
	%	12.4%	87.6%	100.0%
Total	Count	57	345	402
	%	14.2%	85.8%	100.0%

Chi Square = 2.216 df = 1 P Value = 0.137 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on lack of credit availability. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (85.8%) agree that they face financial problem due to lack of availability of credit facilities to them.

Out of total respondents a higher percentage belongs to non-members (87.6%) against member respondents (82.0%) who agree that there is a serious lack of credit facilities. On the other hand, the least percentage belongs to members who were less agree (18.0%) against non-member respondents (12.4%).

6.2.1.4 Heavy Taxes and Duties

Table 6.27

Respondents' opinion regarding Heavy Taxes and Duties

Type of Weaver		Heavy Taxes and Duties				Total
		Strongly Disagree	Less Agree	Agree	No Idea	
Society Member	Count	3	37	68	20	128
	%	2.3%	28.9%	53.1%	15.6%	100.0%
Non-member	Count	19	49	191	15	274
	%	6.9%	17.9%	69.7%	5.5%	100.0%
Total	Count	22	86	259	35	402
	%	5.5%	21.4%	64.4%	8.7%	100.0%

Chi Square = 22.363 df = 3 P Value = 0.000 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on heavy taxes and duties. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (64.4%) believe that they need to pay heavy taxes and duties that causes a dent in their savings.

Out of total respondents a higher percentage belongs to non-members (69.7%) against member respondents (53.1%) who agree that they have to pay heavy taxes and duties while the least percentage belongs to non-members (6.9%) who were strongly disagree against (2.3%) of member respondents.

Among members respondents higher percentages to less agree is 28.9% and with the opinion no idea is 15.6% against non-member respondents i.e. to less agree is 17.9% and for no idea is 5.5% on payment of heavy taxes and duties.

6.2.1.5 Meager Subsidy

Table 6.28

Respondents' opinion regarding Meager Subsidy

Type of Weaver		Meager Subsidy			Total
		Strongly Disagree	Agree	No Idea	
Society Member	Count	38	70	20	128
	%	29.7%	54.7%	15.6%	100.0%
Non-member	Count	79	147	48	274
	%	28.8%	53.6%	17.5%	100.0%
Total	Count	117	217	68	402
	%	29.1%	54.0%	16.9%	100.0%

Chi Square = 0.224 df = 2 P Value = 0.894 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on heavy taxes and duties. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (54%) believe that the subsidy that they are getting on the production of handloom products is insufficient.

As per the above table out of total respondents a higher percentage belongs to members (54.7%) against non-member respondents (53.6%) who agree that they get very less subsidy while the least percentage belongs to the opinion no idea (17.5%) of non-members against (15.6%) of member respondents.

Among members respondents percentages of strongly Disagree (29.7%) belongs to member respondents against (28.8%) non-member respondents.

Hypothesis Conclusion:

The null hypothesis that **Handloom weavers do not have any problem in terms of finance gets rejected** as the analyses of above mentioned variables pertaining to financial problems of weavers revealed that majority of the respondents agreed that their performance got affected due to the problems relating to availability of finance including lack of infrastructure and investment, insufficient budget allocations, credit needs, heavy Taxes and duties and meager Subsidy.

Moreover, no significant difference was found between the opinions of society members and non- members regarding above-mentioned financial problems faced by them. It is accepted that Handloom weavers face finance related problems.

6.2.2 Hypothesis-2

H02: Handloom weavers do not have any problem in terms of marketing.

H12: Handloom weavers face marketing related problems.

The above mentioned hypothesis has been proved with the help of following variables-

6.2.2.1 Lack of Effective Customer Relationship Management

Table 6.29
Respondents' opinion regarding Lack of Effective Customer Relationship Management

Type of Weaver		Lack of Effective CRM		Total
		Agree	No Idea	
Society Member	Count	65	63	128
	%	50.8%	49.2%	100.0%
Non-member	Count	159	115	274
	%	58.0%	42.0%	100.0%
Total	Count	224	178	402
	%	55.7%	44.3%	100.0%

Chi Square = 1.858 df = 1 P Value = 0.173 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and opinion on lack of customer relationship management. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (55.7%) opine that there is a lack of effective customer relationship management for marketing of handloom products.

Out of total respondents a higher percentage belongs to non-members (58.0%) against member respondents (50.8%) who agree that marketing of handloom products suffers due to lack of customer relationship management.

While the least percentage with the opinion no idea (49.2%) belongs to members against (42.0%) of non-member respondents.

6.2.2.2 Lack of Intensive Distribution

Table 6.30
Respondents' opinion regarding Lack of Intensive Distribution

Type of Weaver		Lack of Intensive Distribution		Total
		Strongly Disagree	Agree	
Society Member	Count	42	86	128
	%	32.8%	67.2%	100.0%
Non-member	Count	92	182	274
	%	33.6%	66.4%	100.0%
Total	Count	134	268	402
	%	33.3%	66.7%	100.0%

Chi Square = 0.023 df = 1 P Value = 0.880 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on lack of intensive distribution. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (66.7%) believe that lack of intensive distribution is one of the major problems in selling handloom products.

Out of total respondents a higher percentage belongs to members (67.2%) against non-member respondents (66.4%) who agree that performance of the handloom industry is not good due to lack of intensive distribution.

While the least percentage of strongly disagree (33.6%) belongs non-members against (32.8%) of member respondents that their poor performance is due to the lack of intensive distribution.

6.2.2.3 Low Sales at Exhibitions and Retail Showroom

Table 6.31

Respondents' Opinion regarding Low Sales at Exhibitions and Retail Showroom

Type of Weaver		Low sales				Total
		Disagree	Less Agree	Agree	No Idea	
Society Member	Count	2	18	77	31	128
	%	1.6%	14.1%	60.2%	24.2%	100.0%
Non-member	Count	8	49	176	41	274
	%	2.9%	17.9%	64.2%	15.0%	100.0%
Total	Count	10	67	253	72	402
	%	2.5%	16.7%	62.9%	17.9%	100.0%

Chi Square = 5.813, DF = 3. P value = 0.121, Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on low sales at exhibitions and retail showrooms. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (62.9%) agree that there exists a problem of low sales of Kota Doria products at exhibitions and retail showrooms.

Out of total respondents a higher percentage belongs to members (60.2%) against non-member respondents (64.2%) who agree that selling at exhibitions and retail showrooms do not give good results.

While the least percentage of opinion disagrees (1.6%) belongs to members against (2.9%) of non-member respondents that there is a lack of effective sales of Kota Doria products at exhibitions and retail showrooms.

6.2.2.4 Improper Planning of Promotional Activities

Table 6.32

Respondents' Opinion regarding Improper Planning of Promotional Activities

Type of Weaver		Improper promotion		Total
		Agree	No Idea	
Society Member	Count	69	59	128
	%	53.9%	46.1%	100.0%
Non-member	Count	147	127	274
	%	53.6%	46.4%	100.0%
Total	Count	216	186	402
	%	53.7%	46.3%	100.0%

Chi Square = 0.002 df = 1 P Value = 0.962 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on improper promotion planning. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (53.7%) agree that improper planning of promotional activities is a threat in promoting handloom products.

Out of total respondents a higher percentage belongs to members (53.9%) against non-member respondents (53.6%) who agree that performance of the handloom industry suffers due to improper promotion planning.

While the least percentage of opinion no idea (46.4%) belongs to non-members against (46.1%) of member respondents that there is a lack of proper planning of promotional activities for handloom products.

6.2.2.5 Lack of Knowledge of Export Potential and Value Addition to Products

Table 6.33

Respondents' Opinion regarding Lack of Knowledge of Export Potential and Value Addition to Products

Type of Weaver		Lack of knowledge		Total
		Agree	No Idea	
Society Member	Count	79	49	128
	%	61.7%	38.3%	100.0%
Non-member	Count	158	116	274
	%	57.7%	42.3%	100.0%
Total	Count	237	165	402
	%	59.0%	41.0%	100.0%

Chi Square = 0.593 df = 1 P Value = 0.441 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on lack of knowledge of export potential and value addition. The association is found to be statistically non significant ($p < 0.05$).

As per the above table most of the respondents (59%) agree that they have insufficient knowledge regarding export potential and value addition of handloom products.

Out of total respondents a higher percentage belongs to members (61.7%) against non-member respondents (57.7%) who agree that performance of the handloom industry is not good due to the lack of knowledge of export potential and value addition.

While the least percentage (42.3%) of opinion No Idea belongs to non-members against (38.3%) of member respondents that there is a lack of knowledge of export potential and value addition.

6.2.2.6 Unstructured Market

Table 6.34

Respondents' Opinion regarding Unstructured Market

Type of Weaver		Unstructured market		Total
		Agree	No Idea	
Society Member	Count	79	49	128
	%	61.7%	38.3%	100.0%
Non-member	Count	170	104	274
	%	62.0%	38.0%	100.0%
Total	Count	249	153	402
	%	61.9%	38.1%	100.0%

Chi Square = 0.004 df = 1 P Value = 0.950 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on unstructured market. The association is found to be statistically non significant ($p < 0.05$).

As per the above table most of the respondents (61.9%) agree that the market of handloom products is unstructured.

Out of total respondents a higher percentage belongs to non-members (62.0%) against member respondents (61.7%) who agree that performance of the handloom industry is poor due to the existence of unstructured market.

While the least percentage (38.3%) of opinion no idea belongs to members against (38.0%) of non-member respondents that unstructured market create marketing related problems to weavers.

6.2.2.7 Competition from Mechanized Sector

Table 6.35

Respondents' Opinion regarding Competition from Mechanized Sector

Type of Weaver		Competition		Total
		Less Agree	Agree	
Society Member	Count	10	118	128
	%	7.8%	92.2%	100.0%
Non-member	Count	34	240	274
	%	12.4%	87.6%	100.0%
Total	Count	44	358	402
	%	10.9%	89.1%	100.0%

Chi Square = 1.891 df = 1 P Value = 0.169 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on competition from mechanized sector. The association is found to be statistically non significant ($p < 0.05$).

As per the above table most of the respondents (89.1%) agree that they are facing a tough competition from mechanized sector in selling handloom products.

Out of total respondents a higher percentage belongs to members (92.2%) against non-member respondents (87.6%) who agree that there is a tough competition from mechanized sector.

On the other hand, the least percentage (12.4%) belongs to non-members against (7.8%) of member respondents who less agree the above mentioned fact.

Hypothesis Conclusion:

The null hypothesis that **Handloom weavers do not have any problem in terms of marketing gets rejected** as the analyses of above mentioned variables pertaining to marketing related problems of weavers revealed that majority of the

respondents agreed that their performance got affected due to the problems relating to lack of Customer Relationship Management, lack of intensive distribution, low sales at exhibition and retail showroom, improper planning of promotional activities, lack of knowledge regarding areas of export potential and value addition to products, unstructured market and competition from mechanized sector such as mill and power loom sectors.

