

# INDIAN HANDLOOM INDUSTRY PROBLEMS OF CHHATTISGARH HANDLOOM INDUSTRY AND SUITABLE STRATEGIES

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## ABSTRACT

Among the most seasoned and the biggest enterprises working in India, Handloom industry is one of them which is known for addressing and rationing the interesting Indian culture. Indian handloom items are popular worldwide for their hand turning, weaving, printing and classical beauty. The business is predominantly founded on family tasks in which different individuals from the family cooperate for creation of handloom things and they move their abilities to the future. North of thousands of towns and towns of the nation are engaged with these exercises since it requires extremely less measure of capital and ability to run, is eco-accommodating and items can be changed or shaped by client inclinations. This paper discussed about Indian Handloom Industry and problems of Chhattisgarh handloom industry and suitable strategies.

**Keywords:** Handloom Tectile, Kosa Industry, Chhattisgarh

## I. INTRODUCTION

The current review centers around the issues and difficulties looked by the business. Further, an endeavor has been made to track down particular measures to defeat the issues and to reveal likely that exists for handloom items in homegrown just as worldwide market.

### A. OVERVIEW OF INDIAN HANDLOOM INDUSTRY

Indian handloom industry is known for exhibiting the success and variety of Indian culture. With over 4.3 million individuals straightforwardly and in a roundabout way associated with the creation, the handloom business is the second-biggest worksupplier for the rustic populace in India. The total material creation by the handloom area enrolled at 8.01 billion square meters during the year 2016-17 scoring 4.8% yearly development. This current area's commitment in 2016-17 was assessed at around 17.4% of the absolute fabric created in the nation and furthermore adds significantly to send out profit. The handloom business is extending both broadly and globally as a result of the interest for hand created antiquities and one of a kind conventional plans. 95% of the world's hand woven texture comes from India.

#### 1. Background

The Reservation of Articles for Production Act, 1985 characterizes handloom as "any loom other than power loom". The working of handloom industry includes the creation interaction utilizing hands on a wooden construction that is known as the loom. The working of the handloom area is completely unique in relation to that of the power loom area. Various districts in the nation are engaged with creating specific handloom items which depend on the way of life of that locale and the abilities of the weavers. A couple of

instances of handloom items spread across different states remember Pashmina Shawls for Jammu and Kashmir, Kanchipuram Sarees in Tamil Nadu, Kutch Shawls in Gujarat, Eri and Muga silks of Assam and Janjgir and Bandhej of Chhattisgarh[1].

Indian handloom items are known for their remarkable plans and artfulness. The style is the mix of old plans and new strategies and accordingly makes unique items. The business has solid framework, with around 2.4 million weavers differed plans and development, demonstrating huge creation limit. Notwithstanding, advancement, globalization, quickly expanding industrialization and innovative up-degree are representing a ton of difficulties before fostering the handloombusiness. Hence, it turns out to be vital to attempt measures for the improvementof the business. Focal just as individual State Governments have been presenting different plans for the comprehensive advancement of the business. As per the latest (3<sup>rd</sup>) Handloom Census of 2009-10, the statistics pertaining to Indian Handloom Industry is shown in the following table:

**Table 3.1**

	Number of looms	23. 77
	Number of persons engaged in weaving and allied	43. 32
	Activities	
	Number of adult weavers and allied workers	38. 47

Source: www.aarf.asia

There are 23.77 lakh handlooms in the nation, giving work to 43.32 lakh handloom weavers and auxiliary laborers. This incorporates 38.47 lakh grown-up handloom weavers and auxiliary laborers, of which 24.72 lakh are locked in full time and 13.75 lakh on low maintenance premise.

## **2. Features of Indian Handloom Industry**

### **a. Primarily Rural and Unorganized Sector**

A larger part of families engaged with the development of handloom items, especially have a place with rustic regions. According to the third Handloom Census, 84% of the complete workpower occupied with weaving and united exercises were from towns. Additionally, 87% of allout looms working in the nation were set up in provincial regions.

This area is viewed as the biggest sloppy area in the nation, followed to agribusiness. It is significantly dissipated and decentralized accordingly can't appreciate economies of scale.

