CHAPTER II

REVIEW OF LITERATURE

This chapter depicts the Literature of review pertains to many studies in India on the silk handloom industry and its problems. Some are dealing with the handloom industry at the all India level, but some studies are based on state or district level. The present research study is based on the importance of the handloom industry, employment and income potentialities, socio-economic conditions and welfare schemes as well as the problems of the handloom industry, the studies have been categorized into various segments viz Studies pertains to Co-operative societies and handloom, Studies pertains to silk industries, Studies pertains to socio-economic conditions of Handloom weavers.

Studies pertains to Co-operative societies and handloom

Sanjay Sinha (1989)\textsuperscript{10} examines this proposition and suggests strategies for strengthening the contribution of this activity to rural development through silk production. The available information on the socio-economic and related technical issues is far from comprehensive; the author found that a more systematic approach

is required to obtain the socio-economic information necessary to determine the developmental impact of silk production. Nevertheless, the indications are that the present production systems produce a significant positive impact. Though technical change cannot be postponed indefinitely, it can at least be managed in the foreseeable future to augment the contribution of silk production to development. The potential is enormous; more professional and commercial long-term strategies than those employed up to now could be instrumental in realizing the wealth of opportunities that exists.

Simon Charsley (1992)\(^{11}\) analyzed the existing marketing mechanism for silk industries in India, the author stemmed with some of the important questions such as does experience in the silk industry support Bauer's case? It does show that the problems, to which he points, on the basis primarily of very old evidence from other countries, remain relevant in India. His anti-intervention line is perhaps unreasonably doctrinaire, but it usefully emphasizes that efforts to interfere in marketing and particularly to set up related markets are full of pitfalls where they are tried. There are number of standard reasons why they are felt to be needed, and there are a number of standard ways in which things too often go wrong. There are questions about prides which therefore ought always to be asked when these are being drawn up. One clearly is, whenever middlemen seem ripe for elimination, what exactly is it that they are doing, in and for the market? It may well be a lot more than simply buying and selling the extent that it is, alternative ways of performing necessary functions have to be provided. But sometimes, as the success

of cocoon marketing shows and as can be hoped for from the current policy of supporting small-scale reelers by local purchase, when the questions are asked and the costs and benefits are worked up, the answers are not necessarily going to be against intervention in all its forms. At the outset the author implied that middle man intervention is very high which inhibits the benefits to the both the end.

Bhuimali Anil (2003) discussed rural co-operatives and their impact on the rural economy. Author explained that the Indian farmers needed credit for agricultural purpose which was available from the private money-lenders, but the credit supplied by them was at a very exorbitant rate of interest. Naturally it was beyond the reach of agriculturists. Similarly, whatever Government loan was available that was available only at a very limited extent. In order to meet the credit demand of the farmers at a soft rate of interest, Indian Government passed the co-operative societies act to overcome the problem. In various countries co-operation has been used as an institution and instrument of economic development. The author presented three case studies to explain the activities of co-operatives societies in the rural India and their consequent impact on the economy. First case study explained the impact of a limited liability society, second case described the impact of an unlimited liability society and the third presented the impact of agricultural marketing society on rural areas of West Bengal. Author stated that co-operatives have played a significant role not only as instrument of economic growth, but also influencing the people towards social and economic changes by way of adopting

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innovation and technology. Co-operatives, in fact, help one by contribution vast possibilities for the individuals to participate combined in the economic activities.

Seemanthini Niranjana (2004)\textsuperscript{13} tried to analyze the numerous dimensions within the handloom sector offers insights into how to address and understand different forms of industrial activity in the country, particularly in realms considered as being the peripheries of a dominant industrial core, the study found that Conventional official perception relegates handlooms to a small, niche market (either overseas or in India), and then goes on to suggest how this niche demand should be catered to through further design innovation and variation. Both case studies illustrated above contest this viewpoint. While the case of Koyyalagudem's reliance on exports shows that it creates instabilities in demand, production and work opportunities, the case of Tenali highlights the marketing possibilities in local contexts as well. The formation of weaver cooperatives has been seen as the most important strategy in reviving and supporting the handloom sector. Their functioning, however, has not been uniformly successful. This has been influenced by a number of factors such as local elites lobbying for power, political parties seeking to consolidate their strengths, or sheer mismanagement of the cooperatives. Given these differences, evaluating the performance of existing weavers' cooperatives is not an easy task.

\textsuperscript{13}SeemanthiniNiranjana “Thinking with Handlooms: Perspectives from Andhra Pradesh” Economic and Political Weekly, Vol. 39, No. 6 (Feb. 7-13, 2004), pp. 553-563
Dharmaraju P. (2006) made an attempt to explore the experiences of weavers in handloom co-operatives and their marketing strategies, the author taken up two handloom societies for the study purpose viz Angra and Koyyalagudem, the study revealed that both the societies appear to have utilized existing marketing channels, but exposure to design intervention and new markets seem sporadic. Unlike Angara which banks on traditional product like sarees, Koyyalagudem, perhaps due to its proximity to urban centres, specializes in dress materials. To succeed in this, it is essential to have one's ear close to the ground - but this market feedback is incidental in the case of Koyyalagudem. There are no institutional channels by which this information transfer and market exploration could happen effectively. During the picket boom and years of good export business, Koyyalagudem used to attract a number of migrant weavers from other places in AP. This has changed in the recent past, mainly due to a fall in exports. Since 1995, export orders have not been as forthcoming as in the past. Several reasons have been cited for this trend, some of which are: the ban on chemical dyes by European markets. (Azo-free dyes are used instead, but this renders the product expensive); the drastic increase in prices of yarn and dyes. To cut costs, inferior materials are used, and weavers lose out in the world market. The experience of Koyyalagudem shows that though orienting production to exports may be beneficial in the short run, a long-term reliance on exports of cloth alone creates instabilities in demand, production and livelihoods that cannot be absorbed by the handloom sector. In addition, it is also important for cooperatives to explore domestic markets much more proactive.

Prabha and Kumara Kannan (2011) examined the consumer behaviors and preferences towards different kinds of extensions in fast fashion brands (FFBs). The major objectives are i) to identify the major attributes of a retail brand recognized by the customers. ii) to examine whether the people’s trust on a retail brand leads to their commitment and iii) How far the personality of the customer soars the retail brand’s trust. The research used here is descriptive research. The Secondary research was exploratory in nature and the various models involved in the Brand Extension process were investigated. The Primary research done was conclusive in nature and involved a pilot survey to check the appropriateness of the questionnaire and determine the sample size (300) of the final research. This study is an attempt to enhance the brand extensions based on the customer’s personality. If the entire hypotheses are accepted, it implies the strength of retail brand, its trust and commitment over extending through their own brands. It also studies the risk of this kind of extension over established retail brand trust. The consumer prefers this retail shop for the superior customer service and more collections and variety of brands. At the same time customer have less awareness of the own retail brand. Hence proper advertisements have to be given to bring out their own retail brands. Even peoples personality plays an important role in preferring the brand. Thus this study discloses the personality of the consumer having influence over their buying behavior.

15Prabha and Kumara Kannan “An empirical study on Retail branding and brand extension strategies in the Chennai Silks, Tamil Nadu” IJEMR – December 2011-Vol 1 Issue 7 - Online - ISSN 2249 – 2585 - Print - ISSN 2249 – 8672
Studies pertains to handloom silk industries

Kapoor (1979)\textsuperscript{16} made an attempt to synthesis the historical significance of silk industries in India, and role and importance of the silk industries embedded with the life of the people in the earlier period. The author explains the past glory of silk industry in India. He holds that the Indian silk with its artistic value has an international market and has earned the valuable foreign exchange. He suggested increasing the silk production, and exploring the possibilities of enhancing the silk export.

Ghosh (1984)\textsuperscript{17} in his study on “Bengal handloom industry” mentioned that Bengal weavers were continuously trying to maintain and upgrade their traditional handloom products. This attempt was inspite of their limitations to obtain superfine quality yarn, poor marketing facilities and weak financial status. Non-availability and untimely supply of raw materials especially silk, hike in prices, inadequate finance were the problems faced by Varanasi silk weavers. The researcher also found another weaker link \textit{i.e.} the dyeing and processing sector connected to weaving unit. Lack of proper marketing system and changing fashion trends were challenging for the weavers who were away from advanced technology, and also found that the hike in prices of filature, charka silk and zari, inferior quality of both types of silks, untimely supply of raw material, scarcity of zari and marketing were the common problems faced by the weavers community

\textsuperscript{16}Kapoor- Heritage of Indian silk (1979).

