#### Adarsha Shikshana Samiti's

#### **COLLEGE OF COMMERCE**

**GADAG-BETGERI** 

# A FINAL REPORT OF MINOR RESEARCH PROJECT UNDER UGC XI PLAN

**ENTITLED** 

# PROBLEMS AND PROSPECTS OF HANDLOOM INDUSTRY A CASE STUDY OF GADAG DISTRICT

Submitted by

# **Prof I.V.BELLIKATTI**

**Associate Professor** 

PRINCIPAL INVESTIGATOR

Submitted through:

# THE COLLEGE DEVELOPMENT COUNCIL Karnataka University, Dharwad

To

THE UNIVERSITY GRANTS COMMISSION

South Western Regional office, Bangalore

DECEMBER 2014

# **EXECUTIVE SUMMARY**

The art of weaving handloom fabrics in India is an ancient traditional technique. India has accepted various challenges to fight against poverty on all fronts for improvement of the weaker sections of the society. This is particularly in rural area by way of decentralizing the economy and industrial concentration in order to ensure equitable distribution of the national wealth. It is also desired that the benefits of the development may be ensured and may not remain confined in a few hands.

The handloom sector has a unique place in Indian economy and generates largest non-farm rural employment. Indian fabrics produced on Handlooms are widely known throughout the globe for their intricate designs ethnic looks and have carved a niche for themselves in the world textile market. Many handloom products are exported to all corners of the world thus earning valuable foreign exchange for the country. Handlooms have played a very important role for centuries in clothing people in India. They have also established a remarkable acceptation in the field of export.

Handloom weaving has been one of India's invaluable contributions to world civilization. This industry in our country is as magnificent. The use of handloom products is an-illustration of our aesthetic sense. The artistic sense of beauty of weavers seen in these products captivates irresistibly the imagination of their users.

After the attainment of political freedom, the Government started giving generous assistance to the handloom weaving industry. It formed the All India Weavers Association in 1952. The central Government appointed in 1973 a committee under Sri Sivaraman to go in to the problems industry was suffering from and suggest solutions. The committee submitted its report in 1975. On the basis of which the central Government not only announced various

programmes for enhancing prosperity of industry, but also appointed a Development Commissioner to co-ordinate various programmes in the field.

At the beginning of the twentieth century the handloom industry had to face stiff competition because of industrialization. Handloom products which had formed 60.51% of the cloth production in country declined to 45.4% in 1910. Today it is barely 22%.

In the era of rapid globalization and the massive modernization of textile industry in India and other countries, it is predicted from time to time that the Handloom industry is nearing its imminent death. This industry has always displayed a dependency syndrome on favorable Government policies, for its bare survival. The protective cover and the concessions offered to this industry by the Government are gradually diminishing in the era of globalization.

Handloom is an important Cottage industry spread over most parts of rural India. It is one of the major sources of rural employment and is vital sector of rural economy next only to agriculture. Historically, the industry developed as a localised industry, obtaining its inputs like yarn & dyes from local cottage industries and catering to a local market. Hence localized characteristics of yarn, of the weave, of skill, customs, patterns & designs. As development took place in the mill sector, the Handloom Industry too faced change in some aspects and began depending for inputs on the organized sectors and for markets on distant semi-urban & urban locations. However it still retained its peculiar local characteristics with regard to skills, techniques, designs & sartorial customs.

In our country there are 96 lakh handloom weavers of which about 40% are in the states of south India. After independence & particularly with the advent of planning, realising the important role being played by decentralized sector in the growth of economy more attention has been given to this traditional industry and greater in puts & packages of incentives have been offered in successive five-year plans. As a cumulative result of all these

measures, this sector is satisfying a very large internal market with comparatively very less capital investment. However export potential, for which greater strategy has been assigned in our five year plans for handloom cloth has risen substantially because of its capacity to meet the artistic demands which are facing frequent changes from time to time in the affluent Societies all over the world. In view of all these factors this sector deserves continued and all out support from the Central & state Governments.

# Objectives of study:

This thesis has two main objectives, namely identifying the problems of handloom industry in Gadag district by present situation and requirement of facilities. The second main objective is providing appropriate suggestions for development of handloom industry in 5 talukas of Gadag district.

- 1. To Study the status of Handloom Industry in India
- 2. To Study the Growth of Handloom Industry in Gadag district.
- 3. To Study and analyze the performance handloom industry in Gadag district.
- 4. To find out the problems and short-comings of the Industry.
- To make suggestions for improvement of the Handloom Industry in Gadag district.

#### Selection of the Area

The study is conducted in Gadag district in Karnataka state. The area is selected on the basis of a good concentration of handloom units in the District. Hence an in depth study of the handloom units could be made with a comparative analysis of the requisite data. Moreover proximity and convenience of the location of the units was another compelling reason for the selection of the area for the field survey.