### **b. Geographical Spread**

A bigger level of handlooms are set up predominantly in the North-East locale of India. The locale represents 65.2 percent of the all out handlooms working in the country. Assam was driving the country as far as having almost 46.8 percent of the all out number of handlooms in the nation followed by West Bengal (12.9%), Manipur (8.0%), Tamil Nadu (6.5%) and Tripura (5.8%).

### **c. Value Addition**

A progression of exercises are associated with the development of handloom items goes from acquisition of unrefined components to advertising of the items. Under ace weaver framework, the expert weaver is liable for the obtaining natural substances, selecting weavers and furthermore deals with looking for orders from clients. In this plan, the weavers are simply expected to plan and create the item and consequently get installments from the expert weaver for their administrations. Nonetheless, because of ascend in the costs of unrefined components and fall in the costs of completed handloom items, the expert weaver framework has been trailed by not many in the current days.

To help the business, the Cooperative Societies working under the Cooperatives Society Act of 1964, guarantee the stock of better quality unrefined components than the weavers at exceptionally financed costs and afterward buys the finished result created at rates more gainful than the costs presented by private merchants. The handloom items would then be able to be sold across wide running stages including state, public and worldwide business sectors. Handloom items are as a rule generally advanced in exchange fairs, shows and retail shops for more prominent exposure and increase of deals. Moreover, the Handloom Export Promotion Councils assume a critical part in expanding engaging quality of Indian handloom items in unfamiliar business sectors[2].

#### D. Exports

India was situated as the second biggest exporter of handloom items on the planet, with trades recorded at US\$ 353.9 million out of 2017-18. In any case, India has been showing terrible showing as far as sending out handloom items since most recent couple of years as portrayed in the accompanying diagram. The worth of handloom sends out which remained at US\$ 370.2 million in the year 2013-14, enrolled a negative CAGR of (-) 1.1% in the period 2013-14 to 2017-18.



**Figure 2: India's Exports of Handloom Products, Source: [www.eximbankindia.in](http://www.eximbankindia.in)**

The US was positioned as the main shipper of Indian handloom items in the year 2017-18; in any case, its portion lessened from 32.0% in 2013-14 to 26.3% in 2017-18. The UK was the second biggest shipper with a portion of 7.4%. Spain arose as one of the significant objections for sends out, being positioned third as a business opportunity for Indian handloom trades in 2017-18 with a portion 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%).

#### e. HISTORY AND DEVELOPMENT OF HANDLOOM INDUSTRY

Year	Programs
1941	Arrangement of an All India Handloom Board on the proposal of an advisory group delegated by the public authority of India.
1945	Handloom Board established by the Government of India for the improvement of Handloom Industry.
1948	Administration of India passed the cotton material (control) orders in which plants were disallowed from delivering specific assortments of fabric. The Cottage Industries Board was set up to take care of the interests of the handloom weavers.
1953	Government took on Khadi and other Handloom Industries (Additional Excise Duty on Mill Cloth) Act, 1953
1955	All India Handloom Fabrics Marketing Cooperative Society was set up to work with the advertising of textures in the handloom cooperatives.
1956	Indian Institute of Handloom Technology was set up at Varanasi for research advancement, ad lib of creation procedure and development of new plans. Weavers Service Center was set up at Bombay.
1958	The Government of India established the Handloom Export Promotion Council for the advancement 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.

Handloom industry of India has an extremely long history since antiquated occasions. Weaving practice has been thriving in India for over 5000 years. The absolute first piece of Indian handlooms was uncovered from Egyptian site followed by couple of textures comprised of finely woven and colored cotton from Mohenjo Daro (Indus Valley Civilization). Indeed, even the Vedic writing additionally referenced India's weaving style. Woolen string was classified "Varna Sutra" and has been referenced in the later Samhitas and Brahmanas. During Moghul period as well, antiquated Indian textures were renowned 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 different textures. Different antiquarians likewise favor that India is the country of cotton assembling and it is just about as old as our human civilization. Then, at that point, onwards hand turned yarn and hand woven material has been given over from one age to another[3].

## II. GROWTH OF HANDLOOM INDUSTRY DURING PLANNING ERA

Legislature of India embraced Industrial Policy Resolution, 1948 and saw that these Industries were especially appropriate for the better usage of neighborhood asset and for the accomplishment of nearby independence in regard of fundamental customer merchandise like material. Afterward, the long term plans of our nation laid extensive accentuation on the advancement of handloom industry.

