

## CHAPTER IV

# SILK INDUSTRY IN DHARMAVARAM

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Establishment of government cocoon market yard.

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This chapter presents an account of the silk industry in Dharmavaram. It is felt that, this detailed account is necessary for a proper appreciation of the theoretical arguments regarding the **town-country** networks which support the growth of a small town.

Silk industry in Dharmavaram region is an important **agro-based**, labour-intensive, **export-oriented** cottage industry. The industry consists of mulberry cultivation, silkworm rearing, reeling, twisting, dyeing, weaving and trading which are inseparable links as a chain.

This chapter besides giving an historical account of the silk industry, also focuses on the rapid growth of various units of silk industry in the recent decades and the role of state government behind the growth of silk industry in this region.

The main sections of this chapter are as follows.

1. Origin and Growth of Silk Weaving.
2. Pattern of development of various phases of silk industry.
3. Role of state government in the development of silk industry.

Origin and Growth of Silk **Industry:**

**Dharmavaram** is predominantly a weavers centre. During **nineteenth** century it was famous for cotton weaving and noted for its products. **"Dharmavaram** is the chief place where fine cloth for female wear is made. The most effective and characteristic cloth is one with a white ground of **white** check pattern, crimson borders and brocade ends, some times **figures** of flowers, birds, etc". However due to severe competition from **machine**

made cotton goods, in the early part of this century the erstwhile cotton weavers converted themselves to silk weaving.<sup>2</sup> At the end of the 19th century there were about 100 silk weaving looms. They produced both male and female wear, jackets, turbans, handkerchiefs and **rumals**. Products were mainly exported to Gooty, Anantapur, Hindupur, Penukonda and Bangalore.<sup>3</sup>

However discussions with various established master weavers revealed that around 1900, cotton weavers began mixing silk threads to cotton weaving. By **1915-1920s** few enterprising weavers started weaving clothes with 50 percent cotton and 50 percent silk who later gradually began weaving complete silk clothes.<sup>4</sup> In 1930s more particularly during 1932-33 there were around 500 silk looms besides 1000 cotton looms in Dharmavaram in addition to about 1000 cotton looms in the hinterland. According to Gazetteer (vol.11, 1930) by 1930 in Dharmavaram there were about 500 silk looms employed in silk weaving and lace sarees for which there was market even in Rangoon and Ceylone. The cost of the sari ranged from Rs. 35 to Rs. 150. A co-operative society was started in Dharmavaram as early as in 1927, which supplied silk to the weavers at a small profit and arranged for the sale of the finished goods through a joint stock company in order to yield more profits to the weavers.

The old Bellary Manual (1892) covering a major portion of the present Anantapur district and Anantapur Gazetteer (1905) records that the master weavers obtained raw silk from Bangalore, **Mysore**, retailers of Bellary, **Hubli**.<sup>8</sup> Silk was sometimes bought 'ready dyed' and some tiroes locally dyed using both mineral dyes and vegetables. In 1927 the silk merchants of **Dharmavaram** got their silk twisted through **muslim** vendors from **Gudiyatham**,

**Ambar** and other places. Only a little silk was twisted **locally**.

In the course of time all the weavers in **Dharmavaram** region started silk weaving. Further, the erstwhile cotton weavers not only from surrounding hinterland but also from different taluks of Anantapur district after converting to silk weaving began migrating to Dharmavaram as it is more important silk centre. To mention, migration was more intense from Yadiki and other places of Tadipatri taluk. According to a census conducted by Department of **Handlooms**, in 1959 there were 1000 silk weavers with about 2500 looms in Dharmavaram town. However according to 1961 census reports, there were about 3000 silk handlooms in Dharmavaram and adjoining villages both under co-operative sector as well as under master weavers, providing employment to around 6000 persons. It further says that the total output from all the looms in terms of money, amounts appropriately about Rs 9,00,000 per month. The silk products produced here are famous for their texture, quality, and durability and found market all over the country. The price of the sarees ranged from Rs. 50 to 500 based on the quality of designs and amount of zari used.