\textsuperscript{17}Ghosh, T.K., 1984, Bengal handloom industry. \textit{Tex. Trends}, 26: 41-47
NaganC.Das (1984)\textsuperscript{18} made a diachronic description of silk industries in India, the author highlighted the traditional heritage associated with silk products and importance of silk products in the life style of the people since the earlier period, The author makes a brief review of history of the silk industry in India. According the silk fabrics formed a major portion of handloom sectors export to foreign countries especially E.E.C. and North America. He makes a comparison of the marketing aspects of cotton fabrics with that of silk fabrics at the national level.

Paulraj (1984)\textsuperscript{19}examined the ammapattei silk handloom weavers in Tamil Nadu in order to understand the attainments and challenges of the co-operatives and its impact on the development of the weavers associated with it. The researcher advocates the discontinuation of rebate system. Instead of the members of silk societies may be supplied with necessary raw materials regularly through the co-operative silk societies. The rebate amounts should be reimbursed by the Governments without undue delay, the working capital of the society is reduced and the production and employment in the subsequent year is affected.

Chidambaram (1985)\textsuperscript{20} made an attempt to find out the production and marketing constrains and challenges in Tamil Nadu, In his study the researcher makes a scientific classification of silk societies in Tamil Nadu into three – large, medium, small. He points out the major problems in the production and marketing of silk societies face many problems in marketing the silk products. He suggests the

\textsuperscript{18}NaganC.Das-Indian Heritage (1984)


\textsuperscript{20}Chidambaram – production and marketing problems of silk industry in Tamil Nadu. [1985].
extension of special rebate scheme for longer period in the case of medium and small silk societies. He evaluates the operational efficiency of the Silk Co-operative societies by measuring the profitability of the society.

**Ramana (1987)** made an attempt to explore the correlation between silk industries and economic development, the author systematically made an empirical analysis and revealed that silk industries are positively influence the economic development in India through exports and also fulfill the domestic demand or the same, He concludes that if proper marketing channel is available . Silk industry is one of the highly profitable industry in India.

**Elangovan (1988)** examine the Thirubuvanam silk handloom weavers co-operatives in order to asses the production and sales of the societies, In his study the researcher attempted to present an overall view of working condition of the Thirubuvanam silk society. As a case study it covers the aspects of procurement of raw materials, production, marketing, pricing policy etc., The marketing function, is one of the many aspects of the society studied. He strongly advocates the continuous of the rebate on sales for the silk societies.


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22 Elangovan, R., in his study on the Thirubuvanam Silk Handloom Weavers’Co – operative production and sales society Ltd. In Thanjavur District . (1988.)

textile products in both each these sectors is made to find out the operational efficiency of each sector. The problems faced by this industry in general and by the silk weavers societies and private manufactures are discussed individually and remedial measures to overcome the problems are given. In short, this study is the most comprehensive and systematic study available at present on silk industry in Thanjavur District.

Arunachalam (1989)²⁴ made an analysis of handloom silk industries in Tamil Nadu, the author made an attempt to highlight the problems pertains to production and marketing of silk products in Tamil Nadu. It is comprehensive study on the problems of marketing of silk cloth produced by both co-operative silk societies and private masters’ weavers. One of the important findings of the study is that the marketing channels adopted by co-operatives as well as the private silk manufactures influence the operational efficiency and possibility of the silk industry in Tamil Nadu.

Govindan Nair (1993)²⁵ focused its attention of the co-operation of both cotton handloom industry and silk handloom industry in India. It is observed that although silk had a wide variety of uses its importance in World Textiles has been insignificant. i.e., only 0.17 percent. The study revealed that handloom exports had been growing at the of around 70 percent in 1991 – 92 which was attributable to the devaluation of Indian Rupee. The export earnings can further be increased by


diversification of the exports to many countries of the world as suggested by the study.

Pathak et al. (1993)\textsuperscript{26} in the survey on “Varanasi silk industry” found that, in Varanasi, silk weavers were generally known as ‘julahas’. In general, all communities were involved but share of Muslims (Ansaris) were prominently high. Silk weavers constitute 69.2\% of the population of weavers in the state. The silk industry was running by three levels of weavers; small independent weavers, master weavers and wage weavers of cooperative societies further the study revealed that the weavers are mostly from Mudaliar community and weaving was their traditional art. The master weaver was an entrepreneur, who owned a number of looms employing weavers on wage contracts and spent long hours in dexterous labour. Most of the weavers were poor with merge means of subsistence and therefore were forced to take loans from master weavers. The wage weavers were controlled by the master weavers and exploited both economically and socially.

Nadigar et al. (1995)\textsuperscript{27} reported that, the Kancheepuram silk sarees are mainly used for wedding purpose. The local market is mainly confined to Southern states of Andhra Pradesh, Karnataka and Tamil Nadu. Beside to some extent it used to be sent to Delhi and Bombay. About 50 per cent of silk sarees were marketed in local Co-operative societies, in turn co-opetex purchased from co-operative societies and market at national level. Most of the progressive master weavers market the


saree through retailers further the study indicated that A blend of tradition and modernity” and reported that these sarees are expensive and mainly used for exclusive occasions like wedding and social rituals. The price ranged from Rs.1500-2800 depending on the variety. It enjoyed a sound domestic market in the Southern state of the country mainly through retail outlets. Limited quantities do travels to overseas like New Work (USA) and Singapore.

**Kannaghi (1995)**\(^{28}\) concentrated on marketing of silk sarees by the Thirubuvanam Silk Handloom Weaver’s Cooperative production and sales society Ltd. In Thiravur District has held competition from private silk producers of silk because of new varities and design at chief prices, problems in procuring Zari, absence of credit sales, lack of sales complexes and branches in many places to be responsible for slower rate of growth. Its further observes that sales through Co-optex have increased from Rs. 16.81 lakhs in 1987-88 to Rs. 119.04 Lakhs (increase of about 10 times. As for channels, direct sales to be of the most important channel of marketing available to the society.

**Jacob (1996)**\(^{29}\) carried out a study on “Grandeur of Kancheepuram” and reported that the Kancheepuram silk sarees are heavy in nature and woven with charka raw silk. The 16/18 denier silk is generally used. While 13/15 denier raw silk is preferred for zari work. Warp yarns of 18 tpi and weft of 8 tpi of fine, medium and coarse charka silk is employed. Generally 2 ply yarns are used for body and 3 ply to 4 ply for border on both sides and pallu. Kancheepuramsarees are generally

\(^{28}\)Kannaghi – Marketing of Silk sarees by the Thirubuvanam Silk Handloom the weavers’ co-operative production and sale society Limited. December 1995

weft prominent. Sarees have earned a name for their durability, thickness, quality, drapes and low creasing tendency because of its typical fabric sett. The weaving of Kumbhokonamsarees is a slow process because of its intricacies and elaborate designs. The weaving is done on frame looms with jacquard for border and extra warp designs. Commonly 2 ply filature warp of 18 tpi and denier 20/22, 20/24, 16/18 and 28/32 are employed as warp, while untwisted charka silk of 2 ply to 3 ply or even 4 ply are used as weft. Two threads gold zari is used for warp and 3 or 4 for weft. Reed is made of bamboo wire with reed count for body as 90-96s and border 70-90s, the study further indicated that blend of tradition and modernity”. Silk saree, furnishing fabric, dhoti, turban, silk odhani and brocade fabric for dress material were the main products of Banaras silk industry. Silk and/or zari used for extra weft designs. The silk saree weaving involved skill and took lots of time because of its elaborate intricate designs. Two weavers worked together for weaving one brocade saree.

Munikrishnappa et al. (1996)\textsuperscript{30} conducted a study on “Silk fabric marketing”. The findings of the study revealed that silk fabrics are marketed through government and private houses in Mysore city. Price is the vital element in the marketing philosophy, which is themost advantageous in terms of profit and volume of sales. The analysis made with respect to pricing system followed in all silk showrooms, revealed that all showrooms followed fixed price system. In Government showrooms, the price is fixed by the respective head offices where in private showrooms the price is fixed depending upon the profit margin expected,

prevailing market demand, consumption and some time purchasing power of the customers and further the study exemplified that weavers sold the goods to master weavers followed by cooperative societies and relatively very few marketed either to wholesalers or directly to the consumers

**Mamatha (1997)**\(^{31}\) in a study on “Socio-economic status of handloom weavers and impact of weaving on their livelihood” concluded that 61 per cent of weavers belonged to middle adulthood (41-60 years). More than 50 per cent of the weavers were illiterates and had medium family size. Majority of the weavers belonged to nuclear type family and middle income group. Women constituted 80 per cent of weavers in Assam. They were involved in silk weaving products like mekhla, chadar, saree, riha and shirtings. On an average, about 24 mekhlas or 12 chadar or 6 sarees were woven on one loom per month and the weavers earned about Rs.1200/- as piece wages further the study indicated that The traditional weavers who produced Chanderi saree were Momin, Julah and Kori. However, in the recent years, even Dhobi, Teli, Chamar, Yadav, Brahmans and Jains also have taken weaving as profession. Weaving is done by men while reeling and spinning of yarn is done by women.

