Chapter-I

INTRODUCTION TO HANDLOOM AND POWERLOOM INDUSTRY

1.1 Introduction

Industry is the key to the rapid economic development because industrialization involves radical transformation of society in all its aspects economic, social, political and cultural. It is true that rapid industrialization is the only effective way of helping the Indian economy to come out of the vicious circle of poverty. To lay sound foundation for rapid industrialization, there is a need for huge investments in key and basic and large scale industries. But concentrating merely on large scale industries is bound to create miseries to millions in the form of unemployment, shortage of consumer goods, concentration of wealth in few hands. As a result the basic problems like unemployment, shortage of foreign exchange and paucity of capital will be accentuated. Under the circumstance, small industries are undoubtedly better suited, since they are labour intensive and capital saving.

Small Scale Industries and Handloom and Powerloom Industry

Small scale industries comprise of the (i) Traditional and (ii) Modern Industries.

(i) Traditional small scale industrial sector comprises of handlooms, khadi and village industries, handicrafts, sericulture, coir,
etc. These are mostly artisan based industries located mostly in rural and semi urban areas with low investment.

(ii) Modern small scale industries comprise of units using power driven machinery possessing better production techniques and located mostly in urban areas. They include powerlooms, ancillaries, export oriented units, etc. Modern small industrial units manufacture some of the high value added and sophisticated products like electronic type writers, survey equipments, television sets and other consumer durables.

Modern small scale industrial units are cost effective and possess substitutability-complementarity characteristics to large industries. They are emerging as the dominant players in the industrial development of the country.

Development of traditional and small scale industries provides a strategy of economic development and equity. These industries play a strategic role in restructuring and transformation of the economy. They have a comparatively higher labour capital ratio. SSIs need a shorter gestation period and relatively smaller markets to be economic. They involve lower investment and offer a method of ensuring more equitable distribution of national income and facilitate an effective mobilization of resources of capital and skill which might otherwise remain unutilized.

Small scale industries stimulate the growth of industrial entrepreneurship, catalyze research and development. They promote a
more diffused pattern of ownership and location. Small scale industries have huge potentials of job creation and development of rural/semi-urban areas. They make use of more unskilled labour force and have direct impact on poverty alleviation. Small scale industries have the spread effect on domestic market, since they buy more domestic inputs and indigenous raw materials and domestic technology to a large extent.

**Challenges and Areas of Concern for Small Scale Industries and the Handloom and Powerloom Industry**

Small scale industries the world over comprise a widely divergent spectrum of establishments engaged in activities ranging from micro and rural enterprises to modern industrial units. Globalization involving cheaper alternatives becoming increasingly accessible small scale enterprises are required to confront a new challenge of remaining competitive. Competitiveness comprises varied areas such as costs, technology credit management practices and marketing strategies. These challenges are equally faced by handloom and powerloom units in their organization and management areas. Responding to these challenges involves reengineering business processes, quality improvement identifying niches where low volumes exist and hence large competition is not present and through a more holistic approach by becoming part of larger production chain through partnerships and linkages.
The key elements enhancing global competitiveness of SSIs revolve around an easy access to credit, technology marketing information and simplified system. With the changing consumer preferences and demand patterns, standardization of quality and competitive pricing are the buzz words. Indian small scale industries in the new millennium are structurally different from the earlier decades in terms of geo-politico-economic environment within which they are required to operate. The incentives that were earlier bestowed upon this sector are not easily available and almost obsolete in terms of new rules of WTO and the globalization paradigm. The small scale industrial sector in general and the handloom and powerloom industry in particular need to address the problems and try to face the challenges of globalized market environment. Technology upgradation, product quality improvement, factor productivity enhancement, marketing efficiency techniques and improvement of management practices alone seem to hold the key for the future of Indian small scale industry.

“Advances in information technology have made it possible for small firms to gain access to global information and computer links across the globe. Technology transfer across the countries is sure to influence the small scale sector in India making them more cost and quality conscious to withstand competition” (Vasant Desai, 2002).¹

There are some selected lines of production where household and small scale units are as efficient as large ones, or even more
efficient than large ones (especially furniture, textiles and ready garments). In case of these industries, the shape of the cost curve does not entirely depend on the size of the units.

Soon after independence, India has embarked upon a pragmatic programme of planned industrial growth. In the light of agricultural predominance, only those techniques of production are better suited that maximize total output and returns by employing minimum possible inputs of factor endowments in combination with as much as possible the abundant factors particularly labour and raw-material. Viewed critically from this angle, only few industries are likely to fulfill these criteria. It is, therefore, warned that while making investment decisions considering the suitability of a particular industry, favourable and non-favourable factors should be weighed carefully.