Moreover, no significant difference was found between the opinions of society members and non-members regarding above-mentioned problems related to marketing of handloom products faced by them. Hence, alternative hypothesis gets accepted that Handloom weavers face marketing related problems.

6.2.3 Hypothesis- 3

H03: Handloom weavers do not have any problem in terms of production.

H13: Handloom weavers face production related problems.

The above mentioned hypothesis has been proved with the help of following variables-

6.2.3.1 Inadequacy in Supply of Yarn

Table 6.36

Respondents' Opinion regarding Inadequacy in Supply of Yarn

Type of Weaver		Inadequate supply			Total
		Strongly Disagree	Less Agree	Agree	
Society Member	Count	12	44	72	128
	%	9.4%	34.4%	56.3%	100.0%
Non-member	Count	11	117	146	274
	%	4.0%	42.7%	53.3%	100.0%
Total	Count	23	161	218	402
	%	5.7%	40.0%	54.2%	100.0%

Chi Square = 6.033 df = 2 P Value = 0.049 Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on inadequacy in supply of yarn. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (54.2%) agree that they get inadequate supply of yarn which weakens their production planning.

Out of total respondents a higher percentage belongs to members (56.3%) against non-member respondents (53.3%) who agree that they cannot plan their production properly due to the inadequacy in supply of yarn.

While the least percentage of opinion strongly disagrees (9.4%) belongs to members against (4.0%) of non-member respondents. Among members respondents moderate percentage of less agree opinion (42.7%) is of non-member respondents against (34.4%) of member respondents about inadequacy in supply of yarn.

6.2.3.2 Poor Quality of Raw Material

Table 6.37

Respondents' Opinion regarding Poor Quality of Raw Material

Type of Weaver		Poor quality of Raw Material				Total
		Strongly Disagree	Less Agree	Agree	No Idea	
Society Member	Count	12	33	56	27	128
	%	9.4%	25.8%	43.8%	21.1%	100.0%
Non-member	Count	11	78	123	62	274
	%	4.0%	28.5%	44.9%	22.6%	100.0%
Total	Count	23	111	179	89	402
	%	5.7%	27.6%	44.5%	22.1%	100.0%

Chi Square = 4.728 df = 3 P Value = 0.193 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of weaver and opinion on poor quality of raw material. The association is found to be statistically non significant (>0.05).

As per the above table most of the respondents (44.5%) agree that their production get affected due to poor quality of raw material.

Out of total respondents a higher percentage belongs to non-members (44.9%) against member respondents (43.8%) who agree that performance of the handloom industry suffers due to the poor quality of raw material.

While the least percentage is of opinion strongly disagree are (9.4%) of members against (4.0%) of non-member respondents.

Among members respondents the percentages of opinion Less Agree (28.5%) is of non-member respondents against (25.8%) of member respondents. Whereas (22.6%) of non-member respondents against (21.1%) of members with the opinion No Idea about getting poor quality of raw material.

6.2.3.3 High Cost of Production

Table 6.38

Respondents' Opinion regarding High Cost of Production

Type of Weaver		High cost of Production				Total
		Disagree	Less Agree	Agree	No Idea	
Society Member	Count	16	31	54	27	128
	%	12.5%	24.2%	42.2%	21.1%	100.0%
Non-member	Count	26	93	105	50	274
	%	9.5%	33.9%	38.3%	18.2%	100.0%
Total	Count	42	124	159	77	402
	%	10.4%	30.8%	39.6%	19.2%	100.0%

Chi Square = 4.129, DF = 3. P value = 0.248, Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on high cost of production. The association is found to be statistically non significant ($p < 0.05$).

As per the above table most of the respondents (39.65) agree that the production cost of handloom products is comparatively high that results in low margin.

Out of total respondents a higher percentage belongs to members (42.2%) against non-member respondents (38.3%) who agree that performance of the handloom industry suffers due to the high cost of production of Kota Doria products resulting in low margins.

Among having less agree opinion, member respondents have moderate percentages (24.2%) against non-member respondents (33.9%). While, only (18.2%) non-member respondents against (21.1%) member respondents have neutral opinion about the fact that production cost is high.

The least percentage (12.5%) of members against (9.5%) of non-member respondents disagree that the production cost is high.

6.2.3.4 Delay in Supply of Yarn, Zari and Other Materials

Table 6.39

Respondents' Opinion regarding Delay in Supply of Yarn, Zari and Other Materials

Type of Weaver		Delay in supply		Total
		Agree	No Idea	
Society Member	Count	105	23	128
	%	82.0%	18.0%	100.0%
Non-member	Count	240	34	274
	%	87.6%	12.4%	100.0%
Total	Count	345	57	402
	%	85.8%	14.2%	100.0%

Chi Square = 2.216 df = 1 P Value = 0.137 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on delay in supply of yarn, zari and other materials. The association is found to be statistically non significant ($p < 0.05$).

As per the above table most of the respondents (85.8) agree that the production process of handloom products gets affected due to delay in supply of yarn, zari and other materials.

Out of total respondents a higher percentage belongs to non-members (87.6%) against member respondents (82.0%) who agree with the opinion that performance of the handloom industry suffers due to the delay in supply of the said materials. While the least percentage 18.0% is of members against 12.4% of non-member respondents who are neutral about the above mentioned fact.

6.2.3.5 Insufficient number of Looms

Table 6.40
Respondents' Opinion regarding Insufficient number of Looms

Type of Weaver		Insufficient number of looms				Total
		Strongly Disagree	Disagree	Less Agree	Agree	
Society Member	Count	14	94	16	4	128
	%	10.9%	73.4%	12.5%	3.1%	100.0%
Non-member	Count	24	200	29	21	274
	%	8.8%	73.0%	10.6%	7.7%	100.0%
Total	Count	38	294	45	25	402
	%	9.5%	73.1%	11.2%	6.2%	100.0%

Chi Square = 3.617 df = 3 P Value = 0.306 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on insufficient number of looms. The association is found to be statistically non significant (> 0.05).

As per the above table most of the respondents (73.1) disagree that the number of looms is insufficient. If a comparison is made between the demand of handloom products and its supply, the demand does not exceed supply. Hence, there is no shortage of looms in Kota region.

Out of total respondents a higher percentage belongs to members (73.4%) against member respondents (73.0%) who disagree that there is insufficient number of looms.

While the least percentage of opinion agree is (7.7%) for non-members against (3.1%) of member respondents. Among members respondents having lower percentages for opinion less agree (12.5%) is of member respondents against (10.6%) of non-member respondents, whereas similar lower percentage (10.9%) for non-member respondents against (8.8%) for members is of opinion Strongly Disagree that the performance of industry suffers due to insufficient number of looms.

6.2.3.6 Obsolete looms

Table 6.41

Respondents' Opinion regarding Obsolete looms

Type of Weaver		Obsolete looms				Total
		Strongly Disagree	Less Agree	Agree	No Idea	
Society Member	Count	39	7	72	10	128
	%	30.5%	5.5%	56.3%	7.8%	100.0%
Non-member	Count	73	7	183	11	274
	%	26.6%	2.6%	66.8%	4.0%	100.0%
Total	Count	112	14	255	21	402
	%	27.9%	3.5%	63.4%	5.2%	100.0%

Chi Square = 6.522 df = 3 P Value = 0.089 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on Obsolete looms. The association is found to be statistically non significant (>0.05).

As per the above table most of the respondents (63.4) believe that the handlooms operating in Kota region have become obsolete. It negatively affects the growth of the handloom sector in this region.

Out of total respondents a higher percentage belongs to non-members (66.8%) against member respondents (56.3%) who agree that performance of the handloom industry suffers due to the poor conditions of Looms.

The least percentage for less agree is (5.5%) of members against (2.6%) of non-member respondents while, among strongly disagree opinion members respondents have moderate percentages (30.5%) against non-member respondents percentage (26.6%).

Only (7.8%) non-member respondents against (4.0%) member respondents have neutral opinion about the fact that looms are obsolete.

Hypothesis Conclusion:

The null hypothesis that **Handloom weavers do not have any problem in terms of production gets rejected** as the analyses of above mentioned variables pertaining to production related problems of weavers revealed that majority of the respondents agreed that their performance got affected due to the problems relating to inadequacy in supply of yarn, poor quality of raw material, high cost of production, delay in supply of yarn and other zari materials and obsolete looms. However, a majority of the respondents disagreed about insufficiency of looms in their region.

Moreover, no significant difference was found between the opinions of society members and non- members regarding above-mentioned problems related to marketing of handloom products faced by them. Hence, alternative hypothesis gets accepted that Handloom weavers face production related problems.

Hypothesis-4

H04: Handloom weavers do not have any problem in terms of Work force.

H14: Handloom weavers face Work force related problems.

The above mentioned hypothesis has been proved with the help of following variables-

6.2.4.1 Majority of Aged people

Table 6.42

Respondents' Opinion regarding Majority of Aged people

Type of Weaver		Aged people			Total
		Disagree	Less Agree	Agree	
Society Member	Count	28	8	92	128
	%	21.9%	6.3%	71.9%	100.0%
Non-member	Count	70	14	190	274
	%	25.5%	5.1%	69.3%	100.0%
Total	Count	98	22	282	402
	%	24.4%	5.5%	70.1%	100.0%

Chi Square = 0.770 df = 2 P Value = 0.681 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on aged people. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (70.1) believe that the most of the weavers engaged in handloom sector of Kota region are aged. It signifies that less number of youth prefer to join this occupation.

Out of total respondents a higher percentage belongs to members (71.9%) against non-member respondents (69.3%) who agree that performance of the handloom industry gets affected due to the working of aged people.

The least percentage for opinion Less Agree (6.3%) belongs to members against (5.1%) of non-member respondents while, about 25.5% of non-member respondents against 21.9% of member respondents disagree about the fact that the sector is majorly occupied by of aged people.

6.2.4.2 Lack of skilled Weavers

Table 6.43

Respondents' Opinion regarding Lack of skilled Weavers

Type of Weaver		Lack skilled weavers				Total
		Strongly Disagree	Disagree	Less Agree	Agree	
Society Member	Count	12	105	4	7	128
	%	9.4%	82.0%	3.1%	5.5%	100.0%
Non-member	Count	18	228	15	13	274
	%	6.6%	83.2%	5.5%	4.7%	100.0%
Total	Count	30	333	19	20	402
	%	7.5%	82.8%	4.7%	5.0%	100.0%

Chi Square = 2.046 df = 3 P Value = 0.563 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on lack of skilled weavers. The association is found to be statistically non significant (>0.05).

As per the above table most of the respondents (82.8) disagree that Kota region has less number of skilled weavers. The workers who are engaged in this occupation have adequate skills to perform their task.

Out of total respondents a higher percentage belongs to non-members (83.2%) against member respondents (82.0%) who disagree that there is a lack of skilled workers.