However in early 1960s in the hinterland of **Dharmavaram**, silk weaving was practiced mainly in three **villages**, while cotton weaving was continued in as many as 20 villages which had all economic linkages and transactions with Tadipatri and **Yadiki** towns.<sup>12</sup> Some of the noted weaving villages in the hinterland of Dharmavaram were **Nyamaddela** (Dharmavaram **mandalam**), **Kodavanlapalli** (**Mudigubba** mandalam). **Siddarampuram** (Corantla **mandalam**) and **Medapuram** (Dharmavaram mandalam).<sup>13</sup>

**Kothapalem Srinivasulu**, the general secretary of the **Dharmavaram Silk Handlooms Manufacturers Society**, has been in the silk business for the **past sixty years**. Srinivasulu says that the conversion from cotton to **silk** weaving occurred in 1920s. The cost of silk sari during **1933-34** was **Rs. 18** and the wages per saree were **Rs.6 and 50 paise**. During 1934-35 a **roaster weavers society** was formed in Dharmavaram- There were around **15 master weavers**. All the looms owned by these master weavers were brought **under** this society. It functioned for one year and later got disintegrated due to some functional problems.

#### **Historical Background:**

There is very interesting history behind the growth of silk weaving in Dharmavaram. The main reason for the growth of silk weaving in Dharmavaram is the availability of raw silk in Bangalore, the nearest city to Dharmavaram (180 kms). In fact, the present status of Anantapur district as the sericulture center in Andhra Pradesh is mainly because of it being the neighboring district to Karnataka region. More particularly near to **Mysore-Bangalore** region which is the silk bowl of India.

Rajahs of Mysore had matrimonial links with Kashmiri kings, who passed on the techniques of sericulture to them. Sericulture was introduced in Karnataka by Tippu Sultan during 1790s. Tippu Sultan took extreme interest and used to send orders regarding the development of **sericulture** even from the battle fields.<sup>14</sup> Thus, right from Tippu period sericulture and other silk related activities began to develop in Mysore **region**. The other main reason is the presence of cool and moderate **weather conditions** of **Mysore-Bangalore** zone which are suitable to mulberry cultivation. Later

on, it began spreading to other districts of Karnataka and slowly to **the** neighboring villages of Andhra Pradesh border, that is, **Hindupur** region **in** Anantapur district. Andhra Pradesh State Government by noticing the changes occurring in the border villages of Karnataka which were cultivating sericulture took interest in the **development** of entire district which led to rapid increase and development in the cultivation of mulberry crop. However, the two important aspects which explains the growth of silk weaving in Dharmavaram and its surrounding region are

1. The shift to silk weaving from cotton weaving. This mainly due to availability of raw silk in the nearby city, i.e. Bangalore.
2. Higher remunerative and profit nature of silk weaving due to greater demand for silk sarees.

#### Structure of Silk Industry:

Dharmavaram region was traditionally a silk weaving centre. **Thus**, here before on-farm activities, non-farm activities were started. Later on in the recent years more particularly from the 1980-81 on-farm activities were started. Thus, first the growth of non-farm activities is discussed.

#### Non-Farm Activities:

##### Silk Weaving:

**In** 1970s there were only 4000 to 5000 looms in Dharmavaram town besides **1000** to 1500 in surrounding villages. **However**, by 1980 they **rose** to 8000 in Dharmavaram and **2500** in hinterland. And further by 1992 the looms strength rose to as high as **20,000** in **Dharmavaram** and 10,000 **in** villages.

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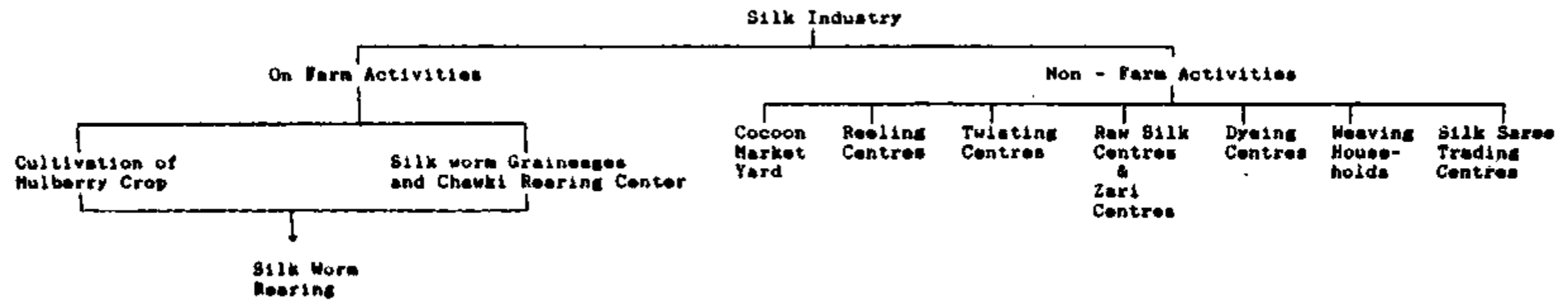
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STRUCTURE OF SILK INDUSTRY