**Tondon (1997)**\(^{32}\) highlighted that silk sarees are famous for their exquisite beauty, splendid and ethnic designs. The marketing of these silk saree is as complex and intricate as that of its production. The article deals with ‘Satti’- the


traditional pattern and practice of buying and selling continuously is the backbone of the merchandising silk sarees. Dharmavaram sarees are mainly used for special occasions like wedding and festivals. These sarees sell like hot cake and are in great demand all over Southern India, Tamil Nadu being the major market and the study further revealed that majority of the silk weavers sold their products in local market. About 20 per cent weavers sold their products in the state show rooms and only 8 per cent weaver to the neighboring states. Maximum number of weavers sold their sarees during special occasions.

Muralidharan and Shanmugasundran (1999) conducted a study on “Dyeing of silk with acid dye involving Ammonium persulphate / Thio-urea Redox system”. It was found that better dye uptake results could be achieved by using Ammonium persulphate / Thiourea redox system during dyeing of silk with acid dye than without it. The concentration of the redox system influenced the dye uptake. Maximum dye uptake was observed at a concentration of 0.015 ml / litre redox system; beyond which the dye uptake decreased with increase in redox system concentration. The study further indicated that the use of redox system improved the dye uptake and fastness properties of the dyed material. Maximum dye uptake was observed at a concentration of 0.015 ml/redox system, beyond which the dye uptake decreased with increase in the concentration of redox systems.

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Kannan Nair (2001)\textsuperscript{34} made a study on export performance of Co–op Tex International have found that France accounted for the highest of total European sales, followed by Netherland, Sweden, and Belgium. The major items exported were table cloths, Napkins, Kitchen towels and tea towels. During 1996-97 it has exported handloom products worth Rs.362.24 lakhs. The authors have recommended maintenance of agro free and eco-friendly dyeing in the export of handloom products. Participation in and conduct of trade fairs inside the country and abroad for exhibiting our innovative handloom products, exploring new export market and undertaking detailed market research for improving export sales.

Kashi Ram (2001)\textsuperscript{35} insisted the need to concentrate on innovative products, Keeping in mind the changes in fashion, colours, and designs in overseas market. He further observed that in addition to the launch of Rs.25,000 crore Technology Upgraditation Funds Scheme, a Comprehensive scheme for the handloom sector under the Deen Dayal Hath Kargahprotsahan Yojana scheme has been launched for taking care of the entire gamut of activities such as product development, infrastructure support, institutional support, training to weavers, supply of equipments and marketing support

Abdul Aziz and Hanummappa –H.G (2003)\textsuperscript{36} examined the problems and prospective of silk industries in India, The author identify the major problems of


\textsuperscript{35}Kashi Ram Rana, in an address at the export Award function organized by the Handloom Export Promotion Council, Textile Magazine , March, 2001

\textsuperscript{36}Abdul Aziz and Hanummappa –H.G. - “Silk Industry – problems and projects” 2003
silk industry as shortage of raw silk, high cost of Zari, and lack of goods marketing policy on the part of silk societies. They strongly advocate the extension of the rebate system for a longer period. They conclude that through a scientific advertisement campaign in the international market silk export can be enhanced.

B. Bowonder, J.V. Sailesh (2005) examined the usage of ICT in silk industries at Kancheepuram, the study highlighted that the silk industry in Kancheepuram is one of the fastest growing industries in India. The study found that currently more than 30,000 weavers working for saree making. The industry had to compete with the synthetic fibre industry in many aspects. One of the major drawbacks of the silk industry in Kancheepuram was the lack of support from technology. The industry was on the brink of extinction due to the obsolescence of the designs and design making procedures. This is because design adds splendour to a saree and forms an integral part of its exquisiteness. A recent development in the designing field is the introduction of computerised Jacquard borders in the Kancheepuram silk saree. The use of information and communications technology (ICT) has not only helped in creating new and complex designs but has also reduced the time involved in the process. There has been an increase in the exports. The acceptance of these silk sarees by the consumers has also increased with the automation of the designing process. Visualisation of saree designs ahead of its production and the ability to create new colour combinations at the click of a mouse has increased the flexibility and reduced the time for realising new designs. Though the materials and the techniques are changing with the market demand, the motifs

37B. Bowonder, J.V. Sailesh “ICT for the renewal of a traditional industry: a case study of Kancheepuram silk sarees” Volume 6, Number 3-5/2005
are still conventional in accordance with the customs and traditions of the Kancheepuram saree. The silk industry in Kancheepuram has been transformed into a high growth industry by the opening up of new avenues for the traditional weavers.

Subbaraj, Dr.B. and Joseph Nelson (2004)\(^{38}\) made an empirical analysis on the product strategies of handloom weavers’ co-operative societies made for the period from 1992 to 1993 – 2001 to 2002 in Dindugal District, Tamil Nadu have observed that the PWCSs under study have simply adaptive the design as specified in the production orders of the co-optex and the initiative and the efforts of the PWCSs on design developments to be very little. The study further discloses another important finding that weavers tend to resist change in the production of certain fabrics in which they lack skill although the fabrics have ready acceptance in the market. The reason adduced by them is that they are unable to bear the cost of change over from one design to another. They advocate adoption of modern marketing strategies in tune with market changes.

Chakraborty (2005)\(^{39}\) carried out study on “Effects of degumming and bleaching”. The study revealed that, degumming with soap is best indeed; strength, crease recovery and other properties are excellent. Feel of degummed sample is superior because a negligible part of soap retained by the fiber, which provides suppleness. However, to reduce the 9 cost, soap can be partially eliminated by introducing sodium carbonate (Na\(_2\)CO\(_3\)). Degumming may be done using alkaline

\(^{38}\)Subbaraj, Dr.B. and Joseph Nelson, “An empirical enquiry, Indian Co-operative review, Jan 2004, pp 166-172

non-ionic detergent solution for further reduction in the cost of degumming. Bleaching, if required can be carried out by hydrogen peroxide/ammonia (H2O2/NH3) to improve whiteness as well as other post-degumming properties. The degumming with 25 per cent Marscicelles soap for 90 minutes at boil lead to a weight loss of 20.5 per cent, the study further indicated that the The enzyme treatment was carried out relatively at a lower temperature and therefore was more economical than the conventional process. Processing of silk with enzyme under the above conditions was likely to retain the luster and softness of silk. Thus, considering the weight loss and properties of silk, fungal protease could be used as an effective degumming agent.

Prem Kumar and M. Sadika Sultana (2010) primarily aimed at understanding the local market and secondly to develop a marketing strategy for Handloom exporters in Puducherry. The respondents were customers & exporters in Puducherry state. The data collection was carried out for a period of two months. The sample size of retail customers and exporters were 80 & 9 respectively. Statistic tools such as simple percentage, chi-square analysis, and time series were employed. The study revealed that number of the exporters depends upon domestic market. Retailing was found to be the best way to promote their products in domestic market. It also revealed that domestic market occupies 30% of total business and a number of exporters are dependent on domestic market in this financial downturn. Based upon the results a few strategies were suggested to improve the sales of handloom products.

Prem Kumar and M. Sadika Sultana “STRATEGIES TO IMPROVE SALES OF HANDLOOM PRODUCTS WITH SPECIAL REFERENCE TO PONDICHERRY” TECNIA Journal of Management Studies, Vol. 4, No. 2, October 2009 – March 2010
Venkatesh Kumar R., SeemaChauhan (2010)\textsuperscript{41} examined the participation of rural women in rural industries, empirical studies become imperative. Withstanding all social and cultural suppressions, a rural woman in India shares abundant responsibilities and performs a wide spectrum of duties in running the family, maintaining the household, attending farm labour, tenting domestic animals and extending a helping hand in rural artisanship and handicraft, relatively high profitability of sericulture, its potential in generating additional employment, etc. are widely acknowledged, it is also necessary to highlight the enormous promises that sericulture holds for women’s development. Except for dairying, there is probably no other off-farm activity which would promise as great a scope for women’s development as sericulture, the study also found that Among different components of sericulture i.e., from soil to silk, approximately 50-60 per cent of different activities like mulberry cultivation, silkworm rearing, and reeling, twisting, weaving and printing involvement of women need to be strengthened and encouraged. Not only because women have have more than 60 had per cent of the labour forced in sericulture, but also because sericulture offers a plethora of opportunities for improving the social status of women.