### A. Initial Five Year Plan

In this arrangement the town and limited scope ventures including handlooms were engaged under the rustic improvement projects and this arrangement started the recovery of the handloom business. It demanded giving extra work to the weavers to enhance their profit. The Cottage Industries Board was set up in 1948 to take care of the interests of the handloom weavers. A Handloom Development Fund of Rs.10 lakhs in 1949 was made for the advancement of handlooms and some different measures were taken for their turn of events. The creation toward the finish of First Five Year Plan was 1358 million yards for the year 1955- 56, where as it was just 843 million yards toward the start of the First Plan.

**B. Second Five Year Plan**

During this arrangement, Rs.27.03 crores was allotted for restoring handlooms and working on the expectations for everyday comforts of weavers. Weavers Service Center was set up at Bombay in 1956. All India Institutes of Handloom Technology were set up at Salem and Varanasi in 1956 to oblige the necessities of Southern and Northern states. Karve Committee was delegated and it suggested setting up of modern cooperatives for fostering the handloom business.

**C. Third Five Year Plan**

The principle accentuation was on guaranteeing full work to handloom weavers by presenting better procedures, liberal advance help to weavers, supply of further developed apparatuses, recovery of the powerless cooperatives and supporting special measures for raising commodities. Further, development of Weavers Service Centers at Bombay, Madras, Varanasi, Calcutta and Kancheepuram was attempted. The two organizations of Handloom Technology were revamped to work with better preparing of handloom weavers.

**D. Yearly Plans (1966-1967; 1967-1968; 1968-1969 Plan Holiday)**

Around then the Government spent the sums yearly to handloom area. An out lay of Rs.4.90 crores was reserved for the handloom area in the three yearly plans. The creation of handloom material during these periods remained at 3,141 million meters 3,150 million meters and 3,584 million meters individually in 1966-1967 1967- 1968 and 1968-1969. Commodities of handloom items were at Rs.82 crores in 1968- 1969.

**E. Fourth Five Year Plan**

It zeroed in on stretching out credit to the handloom business from State Co-employable Banks and measures were taken to guarantee standard stockpile of sources of info and preparing of weavers in further developed carries out and machines. Be that as it may, because of quick development of unapproved power-looms, lack of yarn, inaccessibility of credit, inert cooperatives and deficient promoting, the vast majority of the actions couldn't be completely carried out.

**F. Fifth Five Year Plan**

It designated 2900 million meters of creation for handlooms and for this an amended expense of Rs.99.92 crores was allotted to this area. The public authority chose to take on a few measures suggested by High Powered Study Team headed by Sivaraman. Advancement Commissioner for Handlooms was set up in mid 1976 to foster the area all the more viably and to work on the monetary state of weavers.

**G. 6th Five Year Plan**

Principle highlights of this arrangement were foundation of National Handloom Development Corporation, bringing 60% of handlooms under powerful inclusion and improving efficiency through modernizing and restoring looms. Arranged endeavors were made to guarantee satisfactory stock of natural substance through foundation of co-usable turning factories. Monetary help was reached out to State level peak social orders to build up retail outlets to guarantee better showcasing of handloom items.

**H. Seventh Five Year Plan**

During this arrangement Textile Policy of 1985 was considered to direct further improvement of handloom industry. The principle center was around the advancement of handlooms through focal or state level enterprises, redesigning looms, satisfactory accessibility of innovative information sources, yarn and other unrefined components to work on the intensity of the handloom items against those of force loom. It underscored on expanding the portion of handloom material accordingly expanding the degree of business. Measures were likewise taken to fortify handloom preparing, exploration and advertising. Uncommon consideration was paid to the improvement of handloom in slope and ancestral regions[4].

### **I. Eighth Five Year Plan**

Different projects had been intended for the advancement of handloom industry including raising business, guaranteeing sensible wages for weavers, providing hank yarn at sensible costs, setting up showcasing foundation, supporting product improvement, and so on Endeavors were coordinated towards stringently checking the execution of Handloom Reservations Act of 1985. A few government assistance measures were attempted for the handloom weavers. Creation of Janata material was proposed to be progressively transitioned away from. The work-shed-cum-lodging plan was carried out at upgraded level to give more houses and work sheds to the weavers to work on their functioning condition and usefulness.