This tremendous rise in the silk weavers occurred simultaneously along with various changes and developments in other facets of silk industry within the non-farm activities like the raw silk centers, zari ~~centres~~, dyeing centers and silk saree shops.

#### Raw Silk Centres:

Due to rapid improvement in the loomage and weaving, the demand for raw silk increased automatically. As mentioned earlier, before 1980s the entire raw silk was brought from Bangalore. As the demand for the raw silk increased the dealers who bought silk from Bangalore and selling in Dharmavaram increased rapidly. The raw silk shops which were 10 in 1980 increased to more than 200 by 1992. All the weavers from the Dharmavaram and the surrounding region buy raw silk from these raw silk centers. About 90,000 kgs of raw silk is consumed per month and nearly on an average 1,00,000 sarees are produced per month in the Dharmavaram region.<sup>18</sup>

#### Zari Dealers:

One of the important inputs in weaving apart from raw silk is zari. *Zari*, a type of fine gold thread is used for designs and borders of silk fabrics. As the consumption of zari increased, the number of zari dealers increased. At present there are around 15 to 20 main zari dealers who get material from Surat in Gujarath. Further, there are nearly 100 small zari dealers who sell it to weavers and various weavers ~~co-operative societies~~<sup>19</sup>

#### Dyeing Units:

As the loomage **increased**, the production of sarees **increased**. Therefore the demand for dyeing units **increased**. One *at* the **main** reason

behind the fame of **Dharmavaram** silk sarees and stabilization of silk industry in Dharmavaram town is its dyeing system. The Dharmavaram water (according to the statements of various personnel involved in the silk industry) gives a bright shine to the dyed cloth and improves its softness. The dyeing work played an important and crucial role in the development of silk industry. Due to greater usage of raw silk and weaving of silk sarees the demand for dyeing units increased. In 1970 there were only 4 to 5 dyeing units. By 1980 their strength increased to 10. However, by 1992 their number rose to 40.<sup>20</sup>

Though traditionally dyeing was done with herbs, vegetables and leaves like karakkaya, pista, annabedi etc., in the recent years chemicals are used. These chemicals are brought from Bombay and Bangalore.<sup>21</sup>

In each dyeing centre 8 to 10 workers are employed. **Here**, 3 to 4 workers are skilled labours who decides chemical mixing, intensity of coloring etc., and are paid wages not less than **Rs.** 30 to 40 per day. The unskilled workers are paid Rs. 20 to 25 per day.<sup>22</sup> Most of the workers in these dyeing units are from surrounding villages.<sup>23</sup>

#### Reeling Units and Twisting Units:

Reeling units occupy a crucial position and play an important role in the entire silk industry. Reeling units are the link between on-farm activities and non-farm activities of silk industry. Silk **reelers** buy cocoons from the mulberry farmers in the government **cocoon** market **yard**. The entire development of reeling and twisting units is **based** on the availability of cocoons for which on-farm activities are the **basis**. The

development of reeling and twisting units started in **Dharmavaram only** in 1980s because before that no **on-farm** activities existed in **Dharmavaram** region. Thus, the development of on-farm activities and reeling and twisting units occurred simultaneously from 1980s. At present there are around 65 reeling units. Out of which 8 are major units and the rest are small-scale/household units.<sup>24</sup>

There are around **60-65** twisting units. Out of which 10 are major and the rest are smaller units. Twisting units improve the tension of silk threads.<sup>25</sup>

In each household reeling unit there will be 2 to 6 charkas which employ on an average 6 to 8 members. Regarding twisting units, in the case of small-scale units there will be 6 members. **Thus**, except major units, most of the small scale reeling and twisting units are of household units where most of the work is done by family members besides employing one or two outside members.<sup>26</sup>

In reeling and twisting units children are also employed. In winding stage (of weft) children are normally employed. The small and nimble figures of children are suitable to this work.