Every country wanting to industrialize itself has started with textiles. Inspite of the considerable industrialization that has taken place in India during the last six decades the textile industry still occupies a key position in the economy. It has an influence on agriculture because of its consumption of cotton, wool and silk and on industries, because of its requirements of machinery, dyes and chemicals and synthetic fibres. Thus, the industry has an important role to play both in economic prosperity of the country and in supply of essential commodity i.e. clothing for the entire population. It is in this context the present study gains importance.
1.2 Need for the Study and Statement of the Research Problem

Weaving is one of the most ancient handicrafts patronized all over the world and at all times. Like food and shelter, clothing is also a basic need of every human being.

The Indian textile industry today comprises of the large scale, well established and well organized mill sector on the one hand and the largely dispersed and unorganized handloom and powerloom sector on the other.

Infact, among the counties of the world, ancient India enjoyed an enviable position as a producer of the finest varieties of hand spun and hand woven cloth. The art of spinning and weaving had undoubtedly attained a high level of perfection and the craftsmen had acquired extra ordinary skills. Since ancient times, weaving has by and large remained the exclusive preserve of certain specific castes and communities. The principle of hereditary continuance of occupation for generations introduced an element of stability and also enabled the craftsmen to venture further and acquire greater proficiency.

The passage of time gradually witnessed more and more innovations, specialization and localization with reference to the nature and composition of the fabric produced and its aesthetic appeal in terms of choice of raw materials, colours combinations, patterns and designs woven, texture of the fabric and such other factors.
In the present economic environment where dependency on foreign capital and know-how is increasing all round, the handloom industry presents a sustainable model of economic activity that is not energy intensive and has low capital costs, as well as an extensive skill base. Its survival in and adaptability to a wide range of economic conditions also needs to be understood in proper perspective, in order to underline the inherent viability of this enterprise. An objective assessment of handloom industry therefore, is the need of the hour.

To examine how the handloom sector has developed over the years and to see how far it is meeting the threats of globalization a study of handloom sector has been undertaken.

Turning to the powerloom sector, it is of comparatively recent origin. The household powerloom units are located mostly in semi-urban and rural areas, Obviously it leads to partial industrialization of villages and backward areas. It is rightly pointed out by Shri. Amin; “Another facet of these industries is their capacity to correct regional imbalances by initiating industrial activities on a dispersed basis in the most neglected backward and inaccessible areas where perhaps the large sector is unable to penetrate”. Since 1950s the capacity in the powerloom sector increased substantially year after year to cater to the requirement of people.

During post independence period government of India appointed many commissions/committees to study various aspects of the textile industry from time to time. Some research studies have been made in
states like Maharastra, Gujarat, Tamil Nadu, Andra Pradesh and Karnataka. These studies are related either to the handloom or to the powerloom sector in isolation. But we can’t deny the fact that in the states where the textile industry is being developed both the handlooms and powerlooms co-exist. Even though the nature and dynamics of both handlooms and powerlooms differ, the economic assessment of both the sectors of textile industry simultaneously is necessary to analyse the prospects of the textile industry in India. There is the need of systematic investigation with regard to the economic problem faced by both the handlooms and powerlooms at national, state, district or even at taluka level.

1.3 Research Problem and the Parameters to be Examined

As specified in the objectives the parameters to be examined under the research problem are;

- Capacity utilization in handloom and powerloom industry covered by the study.
- Progress and working of handloom and powerlooms.
- Marketing methods practiced by the units.

The research problem is specifically stated as “Economic Assessment of Handloom and Powerloom Industry in Karnataka – A Case Study of Ramdurg Taluka”. Economic assessment of handloom and powerloom obviously is made with reference to major economic areas of production, cost, employment and marketing. The objectives
set forth clearly indicate the areas of handloom and powerloom to be examined. These constitute the parameters to be examined which are investigated through primary data obtained through personal interviews with the study units. Statistical techniques employed for examining these parameters are explained under the methodology aspects in the subsequent paragraph in this part of the thesis.

1.4 Objectives of the Study

The broad objective of the study is economic assessment of handloom and powerloom industry in Karnataka in general and that of selected handloom and powerloom units in Ramdurg taluka of Belagavi district in particular.

The specific objectives of the study are as follows.