### **J. 10th Five Year Plan**

During this period the handloom area confronted intense contest from the power looms and the accompanying new drives were taken during this period.

### **K. Deenpayalal Hathkargha Protsahan Yojana**

It was set up to give data about style, shading and configuration gauge to support weavers, exporters and handloom offices. The middle pointed toward helping the weaver by connecting them to the market.

### **L. Public Center for Textile Designs**

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## **III. PROBLEMS OF CHHATTISGARH HANDLOOM INDUSTRY AND SUITABLE STRATEGIES**

Indian Handloom Industry is a well known name in International market as a result of special imaginativeness of its weavers, additional conventional plans and polish of its items. The tasks of this industry are fundamentally family based, wherein different individuals from the family invested in joint amounts of energy for creation. The handloom weavers utilize horticultural produce like cotton, jute, fleece and silk as key unrefined components, in this way working with the deals of farming products. Additionally, the handloom business gives work to a huge number of individuals in India still it is likewise a fact that handloom weaving as a movement is in profound emergency with low efficiency, low wages, low proficiency levels, solidly settled in brokers and very little conventional bank finance streaming to the area. The current part covers issues which are normal in the handloom area spread in various areas of the nation and appropriate systems to beat these issues.

### **A. PROBLEMS OF THE HANDLOOM INDUSTRY**

Handloom Industry in India, however dissipated, have presence in various districts of the nation have been dealing with normal issues as far as money, promoting, creation, wellbeing and so forth In the accompanying segment the scientists has endeavored to give the serious issues of this area reasonable information.

### 1. Scarcity of Raw Materials

For legitimate working of the handloom business, accessibility, costs and conveyance of unrefined components are the perspectives which are of prime significance. Any lack on these angles can seriously influence the development of the business. These are portrayed here as under-

### 2. Low Production of Cotton

Cotton, silk, jute and fleece are the significant unrefined components utilized in the handloom business. Despite the fact that India is the main maker of cotton on the planet, the yields underway have been continually falling.

According to the given table it tends to be perceived that yield of cotton creation in India was even below the worldwide normal during the year 2016-17 in spite of being the biggest cotton maker on the planet. Besides, wide changes have been seen in its creation. These disadvantages cause a ton of difficulties before arranging the development of handloom items[5].

**Table 2**

**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
	<b>Global Average</b>	<b>784</b>

Source: Yield as per USDA Data

### 3. Increasing Cost of Yarn

Because of sharp variances in cost of Cotton, the cost of Yarn is likewise fluctuating. As of late, deficiency underway of cotton led to increment in its cost and expansion in commodities of cotton made the circumstance testing. It has expanded the homegrown costs of cotton might be much higher than the worldwide cost. In such cases weavers of handloom items can't convey their business as indicated by their preparation, they need to forfeit benefits and here and there drop their orders. The varieties in the costs of unrefined

components and the instability in the accessibility of natural substances has prompted genuine adverse results and decrease underway of handloom items.

The absence of comfort in acquiring unrefined components, for example, cotton yarn at sensible costs stays a significant test for handloom weavers. The conveyance of cotton yarn in the bumpy districts of the North Eastern states is considerably more risky. The Government of India has carried out the Mill Gate Price Scheme for guaranteeing simple accessibility of yarn and colors at sensible costs and consistently. The yarn is provided to the weavers in mass, and the singular weavers can't obtain yarn in little amounts. This thus, brings about the weaver's upgraded dependence on the merchants and expert weavers.

### Wasteful Production Planning

Because of deferral in the acquisition of fundamental unrefined components, some of the time weavers can't meet requests on schedule. Here and there, because of slack sought after the issue of over creation emerges. These all happen due to helpless creation arranging that at last raises monetary weight of the weavers and doesn't permit them to opportune reimburse their credits.