Kuldeep Singh and Monica Bansal (2012)\textsuperscript{42} analyzed the handloom industries in India, the study highlighted that the handloom industry has developed a lot over a period of time. It is spread throughout the country. Since most of the handloom units are run either as sole-proprietors or on partnership basis and the

\textsuperscript{41}Venkatesh Kumar R., SeemaChauhan, “Women Empowerment in Sericulture: A Current Scenario in Rural India” ASIA-PACIFIC JOURNAL OF RURAL DEVELOPMENT Volume XX July 2010

\textsuperscript{42}Kuldeep Singh and Monica Bansal “AN ANALYTICAL STUDY OF HANDLOOM INDUSTRY IN INDIA” Volume 1, Issue 12(December 2012)
owners lack the needed professional outlook in the overall handing of their units, many of them are not even aware of the modern techniques of marketing such as product development brand promotion, packing, advertising market, surveys and demand forecasts. To maximize their sales volume, it has become very important to know how one can get maximum result/response by using different marketing strategies. For increasing the export, to provide satisfaction to customers there is need of the study of marketing practices.

**Surjit Kumar Kar, (2012)**\(^4^3\) Undertaken a case study of Sambalpuri Bastralaya Handloom Co-operative Society Limited (SBHCSL), or “Bastralaya”, is a rural community-based cooperative enterprise in the Western province of state Odisha in India the purpose of this paper is to explain traditional knowledge management process of the community, total of 40 respondents from among enterprise employees, members of weaving and sales branches, members of government/ non-government agencies were interviewed/ observed. A qualitative research method called “narrative enquiry” was used to restory and interpret respondents’ data and stories gathered from the field study. Analysis of documents was also a method used, the study found that for management of knowledge processes, Bastralaya focuses on creating members' skills and knowledge, i.e. creation of contextual skills and knowledge, in addition to existing generic tacit knowledge; building members’ competence and capturing new knowledge; crystallizing new knowledge for customer-focused design and organizational

\(^{43}\)Surjit Kumar Kar, (2012) ”Knowledge process of rural handloom community enterprise: A narrative study of SambalpuriBastralaya in India”, Society and Business Review, Vol. 7 Iss: 2, pp.114 – 133
learning; and finally, knowledge preservation and internalization. Community weavers inherit traditional weaving knowledge across generations and learn informally through interaction, observation, socialization, co-operation and apprenticeships in the natural settings of the co-operative enterprise system.

Bandana Mahan (2012) made an attempt to introduce the silk industry of Assam and its relation to the tourism sector. Problems related to the production, spinning, weaving, selling and focusing of the products, economic upliftment, modernization of the products, government and other organization efforts in this connection is also mentioned in the study. The study is based on primary and secondary data collection; the author found that various government programmes provide avenues for the quality fabrics, modernization of loom, and motivation of weavers for taking up the industry as commercial lines, intention of training facilities to artisans etc. Government of India has initiated several development measures through Central Silk Board to give impetus to the growth and development of silk industries. The Central Silk Board has put a lot of efforts to promote muga industry in the north-eastern region. Setting up of a Regional Muga Research Station in Mirza (Assam) is a major step in this direction. The Central Silk Board also set up a Muga Raw Material Bank at Sibsagar with sub-depot at Dhakuakhana in upper Assam in the year 1981, to give necessary price support to the commercial muga cocoon producers. Tourists always attracts to the original object. These societies can provide the silk items in a reasonable price. Government may arrange some package tour to see the silk producing process in the rural areas. Extends to the reeling, spinning and weaving centers too. To promote and sale of the silk of Assam
a web page can be set up also, because, abundance of local talents can come up with many more ideas. Thus, the culture will be diversified and standardized. Then the traditional silk industry can be metamorphosed into modern industry, what is necessary to courage and enterprise, imagination and guidance.

G. Savithri, P. Sujathamma & CH. Ramanamma (2013) illustrated that the Textile industry is a very important component of India’s economy, and silk forms a small, yet important part of it because it is a high value fibre. The size of the silk industry in India presently, is about US $ 2.75 billion. Sericulture is spread all over India, while it has a long standing tradition in states such as Karnataka, Andhra Pradesh, Tamil Nadu, West Bengal and Jammu & Kashmir. Silk the very name itself evokes delicate feelings. Silk is the most elegant textile in the world with unparalleled grandeur, natural sheen and inherent affinity for dyes, high absorbance, light weight, soft touch and high durability and is known as the queen of textile in the world ever. Silk has a sacred place in the cultural heritage of Indians and intermingled with the life and culture of the Indians; which no other country can share. Silk saree is an important bridal wear while the traditional practice of wearing silk clothing on all auspicious days has been the strength of the Indian silk in the domestic market. No other fabric has fascinated man so continuously over millennia as silk. Till today, no other fabric can match it in luster and elegance Silk has been intermingled with the life and culture of the Indians. Though India is producing all the varieties of silk garments i.e., dress materials, scarves/stoles, readymade garments, etc., the silk sarees are unique. The saree is almost synonymous with the

word silk. It is the traditional costume of Indian woman since time immemorial. The silk sarees of India are among the living examples of the excellent craftsmanship of the weavers of the country. The artistic and aesthetic sense of Indian weavers is not content with striking colours they choose for the fabrics, but lies in their mastery over the creation of floral designs, beautiful textures, fine geometry and the durability of such work. The weaver not only weaves with yarn but with intense feeling and emotion. Indian handloom silk sarees known for their unique features like beautiful colour combinations, intricate designs and wonderful motifs, tops the demand of the domestic market. In India, there are a number of silk weaving centers spread all over the country, known for their distinct and typical style and products. South India is the leading silk producing area of the country also known for its famous silk weaving enclaves like Kancheepuram, Dharmavaram, Arni, Pochampalli, Gadwal etc. The beauty of the silk is the key to having wonderful silk sarees. Hence the paper made an attempt to enlighten the world famous Indian traditional handloom silk sarees.

**Studies pertains to socio-economic conditions of Handloom weavers**

John D.K.Sunder Singh (1981) examined the conditions of handloom industries in Madurai, the author recalled the traditional significance of the silk products in Madurai in earlier period of time, It is an exhaustive study of the Handloom industry in southern parts of Tamilnadu in general and Madurai city in particular. It is a pioneering work of silk industry at a city level. The author is of opinion that through a better marketing strategy the handloom industries would

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enrich its potentiality and unleash the number of benefits to the consumers as well as the weavers who have been engaging in it.

Namasivayam (1989)\textsuperscript{47} made an attempt to analyze operational efficiency of the handloom weavers of co-operatives in Salem district, 20 handloom co-operatives societies have taken up for the study purpose, and the survey revealed that Silk Handloom Societies were successful in marketing their products when compared to cotton handloom societies of the District. The rebate scheme played a vital role for the success of the handloom weaver co-operatives. The study suggests more liberal rebate scheme than the one in operation for the betterment of the handloom silk weavers in the study area.

K. Rama Mohan Rao and G. Subrahmanyam (1995)\textsuperscript{48} analyzed various crises affecting the industry and evaluated several schemes of Central Government provided to the sector. They found that the co-operatives could attract only 30 per cent of the total weavers of the country and a majority of weavers were still working under the middlemen. Inadequate or improper financial support to the co-operatives was considered one of the main reasons for their failure. The weavers were found to be following traditional methods of production and design due to lack of exposure, awareness and knowledge over changing technologies. The shortages of raw materials and marketing have been severe problems for several years to the industry and competition over the years has increased in the textile sector particularly after

\textsuperscript{47}Namasivayam – Operational Efficiency of Handloom weavers Co-operative Societies in Salem District of TamilNadu(1989)

the introduction of powerlooms. They recommended that the weavers must be oriented towards the betterment of their skills, knowledge and technology in order to ensure better quality of life.

**Satya Narayana Dash (1996)**\(^{49}\) aimed at assessing the economies of handloom weaving among different caste groups in order to identify the process of decline at work and to evaluate the differential impact of competition on the different components of handloom sector. The study found that the differences arose primarily between handloom and non-handloom cloth because of specialization in terms of income groups, occupational groups, yarn count categories and product groups. The author further revealed that the handloom industry is facing the problems of scarcity of yarn, raw material and lack of sufficient marketing facilities. The weavers are also facing the problems of lack of proper financial facilities. The weavers in the State of Andhra Pradesh required financial assistance from the commercial banks but the commercial banks failed to extend their support regarding loans and advantages. At the same time the weavers also required adequate supply of yarn at reasonable prices.

**K. Rama Mohana Rao (1997)**\(^{50}\) made an attempt in the direction of conducting district level studies. The main objective of the study is to measure the impact of primary handloom weavers’ co-operative societies on the socio-economic conditions of weavers in the Visakhapatnam district, by choosing 250 weavers who

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are members of cooperative societies. The author analyzed the impact of the social life of the weavers with the help of the factors such as improvement in social status, better household facilities to children, ability to spend on family members, entertainment, confidence in future and participation in local associations. He suggested that the Government should review the functioning of various primary weavers' co-operative societies to find out the real problems and take appropriate measures to strengthen and develop the co-operatives in order to direct them to play a key role in the development of weaving community. The major problems facing the industry such as marketing, finance and supply of yarn were highlighted. In addition, the study also evaluated the efficacy of various policies adopted by the Government for the development of the handloom industry.