1. To make a broader study of the textile industry of India.
2. To get to know about the progress and working of handloom and powerloom units in Karnataka.
3. To analyse the working of selected handloom and powerloom units in the study area i.e. Ramdurg Taluka.
4. To make an assessment of aspects like capacity utilization, employment generation and cost of production etc.
5. To find out the nature of Co-operative activities among sample units.
6. To study the marketing methods operated by the selected sample units.
7. To find out the problems and suggest corrective measures.

### 1.5 Hypothesis of the Study

1. There is no difference between handloom and powerloom units with respect to efficiency in utilization of installed capacity.

2. There is no difference between handloom and powerloom units with respect to production capacity.

3. There is no difference between handloom and powerloom units with respect to monthly earnings.

4. There is no difference between handloom and powerloom units with respect to capital requirement.

5. There is no difference between handloom and powerloom units with respect to cost of production.

6. There is no difference between handloom and powerloom units with respect to employment opportunities.

### 1.6 Methodology

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

**Selection of the Area**

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

**Data Base**

**Primary Data**

The study is based basically on primary data obtained from the handloom and powerloom units selected for obtaining the needed information. The primary data have been collected through structured and pre-tested questionnaire, personal interviews, discussions and observations.

**Selection of Sample Units for Primary Data**

The primary data have been collected from 300 sample units.

The primary data has been collected from sample handloom and powerloom household units through a comprehensive questionnaire which was specially designed for the purpose. The questionnaire was administered to 300 sample units and data has been collected through personal interview method. In order to conduct survey of sample units in the study area, the interview time was fixed to suit the convenience of the respondents and the interviews were held at the place of weaving households. This enabled to observe the working and living conditions of the weavers from close angles.
The present study is confined to the handloom and powerloom sector of the textile industry. The study is based on the sample survey of handloom and powerloom units in Ramdurg taluka. In this study the sample units selected are the households instead of individual weavers. This is because the households engaged in weaving would reveal a more realistic picture about the handloom and powerloom weaving activity in the taluka than that of individual weavers. The breakup of the sample units selected is as follows.

**Table-1.1**

**Classification of Selected Sample Units**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Type of weavers</th>
<th>Handloom Units</th>
<th>Powerloom Units</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>No. of Households</td>
<td>%</td>
<td>No. of Households</td>
</tr>
<tr>
<td>1</td>
<td>Weavers working for Master weavers on wages basis</td>
<td>-</td>
<td>150</td>
<td>83.33</td>
</tr>
<tr>
<td>2</td>
<td>Master weavers</td>
<td>-</td>
<td>30</td>
<td>16.67</td>
</tr>
<tr>
<td>3</td>
<td>Weavers working under IHDP * on wage basis</td>
<td>82</td>
<td>-</td>
<td>68.33</td>
</tr>
<tr>
<td>4</td>
<td>Weavers working under Khadi Co-operative Society</td>
<td>38</td>
<td>-</td>
<td>31.67</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>120</td>
<td>180</td>
<td>100</td>
</tr>
</tbody>
</table>

Note: * = Integrated Handloom Development Project

Source: Field Survey

For the purpose of selecting sample household units random sampling technique has been used. About 300 weaver households have been selected at random. Out of which 120 household units
belong to the handloom weaving activity and 180 household units belong to the powerloom weaving activity.

**Secondary Data**

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

1. Department of Industry and commerce, Bangalore
2. Karnataka Handloom Development Corporation, Bangalore
3. Khadi and village Industries commission, Bangalore
4. Department of Handloom and Textiles Bangalore and Belagavi
5. Integrated Handloom Development Project center Office, Ramdurg
6. Powerloom Services centre at Belagavi
7. Khadi Co-operative Society Hudli
8. University Libraries
9. Internet
10. Gazetteers
11. Books
12. Theses
13. Published research papers

Discussions with Executives, Chairpersons and Directors and officials of departments of handlooms and textiles and connected Co-operative societies.
1.7 Techniques of Data Analysis

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

The statistical tools like averages, mean, standard deviation, t-test, sampling technique, line chart, pie diagram, component bar diagram, percentage bar diagram, multiple bar diagram have been used for presentation and analysis of data.

The methodology adopted is to compare the handloom sector with the powerloom sector with regard to their economic problems and prospects.

1.8 Limitations

1. In the study area since the master weavers in handloom sector were not available, analysis pertaining to them could not be made.