#### Methodology

The study is an empirical analysis of the selected handloom units in the study area. Data is obtained both from primary and secondary sources.

#### **Primary Data**

The study is based basically on primary data obtained from the handloom units selected for obtaining the needed information. The primary data have been collected through structured and pre-tested questionnaire, personal interviews, discussions and observations. Information relating to Industry has been collected afresh with the help of schedules from the selected sample Handloom Owners and Weavers. In addition to this, informal meetings were arranged with the Joint Director of Handloom department Narasapur, Gadag and Karnataka Handloom Textiles Institution, Gadag.

#### Selection of Sample Units for Primary Data

The primary data have been collected from 300 sample units. The primary data has been collected from sample handloom household units through a comprehensive questionnaire which was specially designed for the purpose. The questionnaire was administered to 300 sample units and data has been collected through personal interview method. In order to conduct survey of sample units in the study area, the interview time was fixed to suit the convenience of the respondents and the interviews were held at the place of weaving households. This enabled to observe the working and living conditions of the weavers from close angles.

# Sample size of Research

Total number of sample selected for the study are 300. The below table 1.1 depicts the taluka wise samples selected for our study.

Table 1.1: Number of Talukas and selection of sample

Taluka	No. of sample	% of sample
		selection
Gadag	120	40
Shirahatti	60	20
Ron	60	20
Mundaragi	30	10
Naragund	30	10
Total	300	100

(Source: KHDC)

The above table reveals that the total number of samples selected for the study are 300 out of which 120 samples are selected from Gadag taluka, 60 samples from Shirhatti and Ron respectively and 30 samples from Mundargi and Nargund taluk respectively.

The sample handloom units selected for the study are classified into six types. The same is given in the following table 1.2

Table-1.2: Classification of Selected Sample Units

SI	Name of the	Present Active	Percentage
No.	MSME's	Looms	
1	KHDC Ltd	1911	37.05
2	Co-op Societies	733	14.32
3	Small manufacturing Weavers	970	18.96
4	Tiny Weavers	401	8.10
5	Khadi Board	25	0.48
6	Private Weavers	1076	21.03
	Total	5116	100

(Source: KHDC)

It is clear from the above table that 37.5 percent of the weavers are working under KHDC, 14.32 percent of weavers have organized cooperative societies under which they are working, 18.96 percent of weavers are working under master weaver's i.e small manufacturing weavers, and 8.10 percent of weavers are tiny weavers who are having 1 to 2 handlooms. 25 looms out of 5116 handlooms i.e. 0.48 percent of weavers are working under Khadi board. The total number of private weavers are 1076 ie 21.03 percent of total handlooms.

# **Secondary Data:**

Secondary data have been collected from various sources. Attempts has been made to collect data from journals and other publications published by Indian Institute of Handloom Textile and from others who are publishing textiles related magazine, books, periodicals, brochures etc.,

Secondary data for the study has been collected from the following sources.

- 1. Department of Industry and commerce, Bangalore
- 2. KHDC, Bangalore and Gadag.
- 3. Khadi and village Industries commission, Bangalore
- 4. Khadi Co-operative Society Hubballi
- 5. Karnataka Handloom and Textile Department, Gadag

- 6. University Libraries
- 7. Internet
- 8. Gazetteers
- 9. Books
- 10. Theses

#### 11. Published research papers

Discussions with Executives, Chairpersons and Directors, Assistant Directors and officials of departments of handlooms and textiles and connected Co-operative societies.

### Interpretation of data

The data obtained from the field survey have been processed and compiled in suitable tables to derive appropriate interferences and conclusions.

Statistical tools will be used to interpret and analyze collected data. Information is presented through line chart, tables etc., to make study more meaningful and convincing.

Meaning of handloom Industry:- Handloom industry which is oldest industry in the country has a glorious past The discovery of piece of red dyed cotton cloth at the Indus valley excavation has provide that the art of weaving dyes existed in India five thousand years ago. More than 40 lakh handlooms are working in the country, mostly in the rural areas. The sound of the handloom is the music of the rural homes<sup>6</sup>.

The handlooms play a vital role in the Indian economy as it is the second largest provided of employment after agriculture and moreover, employs the most vulnerable sections of the society, viz women persons from scheduled castes, scheduled tribes and often backward castes. It is an important provided of non farm employment in the rural areas. Traditionally the tribal's in North East (NE) Indian followed weaving as a hereditary occupation. Wearing as an occupation was undertaken for domestic production only. According to the handloom census 2010, 62% of the looms in the India are operated for domestic purposes only. The NE status of Indian have the largest concentration of handlooms in the country (More than 65% of the total looms) Assam has the largest number of looms in the region, followed by Manipur Tripura, Nagaland, Arunachal Pradesh and Mizoram?