The least percentage for opinion strongly agrees are (9.4%) of members against (6.6%) of non-member respondents while, among members respondent lower percentages for opinion less agree (5.5%) are non-member respondents against (3.1%) member respondents.

About 4.7% are non-member respondents against (5.5%) members who agree that the sector is getting affected due to lack of skilled weavers.

6.2.4.3 Lack of Active Member

Table 6.44

Respondents' Opinion regarding Lack of Active Member

Type of Weaver		Lack of active member				Total
		Strongly Disagree	Disagree	Less Agree	Agree	
Society Member	Count	20	97	4	7	128
	%	15.6%	75.8%	3.1%	5.5%	100.0%
Non-member	Count	34	206	24	10	274
	%	12.4%	75.2%	8.8%	3.6%	100.0%
Total	Count	54	303	28	17	402
	%	13.4%	75.4%	7.0%	4.2%	100.0%

Chi Square = 5.335 df = 3 P Value = 0.149 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on lack of active members. The association is found to be statistically non significant (>0.05).

As per the above table most of the respondents (75.4) disagree that weavers are not active in the society/societies they have joined in.

Out of total respondents a higher percentage belongs to non-members (75.2%) against member respondents (75.8%) who disagree that the member weavers are not active while, the least percentage of opinion strongly disagree are (15.6%) of members against (12.4%) of non-member respondents.

Among members respondents lower percentages of opinion less agree (8.8%) belongs to non-member respondents against (3.1%) member respondents whereas (3.6%) non-member respondents against (5.5%) members who agree there is a lack of active members.

6.2.4.4 Lack of Training

Table 6.45

Respondents' Opinion regarding Lack of Training

Type of Weaver		Lack of training			Total
		Less Agree	Agree	No Idea	
Society Member	Count	30	78	20	128
	%	23.4%	60.9%	15.6%	100.0%
Non-member	Count	82	145	47	274
	%	29.9%	52.9%	17.2%	100.0%
Total	Count	112	223	67	402
	%	27.9%	55.5%	16.7%	100.0%

Chi Square = 2.452 df = 2 P Value = 0.293 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on lack of training. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (55.5%) agree that they do not get enough training to develop and learn new skills.

Out of total respondents a higher percentage belongs to members (60.9%) against non-member respondents (52.9%) who agree that performance of the industry suffers due to lack of training while the least percentage of opinion less agree (29.9%) belongs to non-members against (23.4%) member respondents.

About 17.2% are non-member respondents against 15.6% of member respondents with no idea that there is a lack of training given to handloom weavers.

6.2.4.5 Wages and Employment

Table 6.46

Respondents' Opinion regarding Dissatisfaction towards Wages and Employment

Type of Weaver		Dissatisfaction towards Wages and Employment	Total
		Agree	
Society Member	Count	128	128
	%	100.0%	100.0%
Non-member	Count	274	274
	%	100.0%	100.0%
Total	Count	402	402
	%	100.0%	100.0%

No statistics are computed because all have single opinion as disagree.

The above table shows the distribution of type of worker and opinion on dissatisfaction towards wages and employment.

No Chi square value for association was calculated as both member and non-member respondents have same and single opinion as agree (100%).

All the respondents agree that the wages and employment generated by this sector are insufficient to survive.

6.2.4.6 Dissatisfaction towards Welfare Schemes

Table 6.47

Respondents' Opinion regarding Dissatisfaction towards Welfare Schemes

Type of Weaver		Not satisfied with welfare schemes			Total
		Strongly Disagree	Less Agree	Agree	
Society Member	Count	21	20	87	128
	%	16.4%	15.6%	68.0%	100.0%
Non-member	Count	23	26	225	274
	%	8.4%	9.5%	82.1%	100.0%
Total	Count	44	46	312	402
	%	10.9%	11.4%	77.6%	100.0%

Chi Square = 10.237 df = 2 P Value = 0.006 Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on dissatisfaction towards welfare schemes. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (77.6%) agree that they are dissatisfied with regard to welfare schemes run by central as well as state government.

As per the above table out of total respondents a higher percentage belongs to non-members (82.1%) against member respondents (68.0%) who agree that there is dissatisfaction among weavers towards welfare schemes while the least percentage of opinion less agree are (15.6%) for members against (9.5%) for non-member respondents.

Among respondents 16.4% is for member respondents against 8.4% for non-member respondents who strongly disagree that there is dissatisfaction towards welfare schemes among weavers.

Hypothesis Conclusion:

The null hypothesis that **Handloom weavers do not have any problem in terms of Workforce gets rejected** as the analyses of above mentioned variables pertaining to workforce related problems of weavers revealed that majority of the respondents agreed that their performance got affected due to the problems relating to aged people, lack of training, not satisfied towards wages, employment and dissatisfaction towards welfare schemes. However, a majority of the respondents disagreed about lack of skilled weavers and lack of active member as problems in their region.

Moreover, no significant difference was found between the opinions of society members and non- members regarding above-mentioned problems related to workforce faced by them. Hence, alternative hypothesis gets accepted that Handloom weavers face workforce related problems.

Hypothesis-5

H05: Handloom weavers do not have any problem in terms of Health.

H15: Handloom weavers face Health related problems.

The above mentioned hypothesis has been proved with the help of following variables-

6.2.5.1 Eyesight Weakness in Weavers**Table 6.48**

Respondents' Opinion regarding Respondents' opinion regarding Eyesight Weakness in Weavers

Type of Weaver		Eye sight weakness			Total
		Less Agree	Agree	No Idea	
Society Member	Count	32	68	28	128
	%	25.0%	53.1%	21.9%	100.0%
Non-member	Count	58	146	70	274
	%	21.2%	53.3%	25.5%	100.0%
Total	Count	90	214	98	402
	%	22.4%	53.2%	24.4%	100.0%

Chi Square = 1.055 df = 2 P Value = 0.590 Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on eyesight weakness. The association is found to be statistically non significant ($p>0.05$).

As per the above table most of the respondents (53.2%) agree that weavers have been suffering from eyesight weakness as one of the health problems.

Out of total respondents a higher percentage belongs to non-members (53.3%) against member respondents (53.1%) who agree that performance of the weavers gets affected due to their eyesight weakness while the least percentage of opinion Less Agree (25.0%) for members against (21.2%) of non-member respondents.

Among them moderate percentages (25.5%) belongs to non-member respondents against (21.9%) of member respondents with the neutral opinion that the problem of eyesight weakness is common among weavers.

6.2.5.2 Back Pain in Weavers

Table 6.49

Respondents' opinion regarding Back Pain in Weavers

Type of Weaver		Back pain			Total
		Disagree	Less Agree	Agree	
Society Member	Count	20	31	77	128
	%	15.6%	24.2%	60.2%	100.0%
Non-member	Count	48	56	170	274
	%	17.5%	20.4%	62.0%	100.0%
Total	Count	68	87	247	402
	%	16.9%	21.6%	61.4%	100.0%

Chi Square = 0.812, DF =2. P value = 0.666, Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on back pain. The association is found to be statistically non significant ($p>0.05$).

As per the above table most of the respondents (61.4%) agree that weavers have been suffering from back pain as one of the health problems.

Out of total respondents a higher percentage belongs to non-member respondents (62.0%) against member respondents (60.2%) who agree that that performance of the weavers gets affected due to their back pain problem while the least percentage for opinion No Idea (15.6%) belongs to members against (17.5%) non-member respondents.

Among respondents moderate percentages (24.2%) belongs to member respondents against (20.4%) non-member respondents who disagree that Back Pain problem is common in weavers.

6.2.5.3 Knee Pain in Weavers

Table 6.50

Respondents' opinion regarding Knee Pain in Weavers

Type of Weaver		Knee pain				Total
		Strongly Disagree	Disagree	Less Agree	Agree	
Society Member	Count	7	15	43	63	128
	%	5.5%	11.7%	33.6%	49.2%	100.0%
Non-member	Count	39	30	75	130	274
	%	14.2%	10.9%	27.4%	47.4%	100.0%
Total	Count	46	45	118	193	402
	%	11.4%	11.2%	29.4%	48.0%	100.0%

Chi Square = 7.111, DF = 3. P value = 0.068, Non Significant

The above table shows the Pearson Chi square test value for the association between the Type of worker and Opinion on knee pain. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (48%) agree that weavers have been suffering from knee pain as one of the health problems.

Out of total respondents a higher percentage belongs to non-members (47.4%) against member respondents (49.2%) who are agree with the fact that there is a common problem of knee pain among the workers of Kota Doria cluster.

While the member who are less agree are (33.6%) against (27.4%) non-member respondents.

Among respondents 5.5 per cent is for member respondents against 14.2 per cent for non-member respondents who strongly disagree that there is a common problem of knee pain among the workers of Kota Doria cluster.

6.2.5.4 Joint Pain in Weavers

Table 6.51

Respondents' opinion regarding Joint Pain in Weavers

Type of Weaver		Joint Pain				Total
		Strongly Disagree	Disagree	Less Agree	Agree	
Society Member	Count	5	16	33	74	128
	%	3.9%	12.5%	25.8%	57.8%	100.0%
Non-member	Count	32	29	61	152	274
	%	11.7%	10.6%	22.3%	55.5%	100.0%
Total	Count	37	45	94	226	402
	%	9.2%	11.2%	23.4%	56.2%	100.0%

Chi Square = 6.559, DF = 3. P value = 0.087, Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on joint pain. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (56.2%) agree that weavers have been suffering from joint pain as one of the health problems.

Out of total respondents a higher percentage belongs to members (57.8%) against non-member respondents (55.5%) who agree that performance of the weavers gets affected due to their joint pain problem while the percentage of opinion less agree is (25.8%) for members against (22.3%) for non-member respondents.

Among the strongly disagree opinion (11.7%) belongs to non-member respondents against (3.9%) of member respondents that the problem of joint pain is common among weavers.

6.2.5.5 Stress in Weavers

Table 6.52
Respondents' opinion regarding Stress in Weavers

Type of Weaver		Stress					Total
		Strongly Disagree	Disagree	Less Agree	Agree	No Idea	
Society Member	Count	1	16	24	81	6	128
	%	0.8%	12.5%	18.8%	63.3%	4.7%	100.0%
Non-member	Count	6	25	48	190	5	274
	%	2.2%	9.1%	17.5%	69.3%	1.8%	100.0%
Total	Count	7	41	72	271	11	402
	%	1.7%	10.2%	17.9%	67.4%	2.7%	100.0%

Chi Square = 5.131, DF = 4. P value = 0.274, Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on stress among them. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (67.4%) agree that weavers have been suffering from stress as one of the health problems.

Out of total respondents a higher percentage belongs to non-member respondents (69.3%) against member respondents (63.3%) who agree that that performance of the weavers gets affected due stress among them while the least percentage for opinion no idea (4.7%) belongs to members against (1.8%) non-member respondents.