1.9 Review of Literature

The present study is designed to examine the dimensions of Handloom and Powerloom Industry in Karnataka with a Case Study of Ramdurg Taluka in Belgaum district. A comprehensive review of relevant literature in the area of research is essential as it places the research study in its proper perspective by indicating the amount of work already done in the related area of the study. Review of literature gives background information to aid the researcher in designing and analysing the research work. A large number of studies have
examined the various dimensions of handloom and powerloom industry. There have been a good number of published works in the form of research papers, reference books, reports, etc. in the area of handloom and powerlooms. An attempt is made in this part of the research study to give a brief account of research literature related to the topic of the present research work.

Nityanand Kanungo (1954): The Government of India appointed the Textile Enquiry Committee under the chairmanship of Shri Nityananda Kanungo to study the problem and prospects of Indian textile mills and also the decentralized handloom and powerlooms sector. The Kanungo Committee stressed the need for technological upgradation of the handloom industry. One of the significant recommendations of the committee was the gradual conversion of handlooms into powerlooms in the cooperative field. This would enable the handloom industry technically more efficient and would improve the standard of weaving. The committee felt that this would give a boost to the development of powerloom sector in rural and semi-rural areas.

National Council of Applied Economic Research (1959): NCAER conducted a survey “Survey of Handloom Industry in Karnataka and Sholapur”. The survey made a comprehensive study of the handloom industry in Karnataka and in Sholapur district in Maharashtra. Important areas of the survey included the cost structure of the handloom units, financial and organizational problems faced by the
handloom industry. The study has revealed significant facts on these very vital areas of the handloom industry in Karnataka and in Sholapur where there is a concentration of handloom industry. The findings have good policy implications for improvement of the industry.

Government of India (1964): The Powerloom Enquiry Committee 1964 headed by Ashok Mehta was set up by the Government of India to enquire into the problems of powerloom industry. The committee focused on the financial needs of the powerloom sector in the country. The committee’s findings had great relevance for formulating new policies towards the strengthening of the powerloom industry and improving its financial base.

Tata Economic Consultancy Services (1973): The study conducted by the Tata Economic Consultancy Services on “Manmade Fibre Fabrics – A Necessity or Luxury?” covering All India market made a study on the consumer preferences for textiles. The study revealed that the consumption of manmade fibre based fabrics is not restricted to a few households in metropolitan cities and urban towns. The demand has spread to the households around and below the poverty line residing in distant rural villages.

V.B. Angadi (1976): In his pioneer research study on the “Economics of handloom and powerloom industry in Karnataka with special reference to Bijapur district” the researcher has examined the condition of handloom and powerloom industry in Bijapur district.
The study has identified the main problems faced by handloom and powerloom industry, as paucity of working capital, lack of modernization, non-availability of training facilities etc.

Kalipada Basu (1979): In his research paper “Powerloom industry in West Bengal” has analysed the various problems faced by the powerloom units of West Bengal, especially about the payment of minimum wages to workers.

Onkar Goswami (1985): In his article “Indian Textile Industry 1970-84 – An Analysis of Demand and Supply” the author has closely examined the changes in the pattern and composition of demand for textiles. His analysis of the problem of inadequate modernization of mill industry is quite revealing. He has highlighted the declining market share of the handloom sector and the ascendancy of powerlooms over composite mills.

Mahapatro P.C (1986): In his work “Economics of Cotton Handloom Industry in India” has made an attempt to study the economic history of the Handloom Industry in Orissa and its relevance to the economy of the state. He has studied capital and organizational structures of the industry, output and employment aspects of the industry and the income of the weaving households and their economic conditions. However, the study has analysed the role of Handloom co-operatives in the development of Handloom Industry.

Dr. D.N. Sonatakki (1986): In his research study “Problems of Cottage Powerloom Industry in Belgaum District” has attempted to
analyse the structural patterns and development patterns including cost and non-cost structure of this industry. He has also made comparative study of urban and rural centers in Belagavi district. But he has not dealt with the socio-economic conditions of powerloom weavers. An account of the important centers of the industry and its problems in the district has been presented in the present thesis.

Government of India (Ministry of Labour) (1988): The Ministry of Labour, Government of India conducted a detailed survey on “Working and Living Conditions of Workers in Powerloom Industry in India”. The survey has revealed that a majority of the powerloom units have not provided good working conditions to workers. The very nature of the units which are cottage industries have come in the way in providing the needed facilities for a decent working conditions to the workers in the powerloom industry.