### Tough Competition from Power Looms and Mill Sector

Power looms are not difficult to work and don't need specific abilities of weaving. It requires one time weighty speculation for establishment of supplies later on appreciates economies of enormous scope creation. Per unit cost of the fabric delivered by power loom is extremely less expensive in contrast with handloom material. Besides, time devoured in the creation of fabric when delivered by handlooms is considerably higher when contrasted with the time associated with the power loom industry. Subsequently fabric created by the power loom industry is less expensive and the conveyance is quicker. As indicated by industry sources, while the texture created by the power loom would cost Rs. 30 for every meter and that delivered on handloom would associate with Rs. 500 for every meter. Because of the greater costs of handloom items, just an uncommon class of the general public get it. For the low pay customers, the reasonable and low estimated modern items appear more appealing. Besides, the marked and worth added power loom items are dislodging handloom items on account of the greater pay clients.

Subsequently, the quantity of force looms in the nation has shown a predictable increment in the course of 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 (	2701771	

11 Oct )		
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Source: Annual Report 2017-18; Ministry of Textiles

### **Difficulties in Availing Credit**

The current credit offices accessible to the weavers are pitiful. There is a genuine absence of banks and comparable monetary foundations and those present have extensive and convoluted systems of profiting advances. As per the third handloom registration, it was assessed that around 44.6% of the weavers depended on the expert weaver for the arrangement of credit, and almost 13.4% relied upon the cash banks. It was determined that just 14.8% of the handloom weavers approached regulated wellsprings of credit.

The complete situation is overwhelmed by the expert weavers and the mahajans who likewise will generally control various helpful social orders and corner a considerable measure of institutional credit. The greater part of the weavers are found external the agreeable overlap drawing in themselves for the expert weavers and the mahajans. In the current situation, the nearby expert weavers or the mahajans give utilization advances and advances, which, after some time, render the weavers absolutely obliged.

The purposes for the banks' hesitance in loaning to handloom weavers area incorporate absence of acknowledgment with respect to the capability of the handloom produce and furthermore the absence of mindfulness about plans for the government assistance of the weavers by the Office of the Development Commissioner (Handlooms); Ministry of Textiles, Government of India. In addition, non installment on the exceptional advances stretched out to the handloom area additionally debilitate banks to give advances[6].

### **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 items are not in direct contact with the last shopper. Besides, they don't have accept purchasers' immediate criticism, thusly can't have the foggiest idea about the taste and inclinations of the buyers. Therefore, they are enjoyed delivering conventional plans without investing inventive amounts of energy to get curiosity their plans and increasing the value of their items. The expert specialists and the go betweens give restricted data to the weavers in regards to showcase patterns and most stylish trend. Henceforth, the weavers are unable to peruse the beat of the clients and along these lines incapable to encourage a decent interest of their items.

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

Because of absence of mindfulness among clients about the texture, quality and endeavors inserted in handloom items, they can't separate these items with those of force loom items. Since a precise of handloom items are made accessible by power looms, clients get confounded and buy that without being familiar with its quality.

#### **Absence of limited time endeavors**

There is a genuine absence of limited time endeavors to mindful and draw in clients towards the

particular quality, plan and highlights of handloom items. Limited time programs are just planned at whatever point there is any show or for a specific event. To accomplish economical development and have a uniform interest consistently, showcasing procedures should be planned suitably.

### **Absence of Quality Standardization**

The handloom material is regularly not ready to contend due to absence of value consistency as far as getting done, shading and color. A system is required for checking the quality guidelines of the items like sturdiness, contracting, speed of color and shadings and so on, with the goal that the client can depend on the guarantees. Service of materials has been advancing utilization of Handloom Mark, Silk Mark and, Wool Mark which is characteristic of unrivaled nature of items and gets them better cost on the lookout. Be that as it may, reception of handloom mark isn't far reaching among the weavers.

### **Decrease in Institutional adequacy**

Since commencement the helpful framework was devised in the way that the Primary Weavers Cooperative Societies would monetarily help creation units and Apex level Cooperative social orders would furnish them with the natural substance, plans and advertising support. Diverse state legislatures additionally settled State Handloom Development Corporations to give showcasing backing to the singular weavers. Notwithstanding this, it is assessed that 80% of the showcasing support is given by the private brokers/ace weavers demonstrating decrease of these foundations throughout the long term [7].

### **Unorganized Nature**

This is one of the most extreme issues of Indian Handloom Industry. Handloom units are dissipated and worked commonly on a limited scale with no lawful status. They are by and large run by including relatives just and have helpless association with the market. They depend on obsolete innovation of creation and bundling methods and don't have brand names. These units have absence of appropriate storage spaces and inventory network organization; besides, they are not familiar with government plans. Thusly, the dispersed and sloppy nature of Indian handloom units fills in as a downside.