Venugopal Rao and Chandrasekhar (1998) made an attempt to identify the problems faced by handloom weavers and examine the various schemes designed for the promotion and development of the handloom sector such as yarn supply, production of cloth in handloom sector at reasonable prices, marketing assistance, welfare of weavers, research and development, publicity and exhibition, enforcement of Handloom Reservation Act, technical and design support through Weavers Service Centres, special package schemes for SC/ST weavers, area based handloom development projects and processing facilities. The authors found that in spite of the implementation of developmental and welfare schemes, the economic conditions of handloom weavers did not improve and the co-operative coverage has met with only a limited success. Weak organizational functions of co-operatives,

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inadequate credit from financial institutions, inadequate marketing infrastructure, steep increase in yarn prices, huge build-up of unsold stock and delayed payments to primary societies by the Apex Society, competition from the organized mills and decentralized powerlooms, etc. further deteriorated the weavers' conditions. They suggested that the Indian handloom products have the potential to attract foreign buyers, if the industry adheres to the quality standards and innovations in the designing of products.

**Kanakalatha Mukund and Syamasundari (1999)** carried out study to examine the functioning of weavers. Co-operatives and analyse the problems of the co-operatives both of internal management and of the external policy regimes. Their study related to four co-operative societies, viz., Polavaram Co-operative Society of Krishna district, Venkateswara Cooperative Society in Chirala of Prakasam district, Yemmiganur Co-operative Society of Kurnool district and Koyyalagudem Co-operative Society of Nalgonda district. The authors found that the Polavaram Society's price structure was unable to meet its production costs and the society did not have surplus funds for providing advances to the working weavers and that this society was split into three societies. Weavers in Chirala suffered from low wages due to several weavers migrating in from Cuddapah and East-Godavari districts to work as job weavers in this region and co-operatives also suffered because of the inordinate delay in releasing the amounts sanctioned under Government schemes. The Yemmiganur co-operative society faced a major problem of capital being locked up by the buying of too much land for setting up sales depots.

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in various places. Koyyalagudem society was unable to provide adequate work to the weavers so that the weavers preferred to work for master weavers. They suggested that the Government should extend support to the cooperatives for strengthening the societies.

**Prabhakara Sarma & Joglekar (2002)** examined the existing working pattern and performance of the two weavers. co-operative societies to identify the socio-economic conditions of weavers families in the East Godavari district of Andhra Pradesh. The authors found that the handloom industry has been surviving on hereditary basis and the parents/elders of the family are not promoting entry of their children. The basic input of yarn in the handloom industry is not available timely to the weavers and marketing of handloom cloth is one of the problems. The co-operative societies were wholly dependent on the Apex Society for marketing of their products and making the timely payments. At present, weaving provides income at the subsistence level only and savings of household is almost nil or negligible. The use of outdated looms is resulting in low production capacity of the looms. The authors suggested that the Government should authorize district cooperative bank to grant loans to societies for adjustment of payments and make alternative arrangements for marketing of their finished products, instead of depending on Apex Society. The societies should take initiatives to expand and strengthen the co-operative coverage of weavers and improve their welfare facilities. They identified the need to upgrade primitive looms with modern structural

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materials and providing training programmes to weave new designs and to enhance the production capacity.

Noorbhasha Abdul and Badrinarayana (2002)\textsuperscript{54} analysed the crisis in handloom industries, the author found that the crisis in the handloom industry had its roots in the National Textile Policy 1985 which had allowed indiscriminate growth in the number of power looms in the name of promoting the country’s fabric output. In their analysis they have concluded that failure to make available supply of sufficient yarn at reasonable prices to the most important factor hitting the handloom sector.

P. Karunakaran and Joseph Nelson (2002)\textsuperscript{55} have analyzed factors responsible for the present plight of Handloom weavers. In their opinion frequent price fluctuation of yarn and its shortage accentuated the crisis in handloom industry. The quality of Yarn from private mills is said to be much superior to that it procured from Co-operative spinning mills. The condition that weavers should get only from Cooperative mills have driven the weavers to the wall. The study also points out that inadequate flow of institutional credit, lack of marketing infrastructure, increase in cotton yarn prices, delayed payment to primary societies, delayed payment to primary societies by the apex society all have been responsible for the present condition of handloom industry. The growth of powerloom industry posed the greatest danger to handloom weavers. It has sidelined the handloom

\textsuperscript{54}Noorbhasha Abdul and Badrinarayana, S.V. “Role of A.P.C.O. in the promotion of Handloom co-operatives in Andra Pradesh “ Indian Co– operative review, July 2002. PP. 52 &53

\textsuperscript{55}Karunaharan ,Dr. R. and Joseph Nelson Dr. D. “Plight of Handloom Weavers Need for vibrant action”, Tamil Nadu Journal of Co-Operation, April, 2002. PP. 26---29
industry in many parts of Tamilnadu. The Handloom weavers in Southern part of Tamil Nadu have switched over to beedi industry.

**Horindra Gogoi and A.K. Sharma (2003)**[^56] made a study on impact of Weavers co-Operatives on members in employment in Assam in 1988, the study revealed that employment from weaving as well as total employment of member house holds was significantly higher than that of non-employment of member weaver holds thereby showing the positive impact on the earnings of member weaver households accentuated by weavers co-operatives. The study has also conducted that apart from high price of yarn, its irregular supply and non-availability of new design of weaving at low costs were the major marketing problems.

**Gupta, Dr. p. and Mrs. Sudha Babel (2004)**[^57] examined the problem of handloom weavers in Rajasthan, the study found that non-availability of new designs and modern tools were cited as problems by weavers working for middle men. The economic conditions of handloom weaving unit does not depend merely on the quantity and quality from private mills is said to be much superior to that procured from cooperative spinning mills. The condition that weavers should get only from cooperative mills, but it also influenced by the intelligent selling of the product to get maximum profit. Hence they stress the needed for educating and training weavers on production cloth to suit the changing fashion.


Nagarajan (2004)\textsuperscript{58} made and analysis of marketing environment and dynamics of textiles in Chitoor district, while analyzing marketing environment of handloom products, advocates a strong case for middlemen as otherwise the weaver has to cater to the needs of local consumers only. It is middlemen who carry the clothes and arrange for bulk display as a measure of widening the market. In his opinion, “the absence of proper and sufficient facilities to safeguard the interest of weavers leads to the entrance and existence of middlemen and their inevitable participation in the sales of handloom products.

Sameer Sharma (2004)\textsuperscript{59} examined the entrepreneur development among weaver clusters, the study found that the weavers were formed into consortia to help themselves by mobilizing limited resources, providing avenues for collective action and overcoming constraints associated with size, promoting technological development and enhancing their ability to compete in local and global markets. He explained the three kinds of networks operating in weaver clusters of Andhra Pradesh: Co-operative and Government Traders, Master Weavers and Non-Government Organizations. He traced out the major problems faced by weaver clusters of Andhra Pradesh to design gap, weak institutional linkages, technological gap, low value addition, lack of innovation, stagnant weaver skills and inadequate working capital, low turnover and rising inventories. Finally, he drew important lessons from the Pochampalli experiment. First, it is possible to assist traditional

\textsuperscript{58}Nagarajan “Marketing dynamics of textiles, a case for handloom products in Chitoor District” paper presented at the Nationall seminar on marketing in the New Era – Sri Venkateswara University, Andhra Pradesh, 2004

producers like weavers to participate in an evolving market economy. They require total assistance covering all dimensions of their life, to reach the critical mass necessary to assist the weavers to break out of the subsistence production cycle. In Pochampalli, the interventions included health care by corporate hospitals, construction of work-sheds and houses, and a complete menu of economic benefits. Secondly, the interventions should be decided in close consultation with the stakeholders and have the flexibility for mid-course corrections. Thirdly, inputs from technical experts, like NIFT and continuous business mentoring is required to assist the transition of such producer groups to a market economy.

Jyothi and Aruna (2006) focused on the production, pricing and organisational problems of handloom industry. For that purpose, a field survey was conducted in Krishna District by taking into account 30 Handloom Weavers Cooperative Societies and 70 Master Weavers as sample. In this study, the authors pointed out the lapses of the Government in respect of non-compliance of the rule of hank yarn to be produced by the spinning mills and the supply of yarn by the NHDC. This was found to be the prominent reason for most of the weavers and master weavers to buy the required yarn from the mills and there is no strict control exercised on the regulation of prices of yarn, dyes and other chemicals. According to this article, cotton yarn prices have thrown the handloom industry out of gear at a time when stiff competition from the powerloom sector has made survival difficult, particularly in Andhra Pradesh, Tamil Nadu and West Bengal. But most of the State Governments appeared to be lukewarm in enforcing the reservations as the

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powerlooms lobby is active and directing mills to produce hank yarn to the stipulated requirement for distribution to handloom units. But many mills are not fulfilling this obligation on the plea that they do not have adequate supply of reels to produce hank yarn.