K.B. Awade (1988): In his thought provoking research paper “Powerlooms sentenced to Death?” Mr. Awade has highlighted the chronic problems faced by the decentralized powerloom industry and injustice caused to the powerloom sector by the Textile Policy of 1985.

Rama Mohan Rao K. (1990): Rama Mohan Rao K in his book “Development of Handloom Industry” has touched the socio-economic profile of the weavers in handloom industry in Andhra Pradesh. He has presented an overall view of the performance of primary weavers’ co-operative societies, and not an indepth assessment of the performance of these primary weavers’ co-operative societies.
B.S. Pani (1990): In his paper “Handloom Development Policy - A critical Appraisal” concludes that, the handloom sector is now facing a deeper crisis and it may have to face the danger of its liquidation in the coming decade, if present trends continue. He suggests measures like, modernizing the handloom sector on a war footing plane, altering the production structure to suit consumer preferences, strengthening the private sector in the handloom industry, scrapping the controlled cloth scheme, regulating the supply and prices of yarn, chemicals and dyes and enforcing restrictions on further expansion of capacity in mills and powerlooms.

S.O. Halasagi (1991): In his M.Phil. dissertation on “Marketing of Powerloom Products in Bijapur District – A Case Study of Rabkavi”, he has pointed out that lack of marketing organization and poor marketing efforts by unit owners is mainly responsible for the present crises in the industry.

R.S. Gandhi, Y.S. Mehta and A.B. Talele (1992): In their report “Decentralized Sector of the Indian Textile Industry”, have highlighted the salient features of the decentralized textile industry viz. powerloom industry. The study has made comprehensive analysis of the system dimension, production technology, cost and finance structure, marketing and distribution channels of the powerloom industry. The study has focused on non-economic factors and their influence on the efficiency of handlooms and powerlooms.
S.A. Siddhanti (1993)\textsuperscript{17}: In his Ph.D. thesis on “Working Capital Management in Powerloom Industry – A Case Study of Gadag Betageri”, has highlighted the fact that a majority of powerloom units in the study area have been suffering from inadequacy of working capital which has created many operational problems. Powerloom unit owners have no scientific knowledge of assessment and management of working capital. He has pointed out that there is lack of awareness among the majority of powerloom unit operators regarding scientific forecast, planning and controlling techniques for effective management of working capital.

L.C. Jain (1993)\textsuperscript{18}: In his paper “Handlooms Face Liquidation, Powerlooms Mock at Yojana Bhavan”, Mr. Jain has expressed deep concern over the crisis affecting the handloom industry. A substantial portion of production is being sold today as handloom production.

Aswini Kumar Mishra (1994)\textsuperscript{19}: Has analysed in the paper “Social Impact of Handloom Co-operatives on Weavers in Western Orissa: An Empirical Study” and found that member weavers do not gain anything so far as exposure to mass media is concerned. Their association with co-operative organization does not help in participation in different organizational matters except the cultural one.

Rajkishor Meher (1995)\textsuperscript{20}: In his paper “The Handloom industry and the socio-economic conditions of weavers in Orissa” critically examines that, due to lack of proper organizational efforts this
traditional cottage industry is losing its attractive occupational status. Even the highly skilled weavers fail to make ends meet by solely depending upon this occupation. As a majority of weavers are illiterates and semi-literates, the weavers’ co-operative society at the village level is found to be under the effective control of dominant non-weaving and vested interest group consisting of private master weavers, petty merchants and the like.

S.S. Hooli (1995)\textsuperscript{21}: In his Ph.D. thesis on “Problems of Marketing of Powerloom Products with Special Reference to Bijapur District – A Diagnostic Study”, he has pointed out that, lack of modernization, inadequate working capital, lack of institutional framework, rising cost of raw materials, etc are the important hurdles in the way of smooth working and development of the industry and are mainly responsible for the present crisis in the industry. Therefore, the researcher has suggested both the central as well as state governments to give attention towards the economic upliftment of the weavers’ community.

Dr. Iranna Hatti (1996)\textsuperscript{22}: has made an attempt to study the structure, organization, finance and working of the marketing products of powerloom Industry in the Ph.D. thesis titled “The critical review of economic problems and prospects of cotton powerloom industry in Bombay-Karnataka region: A case study of cotton powerloom industry in Rabkavi Banhatti area”. The researcher has made stray references about Handloom industry in the region.
B. Nagaraju and S.C. Narayan (2003): In their paper “Impact of Reforms on Handlooms and Powerlooms: A case study of chittoor District Andhar Pradesh” explain that, National Textile Policy (NTP 2000) aims at making the textile industry globally competitive. The handlooms and powerlooms have gone through a major transition since 1992. The High Power Committee Constituted to study and suggest measures for the development of handloom weaving preferred the concept of setting aside the vast and extensive local markets and concentrates on dependence on the volatile foreign markets for their development. This is not according to our motto of ‘self sufficiency’. Hence, it is imperative to design the region-specific and resource specific development plans depending upon the local skills and market structure.