Designers:

Designers play an important role in silk industry. **Marketing** of the silk fabrics is mostly **dependent** upon the attractive designs set by these designers. There are nearly 100 design setters in **Dharmavaram**.

Designers will be under the control of the silk merchants because it is they who decide the changes in design patterns according to their needs and requirements based on market **trends**. For each inch of designing a designer is paid one rupee. If two designers work for two days, they may get anywhere from Rs.100 to Rs. **150**.

#### Loom Material Dealers:

There are nearly 30 dealers who provide loom materials in **Dharmavaram**. Some of the loom materials are also manufactured in Dharmavaram town. There are nearly 12 to 15 such manufacturers in the town. This is mainly a cottage industry. Only family labour is engaged in manufacturing the loom material.

#### Silk Saree Shops:

As mentioned earlier, when master weavers had complete **hold** on the silk industry, master weavers were exclusively from weavers caste. In 1930s their strength was around 20. By 1960 it increased to around 60. However, due to basic changes in the structure of silk industry, with **the** growth of the independence of weavers and other concurrent **changes**, the nature of the silk merchants and their role underwent rapid changes and there is tremendous increase in silk shops.

The main reasons behind the steep increase in silk **shops/silk** merchants are

1. **The** rapid increase in the silk saree production.
2. Increasing participation of people **from** non-weaving castes **in** silk business.

3. Increasing tendency of partnership business.
4. Increasing investment by the landlords from the hinterland and other rich people in the town.

Previously silk merchants played an active role in the silk **business**. They took utmost care in designing, colours **selection**, weaving quality and method. But as the weavers became independent, the experienced weavers began to weave sarees on their own and thereby there is flooding of sarees from weavers. This gave the scope for the entering of the non-weaving castes members into the silk business. Normally, most of the silk shops are partnership based. If possible they will take one partner from weaving caste. He becomes the active partner who actually maintains the shop. They build constant contacts and dealings with few number of weavers who regularly supply sarees to a particular shop. Whenever based on market trends and consumers demand merchant feels necessity of certain designs and colour combinations he will inform **the** weavers to weave particular type/colour sarees. Thus, each silk merchant normally maintain constant contact with few weavers (around 15 to 20) thereby the demand for the weavers increased as the number of shops increased and vice **versa**. These shops have their own links with agents and traders of different cities who normally come down to Dharmavaram and select the product and place orders

Discussions with experienced silk merchants (ex master **weavers**), members of silk merchants association, weavers and other officials revealed that, the investment in the silk business from **non-** weaving castes is increasing rapidly more particularly from the agricultural surplus **money** generated from the hinterland and from Vaishyas of the town who previously invested in the financial corporations **and in general** trade and commerce.

### Non-Institutional Finance:

One of the major factors for the rapid growth and development of silk weaving in Dharmavaram is easy and flexible accessibility of finance for investment due to mushrooming growth of "non-institutional finance", that is, private money lender in the form of **finance** corporations".

Long before the development of silk industry, in the late 1970s rich sections of Dharmavaram from all castes, more particularly Vaishyas invested their money in Hindupur Auto financing. However, from early 1980s they started opening financial corporations in Dharmavaram and began financing the film industry which acquired a new fillip for mass scale production of low budget films due to various subsidies announced by State Government for local made films (films made within Andhra Pradesh). These financial corporations of Dharmavaram provided loans for the new and small producers.<sup>30</sup> Later on their role became **important** as the silk industry began undergoing many changes. Though the government financial support and welfare programs provided basic initiation for growth of **independent** weavers, the limited loans provided by government agencies became insufficient to rapidly growing strength of weavers. in these circumstances the non-institutional financiers played a major role by providing loans to weavers.

Of the 150 weavers households studied, 7 percent of them **became** independent weavers by buying looms with the help of loans from private financial corporations. Further of the **21** percent of the weavers who **have** debts, majority of them borrowed money from private financiers when compared to silk merchants. However, most of the labour weavers borrowed from their master weavers.

This increased the demand for financial corporations. These financial corporations also began providing loans to raw silk dealers, **reelers**, twisters, and even to silk merchants. Thus, financial corporations started catering to the needs of silk industry more **specifically** for the financial rotation in the various activities of the silk industry.