The process of weaving constitutes of Interlacement between two sets of yarns. Yarn is the thread consisting of many short fibers disposed parallel and regularly over its length and twisted together for better strength. The yarn in the length wise and direction of type fabric is known as WRAP and the yarn in

widthwise and direction is called WEFT. The equipment which consists the Interlacement is known as HANDLOOM FABRIC and the equipment is known as the HANDLOOM<sup>8</sup>.

Handloom is a system in which cloth is woven with the help of loom (usually made up of wooden spare parts) operated manually and employing of maximum family members.

Based on their structures and techniques of working the handloom could be classified into five main group's namely primitive looms, Pit looms, Frame looms, semi automatic looms and specially looms.

In Karnataka state, handloom industry has the important place in the traditional industries. It is the way of life of large number of people Handloom industry is one of the oldest industry in the Gadag district. Cloth woven with the help of loom is a traditional occupation of people of Gadag Betgeri Especially the people of Betgeri engaged in the work since from the time immemorial Because of this itself formerly Betgeri was called as Battigeri.

Handlooms are an important craft product and comprise the largest cottage industry of the country are engaged in weaving cotton, silk and other natural fibres. There is hardly a village where weavers do not exist, each weaving out the traditional beauty of India's own precions heritage.

#### HANDLOOMS IN KARNATAKA STATE:-

Handloom Industry in Karnataka occupies an important place and plays major role in production of Silk raw material and supplies all over India. It provides employment to nearly half a million people in the state. There are 81,585 handlooms in Karnataka state as per the latest handloom census. Assistance to weavers is rendered under the corporate sector as well as cooperative sector, through Karnataka Handloom development Corporation Ltd. & Apex Handloom Co-operative societies respectively.

The handlooms are spread over in almost all the districts of Karnataka state. Out of these districts Gadag is one which is a famous textile centre in which the main occupation is handloom weaving<sup>9</sup>. Following is the Map of Karnataka State.

# **Profile of Gadag District**

Gadag District in North Karnataka occupies an area of 4656 sq. km achieved independent existence in the year 1994 after its separation from the parent Dharwad district. It has recorded a population of 971,835 as per the 2011 Census.

Gadag - Betgeri, the twin cities are located in the northern part of Karnataka Gadag has recently accorded the status of a district to pace-up the developments in this region. It is situated about 55 kms from Hubli and about 400 kms from Bangalore, the state's capital. It is well connected by both rail

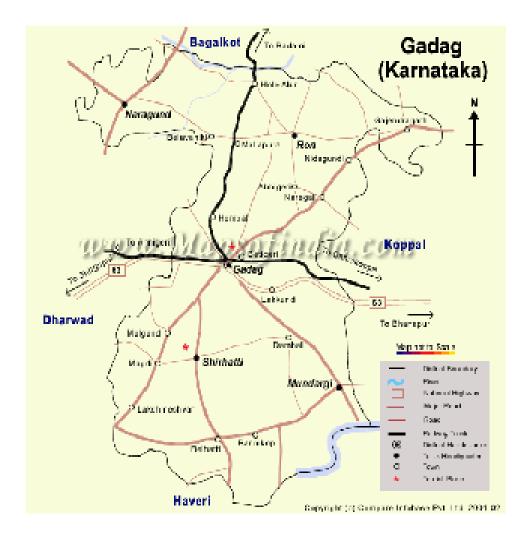
and road to majority of the textile trade centres. This centre is traditionally known for its artistic silk and cotton sarees<sup>10</sup>.

#### Architectural landmarks of Gadag

- Kumara Vyasa's pillars
- Tontadarya Matha
- Trikuteshwara Temple
- Veeranarayana Temple
- Jumma Masjid and
- St.Johns Church

**Location**: Gadag is one of the districts of the Indian state of Karnataka. It is located on the western side of north Karnataka. Gadag shares boundary with Dharwad on West, Belgaum on the Northwest, Bagalkot on the North, Koppal on the East, Bellary on the South East and Haveri on the Southwest. The map of Gadag District is given below

#### Map of Gadag District:



Gadag District is a famous cotton trading centre for Jayadhar variety of cotton. It has also occupied a significant place in the Handloom industry of Karnataka. There are about 5116 active working handlooms in the cluster. Around 10000 people are depending in this industry for their livelihood. The cluster is also very much popular for its traditional product called "GAADI DADI SAREE".

History of the Gadag Handloom sector shows the rise and fall of its products. Even the products manufactured have been changed from ordinary cotton saris to mercerized cotton saris and high quality of silk saris. Today more than 50% of the production is only of the cotton saris. Though the profit margin is meager in cotton saris but enjoys better demand compared to silk saris. These "Gaadi dhadi" traditional saris are largely worn by women of north Karnataka and some parts of Maharashtra. These people prefer this saris for almost all their cultural and traditional functions because of its combination of harmonious colours, quality and richness.