Ashok Mohanty and S.C. Acharya (2003): In their paper “Strategy for the Growth and Survival of Small Scale Sector in Orissa: A Case Study of Sambalpuri Bastralaya Handloom Co-operative Society Ltd”, express their opinion that, the society, which was once a profit making organization up to 1995, is now struggling for its survival in the form of early release of the funds to the society from the central and state government organizations, rescheduling of loans of district central co-operative bank, effective control of financial management and inventory control system, computerization and developing modern management information systems, an independent research and development unit etc.
Seemanthini Niranjan (2004)\textsuperscript{25}: In her paper “Thinking with Handlooms-Perspectives from Andhra Pradesh”, Seemanthini has expressed her views on handloom industry by saying that; today’s globalised macroeconomic processes have also affected the non-formal sector and a contemporary understanding of the nature of handloom industry and its responses are very important. The perspectives on handlooms tend to see it as a traditional activity on the decline. There is lack of understanding of the very structure of the handloom industry and its field dynamics.

Savita Modak (2006)\textsuperscript{26}: In her paper “Weaving Customers’ Dreams” has analysed the success story of Fabindia – a company for export and retail marketing of handlooms. She says that Fabindia clearly shows that its success as a major player in retail handloom sector in India is due to the fact that the company has always believed in “good business practices and never compromised on best quality”.

Poonam Bir Kasturi, Swati Wnakar, Rolf Marren, Subana Medappa (2006)\textsuperscript{27}: In their paper on “DESI-Story of Many Threads”, express their opinion that, the handloom industry, if managed well, can provide wealth and prosperity to rural India. This needs people who can understand how to invest in social and natural capital over a long period, with a concomitant ability to manage the process. The firm, DESI, in Karnataka treats its model as an innovation in the handloom sector.
Dharmaraju P. (2006): In his paper “Marketing in Handloom Co-operatives”, Dharmaraju has expressed his view that, over the decades, the experience of handloom co-operatives has been a mixed one. The arbitrary mergers, excessive control by master weavers and local power groups, politicization and bureaucratization and mismanagement of funds, are some factors that have obstructed the efficient functioning of co-operatives.

Annapurana M. (2006): In her paper “Transitioning Markets – Transcending Consumption”, Annapurana says that, despite many anticipations of the decline of handloom sector, the resilience of the handloom market in India demonstrates an inherent quality of the product as well as the many intangible associations it carries for its customers. The firms associated with the marketing of handloom products must use different strategies to face various challenges.

D. Narasimha Reddy (2008): Is of the opinion that, it is time that, government recognized the value of the handloom sector in achieving sustainable development of the country. Despite the adverse conditions, due to larger support from consumers and being a livelihood option for millions of weavers, Handloom sector has been surviving and has the potential to be so. Government has to ensure a ‘level playing field’ for this sector towards competition among the different sub-sector of textile industry.
1.10 Organization of the Study

The thesis has been divided into 8 chapters.

The first chapter deals with the introduction to the handloom and powerloom industry which highlights on need of the study, objectives, methods of data collection, methodology, hypothesis etc. It also includes review of literature.

The second chapter analyses the textile industry of India which includes details on handlooms of India, powerlooms of India, Production of cloth in India, Indian textile exports and also global perspective.

The third chapter examines the government measures towards the development of handlooms and powerlooms through establishing committees, commissions and formulating policies.

The fourth chapter focuses on the handlooms and powerlooms of Karnataka and also of Belagavi district.

The fifth chapter deals with the general information about the study area-Ramdurg taluka which includes details on profile of Ramdurg taluka, selection of sample units, caste-wise composition of weavers, level of education, etc.

The sixth chapter deals with assessment of handloom and powerloom units with respect to size of sample units, pattern of ownership of looms, age of handloom and powerloom units, working pattern, etc.
The seventh chapter presents the analysis of data through the application of statistical tools like t-test for the economic assessment of handloom and powerloom industry.

The eighth chapter of the study contains findings, suggestions and conclusion.
REFERENCES