One important feature to observe here is that, the money taken from these financial corporations is being invested in the highly productive and profit oriented activities of the silk industry and not for any **day-to-day** consumptive purposes. Here the probability of repaying is high. This led to free and smooth disbursement of loans from these private financiers for high interest rates. This facilitated for increased investment of money in these financial corporations not only from traditional money lending castes but also from land lords from hinterland region. The surplus money generated in agriculture from hinterland and money generated within silk industry in town is increasingly being invested in these numerous financial corporations.

Many silk saree merchants have partnerships in more than one financial corporation.<sup>31</sup> However, the investment from the agricultural section of **the** hinterland is also significant. The main reasons for their investment are that the profit percentage is high, thereby income generation will be **high**. There is more security to the money as there is almost high probability of repayment if given to persons in silk industry. At the same time the rural scenario is uncertain, where probability of returning money is low. the profit percentage is low and takes longer period for profit. **Further, the** rural area is faced with **factional** problems.

Another important system which is giving good boost to financial corporations is the cheque discount system. As mentioned earlier normally, a silk merchant maintains regular relations with a group of **weavers**. **Silk** merchants directs a weaver to weave a particular design and colour of sarees within a stipulated time and gives him cheque worth stipulated number of sarees. This cheque is post dated. Normally one month period is given. Weaver usually takes the cheque, submits it in a financial corporation and gets money (of course for **higher** interest). After weaving the sarees the financial corporation gets the cheque encashed.

Thus, financial corporations play a significant role in silk industry and their strength is increasing year by year. At present there are 300 financial corporations with money investment in each unit ranging from Rs.2 to 50 lakhs. Out of these, nearly 150 big finance corporations give money to film industry and the rest supply money to silk industrial activities

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and other general trade and commerce. Discussions with members of these financial units revealed that, there is great scope for investment in silk industry. And profit margin is high. Thereby there is quick generation of capital. Thus, within a short period the rotation of capital is rapidly increasing year by year. Thereby more and more surplus money **from** various activities is being invested in finance **corporations**. Even well settled weavers are investing money in finance corporations.

However, most of these financial corporations are **not** registered and most of their activities function in an informal way. **In** fact most of **them** does not have any **name** boards. According to Assistant **Labour** officer of **Dharmavaram** there are only 27 registered **financial** corporations in **Dharmavaram** as on February 1993.



### Location of Various Units of Silk Industry in Dharmavaram:

From the Table 4.1 we can observe that many of the silk industrial units are located in 1st, 5th, and 16th wards of Dharmavaram. These wards constitute most of the weavers households, reeling, twisting and dyeing units.

**Table:4.1**

Ward-Wise Distribution of Various Units of Silk Industry in Dharmavaram

Ward No.	Weavers households	Reeling units	Twisting units	Dyeing units
1.	2113	2	3	2
2.	325	1	-	7
3.	120	1	3	2
4.	12	5	5	-
5.	1784	18	24	10
6.	12	4	3	1
7.	10	-	-	-
8.	27	—	1	-
9.	5	-	-	-
10.	6	-	-	-
11.	160	-	-	-
12.	53	-	-	-
13.	7	-	-	-
14.	44	-	-	-
15.	56	-	2	-
16.	2528	21	16	8
17.	274	1	1	-
Total	7536	53	58	31

Source: Office of the Commissioner, Dharmavaram Municipality, 1991 Census.

Note:- 1. 1st, 5th, and 16th wards constitute 41.38 percent of weavers households to the total households.  
2. 1st, 5th and 16th wards constitute 82.25 percent of weavers to the total weavers households.  
3. 1st, 5th, 16th and 17th wards constitute much of the **area** of recent expansion. This constitute many weavers who are recent migrants from surrounding hinterland and neighbouring districts.

However, silk saree **shops**, raw silk and zari units are located in 3rd, 4th and 5th wards. Silk saree shops are located in **Nesepeta**, which is the heart of the old town of Dharmavaram. Most of the raw silk shops and zari units are located in 1st and 5th ward around Panduranga temple, clock tower and old bus stand which are easily accessible to **floating** population.

#### Development of On-Farm Activities:

The main **on-farm** activities are

1. Cultivation of mulberry crop.
2. Silk worm rearing, thereby leading to production of cocoons.
3. Graineage centres which supply silk worm eggs, chawki rearing centres which maintain silk worms for certain period and supply it to farmers.