**K.V. Rao and G. Naga Raju (2008)** evaluated the various problems, viz. production, marketing and organization faced by the handloom industry in Andhra Pradesh. The major findings of the study are: the powerloom sector is able to misuse the concessions given to handlooms and the former is able to produce the reserved varieties of handloom sector. The spinning mills were unable to produce 50 per cent of yarn in the form of hank yarn. There was also inadequate supply of raw materials and their high prices. Weavers are mostly using traditional type of pit looms. Further, marketing of handloom products in Andhra Pradesh was one of the most important problems. Existence of number of intermediaries between the producer and the consumer is yet another significant issue. Various schemes have been implementing by the Government for the promotion and development of handloom industry and welfare of handloom weavers, which were also not able to increase the living standards of the handloom weavers. The author suggested that the APCO and NHDC should open number of yarn depots or yarn banks at the prominent handloom centers of Andhra Pradesh to maintain stability in the prices of yarn and other raw materials. Financial assistance shall be provided in collaboration with the banks and financial institutions to enable weavers to acquire latest type of

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looms and to overcome the financial problems of both weavers and co-operative societies.

**Suresh Kumar** and **Ganesh (2008)**\(^{62}\) analyzed the distribution of income between member and non-member weavers, find out variations in the expenditure on essentials and trace out difference in savings and investment pattern of members and non-member weavers. The authors found that the income of member weavers was very high over the income of non-member weavers; so that they were able to spend their income on essential commodities of food, cloth, etc. and utilized marginal savings for acquisition of required assets. They suggested that the non-member weavers should become member weavers so that they would also get the benefits as enjoyed by the member weavers and increase their social and economic status in the society. The author particularly highlighted the issues such as poverty, low standard of living, hunger, poor health, malnutrition, illiteracy, deceases, poor sanitary housing conditions, lack of communication and infrastructure facilities. He found that socio-economic conditions of the weavers were in poor state. Finally, he suggested that the Government should take measures to provide food security and wage employment programmes and implementation of labour welfare schemes.

**NarasinghaBehera (2009)**\(^{63}\) focused on economic impact of working of Weavers. Co-operative Societies on member-weavers in Bargarh district of Western

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Orissa for the period from 1993-94 to 2000-01. For this study, 173 active members and 45 not-active members from nine Weavers. Cooperative Societies were selected. The study covered the aspects like age, education, experience, ownership of looms, number of working days, family size, income, expenditure pattern, savings, dwelling house, loom-shed, household properties and indebtedness of weaver members. He found that the Weavers. Co-operative Societies were providing employment opportunities to the members on an average for 252 days in a year. The member-weavers were getting wages regularly from the weavers. Societies for weaving the cloth. The primary weavers. Co-operative societies were able to help increase the income of member-weavers. Thus, he suggested to the Government to take measures to attract more non-active members towards societies, so that they also could draw benefits from the societies.

L.P. Ramalingam (2010) assessed the socio-economic conditions of handloom weavers in Madhurai district of Tamil Nadu. The study mainly analysed the socio-economic factors of age, gender, marital and educational status, occupational distribution, ownership of house property and occupational diseases. The major findings of the study are: i) majority of the weavers are in the age group of above 40 years; ii) educational status of the weavers is below 10th standard; iii) system of occupation is hereditary in nature; iv) 88 per cent of the weavers lived in rented houses and 91 per cent of the weavers were attacked by occupational diseases. Finally, the author suggested some measures, viz. attracting young generation in this field, conducting periodical medical camps, extending loan

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facilities to the eligible weavers and providing minimum guaranteed wage, PF, etc. to regain the glory of handloom industry. Further the study revealed that member weavers of co-operatives did not gain anything so far as their exposure to mass media is concerned; Weavers association with co-operative organization did not help in improving organizational matters; Member weavers were aspiring for higher education of their children and spent more money for the same purpose. They were not interested to put their children in the traditional profession, because of lack of scope for comfortable living.

**I.M. Desai (1978)** in his study clearly indicated its commitment to the development of cottage and small scale industries including the 3.8million handlooms which provide rural employment to over 10million weavers in this industry. This revolution in rural India will not merely assure continuous employment to the handloom weavers but also help in sustaining and reviving the rich folk arts and crafts of our age and old culture which should be given rightful place of dignity and prestige in the society, clothing occupies the second position among the three absolute necessities of human life. His work concentrates on the history of the industry which dates back to 5,800 years, its socio-economic importance, the problems faced by this Industry and also reasons for its nation wide popularity. His work also reveals the structure, organization and wage conditions in the handloom industry. It also suggests the measures suitable for the improvement of handloom industry in India.

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K. Bharathan, (1983)\textsuperscript{66} in his study, which looks into the change in the relative share of workers of the cloth industry of Tamil Nadu, comes out with his finding that the industry is losing ground on the basis of employment potentialities. He ascribed it to the „inconsistency’’ in the policies of the Central and State Governments. He also states that the women constituted about one third of the total workers in the industry in 1961 and were to be found relatively more in the household than in the non-household sector. But in 1971, the share of the women workers has increased to a little above the third of the total workers, the fabrics produced in handlooms as could be expected would be costlier to produce as compared to other sector, the extent of difference over powerloom sector being on the average about 22 percent with cotton fabrics. This increased cost of handloom is due to the higher conversion cost, consequent to the very low labour productivity. The labour productivity in weaving alone is extremely low, handlooms requiring more than 100 operative hours to produce 100metres of fabric, which is labour 12 to 15 times the operative hours employed in the other sectors

Jain L.C.(1983)\textsuperscript{67} in his study in his serious problems faced by the handloom sector has observed that though banks were nationalized in the name of poor producers like handloom weavers, the latter have not received even 10 per cent of their requirements, while colossal sums of soft loans are being pumped into the mills. If anything, there is a flow of credit in the reverse direction. (i.e) form the

handloom weavers to the government due to inordinate delays in reimbursement of rebate and subsidy, a majority of the weavers in the country are in fact illiterate albeit being adepts in their own line of activity. Because of their inadequate earnings from the profession, they are not financially sound enough to carry on the production as well as marketing activities with their limited funds. New and again, they have to depend invariably on master weavers both for business as well as for subsistence. The performance of the existing institutional infrastructure both for financing and marketing of handlooms is far from satisfactory. Co-operative movement in the industry has also not developed on sound lines. Though there are a very few societies contributing to the improvement of the socio-economic lot of the weavers, a majority of the societies in the country are found to be in dormant shape. This is further observed that in some handloom centres where the co-operative societies are ineffective and dormant, the master weavers are more active in controlling the entire business.

A.K. Rajula Devi, (1983) states that on the marketing side, the apex body of the primary societies popularly known as „co-optex‘ markets about 50 per cent of the fabrics produced in the co-operative sector. It has been directed to procure the entire production of small primaries whose annual sales turnover does not exceed Rs.5 lakhs and 50 per cent of the production of the remaining societies, the author further ascribes this meagre response of the handloom industry to the co-operative sector, to the ignorarce to the weavers towards their coming under the co-operative fold. It is the task of government machinery to inculcate the advantages of

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co-operatives sector in the minds of handloom weavers so that better response can be had in future. The following statement shows the progress of the Tamil nadu Handloom weavers’ co-operative society Ltd., Madras. This society was established in 1935 and it gives an impetus to the development of weaver’s co-operative in Tamilnadu

Ramesh M. Bhatt (1983)\(^6\) in his study estimated that a large number of women engaged in handloom sector either as weavers or as supportive workers in pre-weaving and post weaving activities. This study was conducted between November 1981 and September 1982 in Mahesena district of Gujarat. About 1010 households were surveyed in 125 villages. The aim of this study was to analyse the potential of women employment in the district. There were 1953 adult women amongst the 1010 house holds. It is estimated that out of 1953 adult women 60 percent were in the age group of 15 to 35 years and about 42.8 percent women were illiterate. Nearly 38.89 per cent of women were engaged in weaving as a subsidiary occupation. The author states that the widespread participated of women in activities pertaining to weaving clearly indicates that there is tremendous growth of employment opportunities for women in the hand-loom industry. The author also observed that at present they are not paid for any pre weaving operation. They do but from weaving they could earn additional income. Besides the study reveals that nearly 89 per cent of the women weavers are engaged in household activities. From

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this study it is clear that the employment of women in handloom industry is quickly increasing with time.