Gadag - Betgeri is well known for the textile industry and particularly for the traditional Gaadi dadi & Ilkal sarees production. The weaving profession is main occupation of local people since 120-130 years.

It was very difficult to trace accurately the evolution of weaving industry at Gadag, since no one has maintained reliable records of the development of the industry from its inception, and no scientific study exists to give an account of development of the industry during the last 100 years are so. Hence, on the basis of personnel interview and discussions with senior and learned persons, information was collected on the basis of available documents with older business firms.

It is believed that many years ago some tribes from different parts of the country came and settled here in this place. They started weaving for their livelihood. As cloths produced by them were not popular they used to go to villages nearby for selling their products. Gradually, their quality & attractive colours created such a popularity that people from different places through to

this place for purchasing the textile goods. Thus the place becomes a famous textile market center.

As the cloth produced is locally called as "BATTE" and the concentrated area of Handloom weavers is locally called as "KERI", Thus the name of the place was pronounced as "Batte Keri" and gradually popularized as "Betgeri" and Gadag is an extension formed out later on. The meaning of Betgeri is cloth-producing area.

Gradually the weavers here started ornamenting the variety using different designs. Thus they produced sarees which infatuated the women of this place. The sarees woven were named as "Kasakasi" "Peta dadi" and "Pattedanchu". Because these saree were woven with strong & stiff border, later on they popularized as well known famous name "GAADI DADI SAREE"

The weavers at the initial stage working independently, after the entrance of the master weavers for producing & trading of the Handloom products, these independent weavers gradually went to the master weavers, because of their financial crisis. Though the master weaver were getting very good profit they did not worried about welfare of the weavers. Thus the weavers thought of starting co-operative societies, as result the co-operative societies started functioning.

The co-operative societies which were functioning well at the beginning later on due to lack of co-ordination / co-operation among themselves the

societies have become sick & defunct. Then weavers started migrating to neighboring states for their lively hood.

To overcome their difficulties the Karnataka state Government has then taken decision to establish KHDC in the state on the basis of Sri Sivaraman committee report. Accordingly KHDC was incorporated on 3<sup>rd</sup> oct.1975, to promote the development of the handloom industry by supporting the weavers outside the fold of the co-operatives and to prevent exploitation of small weavers by the master weavers and other middle men who kept the weavers earnings low even while making good profits from the sale of woven materials.

#### SKETCH OF THE MSME'S AND OTHER ACTORS.

- ✓ The core cluster actors of the cluster are Tiny Weavers, small manufacturing weavers, co-operative societies, KHDC, KVIC, Dyers, Designers, Warpers / Sizers, Traders, Associations and institutions.
- ✓ At Gadag-Betageri cluster, there were about 20,000 working looms during the 1970. Now, only 8,000 looms exist under various MSME's and the present active and operating looms are only 5116.
- ✓ The Handlooms concentrated places in the cluster are shown hereunder,
  which are in the 80 KMs radius from Gadag and working under various
  sectors.

Table 3.01:No. of Looms in different Talukas.

S1 No.	Place	Distance from Gadag H.Q (in Kms)	Working looms
1	Betgeri-Gadag	H.Q	1940
2	Ron	40	1433
3	Shirhatti	25	1060
4	Mundargi	45	346
5	Nargund	60	337

(Source: KHDC)

The above table clearly shows that Gadag taluka is having large number of handlooms i.e 1940. Ron taluka is having 1433 handlooms, Shirhatti has 1060 handlooms, Mundargi and Nargund Talukas are having 346 and 337 handlooms respectively.

Table 3.02: Handlooms working under different MSME's in different Talukas

		Talukas				
SI	Name of the	Gadag	Ron	Shirhatti	Mundargi	Nargund
No.	MSME's					
1	Weavers working under KHDC	665	616	378	252	
2	Weavers under	65	338	166		164
	co-operative					
	societies					
3	Small	490	192	185	18	85
	manufacturing					
	Weavers or					
	Master weavers					
4	Tiny Weavers	175	74	81	40	31
5	Weavers under	25				

	Khadi board					
6	Private weavers	520	213	250	36	57
	Total	1940	1433	1060	346	337

(Source: KHDC)

#### PROBLEMS:

1. **Credit needs**: Credit, or rather the lack of it, is the single largest block in the growth of the handloom industry. Despite all the claims of subsidies to the handloom sector, the amount of institutional credit that is made available to weavers is absolutely low. While banks have an inbuilt bias against small producers, the credit facilities available to the co-operatives are far from adequate.