### **Use of Obsolete Equipments and methods**

The advances and supplies utilized by the vast majority of the weavers are obsolete. Besides, the weaving machines by them are not in great condition and because of their poor monetary status they can't buy new weaving machines keep up with the old ones. It builds the expense of creation due to burning-through substantially more time and endeavors of weavers. Be that as it may, Government of India has started different plans for the innovative up-degree and modernisation of the business. However, cotton weavers are relatively less benefitted than silk weavers.

### **Lack of inventiveness and development**

With globalization, imports of handloom items have additionally expanded. Customers have more extensive assortments for choice. Be that as it may, because of absence of inventiveness and advancement in planning handloom items, weavers can't spur a decent interest of their items in the public just as worldwide market. In any case, instructional meetings are being coordinated with government backing to upgrade their abilities and take on creative plans.

### **Improper Working Conditions**

During the time spent weaving the weaver needs to sit and work the loom with his hands and work the pedals by his feet. It includes persistent and furious development of the upper and lower portions of the body. Besides, they experience residue and commotion contamination while chipping away at looms. The greater part of the work is embraced in the light without power that debilitates their visual perception. Frequently, the workstations are unhygienic that causing chronic weakness of the weavers. The essential necessities, for example, clean drinking water, power and sterilization needs are likewise not accessible, which in a roundabout way impedes the usefulness of the handloom weavers.

### **Inappropriate Quality of Dyes**

The nature of colors utilized for giving tone and solidarity to handloom texture decides its allure. In any case, there is an absence of good quality color supply. Since individual weavers produce on a limited scale, they require color in little amounts that represents a test. To satisfy their necessity they get it from nearby color houses and neighborhood brokers. These colors are frequently debased and whenever utilized loses its quickness when uncovered and give disappointment to purchasers.

### **Lack of mindfulness on Schemes**

The handloom weavers are for the most part ignorant with regards to the different plans carried out for their government assistance. It debilitate advancement of the area that eventually makes strategy definition useless. Besides, detailing of strategy and plans just won't be sufficient to help development, until the weavers comprehend the significance of these drives in their development.

### **Decline in Number of Weavers**

Since the creation of handloom items depends on extraordinary abilities which an individual gains from their senior age. It is essentially a family based occupation including move of abilities inside the family. Yet, heaps of difficulties predominant in the area and assumption for low returns debilitate the more youthful ages to take on weaving as a calling. The fall in number of weavers is representing one more test for the handloom area.

## **IV. 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-

### **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 Standardizing 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.

### **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 [8].

### **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 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 Haats 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 utilization of different diverts can be useful in advancing and selling handloom items. In such manner different shop proprietors, display areas, adornments stores, book shops, famous inn networks, significant attire retailers can be reached for showing handloom items to expand their perceivability. Besides, lead stores can be set up in buildings or shopping centers, air terminals, transport stops and railroad stations to give a channel to weavers to exhibit and sell their items. Both these procedures will draw in clients and increment mindfulness about exceptional elements of handloom items.

### **Development of online business Channel**

An enormous number of purchasers are currently purchasing on the web in India. Handloom area can likewise be profited from web based selling. In this manner the inclusion of agents can be wiped out and it would guarantee a reasonable cost to the weavers. Since the majority of the weavers are less instructed or unskilled, they don't know about the working and significance of internet selling, they ought to be given preparing on this part. Additionally, accessibility of web association and helping staff ought to be guaranteed in their spaces. Flipkart has teamed up with the Ministry of Textiles to expand handloom deals by showing the items on its site. Another internet business site GoCoop.com has enrolled roughly 220% development in its web-based deals of handloom items inside three years of its foundation. These internet based gateways have helped with setting a strong and quick inventory network, involving roughly 300 centers and weaver associations, including in excess of 80,000 craftsmans. In this manner, web based selling has been beneficial to the weavers because of the shortfall of go betweens.

### **Fostering a Niche**

The higher finish of shoppers has faith in unrivaled quality and eco amicable items. They are prepared to follow through on premium costs for their selection of items. Handloom items are eco-accommodating and are generally natural, this component can be exceptionally useful to make and foster a different specialty. There is enormous potential for green attire among climate cognizant purchasers and handloom area can partake in the advantage of having such highlights.