Among respondents moderate percentages (18.8%) belongs to member respondents against (17.5%) non-member respondents who are less agree that stress is common in weavers.

While the least percentage is of opinion Strongly Disagree are (0.8%) of members against (2.2%) of non-member respondents.

Hypothesis Conclusion:

The null hypothesis that **Handloom weavers do not have any problem in terms of their Health gets rejected** as the analyses of above mentioned variables pertaining to health related problems of weavers revealed that majority of the respondents agreed that their performance got affected due to the problems relating to eye sight weakness, back pain, knee pain, joint pain and stress.

Moreover, no significant difference was found between the opinions of society members and non- members regarding above-mentioned problems related to their health. Hence, alternative hypothesis gets accepted that Handloom weavers face health related problems.

Hypothesis 6

H06: Handloom weavers do not have any expectation for future development.

H16: Handloom industries have expectations for future development

6.2.6.1 Effectiveness of Modern Approaches of Marketing

Table 6.53

Respondents' Opinion regarding Effectiveness of Modern Approaches of Marketing

Type of Weaver		Effectiveness of Modern Approaches of Marketing					Total
		Strongly Disagree	Disagree	Less Agree	Agree	No Idea	
Society Member	Count	9	9	41	58	11	128
	%	7.0%	7.0%	32.0%	45.3%	8.6%	100.0%
Non-member	Count	17	44	91	102	20	274
	%	6.2%	16.1%	33.2%	37.2%	7.3%	100.0%
Total	Count	26	53	132	160	31	402
	%	6.5%	13.2%	32.8%	39.8%	7.7%	100.0%

Chi Square = 7.145 df = 4 P Value = 0.128 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on Effectiveness of Modern Approaches of Marketing. The association is found to be statistically non significant ($p > 0.05$).

As per the above table most of the respondents (39.8%) agree that use of modern approaches of marketing can help in increasing their sales.

Out of total respondents a higher percentage belongs to member respondents (45.3%) against non-member respondents (37.2%) who agree that adopting modern approaches of marketing can be effective in increasing their sales of handloom products while the least percentage for opinion strongly disagree (7%) belongs to members against (6.2%) non-member respondents.

Among respondents moderate percentages (32%) belongs to member respondents against (33.2%) non-member respondents who are less agree while 7.1 per cent of members and 16.1 per cent of non-members are disagreed about the fact that using modern approaches of marketing can increase the sale of handloom products.

6.2.6.2 Effectiveness of Modern Technologies of Production

Table 6.54

Respondents' Opinion regarding Effectiveness of Modern Technologies of Production

Type of Weaver		Effectiveness of Modern Technologies of Production					Total
		Strongly Disagree	Disagree	Less Agree	Agree	No Idea	
Society Member	Count	6	5	46	61	10	128
	%	4.7%	3.9%	35.9%	47.7%	7.8%	100.0%
Non-member	Count	19	34	81	129	11	274
	%	6.9%	12.4%	29.6%	47.1%	4.0%	100.0%
Total	Count	25	39	127	190	21	402
	%	6.2%	9.7%	31.6%	47.3%	5.2%	100.0%

Chi Square = 10.747 df = 4 P Value = 0.03 Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on Effectiveness of New Technology of production. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (47.3%) agree that use of modern technologies in production can help in growing their business.

Out of total respondents a higher percentage belongs to member respondents (47.7%) against non-member respondents (47.1%) who agree that adopting modern techniques of production can be effective in increasing their production of handloom products while the least percentage for opinion strongly disagree (4.7%) belongs to members against (6.9%) non-member respondents.

Among respondents moderate percentages (35.9%) belongs to member respondents against (29.6%) non-member respondents who are less agree while 3.9 per cent of members and 12.4 per cent of non-members are disagreed about the fact that using modern techniques of production can increase the sale of handloom products.

6.2.6.3 Increase in Sales from the Previous Year

Table 6.55

Respondents' Opinion regarding Increase in Sales from the Previous Year

Type of Weaver		Kota Dora Sarees - Sales Increase		Total
		Yes	No	
Society Member	Count	92	36	128
	%	71.9%	28.1%	100.0%
Non-member	Count	198	76	274
	%	72.3%	27.7%	100.0%
Total	Count	290	112	402
	%	72.1%	27.9%	100.0%

Chi Square = 0.007 df = 1 P Value = 0.936 Non Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on increase in sales from the previous year. The association is found to be statistically non significant ($p>0.05$).

As per the above table most of the respondents (72.1%) agree that there is an increase in their sales of handloom products as compared to the previous year, while 27.9 per cent say no about any increase in their sales during this year.

6.2.6.4 Effectiveness of Approaching Customers Directly

Table 6.56

Respondents' Opinion regarding Effectiveness of Approaching Customers Directly

Type of Weaver		Effectiveness of Approaching Customers Directly					Total
		Strongly Disagree	Disagree	Less Agree	Agree	No Idea	
Society Member	Count	3	1	19	92	13	128
	%	2.3%	0.8%	14.8%	71.9%	10.2%	100.0%
Non-member	Count	6	42	40	174	12	274
	%	2.2%	15.3%	14.6%	63.5%	4.4%	100.0%
Total	Count	9	43	59	266	25	402
	%	2.2%	10.7%	14.7%	66.2%	6.2%	100.0%

Chi Square = 22.879 df = 4 P Value = 0.000* Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on Effectiveness of Approaching Customers directly. The association is found to be statistically significant ($p<0.05$).

As per the above table most of the respondents (66.2%) agree that if they approach directly to customers their sales of handloom products would increase.

Out of total respondents a higher percentage belongs to member respondents (71.9%) against non-member respondents (63.5%) who agree that approaching customers directly can be effective in increasing their sales of handloom products while the least percentage for opinion strongly disagree (2.3%) belongs to members against (2.2%) non-member respondents.

Among respondents moderate percentages (14.8%) belongs to member respondents against (14.6%) non-member respondents who are less agree while 0.8 per cent of members and 15.3 per cent of non-members are disagreed about the fact that direct approach to customers can help in increasing the sale of handloom products.

6.2.6.5 Effectiveness of Online Selling

Table 6.57

Respondents' Opinion regarding Effectiveness of Online Selling

Type of Weaver		Effectiveness of Online Selling					Total
		Strongly Disagree	Disagree	Less Agree	Agree	No Idea	
Society Member	Count	2	1	37	66	22	128
	%	1.6%	0.8%	28.9%	51.6%	17.2%	100.0%
Non-member	Count	3	38	84	118	31	274
	%	1.1%	13.9%	30.7%	43.1%	11.3%	100.0%
Total	Count	5	39	121	184	53	402
	%	1.2%	9.7%	30.1%	45.8%	13.2%	100.0%

Chi Square = 19.305 df = 4 P Value = 0.001 Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on Effectiveness of Online Selling. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (45.8%) agree that online selling is an effective channel in spreading awareness about handloom products and their selling.

Out of total respondents a higher percentage belongs to member respondents (51.6%) against non-member respondents (43.1%) who agree online selling is an effective channel while the least percentage for opinion strongly disagree (1.6%) belongs to members against (1.1%) non-member respondents.

Among respondents moderate percentages (28.9%) belongs to member respondents against (30.7%) non-member respondents who are less agree while 0.8 per cent of members and 13.9 per cent of non-members are disagreed about the fact that online selling is an effective channel in increasing the sale of handloom products.

6.2.6.6 Resurgence of Unsold Stock

Table 6.58

Respondents' Opinion regarding Possibility of Resurgence of Unsold Stock

Type of Weaver		Possibility of Resurgence of Unsold Stock					Total
		Strongly Disagree	Disagree	Less Agree	Agree	No Idea	
Society Member	Count	8	8	39	50	23	128
	%	6.3%	6.3%	30.5%	39.1%	18.0%	100.0%
Non-member	Count	29	51	72	84	38	274
	%	10.6%	18.6%	26.3%	30.7%	13.9%	100.0%
Total	Count	37	59	111	134	61	402
	%	9.2%	14.7%	27.6%	33.3%	15.2%	100.0%

Chi Square = 14.237 df = 4 P Value = 0.007 Significant

The above table shows the Pearson Chi square test value for the association between the type of worker and opinion on Possibility of Resurgence of Unsold Stock. The association is found to be statistically significant ($p < 0.05$).

As per the above table most of the respondents (33.3%) agree that there is a possibility to renew the unsold stock that would reduce their losses.

Out of total respondents a higher percentage belongs to member respondents (39.1%) against non-member respondents (30.7%) who agree that there is a scope to renew unsold stock in order to reduce losses while the least percentage for opinion strongly disagree (6.3%) belongs to members against (10.6%) non-member respondents.

Among respondents moderate percentages (30.5%) belongs to member respondents against (26.3%) non-member respondents who are less agree while 6.3 per cent of members and 18.6 per cent of non-members are disagreed about the fact that there is a possibility of resurgence of unsold stock of handloom products.

Hypothesis Conclusion:

The null hypothesis that **Handloom weavers do not have any expectation for future development** as the analyses of above mentioned variables pertaining to future prospects of Kota Doria sector revealed that majority of the respondents agreed that there is a scope of future development in Kota Doria sector.

However, a significant difference was found between the opinions of society members and non- members regarding above-mentioned aspects related to future development of the sector except increase in sales from the previous year. Hence, alternative hypothesis gets accepted that Handloom weavers face health related problems.

6.3 HYPOTHESES VIEWED AS PER THE ANALYSIS

1. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face finance related problems.
2. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face marketing related problems.
3. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face production related problems.
4. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face Work force related problems.

5. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face Health related problems.
6. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom industries have expectations for future development.

CHAPTER VII

MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

CHAPTER VII

MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

INTRODUCTION

In the previous chapter the researcher analyzed collected data keeping in view the objectives and hypotheses of the study using statistical techniques. Results derived from the data analysis guides in drawing conclusion of the study. This chapter focuses upon the status of handloom industry in Kota region and weavers' major problems. Moreover, this chapter also presents the conclusion drawn followed by the recommendations and scope for future researches.

7.1 MAJOR FINDINGS OF THE STUDY

A variety of handloom products are available in the market including those produced in India as well as in other countries. Chinese products are giving tough competition to Indian handloom products. Moreover, there are a lot of inherent problems that are posing challenges in front of handloom weavers. The analysis of collected data reveals that the weavers of Kota Doria cluster are struggling hard to survive inspite of various efforts done by central and State Governments. This section summarizes the findings of the study on the basis of the data analysis.

The following section presents the findings in the following sub-sections-

7.1.1 Weavers' Profile

- Nearly 71 percent of weavers were female while only 29 percent were male. It depicts that there was less male participation in Kota Doria weaving practice.
- Majority of the respondents (38.56%) were between 31-40 years of age group. Nearly 34 per cent of weavers in the survey belonged to age group of 41-50 years. However, Kota region has a lot of weavers who are aged, but due to their disinterest they had not participated in the survey.