Very often, master-weaver controlled co-operatives manage to siphon off a large chunk of the credit available. The credit needs of the majority of weavers outside the co-operative field also remain unaddressed. Also neglected are the different *kinds of credit needs* of weavers. While adequate and timely credit for input procurement is the main need, at times, capital may be required for repairs or for domestic and social expenses. There is just no agency that can meet this wide spectrum of credit needs, and invariably weavers end up indebted to the local moneylender or master weaver.

- 2. **Input support**: In spite of the reservation of the spindle capacity in the spinning mills in favour of hank yarn, there has been persistence of shortage of yarn when it comes to the actual weaver. This happens because of several practices that go against weavers, such as: a) the hank-yarn being siphoned off by powerlooms; b) the cornering of the yarn by master-weavers through their bogus co-operatives, and c) fluctuations in yarn prices to the levels which often go beyond the reach of the individual weaver. The management of production of the co-operative spinning mills is unprofessional, and the technology of production is cost intensive, often leading to the mills turning to subsidized export of yarn in order to meet their running costs.
- **3. Product Reservations:** The idea of Product Reservations was primarily to protect the handloom sector from powerlooms and mills taking over the production of items hitherto being produced exclusively by the handloom sector.

Though it is seen in protectionist terms in this sector, in reality, the concept is not very different from market segmentation, which is the identification of market boundaries for different products and linking them up with best-suited production units, without entering into unnecessary competition across the whole production range.

The implementation of Handloom Reservation Act has always been the bone of contention between officials and handloom weavers. Officials cite the technical specifications of products reserved under the Act as the main difficulty for effective implementation.

- 4. **Research needs**: Extensive research into technological and organizational aspects of the handloom industry is necessary. Rarely the research needs of the handloom industry been pursued systematically. Research institutes undertaking technical research into each stage of the weaving process, including pre-loom processes are required, since it is in these early stages that the need for technical improvement is most keenly felt. Research and documentation of designs as well as of existing markets also need to be undertaken. The paucity of a reliable database regarding various productive and socio-economic aspects of handloom weavers has also been felt (see also Raoot, n.d:8). In fact, an unreliable database has been the bane of the handloom sector. A comprehensive collection of data on handlooms covering all aspects of the industry should be immediately initiated not only through official machinery, but also with the help of weaver organizations and responsible nongovernmental organizations.
- 5. **Market needs**: As seen above, the reliance on an export market alone is fraught with difficulties such as a) the highly differentiated nature of the export market, since each country will have its own requirements; b) the infrastructure supporting and regulations governing export trade necessitate that it is in the hands of large business houses, from which little benefit will trickle down to the primary producer; c) it creates instabilities in demand and livelihoods that impact negatively on weavers.

6. Correcting misperceptions: Though successive committee and other reports concede that handloom sector is extremely heterogeneous, this recognition is not reflected in textile policy formulations. While the paucity of reliable data is part of the problem, we also need to understand the patterns of production, organization and changes in the industry better. A uniform approach cannot be adopted merely to suit administrative convenience. The question of how to categorize weavers is very important here. We have indicated in earlier chapters that from 1985 onwards, weavers have been seen as falling into three categories (high income skilled weavers, medium income weavers and low-income weavers). This division is artificial, and though weavers making 'fine' fabrics do earn marginally more than those weaving plain cloth, the market demand for these high value fabrics is restricted to a small niche market, so the number of weavers depending on this are relatively fewer. It has to be emphasized strongly that a categorization of weavers is also a categorization of organizational modes (in other words, weavers under master weaver, under co-operative, etc). These will clearly differ from region to region.

Another common misperception has to do with the phenomenon of weaver migrations. Migrations are often interpreted to mean a decline in weaving, which is not necessarily the case. This is because the migrant weavers do not give up weaving, but continue to weave, though under a different set of circumstances and conditions. Such migrations will also have to be understood in the context of larger changes and shifts in employment, especially in rural areas.

- 7. **Health Problem:** Handloom industries are not properly ventilated and they don't have the congenial atmosphere for the proper work. There are no proper measures to control the dust, lack of pure drinking water etc affected the health of weavers. Ill health is common problem of weavers.
- 8. **Credit**: weavers are not getting sufficient amount of credit at reasonable rate and at right time. Still today they are exploiting by the money lenders
- 9. **Facilities:** Workers working in the large scale industries are getting insurance hospital and other facilities these facilities are not enjoyed by handloom weavers.

# FINDINGS AND SUGGESTIONS

#### **FINDINGS**

- (1) With almost one fourth of the total textile production and contributing substantially to the export earnings, the handloom remains dominant industrial segment in the country. However, it continues to be a traditional and hereditary occupation, using traditional methods of production and designs due to lack of exposure, awareness and knowledge on changing technologies, methods and the requirements<sup>1</sup>.
- (2) The protectionist policies of the Government over the years like subsides; rebates and other schemes have led the weavers to become dependent entrepreneurs.