A different and one of a kind brand name can be given to these items, which stresses the texture quality and its eco-invitingness. The brand affiliation will help the interest of the handloom items.

### **Accentuation on Standardized Packaging and Labeling**

Bundling and naming of items assume a urgent part in compelling advertising of an item. It covers data with respect to the quality, use, care, removal technique and so forth. It additionally guarantees security of the item and shielding its quality during travel. It additionally gives an appealing look to the item. Since handloom items are eco well disposed, their bundling ought to likewise include recyclable material. In such manner weavers ought to be prepared with regards to worldwide standard standards of bundling and naming

### **Development of Market Abroad**

Indian weavers trade handloom items to few nations as it were. The US and the EU are the biggest shipper of Indian handloom items. India ought to investigate more nations notwithstanding conventional business sectors to extend the inclusion. There are different nations in which the Indian handloom exporters can extend their business advertises South Korea, Malaysia, Indonesia, Vietnam, Egypt and Tunisia. If there should be an occurrence of silk handloom items, fleece, fine coarse creature hair, horsehair yarn and woven texture a tremendous likely exists in the worldwide market gave the weavers meet the normalization standards of value and acquire developments plans and examples[9].

### **Item Diversification**

Notwithstanding customary items, weavers should work for bringing new items that would serve the purchasers above and beyond. In such manner, shoppers' viewpoint would fill in as an aide and would assist the weavers with pushing forward. Government ought to give help to weavers in reviewing the market and draw in style fashioners in this errand. New assortment of items like family cloths and outfitting, enhancing things may likewise be presented. Blend of new shadings and plans can likewise be tested in customary examples.

### **Extension of Credit**

The vast majority of the weavers don't have assets to meet the necessity of keeping up with and running their weaving machines. For working on the offer of handloom items, their credit prerequisites should be satisfied. Also, the working of different plans intended to help weavers monetarily ought to be investigated and reconsidered, and the execution of single window freedom ought to be guaranteed to keep away from delay in giving advances to weavers.

Job of weaver social orders is vital in such manner. They should take drives and welcome huge scope ventures for opening display areas, employing planners, getting information and bearing on market drifts and overhauling the coloring system. In this way, term credits can be proposed to weaver social orders for these consumptions including private and institutional ventures.

### **Infrastructural Development**

Infrastructural and coordinations related issues essentially influence the development of the handloom area in India. Guaranteeing consistency in the inventory of force and giving fundamental conveniences are vital for the improvement of this area. Efficiency of workers can be improved by giving unconstrained inventory of safe drinking water and sterilization offices. It will help in decreasing wellbeing related issues of the weavers. Besides, giving network to interstates, significant ports and different means of travel can be useful in expedient conveyance of natural substances to weavers and last produce to the public just as global customers. Further, a solid organization of telecom and internet providers ought to be made accessible to the weavers for more openness of handloom items. The decrease in number of weavers is a significant test looked by the area. The restricted accessibility of gifted weavers and plan experts in the handloom area has been a significant obstacle being developed of the business. The youthful age ought to be inspired to embrace it as their calling. In such manner custom curriculum projects ought to be intended for them that would cover uncommon instructional exercise bundle on business venture, finance, advertising alongside viable meetings on expertise up-degree and mastering inventive thoughts.

From the above depiction, it very well may be presumed that however the handloom area has been dealing with a ton of issues and battling for its endurance, still it can possibly develop and produce work freedoms to large number of weavers. The improvement of abilities and capacities and giving help on plan, quality and showcasing perspectives would guarantee the supportability of this area as well as help in restoring the abilities of weavers that would encourage sends out[10].

## **V. CONCLUSION**

It is concluded that in year 2019-20, only mulberry cocoon production not able to achieve its target level. Except these, there is increase in production of Kosha cocoon (nature grown and reared variety) and mulberry cocoon as well as in number of beneficiaries/labourers. In 2018-19, target sets according to the completion of target in last year. Cocoon is the basis of silk production, so production of cocoon plays an important role in production of silk. Amount of cocoons produced definitely affects or contributes to the production of silk in handloom industries of Chhattisgarh state.

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