- A majority i.e. 75.87 per cent were married while about 13 per cent were unmarried. Nearly 11 per cent of the total respondents were widow.
- A majority of the respondents (74.38%) said that more than 5 members of their family were involved in their weaving occupation.
- Most of the respondents i.e. 61.19 per cent belonged to OBC community whereas, 38.81 per cent were from SC/ST community.
- Educational qualification wise 22.14 per cent respondents were illiterate, 33.08% weavers were educated up to secondary level, 30.85% up to senior secondary level while, 8.21% were having ITI/Diploma and 5.72% were graduate or post graduate degree holders.
- Children of most of the weavers (64.92%) were having education up to higher secondary level only. About 12 per cent of the total respondents said that their children had done schooling up to 10th standard only while, only 13.93 per cent respondents said that their children were graduate or post graduate degree holders.
- About 31.84% weavers were associated with KWWO remaining 68.16% weavers were not associated with any society.
- Most of the weavers i.e. nearly 56 per cent opined that they prefer cash payment from their customers, about 11 per cent said they prefer Net banking, while almost equal number of respondents opined in favour of credit card and E-wallet.

7.1.2 Finance Related Problems

- Most of the respondents (80.6%) agree that one of the reasons of their financial problems is lack of infrastructure and investment. They do not have proper infrastructure including basic amenities, electricity, transport facilities etc.
- Most of the respondents (91.3%) agree that they face financial problem due to insufficient budget allocation. The agreement of society members was less in this regard in comparison to non-members.

- Most of the respondents (85.8%) agree that they face financial problem due to lack of availability of credit facilities to them.
- Most of the respondents (64.4%) believe that they need to pay heavy taxes and duties that cause a dent in their savings.
- Most of the respondents (54%) believe that the subsidy that they are getting on the production of handloom products is insufficient. Furthermore, in order to avail subsidy they need to go through a long and hectic process.

Moreover, no statistical significant difference was found between the opinion of society member and non-member respondents regarding the above mentioned problems related to finance except the case of insufficient budget allocation where the difference was found significant.

7.1.3 Marketing related Problems

- Most of the respondents (55.7%) opine that there is a lack of effective customer relationship management for marketing of handloom products. They are mainly dependent on middlemen.
- Most of the respondents (66.7%) believe that lack of intensive distribution is one of the major problems in selling handloom products. They do follow traditional methods of distribution.
- Most of the respondents believe that selling at exhibitions and retail showrooms do not give good results.
- Most of the respondents (53.7%) agree that improper planning of promotional activities is a threat in promoting handloom products. They still do not promote their products rigorously.
- Most of the respondents (59%) agree that they have insufficient knowledge regarding export potential and value addition of handloom products. Their lack of education is a hindrance in this regard.

- Most of the respondents (61.9%) agree that the market of handloom products is unstructured.
- Most of the respondents (89.1%) agree that they are facing a tough competition from mechanized sector in selling handloom products. Power loom products resemble handloom products and are available at a very cheaper rate.

Moreover, no significant difference was found between the opinions of society members and non- members regarding above-mentioned problems related to marketing of handloom products faced by them.

7.1.4 Production Related Problems

- Most of the respondents (54.2%) agree that they get inadequate supply of yarn which weakens their production planning.
- Most of the respondents (44.5%) agree that their production get affected due to poor quality of raw material.
- Most of the respondents agree that the production cost of handloom products is comparatively high that results in low margin.
- Most of the respondents (85.8) agree that the production process of handloom products gets affected due to delay in supply of yarn, zari and other materials.
- Most of the respondents (73.1) disagree that the number of looms is insufficient.
- Most of the respondents (63.4) believe that the handlooms operating in kota region have become obsolete.

7.1.5 Workforce Related Problems

- Most of the respondents (70.1) believe that the most of the weavers engaged in handloom sector of Kota region are aged. It signifies that less number of youth prefer to join this occupation.

- Most of the respondents (82.8) disagree that Kota region has less number of skilled weavers. The workers who are engaged in this occupation have adequate skills to perform their task. However they fall under the category of unskilled workers and paid accordingly.
- Most of the respondents (75.4) disagree that weavers are not active in the society/societies they have joined in.
- Most of the respondents (55.5%) agree that they do not get enough training to develop and learn new skills.
- All the respondents agree that the wages and employment generated by this sector are insufficient to survive.
- Most of the respondents (77.6%) agree that they are dissatisfied with regard to welfare schemes run by central as well as state government.

7.1.6 Health Related Problems

- Most of the respondents (53.2%) agree that weavers have been suffering from eyesight weakness as one of the health problems.
- Most of the respondents (61.4%) agree that weavers have been suffering from back pain as one of the health problems.
- Most of the respondents agree that knee and joint pain problems are common among weavers.
- Most of the respondents (67.4%) agree that performance of weavers affects due to stress among them.

7.1.7 Potential for Future Development

- Most of the respondents (39.8%) agree that use of modern approaches of marketing can help in increasing their sales.
 - Most of the respondents (47.3%) agree that use of modern technologies in production can help in growing their business.
-

- Most of the respondents (72.1%) agree that there is an increase in their sales of handloom products as compared to the previous year.
- Most of the respondents (66.2%) agree that if they approach directly to customers their sales of handloom products would increase.
- Most of the respondents (45.8%) agree that online selling is an effective channel in spreading awareness about handloom products and their selling.
- Most of the respondents (33.3%) agree that there is a possibility to renew the unsold stock that would reduce their losses.

7.2 RECOMMENDATIONS

- Effective awareness programmes should be organized for the weavers in this sector to spread awareness regarding various schemes run by Government.
- The role of cooperative societies should be effective in ensuring enough and timely supply of raw materials including yarn, dye stuff etc.
- Minimum wages should be fixed for the weavers because they get very less amount for their work that varies between Rs. 100- 150 for working 8-10 hours a day.
- Weavers should get enough subsidies for producing this unique art and the process of availing subsidy should be from single window.
- Weavers of this cluster should be designated as skilled weavers so that they can be paid accordingly.
- Training programmes should be conducted time to time to make them learn new skills and develop their unique art.
- Better infrastructural facilities should be made available to them including safe drinking water, sanitation, free electricity, free education for their children, medical facility, health insurance, communication and transportation facilities etc. In order to ensure better health.

- Assistance on marketing of Kota Doria products should be provided including participation in trade fairs and exhibitions out of Rajasthan and at international level.
- Credit facilities should also be extended for weavers of this sector on easy terms.
- Societies established for this sector should be made accountable for the slow growth of this sector.
- Young designers from reputed design schools should be accompanied with weavers so that they can suggest creativity and scope of innovations in their products.
- Youth of this region should be motivated to join this unique art and given special packages of learning including basic education plus innovations in designs and patterns.
- In order to boost the sale of Kota Doria products, Government can make it compulsory for Government departments and institutions to purchase only these products for gifting purpose.
- Budget allocation for handloom in national and state finances is being reduced. This needs to be checked. Budget has to increase with new schemes which address the problems of this sector, in view of the association and the need to shelter rural employment.
- Innovative ways should be worked upon to renovate unsold stock of Kota Doria in order to reduce losses of weavers. Recent example from Kerala suggests, as they used their fragile stock (due to severe flood) for making beautiful dolls and fetch handsome earnings from that stock.
- The eco-friendly nature of Kota Doria should be highlighted in order to drag attention of environment conscious consumers.

7.3 CONCLUSION

From the present study it is found that the Handloom weavers in Kota Doria Cluster, mainly those who have inherited this occupation, are in a pitiable condition owing to the poor socio-economic conditions. The majority of them are wage weavers who earn minimal wages in spite of working for more than ten hours a day. The analysis further revealed that weavers of this region are facing a lot of problems in terms of finance, marketing, production, workforce and impact on their health. These problems are posing threat for the survival of Kota Doria production in this cluster. Besides, the non-availability of raw materials and competition from mill-made textile products were among the other important factors that brought about the pitiable socio-economic conditions of the weavers. Furthermore, most of the weavers use traditional looms that too in bad condition makes the production process slow. The existence of middlemen causes exploitation of weavers. While the independent weavers have to market their product themselves by travelling to the big cities, the others, who are not financially strong, have to be dependent upon the Sahukars (intermediate tradesmen) who exploit them. Moreover, the weavers are not aware about the various schemes run by Government for their welfare and the growth of the industry.

However, according to weavers, there is a potential for future development of Kota Doria products. If weavers get enough funds and assistance in credit needs, better infrastructural facilities, marketing practices, production related issues and training on skill development, they can increase their sales. On-line selling is also a channel which has been proved as an effective tool in promoting and selling Kota Doria products. What the Kota Doria cluster needs now is better marketing strategies and design innovations. The weavers should bring innovations in patterns and add more creativity to suit the international market to capitalize on the splendid silk and cotton woven fabrics of Kota Doria.

SUMMARY

SUMMARY

- **Title of Dissertation: “An Analytical Study of Handloom Industry of Kota Region”**
 - **Author: Ritu Gera**
 - **Degree: Doctor of Philosophy (Management)**
 - **Year: 2019**
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OBJECTIVE:

The purpose of this research was to extend the existing body of knowledge on the problems and the potentials of Handloom industry of Kota region and thereby suggest some measures that would resolve the problems of Handloom industry of Kota region, as little research have been conducted on this topic in India. A review of literature suggests that previous research has been conducted mostly in the domain of marketing related problems faced by the weavers, finance related problems and/or health related problems etc in relation to other regions of India, but there is a dearth of studies that are based on primary data to know the present status of handloom industry located in Kota region. The present research provides factual data on the weavers’ opinion regarding the problems and challenges they face. A comparison was also made between the opinions of society members and non-members to assess the impact of membership on extent of problems they face and upon their productivity and growth.

The problem to be investigated is,

“An Analytical Study of Handloom Industry of Kota Region”

C. **Primary Objective:**

The main purpose of the study is to identify the problems encountered by handloom weavers of Kota region and thereby suggest some measures that would resolve their problems.

D. Secondary Objective:

- To analyze the working of handloom units in the study area i.e. Kota region.
- To identify the production related problems and their impact on the performance of Handloom manufacturing units of Kota region.
- To study the finance related problems and their influence on performance of Handloom manufacturing units of Kota region.
- To make an assessment of aspects like capacity utilization, employment generation and cost of production in relation to handloom units of Kota region.
- To investigate the reasons for sickness in the small and tiny sectors in order to suggest suitable measures for the revival of such units.
- To suggest suitable strategies to promote handloom products in domestic as well as in the International mark.

HYPOTHESES OF THE STUDY

The researcher has identified following hypotheses:

H01: Handloom weavers do not have any problem in terms of finance.

H11: Handloom weavers face finance related problems.