- (3) The evolution of master weavers and the other middlemen has created a wide gulf between the weaver and the consumer, thereby creating conditions of exploitation for both of them.
- (4) Co-operation, though considered as the best form of organization for a decentralized industry like handloom, has not been successful in the weaving industry. Inspite of continuous efforts over the last four decades, the weaver's co-operatives could attract only 30 percent of the total weavers in the country.
  - (5) Inadequate or improper financial support to these co-operatives is considered as the main reason for their failure. Supply of raw material is the other major problem.
- (6) Supply of inadequate and lack of good quality raw material is the major problem.
- (7) Although there is a stipulation of producing 50 percent hank yarn for the handloom industry by the composite mills, they are not adhering to such a stipulation.
- (8) Competition over the years has increased in the textile sector, particularly after the introduction of powerlooms<sup>2</sup>. The powerloom sector enjoyed several advantages in the name of handloom industry in relation to consumption of yarn, production of reserved items to handlooms, etc. But these severely affected the handloom industry in particular.
- (9) The Janata Cloth Scheme and other controlled cloth schemes, introduced by the Government with the intention of achieving twin

- objectives of providing continuous employment to the weavers and supply of subsidized cloth to the poor, have also adversely affected the industry.
- (10) Marketing is the crux of the problem. The industry has been pursuing the sale oriented philosophy<sup>3</sup>. The efforts are directed to augment the sale volume by one means or the other with emphasis mainly on promoting sale of handloom cloth to the Government departments, army personnel, local bodies, etc.
- (11) Potentials of the export market of the handloom sector have not been exploited fully. The rate of success is not appreciable, except some bouts in the recent years.
- (12) Lack of congenial atmosphere for the workers affected the efficiency of workers<sup>4</sup>.
- (13) In spite of minimum wages act, handloom workers are getting low wages.
  Wages are not linked with inflation which has affected the standard of living of handloom weavers.
- (14) Insurance and health programmes of the government failed to reach the actual workers.
- (15) Very Limited number of weavers in one or two talukas are producing blankets. This is seasonal one.

#### SUGGESTIONS

A proper policy frame-work with a commitment towards implementation will certainly ensure a bright future to the industry. Some of the remedial measures could broadly be suggested as under:

- (1) A change has to be brought about in the weaver's outlook. They must be oriented through some grass root level extension/exposure programme towards betterment of their skills, knowledge and technology in order to ensure quality of product, improved efficiencies and enhanced productivity levels.
- (2) The co-operative societies should be developed as they are nerve centers of the handloom industry. Each society should be provided with adequate working capital to run their activity on sound lines. The financial assistance to the handloom industry is being provided at present through NABARD, State Co-operative Banks, District Central Co-operative Banks, etc. Delayering of intermediations is thus warrated to avoid wide interest spreads, and high interest burden on the ultimate borrowers<sup>5</sup>.
- (3) The weaving industry must develop collective market orientation. It should respond to the changing requirements of the market and provide required linkage support to the individual weavers' societies, as it is not possible for the ordinary weaver to study the market trend and adopt it in his production unit.
- (4) The industry depends mostly upon the traditional buyers belonging to lower income groups for the purpose of marketing. The market outlet needs to

be extended to cover the consumers belonging to upper income strata.

This may entail product innovations to suit the preferences of upper income strata.

- (5) Introduction of branding of the handloom product is another important measure that would increase the marketability of their products.
- (6) A handloom research centre should be set up at the national level to undertake research on demand patterns, designs, weaving technology, raw materials, etc.

The above measures, if implemented properly, will certainly benefit the industry. The Indian handloom industry will have a great future if it gets better organized and adapts to changes.

- (7) Better quality and adequate quantity of raw materials in time should be supplied to the weavers
- (8) Working condition should be improved; it should not affect the health of the weavers.
- (9) Health insurance should be introduced so that it will cover the risks so that this will attract large number of workers.
- (10) Scholarships and other facilities to the children's of the handloom

  Weavers should be provided with a view to motivate and
  encourage weavers.

The above suggestions, if adopted and implemented properly, will certainly benefit the industry. The Indian handloom industry will have the great future if it gets better organized and adapts to changes.

# **BIBLIOGRAPHY**

- ✓ Chakranorty, K et al(1999) An overview of the Cotton and Textile Industries in India, Mimeo
- ✓ Chandrasekhar, C.P. (2001) "Handlooms: In survival Mode", Paper presented in the seminar on 'Growth and Prospects of the Handloom Industry', Centre for Economic and Social studies, Hyderabad, September 23-24
- ✓ Dastkar(1988) A Plea for Perspective, Memorandum on Behalf of Handlooms to the Review Committee, New Delhi
- ✓ EXIM Bank (2000) Indian Handloom: A sector study, Occasional Paper No 79, August.
- ✓ Government of Andhra Pradesh (GOAP) (2000-01) Note on Handlooms and Textiles, Hyderabad: Directorate of Handlooms and Textiles.
- ✓ Government of India (GOI) (2000) National Textile Policy 2000, New Delhi: Ministry of Textiles
- ✓ GOI(1999) Report of the Expert Committee on Textile Policy, New Delhi:
  Ministry of Textiles
- ✓ GOI (1996) Report of High Powered Committee on Handlooms, New Delhi: Ministry of Textiles.