K.Suyambulingam (1986)\textsuperscript{70} in his study “Handloom Exports in India” reveals that in terms of employment, the handloom industry of the state is next important to agriculture. This industry provides direct employment to nearly 20 lakhs people and livelihood to another 30 lakhs people. This 50 lakhs associated with the handloom industry is fairly big while compared to the total working population of the decentralized sector of the state. Further, he states that the total working population amounts to 35.69 lakhs. So, the percentage of the weaving population to that of the total working population of the district works out to be a flattering figure of 31.88 per cent. This study clearly shows the significance and need of the handloom industry terms of employment potentialities of the district in the days to come and again makes oneself think of the extent to which employment opportunity could be provided by them in handloom industry.

According to Nagen C. Das, (1986)\textsuperscript{71} the major obstacle that hinders proper development of the handloom weaving industry despite its long traditional background is its very low production. Though several factors are responsible for this state of affairs, one aspect that has become more prominent is the presence of large number of women weavers and that also, large majority of them are not

\textsuperscript{70}K.Suyambulingam “Handloom Exports in India”, Co-operation, August 1986,p.116

professionalized which presents the absence of commercial weaving, the fruits of the industry are actually grabbed by extortionate middlemen and as a consequence majority of the weavers are not showing enthusiasm in this traditional profession. However, they are continuing their present line of activity since they found no other way to sustain themselves. The nation cannot afford to allow the handloom industry to decay rapidly and die a violent death in struggle with the mills because of its effects on unemployed segment of the rural population. Thus, the provision of employment to the traditional weaving communities provides more a social responsibility than an economic necessity.

B. Ramakrishna Rao and G.Subarahmanyam (1987) in their study reveal, there is a necessity to safeguard the handloom weavers working from middlemen. Strict enforcement of minimum wages for handloom weavers is highly essential. A scheme similar to that of provident fund should be introduced in both private and co-operative sectors, if necessary, by enacting legislation for the purpose. The Government should come with heavy hand and should snub the malpractices adopted by the master weavers. Further, it is also necessary on the part of the Government to strengthen the co-operative societies financially and administratively, organization of industrial weavers co-operation societies has been one of the important schemes implemented by the state government for the welfare of the loomless weavers. There are a large number of loomless weavers, struggling

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hard under the master weavers, on whom they necessarily depend for their livelihood.

**Sahab Deen Maurya (1988)** attempted a multidisciplinary approach to the study of Indian Women. He studied histo-political, socio-economic and spatio-cultural aspects of women in life. His study consists of two parts, i.e., present nations scene of women’s life and the current patterns of women’s status in different regions of the country. In his study Maurya analysed the functional characteristics of women in rural Uttar Pradesh. There are a number of obstacles and social restrictions that do not allow women to adopt various occupations freely. Besides, some occupations requiring hard physical and manual labour are not favourable for women. In the two areas of Uttar Pradesh, Himalaya hills and Easter Uttar Pradesh rural females are more active and are engaged in agricultural activities. The author stated that the cottage and rural industries like handloom industry provide ample opportunities and such industries should be developed in such a way that they could provide more employment to the rural women. He also observed that in the field of textiles, handloom industry occupies a distinctive place in the state.

**V. Rajagopal (1990)** in his study, examined the production and marketing structure of handlooms in Kannur and Thiruvananthapuram Districts. He says the location specific studies throw light on the structure and functioning of the industry in particular regions and provide greater insights into the dynamics of the industry. He found that the production in kannur is centralized. On the other hand,

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74Raja Gopalan,V. “The Handloom Industry in North and South Kerala: A study of production and Marketing structure” Centre for Development Studies, 1990
independent weaving household exist in Balaramapuram, which markets their goods by having them in the daily evening markets or in the village fairs. He found that there was marked decline in the number of persons engaged in the weaving. This decline may be possibly have been on account of severe competition from machine made goods. In the present century also, all types of mundu, neriatheu and thorth constitute the bulk of the product mix in South Travancore. The industry in this region was traditionally differentiated in its product mix. While one sector of the industry produced fine varieties the remaining section concentrated on the production of coarse varieties of cloth. Also in this region the industry was essentially oriented towards the domestic market. Also he found that most of the primary co-operatives in Thiruvananthapuram districts do not have any particular production strategy.

Subathra (1994) has pointed out in her study that, India adopted a developmental model based on protection of domestic industry against foreign competition; the creation of a public sector, and a degree of protection for the small-scale, labour-intensive industrial production in the decentralised sector against large-scale capital-intensive production in the domestic formal sector. This development strategy was followed for thirty years since independence with the variation in policy, although a major change in the direction of a more export-oriented strategy emerged late in the 80s. While Nehru’s policy of mixed economy aimed to protect traditional industries and bring up modern industries, Narashimha

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Rao’s government followed Rajiv Gandhi’s policy of clearing the way for liberal economy. This had meant curbing all restrictions over “Protected Interests

Aswini Kumar Mishra (1994) brought out the impact of handloom co-operatives on social life-style of weavers in Western Orissa. The major findings of the study were that: (i) member weavers did not gain any things of aras their exposure to mass media is concerned; (ii) Weavers association with co-operative organization did not help in improving organization almatters; (iii) Member weavers were aspiring for higher education of their children and spent more money for the same purpose. They were not interested to put their children in the traditional profession, because of lack of scope for com for table living.

According to U.M. Shah, (1995) the handloom weavers, mostly belonging to economically weaker section, have been brought into co-operative fold. Though about 21 percent of the commercial looms are actively involved in the co-operative sector, the co-operative coverage is about 58 per cent of the total handlooms in the country estimated about 39lakhs. Progressive co-operatisation of handlooms is a significant achievement of co-operative development in India, which besides ensuring adequate and timely support of yarn and other raw materials has helped in the marketing of finished textiles. To a considerable extent, the handloom weavers have been saved from exploitation through a net work of 1,51,522 primary handloom co-operatives working in different parts of the country


Tamil Nadu Journal of Co-operation gives the information that All India Handloom Fabrics Marketing Co-operative Society Limited was set up by the Government of India, at the national level in the year 1955 to organize and develop markets both within the country and abroad for handloom fabrics, madeups, and garments. The society has its retail outlets under the name and style of Handloom house in all State capitals and cities within our country. The society also set up handloom houses in Singapore and Mauritius while it exports promotion offices at New York and Frankfurt. The society’s exports are increasing year after year.

T.R. Gurumoorthy (1995)\textsuperscript{78} in his article Market Development Assistance to Handloom Co-operative Societies reveals that marketing of handloom fabrics is an essential element in the overall administration of the handloom co-operatives. Handloom co-operatives are not so strong financially to compete with the mill sector in the textile market. In order to improve the marketing capabilities of the handloom co-operatives, Central Government provides financial assistance to the handloom co-operatives under “Market Development Assistance Scheme”. The financial assistance extended under this scheme is meant for interest subsidy, rebate, establishment and modernization of showrooms and construction of god owns, the co-optex and the Government of Tamil Nadu organize exhibitions and primary societies also participate in these exhibitions. It is noticed that the number of exhibitions conducted during the October-December months, is the highest, which

suggests the seasonality of demand for handloom fabrics influenced by festival occasions

According to Noorbasha Abdul (1996) Handloom is one such venerable industrial segment which has been severally affected under the reforms regime and has culminated in large-scale de-employment of weavers and the shrinking of real wages. The large-scale starvation deaths of handloom weavers in Prakasam and Guntur districts of Andara Pradesh in the second half of 1991 triggered a spate of media reports that have focused on the plight of weavers. Technological innovations have brought about several changes in the wearing industry, which was flourishing in the region and other parts of India, The study also revealed that handloom workers are aware of popular designs and modern implements and accessories. Lack of training and finance are the two major factors that limited the adoptions of modern implements in weaving. She pointed out that the development of the industry through modernization will inject new vitality and vigour in the rural and semi-urban areas of Kerala and thereby can reduce the gravity of unemployment.

P.C. Mahapatro (1996) conducted in the state of Orissa. He examined there levance of the handloom industry to the economy of the Orissa state and scrutinized the general characteristics of the industry. Output and employment

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aspects of the industry, income of the weaving households and their economic conditions have been analyzed. The major problems facing the industry such as marketing, finance and supply of yarn were highlighted. In addition, the study also evaluated the efficacy of various policies adopted by the Government for the development of the handloom industry in Orissa.

_Sailendra Narain (2000)_\(^{81}\) pointed out that the handlooms sector forms a part of India’s rich heritage and exemplifies the richness and artistry of the weavers. The Handloom (Reservation of Articles for production) Act 1985 aims at protecting the interests of weavers. Under this act, 11 textile articles are presently reserved for exclusive production by handlooms units. In order to help in formulation of effective schemes for the benefit of handloom weavers, NCAER was assigned the task of undertaking a census of Handlooms in 1995-96 by the ministry of Textiles, the study further identifies some major developments that have shaped the evolution of handloom silk weaving industry after independence, which applies to cotton handloom weaving too. They are highly supportive state policy in terms of restrictions on mill sector, reservation of a part of mills spindlage to produce measures for handloom clothes and reorganization of production structure through the creation of co-operatives.