H02: Handloom weavers do not have any problem in terms of marketing.

H12: Handloom weavers face marketing related problems.

H03: Handloom weavers do not have any problem in terms of production.

H13: Handloom weavers face production related problems.

H04: Handloom weavers do not have any problem in terms of Work force.

H14: Handloom weavers face Work force related problems.

H05: Handloom weavers do not have any problem in terms of Health.

H15: Handloom weavers face Health related problems.

H06: Handloom weavers do not have any expectation for future development.

H16: Handloom industries have expectations for future development

STUDY METHOD

Descriptive research design is taken into consideration to test the hypotheses and inferences drawn from data analysis. The present study contains the quantitative approach of problem solving. This includes a quantitative, descriptive, and comparative research with cross-sectional survey of data from weavers of Kota region. Survey data is employed to estimate population characteristics and to explore the significance of predictor variables. The research which has been carried on weavers' opinion towards the problems they face in the region is descriptive in nature. It focuses on identifying problems and potential that exists in handloom industry of Kota region. It is a fact finding investigation with adequate interpretation.

In the current research work, respondents were chosen by purposive random sampling technique. The sample consists duly filled in questionnaires of 402 weavers for the study and their responses were edited in accordance with the requirements of the objectives and hypothesis.

For the purpose of this study following instruments and methodology were used.

- For primary data, a well structured questionnaire was prepared .This was filled by the weavers of Kota region. This region covers villages Kaithun, Kansuwan, Mandana, Sultanpur and Sangod in Kota district. Mangraul,Siswali and Anta in Baran district and Bundi, Keshoraipatan, Kapren and Roteda in Bundi district. The sample survey included members of the Kota Women Weavers Organization (KWWO) and Handloom Households/Beneficiaries. The first one represents the organization handloom sector and the second represents the cottage/ household sector.

- The researcher conducted interviews of resourceful respondents to infer meaningful information that facilitated the researcher to collect data for further interpretation.
- A variety of statistical analyses has been applied to the data, including Percentage analysis, Averages, and Chi- square test.

STUDY RESULTS

Hypothesis viewed as per the analysis:

7. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face finance related problems.
8. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face marketing related problems.
9. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face production related problems.
10. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face Work force related problems.
11. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom weavers face Health related problems.
12. Null hypothesis gets rejected and alternative hypothesis gets accepted that Handloom industries have expectations for future development.

MAJOR FINDINGS OF THE STUDY

- Most of the respondents (80.6%) agree that one of the reasons of their financial problems is lack of infrastructure and investment.
 - Most of the respondents (91.3%) agree that they face financial problem due to insufficient budget allocation.
 - Most of the respondents (85.8%) agree that they face financial problem due to lack of availability of credit facilities to them.
-

- Most of the respondents (64.4%) believe that they need to pay heavy taxes and duties that cause a dent in their savings.
 - Most of the respondents (54%) believe that the subsidy that they are getting on the production of handloom products is insufficient.
 - Most of the respondents (55.7%) opine that there is a lack of effective customer relationship management for marketing of handloom products.
 - Most of the respondents (66.7%) believe that lack of intensive distribution is one of the major problems in selling handloom products.
 - Most of the respondents believe that selling at exhibitions and retail showrooms do not give good results.
 - Most of the respondents (53.7%) agree that improper planning of promotional activities is a threat in promoting handloom products.
 - Most of the respondents (59%) agree that they have insufficient knowledge regarding export potential and value addition of handloom products.
 - Most of the respondents (61.9%) agree that the market of handloom products is unstructured.
 - Most of the respondents (89.1%) agree that they are facing a tough competition from mechanized sector in selling handloom products.
 - Most of the respondents (54.2%) agree that they get inadequate supply of yarn which weakens their production planning.
 - Most of the respondents (44.5%) agree that their production get affected due to poor quality of raw material.
 - Most of the respondents agree that the production cost of handloom products is comparatively high that results in low margin.
 - Most of the respondents (85.8) agree that the production process of handloom products gets affected due to delay in supply of yarn, zari and other materials.
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- Most of the respondents (73.1) disagree that the number of looms is insufficient.
- Most of the respondents (63.4) believe that the handlooms operating in kota region have become obsolete.
- Most of the respondents (70.1) believe that the most of the weavers engaged in handloom sector of kota region are aged.
- Most of the respondents (82.8) disagree that kota region has less number of skilled weavers.
- Most of the respondents (75.4) disagree that weavers are not active in the society/societies they have joined.
- Most of the respondents (55.5%) agree that they do not get enough training to develop their skills.
- All the respondents agree that the wages and employment generated by this sector are insufficient to survive.
- Most of the respondents (77.6%) agree that they are dissatisfied with regard to welfare schemes run by central as well as state government.
- Most of the respondents (53.2%) agree that weavers have been suffering from eyesight weakness as one of the health problems.
- Most of the respondents (61.4%) agree that weavers have been suffering from back pain as one of the health problems.
- Most of the respondents agree that weavers have been suffering from knee and joint pain as one of the health problems.
- Most of the respondents agree that their job is stressful.
- Most of the respondents (39.8%) agree that use of modern approaches of marketing can help in increasing their sales.

- Most of the respondents agree that use of new technology of production can help in increasing their sales.
- Most of the respondents (72.1%) agree that there is an increase in their sales of handloom products as compared to the previous year.
- Most of the respondents (66.2%) agree that if they approach directly to customers their sales of handloom products would increase.

Moreover a comparison was made between the opinions of society members and non-members and it was found that there was no significant difference in their opinions regarding most of the variables chosen for the study.

CONCLUSION

The analysis revealed that weavers of Kota region are facing a lot of problems in terms of finance, marketing, production, workforce and impact on their health. These problems are posing threat for the survival of Kota Doria production in this cluster. The unavailability and rising cost of raw material and cut throat competition from power loom are the other important factors which brought a fall in Kota Doria product. The existence of middlemen is also de-motivating weavers due to their exploitation by middlemen. Moreover, the weavers are not aware about the various schemes run by Government for their welfare and the growth of the industry.

However, according to weavers, there is a potential for future development of Kota Doria products. If weavers get enough funds and assistance in credit needs, better infrastructural facilities, marketing practices, production related issues and training on skill development, they can increase their sales. On-line selling is also a channel which has been proved as an effective tool in promoting and selling Kota Doria products.

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RESEARCH PAPERS

AN ANALYTICAL STUDY OF HANDLOOM INDUSTRY OF INDIA

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ABSTRACT

Indian Handloom Industry is an ancient cottage industry of India with a decentralized set up. This industry is a source of livelihood for millions of people and contributes a major part towards employment. The tradition of making handicrafts and weaving by hand constitutes one of the richest and vibrant aspects of the Indian cultural heritage. This sector is one of the largest unorganized sector after agriculture having being an advantages of less capital intensive, minimal use of power, eco-friendly, adaptability to market requirements etc. But at the same time, this industry is facing multifarious problems that some other industries did not face. The government of India also acting toward the development and improvement of its productivity and marketing, still weavers are facing livelihood crisis. So that it is the need of the today to identify the problems as well as the strengths and weaknesses of handloom industry to make it profitable.

Keywords: *Chanderi, Daccai, Handloom Sector, Ikats, Phulkari*

I. INTRODUCTION

Handloom industry is an ancient cottage industry of India rolls its carpet back to the ancient times. The very first fragment of Indian handlooms was excavated from the parts of Egypt. After that finely woven and dyed cotton fabrics were found in Mohenja Daro (Indus Valley Civilization). Even the Vedic literature also has mention of India's weaving style. Handloom industry acts as the backbone of Indian culture and tradition with a huge variety of designs, printing techniques, Weaving art and materials used Indian Handloom has created magic all over the world. Phulkar from Punjab, Chanderi from Madhya Pradesh, Ikats from Andhra Pradesh, Tie and Die from Rajasthan and Gujarat, Daccai from West Bengal, Brocade from Banaras and Jacquard from Uttar Pradesh are some of the jewels that have been dazzling all over the world. Indian handloom has been the pride of Indian Traditions and a representative of its cultural brilliance.

In today' scenario handloom production is the second largest employment activity after Agriculture and its contribution is around 14% share of the total production of Textile Industry. As per 3rd Handloom Census carried out in 2009-10 more than 43 lakhs people were engaged in weaving and allied activities which were 65.5 lakhs as per 2nd Handloom Census conducted in 1995-95. The Handloom sector is not only our past glory but also it plays a vital role even in the context of Present Indian Economy. Over 125 countries are now buying handloom products from India. In the Ninth Five Year plan, the handloom sector faced severe competition from the Power looms and the new initiatives were taken during this period-

- Deen Dayal Hath Kargha Protsalian Yojna
- National Centre for Textile Design
- Handloom Development Culture and Quality Dyeing Unit Scheme.

II. OBJECTIVES OF THE STUDY

- The present study is based on the following objectives-
- To make an overview of Handloom Industry of India
- To study the production related problems and their impact on performance of handloom manufacturing units.
- To promote the Handloom products in domestic as well as in the international market.
- To investigate the reasons for sickness in the Handloom Sector in order to suggest suitable measures for their revival.
- To study the Finance related problems and their influence on performance of Handloom Industries.

III. CHARACTERISTICS OF HANDLOOM INDUSTRY

The basic meaning of Indian Handloom is creating designs by keeping traditions intact. Its power is such that Handloom Industry contributes around 14 percent of total production and 30 percent of the total export business.

The main characteristics of Indian Handloom Industry are as follows-

- The Handloom sector occupies a distinct and unique place in the Indian economy and the largest generator of non-farm rural employment.
- It is a largely household based industry carried out by the contribution of family members.
- This Industry is an ancient cottage industry which is seems to have started between 5000 & 3000 B.C.
- Handloom Industry is best known for its distinctiveness style, traditionalism and modern technology.
- Handloom Industries are decentralized located both in urban and rural.
- Handloom weaving is a hereditary occupation which requires the contribution of various people. A single man cannot do weaving so whole family including women and children indulges in this work.
- Most of the handloom units are run either as sole proprietors or on partnership basis.