- ✓ GOI(1986-87) Report on the working and living conditions of workers in the powerloom Industry in India, New Delhi: Ministry of Labour
- ✓ GOI(1974) Report of the High Powered study Team on the Problems of Handloom Industry, New Delhi: Ministry of Commerce.
- ✓ GOI(1942) Report of the Fact Finding Committee (Handlooms and Mills),

  Calcutta
- ✓ Government of Tamil Nadu, Directorate of Handlooms and Textiles, Note on weavers welfare and Development Schemes, N.d.
- ✓ Independent Handloom Research Group (IHRG) (1997) "Koyyalagudem Handloom Weavers and their Problems", Textiles Working Group Newsletter, 9, January: 2-3
- ✓ ILO (1960) Handloom Weaving Industry in India with specific reference to Madras State, New Delhi: Indian Branch.
- ✓ Nath, Pradosh (2001) "National Textile Policy and Textile Research", Economic and Political weekly, February: 36 (5&6)
- ✓ Rajyalakshmi, P (1994) Handloom Industry in Andhra Pradesh The case of Venkatagiri Handlooms
- ✓ Rama Mohana Rao, K (1990) Development of Handloom Industry, New Delhi: Discovery Publishing House

- ✓ Srinivasulu, K (1996), "1985 Textile Policy and Handloom Industry:
  Policy, Promises and Performance", Economic and Political Weekly, 7
  December:31 (49)
- ✓ Venkateshwara Rao, A (1991) A Directory of Hand weaving Industry of India, Hyderabad: Shuttle Craft Publications.
- ✓ Yanagisawa(1996) "The Handloom Industry and its Market Structure:

  The Case of the Madras Presidency in the First Half of the 20<sup>th</sup> century",

  in T.Roy (Ed) cloth and Commerce, Reprint New Delhi: Sage publications

#### **RELATED SOURCES**

- ✓ Bharathan K (1988) The Handloom Industry in Tamil Nadu: A study of Organizational Structure, University of Madras
- ✓ Dash, S (1995) Handloom Industry in India, New Delhi: Mittal Publications
- ✓ IRMA (1995) A study on the Problems of Weavers' Co-operative societies in Andhra Pradesh Report submitted to NABARD
- ✓ Jain L.C (1983) "Handlooms Face Liquidation: Powerlooms Mock at Yojana Bhawan", Economic and Political Weekly, 27 August: 18 (35)
- ✓ Laxmi Narsaiah M & C.H. Thandavakrishna(1999) Crisis of Handloom Industry, New Delhi: Discovery Publishing House

- ✓ Mahapatro, P.C (1986) Economics of Cotton Handloom Industry in India, New Delhi: Mittal Publications.
- ✓ Namblar A.C.K "Handloom Industry in India", APH Publishing Corporation, New Delhi 1996.
- ✓ Indian Journal of Marketing, December 2012.
- ✓ Nityanand Kanungo- Chairman Textile enquiry committee.
- ✓ National Council of Applied Economic Research (1959): Survey of Handloom Industry in Karnataka and Sholapur, New Delhi.
- ✓ Tata Economic Consultancy services- study conducted by the Tata Economic Consultancy services on manmade fibre and fabrics.
- ✓ Angad.V.B (1976): Economics of Handloom and Power loom Industries in Karnataka with reference to Bijapur District. Ph.D. Thesis Karnataka University, Dharwad, p.2.
- ✓ Omkar Goswami- Indian Textile Industry An analysis of the demand and supply of textiles.
- ✓ Mahapatro P.C.(1986): Economics of cotton Handloom Industry in India .

  Mittal Publication, New Delhi.
- ✓ Dr. Snatakki D.N. (1986): Problem cottage Power loom Industry in Belgaum District. Ph. D. Bombay University.