_G.V. Chalam (2001)_\(^{82}\) made an attempt was made to examine the financial performance of Handloom Weavers Co-operative Societies in Krishna


District during the period of 1994-2000 and also describe various problems faced by the Handloom Weavers Co-operative Societies in respect of in adequate activation of looms, political interference, high production cost, lack of adequate marketing facilities, improper implementation of development schemes, misuse of funds and heavy dues from the Apex Society (APCO). He suggested that the Government should strictly implement the Reservation Act and extend 15 per cent of Market Development Assistance to relieve societies from the problem of working capital. The State and Central Governments should take necessary steps for the modernization of looms to increase the productivity of workers and take measures to bring the large number of weaver sunder co-operative fold.

Babu (2001)\(^{83}\) observes, “Handloom is the largest industry in the unorganized sector in terms of size, income and employment potential. Handloom sector accounts for about 30 percent of the total textile production and about 60 percent of the employment in the text industry”. According to him “Handloom weavers in the country are mainly concentrated in seven states as in Assam, West Bengal, TamilNadu, Manipur, Uttar Pradesh, Maharashtra and Andhra Pradesh, Among the south Indian states, Tamil Nadu is the most important in terms of the size of weaver population and share of total production, Handloom sector provides direct and indirect employment to 6.5 million persons engaged in weaving and allied activities. As a result of Government intervention through financial assistance and

implementation of various development and welfare schemes, this sector has been able to withstand competition from the powerloom and Mill sectors production in this sector has reached to 6792 million sq. metres in 1998-99. This sector contributed to 19 percent cloth produced in the country and contribution substantially to the household weaver is generally lower when he worked as member of the cooperative society and also as a weaver under the control of master weavers. The health hazards are very high in the weaving industry and as a result, expenditure on healthcare accounts for a considerable proportion of their income. The number of weavers in the co-operatives has declined by 63 per cent and most often weavers continue to be members on the rolls, but do not receive work from the societies for long periods of time and weavers generally prefer not to work for Master Weavers in places where the co-operatives were strong. The quantity of cloth produced in the co-operative sector in the state declined by 77.3 per cent and co-operatives have failed to fulfill their basic responsibility of promoting and assisting handloom weaving in the state and the performance affected by various internal and external factors. Further, the failure of APCO has led to piling up of stocks and heavy dues pending for long periods of time has contributed to increasing sickness among co-operatives.

Amrita Singh Shailaja. D. Naik (2009)\textsuperscript{84} examined the socio-economic conditions of the Banaras silk weavers, the study found that the Handloom weavers in Banaras, who have inherited this occupation, are in pitiable condition owing to the poor socioeconomic conditions. Majority of them are wage weavers who earn

\textsuperscript{84}Amrita Singh Shailaja.D.Naik, “Status of Banaras weavers: A profile” \textit{Karnataka J. Agric. Sci.}, 22(2):(408-411) 2009

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minimal wages in spite of working for more than ten hours a day. It is interesting to note that the literacy rate among the weavers community is quite encouraging. The two religions predominantly engaged in weaving are Muslim and Hindu; who lived in urban locality. Almost fifty per cent of the community belonged to middle income group; who were engaged with Master Weavers or in the Co-operative Societies. The basic raw material required for the production of silk sarees were silk and zari purchased largely from the local market but sometimes from Master Weavers or Co-operative Societies, on credit, the respondents opined that Provision for raw materials at reasonable price, special training to improve existing weaving technology, knowledge about scientific and low cost techniques of weaving, dyeing and finishing, financial assistance and other necessary inputs is the need of the day the country’s export earnings

S. MahendraDev, S. Galab, Vinayan (2008) examined the problems and prospects of the handloom sector in Andhra Pradesh. The major finding of the study is that the monthly income of the household weaver is generally lower when he worked as member of the cooperative society and also as a weaver under the control of master weavers. The health hazards are very high in the weaving industry and as a result, expenditure on healthcare accounts for a considerable proportion of their income. The number of weavers in the co-operatives has declined by 63 per cent and most often weavers continue to be members on the rolls, but do not receive work from the societies for long periods of time and weavers generally prefer not to work for Master Weavers in places where the co-operatives were strong. The

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Gundeti Ramesh (2009) made an attempt to highlight the socio-economic conditions of handloom weavers by selecting 180 handloom weavers working in weaving co-operative society of Kothapally of Karimnagar District. The author particularly highlighted the issues such as poverty, low standard of living, hunger, poor health, malnutrition, illiteracy, deceases, poor sanitary housing conditions, lack of communication and infrastructure facilities. He found that socio-economic conditions of the weavers were in poor state. Finally, he suggested that the Government should take measures to provide food security and wage employment programmes and implementation of labour welfare schemes.

Thirunarayanasamy and Paramasivam (2009) explained various welfare schemes and programme implemented by the Government of Tamil Nadu and Government of India to enhance production, productivity and efficiency of the handloom sector and enhance the income and socio-economic status of the weavers by upgrading the weavers skills. The schemes covered included: Savings and

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Security Scheme, Central Thrift Fund Scheme, Tamil Nadu Handloom Weavers Family Pension Scheme, Co-operative Handloom Weavers Old Age Pension Scheme, Weavers House-cum-work shed scheme, Mahatma Gandhi Bunkar Bima Yojana Scheme, Health Insurance Scheme for Handloom Weavers, Dr. M.G.R. Handloom Weavers Welfare Trust and Payment of Scholarship to Students of Indian Institute of Handloom Technology. They have illustrated that the welfare schemes implemented for handloom industry were very much helpful and needful to the industry; they concluded that by the successful implementation of these schemes, the handloom industry would be in a position to increase the productivity and efficiency of the handloom weavers and enhance the income level and socio-economic conditions of the weavers.

**Gopinath (2010)** explored the question of how far the Khadi programme has had an impact on the livelihoods of the artisans. It is observed that contrary to Gandhiji’s assumption of achieving the basic socio-economic and wider objectives of the artisan’s well-being through the khadi programme, it is leading to occupational interlocking, wherein moving to alternate occupations is highly constrained due to the absence of alternate job prospects with the existing low skill levels of the artisans. This further perpetuates or entraps artisans and their families in a low-income situation with worse outcomes for their future generations. Further, the presence of a large number of artisans from the marginalised sections (Scheduled Castes or SCs in weaving and women in spinning) is a cause for concern as they are

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the least empowered sections of the society. It is a clear case of institutional failure, wherein the Khadi and Village Industries Commission (KVIC) and the associated institutions entrusted with achieving the socio-economic well-being of the artisans through the khadi programme have failed to realise the goals. The analysis raised questions as to whether employment in the khadi sector can be termed as ‘decent work’ with very low levels of wages and without much of social security. The only area wherein there seems to be hope is in the innovation of higher spindle charkhas, which would involve lesser drudgery and fetch more wages. In addition to this, the training of weavers and innovation in the improvement of looms and designs of products needs to be undertaken to encourage the production of highly value-added products in order to improve the socio-economic conditions of the artisans. Further, artisans should also be encouraged to unionise/organise to improve their working conditions. However, it is heartening to know that some of the suggestions mentioned in the report are being implemented by KVIC today after a decade of implementation of different schemes.

Alin Borah Bortamuly and Kishor Goswami (2012)\textsuperscript{89} made an attempt to analyse the factors influencing the wage structure of the handloom industry from a gender perspective. It examines the wage differential with respect to gender as well as type of work the workers are entrusted with. The study is based on primary data collected from 300 respondents in 13 districts in Assam. Multiple regression technique is used to analyses the data. The results show that in case of contractual workers, there is no gender discrimination in wages, whereas it is found in case of monthly rated workers. Productivity of the workers is found to be significant both for monthly rated as well as contractual workers. Factors like education and

experience do not have any significant influence on the wage structure of the workers in the handloom industry in Assam. Thus, the government machinery should address the gender wage discrimination for monthly rated weavers and reelers, and back up support facilities for contractual workers of the industry in the State. The present study greatly extends our understanding of the wage earnings scenario in Assam’s handloom sector from gender perspective.

Review of the various studies related to handloom co-operative and handloom silk co-operative societies were reviewed the review reveals the different dimension on the broader area. The present study “A STUDY ON THE PERFORMANCE OF CO-OPERATIVE SILK PRODUCERS IN KUMBAKONAM TALUK OF TAMIL NADU” attempts to fill this research gap. The results of the study are expected to provide a practical contribution in the study area the performance and the socio economic conditions of the silk weavers in the present scenario.