IV. MAJOR PLAYERS OF HANDLOOM INDUSTRY

The major players of Handloom Industry are –

- All India Handloom Apparels private Ltd
- HP state Handicrafts and Handloom Corp. Ltd
- Handloom Export Promotion Council
- Institute of Handloom and Textile Technology
- The Handicraft and Handloom Export Corp. of India Ltd
- National Handloom Development Corp.
- Tamil Naidu Handloom House Private Ltd

VI. HANDLOOM EXHIBITIONS IN INDIA

- Surajkund Crafts Mela, Faridabad
- Pushkar Fair, Pushkar (Rajasthan)
- Goa Carnival, Goa
- Dushera Mela, Kota (Rajasthan)
- Baisakhi Mela, Punjab
- Kubh Mela, Haridwar
- Kutch Desert Festival, Gujarat
- Indian International Trade Fair (New Delhi)

VII. HANDLOOM BOARDS IN INDIA

Government of India has set up various Handloom Boards to look after the production level, export and import facet, making schemes effective & providing necessary funds for the growth of Handloom Industry. These are-

- All India Handloom Board
- Cotton Advisory Board
- Central Wool Development Board
- Jute Advisory Board
- Central Silk Board

VIII. CHALLENGES OF HANDLOOM INDUSTRY

Presently Handloom Industry is facing many problems related to raw material, marketing and sales network which can be explained as follows-

- **LACK OF ADEQUATE AND AUTHENTIC DATA**

Lack of reliable data with respect to number of crafts person, their socio-economic conditions, livelihood conditions, details of families and their productivity, is a major shortcoming that affects the planning and policy formation of Handloom Sector. Absence of data hinders the growth of Handloom sector due to non- possibility of inter-sectoral comparison.

- **POOR QUALITY OF YARN**

In present scenario the major problem which is faced by Handloom sector is non- availability of good quality of yarn at reasonable price. Most weavers are from the families which are economically disadvantaged and having limited access toward markets which can provide them good quality of yarn.

- **FINANCIAL CRISIS**

Finance is a very important source for any industry to become successful but in handloom sector there is a shortage of credit facilities so financial crisis is very major problem in Handloom sector. Lack of financial literacy among weavers increases credit related challenges for them.

- **LACK OF PROPER INFRASTRUCTURE**

The availability of infrastructure required by the Handloom sector is less satisfactory which leads to a loss in their competitiveness. They do lack even the basic facilities like clean drinking water, sanitation, electricity etc.

- EDUCATION, SKILLS, RESEARCH AND TRAINING

Our formal education systems have not included teaching, training and skill development for the Handloom sector in their mainstream activities. As a result the responsibility of introducing innovation in techniques and designs is left to the initiative of weaver families who usually having a lack of resources for this critical field.

- SHORTAGE OF INPUT AND THEIR RISING COST

The pre-requisite of Handloom Industry is cotton, yarn, silk, art silk, chemicals, dyes & zari. Weavers purchase yarn from private traders who usually charge very high cost and the transportation costs are also so high. Even after the high cost the supply of yarn is not regular so the problem becomes more acute due to lack of economies.

- PROBLEM OF WORKING CAPITAL

Working capital is the main source for maintaining a industry but in handloom sector working capital is also a major crisis so weavers become unable to purchase the raw material even at the declining prices.

- POOR MANGEMENT

Inefficiency of management is also a major constraint in the working and growth of Handloom sector. There is a lack of Structured Board of Directors which affects the decision making policies of the sector.

IX. SUGGESTED REMEDIAL MEASURES FOR THE GROWTH AND DEVELOPMENT OF HANDLOOM INDUSTRIES

- i. In order to improve productivity and bring in higher level of consistency in products, more sophisticated tools and processes should be developed and made available to the weavers.
- ii. Awareness should be made about the existing schemes so that they can take the benefit of initiatives taken by the government and various agencies.
- iii. Weavers need to be provided with market intelligence so that they can produce market relevant product.
- iv. Proper education and training should be provided to the weavers about the modern and innovative techniques of production.
- v. Fairs and exhibitions should be organized so that they can get the exposure of customers understanding.
- vi. The weavers should be incentivized to make Handloom and Handicraft their main source of earning by lowering cost of raw materials and making loans readily available.
- vii. There must be a formulation of pricing strategy on the basis of market demand.
- viii. Activities of production of Handloom like manufacturing, supply and marketing should be properly organized.
- ix. There is a need to create awareness about the features and advantages of handloom products. Effective publicity should be done through appropriate media mix.
- x. There is a need of regular quality assessment of yarns, dyeing, finishing and packaging to create a permanent space for the handloom products in the national and international market.

X. REVIEW OF LITERATURE

Literature on Handloom Industries is huge and on varied aspects. A few selected writing related to the topic are reviewed here-

1. "Management in Handloom Industry- A study of the Production and Marketing of Handloom for Exports" was carried out by Rajmani Singha. He studied on the production of handlooms in the country and affected problems, productivity of handloom industry major constraints facing the domestic marketing and to examine the trends in the exports of handloom products. The author undertook a case study of the handloom industry in Manipur state. Out of 117 weavers' co-operative societies, 100 societies were selected for this study. Finally constructive suggestions to improve the conditions of handloom industry in the state were recommended
2. Sahai Biswambhar reported (1956) that the problems of handlooms are owing to the competition from power looms and mills. He felt that there is need to employ trendy techniques of production and design, government ought to establish training centers for the benefit of weavers where they are concentrated and materials like, design books and related instruments need to be created there.
3. Chakaraborthy S.M. (1982) remarked that the handloom quality of products was declined, owing to the high rates of raw materials. The weavers were using cheap quality dyeing colours. As a result of this the consumers prefer mill made cloth so as weavers community lost their livelihood. To overcome this situation, government ought to offer raw materials at subsidized rates, with quality and in right time.
4. Singh Rajmani (1992) in his Ph.D thesis "Management in Handloom industry- A study of the production and marketing of handlooms for Exports" studied the production of handlooms in the country and identified the problems affecting it's production along with the industry's ability to meet prospective demand both local and foreign. He concluded that the design of the products have not been changing according to taste, choice and preferences of the customer. The result being that demand for Manipuri Handloom has not been picking up.
5. Srinivasulu .K (1994) made an attempt to study the Handloom weavers struggle-for survival in Chirala village in A.P. He has point out that the handloom sector has been seriously threatened by the severe competition from the power looms, the survival of the handloom sector and handloom weavers has been imperiled by sharply rising prices of yarn, dyes and chemicals
6. Shailaja, Naik and Padhya (1996) have found in their study that the odds against handloom weaving in northern Karnataka are many. Lack of adequate raw materials, middlemen, inadequate marketing facilities and lack of training and financial assistance are among them. This calls for imaginative remedial measures. This sector of the Indian handloom industry can flourish if a suitable technology is made available to the weavers in the state. It would generate a positive response from them. The exquisite workmanship of the Andhra Weavers will get its due recognition only with the revival of this sector by putting it on a sound footing. The State Government has to play a crucial role in this task.
7. D. Narasimha Reddy (2008) is of the opinion that, it is time that, government recognized the value of the handloom sector in achieving sustainable development of the country. Despite the adverse conditions, due to larger support from consumers and being a livelihood option for millions of weavers, Handloom sector has

been surviving and has the potential to be so. Government has to ensure a 'level playing field' for this sector towards competition among the different sub-sector of textile industry.

8. Dr. Usha N. patil (2012) has studied that Indian economy is blessed with the Handloom sector. It is a major source of direct employment to 65 lakh engaged in weaving and allied activities. It is historical business in India which gives fabrics for use and made up techniques help to designer art pieces are the integral part of India. It shares 14% of the total pre industrial production and 30% of the total export business. It is the largest industry along with other industry like power looms modern textile mills, handlooms and garments in India. Hence handloom is widely known in foreign countries also.
9. Boruah Rickey Rani and Kaur Satvinder (2015) in their topic "A study on the analysis of economic of weavers' cooperative societies in Assam" analyzed the business operation of selected handloom weaving units in Assam and concluded that this sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link, overall stagnation of production and sales and, above all, competition from power loom and mill sector.
10. Gupte (2010) in his article titled, "A Study of the competitiveness of the handloom Paithani Saree Business" concluded that, in the current scene of the aggressive marketing and high competition the textile entrepreneurs ought to adopt some trendy practices to keep the art, technique and pride alive. The handloom silk textile sector has its own peculiar features and determinants of competitiveness. Once they are identified, the entrepreneurs can attempt for its development along with global challenges. The study of effects of Westernization, Liberalization, Globalization and ever-changing world of fashion can be studied before the business adopts new strategies to compete the global challenges. For that the business of Paithani needs more attention and research from traditional and modern studies.

XI. CONCLUSION AND SUGGESTIONS FOR FUTURE RESEARCH

The Indian Handloom Products have wide demand in the local as well foreign markets. Since most of the Handloom units are run either as sole proprietor or on the partnership basis so the owners lack the professionalism in their overall handling of the work. Most of the weavers do lack of knowledge about the modern techniques of production, packing, designing, promotion etc. For the development and promotion of handloom industry it is the need of the economy to make a study on the topic.

Further it is suggested, more studies are required for identification of the problems facing by the handloom industry related to production, finance and marketing and to suggest the suitable measures for the development and advancement of industry.

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One Person Company- A New Concept for Small Businesses

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Abstract:

One Person Company is a new concept for the present business scenario which has been emerged as per Companies Act, 2013. The concept of OPC is a legitimate way to incorporate a Company with only one member and can be registered by one person with limited liability. This concept opens up new segments of business opportunities and would encourage corporatization of micro business and entrepreneurship with simple legal regime. OPC is a hybrid form of sole proprietorship and Company and provides to the sole proprietorship business the status of Company with certain facilities like legal protection for the business, bank loan etc. It is a remarkable feature of the Companies Act, 2013 but still lots of limitations are showing. This paper is an attempt made to understand the concept of One Person Company with reference to the provisions of Companies Act, 2013.

Keywords- Entrepreneurship, Legal protection, Limited liability, Micro Business, Sole proprietorship.

INTRODUCTION One person company is a concept introduced in India by the Companies Act, 2013. This concept opens up new segments of business opportunities and particularly spectacular possibilities for sole proprietorship and entrepreneurs who can enjoy the advantage of limited liability and separate legal entity. One Person Company is a move that would encourage corporatization of micro business and entrepreneurship with simple legal regime. One Person Company is a hybrid form of business with certain privileges and exemptions under the Companies Act, 2013.

As per section 2(62) of the Companies Act, 2013 One Person Company means a company which has only one person as a member. One Person Company is a company which is registered by one person with limited liability. OPC can be registered as a private limited company. OPC may have the following forms-

- Company Limited by shares
- Company Limited by guarantee

An OPC limited by shares shall have minimum paid up capital of INR 1 lakh and restricts the right to transfer its shares and also prohibits any invitation to public to subscribe for the securities of the company. The concept of OPC was first introduced by the expert committee of Dr. JJ Irani in the year 2005.

OBJECTIVES

The main objectives of this study is to make an analytical study of the concept One Person Company along with its impact, opportunities and challenges.

SALIENT FEATURES OF ONE PERSON COMPANY

The salient features of One Person Company can be explained in the following points-

- A One Person Company is incorporated as a private limited company
- OPC must have only one member at any point of time and may have only one director
- OPC fulfills the desire for personal freedom that allows the professionally skilled person to adopt the business of his choice.
- The member and nominee should be natural person, Indian citizen and Resident in India.
- One Person Company cannot incorporate more than one OPC or become nominee in more than one OPC.