- ✓ Ram Mohan Rao Development of Handloom Industry
- ✓ Halasagi S.O. Marketing of Powerloom products in Bijapur District A case study of Rabakavi.
- ✓ Gandhi R.S, Mehta.Y.S and Talele.A.B.- Decentralized sector of the Indian Textile Industry.
- ✓ Siddhanti S.A. –Working Capital Management in Powerloom Industry A case study of Gadag-Betgeri.
- ✓ Jain.L.C- Handlooms face liquidation
- ✓ Ashwini Kumar Mishra- Social Impact of Handloom Cooperatives on weavers in western Orissa.
- ✓ Raj Kishor Meher- The handloom Industry and the socio economic conditions of weavers in Orissa.
- ✓ Dr Irrana Hatti- The critical review of economic problems and prospects of cotton powerloom industry in Bombay Karnataka Region.
- ✓ Nagaraju.B. and Narayan S.C.- Impact of reforms on handlooms and powerlooms A case study of Chittoor district of Andhara Pradesh.
- ✓ Ashok Mohanty and Acharya S.C.- strategy for the growth and survival of small scale sector in Orissa A case study of Sambalpuri Bastralaya Handloom cooperative society limited.
- ✓ Seemanthini Niranjan- Thinking with Handlooms- Perspectives from Andhara Pradesh.
- ✓ Modak Savita- Weaving customers dreams

- ✓ Poonam Bir Kasturi, Swati Wnkar, Rolf Marren, Subana Medappa- DESI
   –Story of many threads
- ✓ Anapurna M Transitioning markets
- ✓ Narasimha Reddy D Paper on Handloom Industry
- ✓ Vasant Desai (2002): Scale Industries and Entrepreneurship. Himalaya Publishing House, Mumbai, p.21.
- ✓ Onkar Goswami (1985): Indian Textile Industry An Analysis of Demand and Supply. Economics and Political Weekly, Sept. 1985.
- ✓ Awade K.B(1988): Powerlooms Sentenced to Death? Indian Textile Journal ,
  November 1988, pp. 90-93
- ✓ Southern Economist July 2013.
- ✓ Patnaik U.C. and Mishra A.K. Handloom Industry in Action.
- ✓ Kasturi P.B. and Others (2006): DESI- story of Many Threads. Economic and Political weekly, Vol. 41(31), August 2006, pp. 3369-3371
- ✓ Gopali and Company publisher- The textile magazine
- ✓ Government of India (1964): Report of the Powerloom Enquiry Committee,
  Ministry of Commerce and Industry.
- ✓ Satyanarayana Das- Handloom Industry in India
- ✓ Pani.B.S. (1990): Handloom Development Policy A Critical Appraisal,

  Journal of Rural Development. Vol.9(2), pp.406-416.

- ✓ Gandhi R.S, Mehta.Y.C and Talele A.B (1992): Decentralized Sectors of India Textile Industry. National Information Centre for Textile and Allied Subjects.
- ✓ Modak Savita (2006): Weaving Customers Dreams. Economic and Political Weekly, Vol. 41(31), August 2006, pp. 3367-3368.
- ✓ Jain.L.C (1993): Handlooms Face Liquidation ; Powerlooms Mock at Yojan Bhavan. Economic and Political Weekly, Vol.18(35),P. 1517.
- ✓ Karnataka Handloom Development Report
- ✓ Meher.R.K. (1995): The Handloom Industry and the Socio-Economic Conditions of Weavers in Orissa. Journal of Rural Development, Vol. 14(3), pp. 301-322.
- ✓ Hooli.S.S (1995): The Problems of Marketing of Powerloom Products with special reference of Bijapur District A Diagnostic Study. Thesis, Karnataka University, Dharwad.
- ✓ Seemanthini Niranjan (2004): Thinking with Handlooms Perspectives from Andhara Pradesh. Economic and Political Weekly, Vol. 39(6), p. 553.
- ✓ Ashok Mohanty and Acharya.S.C (2003): Strategy for the Growth and Survival of Small Scale Sector in Orissa A Case Study of Sambalpuri Bastrulaya Handloom Co=operative Society Ltd. Journal of Rural Development, Vol. 22(2), pp. 271-288.
- ✓ Dharmaraju (2006): Marketing in Handloom co-operatives. Economic and Political weekly, August 2006, pp. 3385-3387
  - Weavers perception- Compiled from Questionnaire

- ✓ Dr Iranna Hatti- The critical review of economic problems and prospects of cotton powerloom industry in Bombay karnataka region.
- ✓ Weavers opinion on the basis of the questionnaire
- ✓ Handloom and Textile Department, Karnataka government.

#### **BOOKS**

- ✓ Shenai V.A History of Textile Design, Sevak Publications,. Bombay, 1995
- ✓ Shenai V.A "Technology of Textiles processing (Vol I to Vol VII Edition)

  Sevak Publications Bombay 1977
- ✓ Rama Mohana Rao k Development of Handloom Industries, Discovery publishing House, New Delhi 1990
- ✓ Government of India Compendium of Textile Statistics office of Textile Commissioner Mumbai, 2000
- ✓ Venkatesan R and Vijayakatti, "Indian Textiles Policy for the 21st century B.R.Publishing Corporation ( A division of BRPC (India) Ltd., Delhi