- No minor shall become member or nominee of One Person Company or hold share with beneficial interest.
- OPC cannot be converted into a company under section 8 of the Companies Act, 2013
- OPC cannot carry out Non- Banking Financial Investment Activities including investment in securities of any body corporate.
- An private company already in existence other than Company registered under section 8 having paid up share capital of Rs 50 lakh or less or average annual turnover during the relevant period is Rs 2 crore or less may covert itself into One Person Company by passing a special resolution in the general meeting
- No OPC can voluntarily be converted into any kind of company unless two years have been expired from the date of incorporation, except in cases where capital or turnover threshold limits are reached
- OPC would lose its status if paid up capital exceeds Rs 50 lakh or average annual turnover is more than 2 crores in three immediately preceding consecutive years.

PRIVILEGES AVAILABLE TO ONE PERSON COMPANY

The privileges and benefits available to One Person Company are-

- The main privilege which is available to the OPC is that of limited liability. The most significant reason for shareholders to incorporate One Person Company is certainly the desire for limited liability
- The provisions of section 98 and section 100 to 103, relating to holding of annual general meeting, shall not apply to a One Person Company
- OPC provides an outlet for the entrepreneurial impulses among the professionals
- In case of OPC mandatory rotation of auditor after expiry of maximum term is not applicable
- The financial statements of a One Person Company can be signed by one director alone and cash flow statement is not a mandatory part of financial statements of One Person Company
- Through OPC's small businessmen can get the corporate status while remaining independent..
- OPC's get freedom from many compliances, the time, and cost involved as compared to private limited company.

PROCESS OF INCORPORATING ONE PERSON COMPANY

Process of Incorporation of One Person Company (OPC)

- ↓
- Obtain Digital Signature Certificate [DSC] for the proposed Director(s)
- ↓
- Obtain Director Identification Number [DIN] for the proposed director(s)
- ↓
- Select suitable Company Name, and make an application to the Ministry of Corporate Affairs for availability of name
- ↓
- Draft Memorandum of Association and Articles of Association [MOA & AOA]
- ↓
- Sign and file various documents including MOA & AOA with the Registrar of Companies electronically
- ↓
- Payment of Requisite fee to Ministry of Corporate Affairs and also Stamp Duty
- ↓
- Scrutiny of documents at Registrar of Companies [ROC]
- ↓
- Receipt of Certificate of Registration/Incorporation from ROC

EXEMPTIONS AVAILABLE TO ONE PERSON COMPANY UNDER COMPANIES ACT, 2013

- Section 96. Option to dispense with the requirement of holding an AGM.
- Section 98. Power of Tribunal to call meetings of members.
- Section 100. Calling of extraordinary general meeting.
- Section 101. Notice of meeting.

- Section 102. Statement to be annexed to notice.
- Section 103. Quorum for meetings.
- Section 104. Chairman of meetings.
- Section 105. Proxies.
- Section 106. Restriction on voting rights.
- Section 107. Voting by show of hands
- Section 108. Voting through electronic means.
- Section 109. Demand for poll.
- Section 110. Postal ballot.
- Section 111. Circulation of members' resolution

IMPACT OF ONE PERSON COMPANY IN INDIA

The concept of OPC is very new in India so it will take time to work with efficiency but when the time will pass OPC will come up with sparkling features and it will become the most successful business concept. The reason behind it is that OPC can be incorporated with less paper work, and one person can form a company without any additional shareholder and if the members is willing to add shareholders, all he needs to do is to modify the memorandum of association and file it before ROC. OPC is a bright feature for weavers, traders, artisans and small to mid level entrepreneurs. In upcoming years the impact of an OPC will be remarkable and it is a promising feature for Indian entrepreneurship. In India when the expert committee of Dr. JJ Irani proposed the concept of OPC, it was aimed for structured organized business, with a different legal entity altogether and to organize the private sector of entrepreneurship, which indeed is expected to be done, along with a significant growth in Indian Economy benefitting the country on global level.

LIMITATIONS OF A ONE PERSON COMPANY

One Person Company is enjoying many advantages but at the same time there are a lots of limitations associated with OPC. These are-

- OPC cannot be converted into private/public company before 2 years from incorporation (unless cross limits)
- OPC's cannot make investment in another body corporate
- There is no exemption to OPC with reference to incorporation cost
- Another limitation is that there is a legal mandate which requires that shareholders shall during the incorporation of a OPC mention the name of the nominee in the memorandum of the company who in the extent of death of the subscriber or his incapacity to contract shall become the member of the company.
- The concept of OPC though encourages small entrepreneurs but on the other hand, discourages foreign direct investment by disallowing foreign companies and multinational companies to incorporate their subsidiaries in India as One Person Company.
- From the taxation point of view concept of OPC seems to be less lucrative concept as it imposes heavy tax burden in comparison to sole proprietorship

COMPLIANCES OF ONE PERSON COMPANY

Provisions for general meeting

- The provisions relating to Board meeting, AGM, EGM and notice convening general meeting are not applicable to OPC.

Minutes book

- It is mandatory to maintain minutes book of OPC
- The resolution by which such director is entered in the minutes book required to be maintained under section 118
- The date of resolution shall be the date of meeting of the Board of directors.
- It is not mandatory to record the minutes for contracts entered into ordinary course of business.

Company secretary

- It is not mandatory for appointing company secretary in OPC companies
- The annual return of OPC can be signed by director

Cash flow

- It is not mandatory for OPC to prepare cash flow statement.

CONCLUSION

The concept of OPC is advantageous both for the regulators and the market players. The main feature that have given preferential status to One Person Company is over sole proprietorship is limited liability. Limited liability of OPC shall encourage many sole proprietors or traders to start up new companies and will be able to work as entrepreneur. Chances of frauds and representations will be less as there will be only one member. Though the concept of OPC might have certain grey areas but overall the Indian version of OPC is very sound and complete. Hence if this concept is implemented properly, will act a big incentive for small entrepreneurs and thereby will boost the economic growth of the country.

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Certificate

*This is to certify that our Editorial, Advisory and Review Board accepted research paper
Of Dr. /Sfiri /Smt. Ritu Gera, Research Scholar, Govt. Commerce College Kota, University
of Kota, Rajasthan, India.*

*The title of the paper is "One Person Company- A New Concept for Small
Businesses" which is original and innovative. It is done double blind peer reviewed. This article is
published in Volume IV, Issue 1, February, 2019.*

Date: 28th February, 2019

Mr. Suresh Chandra

ANNEXURES

ANNEXURE 1

**Research Title : “AN ANALYTICAL STUDY OF HANDLOOM
INDUSTRY OF KOTA REGION”**

Dear valued respondent,

Thank you for your participation in this research.

I, **Ritu Gera**, a Research Scholar at the Business and Administration Department, University of Kota, Kota, have designed this set of questionnaire to understand the behavior, working and performance of weavers in order to make their analytical study in handloom industry.

The questionnaire contains several questions which are designed for the ease completion. I would sincerely appreciate if you could answers the questions truthfully as the information you provide will influence the success and accuracy of this research. It will take not longer than 10 minutes to complete the questionnaire. All answers will be treated with strict confidentiality and shall be used for academic purpose only.

Thank you very much for your time, consideration and cooperation. I appreciate your kind contribution and help in furthering this research endeavor.

Cordially
Ritu Gera
Research Scholar
UNIVERSITY OF KOTA, KOTA

ANNEXURE 2

QUESTIONNAIRE FOR DOCTORAL RESEARCH

The study is being undertaken by **Ritu Gera**, A Doctoral Scholar of the University of Kota, Kota.

She may be contacted at geraa.ritu@gmail.com

1. Gender :
a. Male b. Female
 2. Age :
a. Below 30 b. 30-35 years c. 36-40 years
d. 41-45 years e. 46-50 years f. 51-55 years
g. 55 years or above
 3. Marital Status :
a. Unmarried b. Married c. Widow/er
 4. Number of Family members :
a. 01 b. 02 c. 03
d. 04 e. 05 and above
 5. Social Group :
a. OC b. BC c. MBC/DNC
d. SC/ST
 6. Educational Qualification :
a. Up to 10th Std. b. Up to Plus Two c. ITI/Diploma
d. Degree e. Others
 7. Education of children :
a. Up to 10th Std. b. Up to Plus Two c. ITI/Diploma
d. Degree e. Others
 8. Type of family :
a. Joint Family b. Nuclear Family
 9. Whether you live in owned or rented house :
a. Owned b. Rented
 10. Whether you use free electricity?
a. Yes b. No
-

11. How long has your family been involved in weaving?
 a. Your Parents b. Your Grandparents
 c. Even before that d. Not Traditional
12. Name of the Handloom Society :
13. How many looms do you have?
 a. Owned Looms b. Rented Looms
14. How many members of your family are involved in the process of weaving?
 a. Only You b. 2-4 c. 5 or more
15. How much time do you spend on weaving per day?
 a. 0-4 Hrs. b. 4-8 Hrs. c. 8-12 Hrs.
 d. Cash 5. Other
17. Please give your opinion on the following **problems affecting the performance of a worker** by ticking relevant columns

Financial problems :	Highly Agree	Agree	Less Agree	Not Agree	No Idea
Lack of Infrastructure and investment					
Insufficient Budget allocations					
Credit needs					
Heavy Taxes and duties					
Meager Subsidy					
Marketing problems :	Highly Agree	Agree	Less Agree	Not Agree	No Idea
Lack of Customer Relationship Management					
Lack of intensive distribution					
low sales at exhibition and retail showroom					
improper planning of promotional activities					
Lack of knowledge regarding areas of Export potential and value addition to products					
Unstructured market					
Competition from mechanized sector such as mill and power loom Sectors					
Production problems :	Highly Agree	Agree	Less Agree	Not Agree	No Idea
Inadequacy in supply of yarn					
Poor quality of raw material					
High cost of Production					
Delay in supply of yarn and other zari materials					
Insufficient number of looms					
Obsolete looms					

Work force related problems :	Highly Agree	Agree	Less Agree	Not Agree	No Idea
Aged people					
Lack of skilled weavers					
Lack of active member					
Lack of training					
Not satisfied towards wages, employment					
Not satisfied towards welfare schemes					
Health problems :	Highly Agree	Agree	Less Agree	Not Agree	No Idea
Eye sight weakness					
Back pain					
Knee pain					
Joint pain					
Stress					

18. Please give your opinion on the aspects related with **expectations for future development of Kota Doria** by ticking relevant columns-

Expectations for future development	Highly Agree	Agree	Less Agree	Not Agree	No Idea
Use of Modern Approaches of Marketing helps in increasing sales					
Modern Technologies of Production can boost and ease production					
Increase in Sales from the Previous Year					
Effectiveness of Approaching Customers Directly					
Effectiveness of Online Selling					
Possibility of Resurgence of Unsold Stock					

19. Suggest few measures to improve the condition of Handloom Weavers

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