#### The Cultivation of Mulberry Crop:

As mentioned earlier, at first, farmers in Hindupur region which is near to Karnataka State border started cultivating mulberry crop because of their relationship with Karnataka rural areas. But during 1974-75, six point formula programme came into force for development of sericulture in

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Anantapur district. The World Bank mission had conducted a survey and recommended Anantapur district to include among the six chronically drought affected districts of India. The Drought Prone Area Programme came into existence in 1975. Sericulture in Anantapur district was in embryonic stage earlier to the commencement of Drought Prone Area Programme. After the implementation of this programme, sericulture was taken up as one of the important schemes. There were hardly 3560 mulberry growers in the district at that time.<sup>34</sup>

The establishment of separate department for sericulture development

and allotment of huge funds led to increasing spread of mulberry cultivation.

In the hinterland of Dharmavaram the mulberry acreage increased gradually from early 1980s. According to the survey done by Assistant Director of Sericulture, Dharmavaram, as on March 1992, more than 6000 acres is under mulberry cultivation practiced by around 5000 farmers in the hinterland of Dharmavaram. Though in area-wise only 6000 acres is cultivated, the intensity of cropping is high. On one acre three crops are grown per year. The average income acquired on one acre of mulberry crop per year is around Rs. 15,000 to Rs. 20,000. Both economically and in terms of employment, no other commercial crop stands before sericulture in Dharmavaram region. As per the reports of the office of the Assistant Director of Sericulture, Dharmavaram, each year on an average 500 to 600 acres, that is, around 600 new farmers are entering into mulberry cultivation. One interesting phenomenon is that this crop is mostly suitable to small land holdings and thereby increasingly being practiced by marginal and small farmers. According to the 1992 reports of Deputy Director of Sericulture, **Anantapur**, of the 6003 acres of mulberry cultivation in the hinterland of Dharmavaram, 2085 acres (**35%**) is under marginal farmers and 2728 acres (45%) is under small farmers and the remaining 1190 acres (20%) is cultivated by big farmers.

#### **ROLE OF STATE GOVERNMENT IN THE DEVELOPMENT OF SILK INDUSTRY OF DHARMAVARAM**

Many schemes were initiated for development of sericulture through financial aid from Switzerland and World Bank Policies. Huge funds are sanctioned under various heads viz, Plan, Non-Plan, **IRDP**, **DPAP**, **SC & ST**

Action Plan, Switzerland Plan and World Bank Plan. The allotment for sericulture development in the hinterland of Dharmavaram went up from Rs. 3,67,800 in 1988 to Rs. 59,22,500. in 1992.<sup>35</sup> Further, government started demonstration nursery farms, silk reeling units under sericulture development project. Special bores were sanctioned for SCs & STs through Irrigation Development Council providing all infrastructure for them to facilitate the cultivation of mulberry and thereby to bring them above poverty line. Government also gave permission for starting of private Grainages. There are 4 to 5 private grainages functioning in the hinterland of Dharmavaram. Mulberry nurseries were located at **Kappalabanda** and Kunuthur villages of Dharmavaram Mandal.<sup>36</sup>

**S.C.** Action plan:

In Dharmavaram hinterland under SC action plan, Sericulture department through SC and ST Corporations started many schemes in 1984-85. **Upto** October 1992, 306 SC farmers got benefited and total acreage is 263. Till 1992, around 21 lakhs was spent under SC action plan in Dharmavaram region with respect to the growth of mulberry cultivation. Further, of the 5820 farmers cultivating sericulture, around 2500 are from weaker and backward sections and the rest are from forward castes who are mostly small farmers.<sup>37</sup>

As government identified sericulture as a boon for upliftment of small and marginal farmers in the drought prone region of Anantapur District, it began to provide huge funds under various heads interms of loans for raising mulberry crop, for building silk worm rearing sheds, and other infrastructure like wooden plates, chandrikas. NABARD has fixed Rs. **13,300** as the unit cost under mulberry plantation programme.<sup>38</sup>

In order to achieve the objective of massive and integrated development of sericulture industry, necessary infrastructure like seed farms, chawki rearing units, grainages, cocoon markets, silk exchange centres were established in Dharmavaram. Private grainages were also established at **Mudigubba, C.K.Palli, O.D.Chervu** in Dharmavaram region. In around 376 villages, mulberry cultivation is practiced in surrounding mandals of Dharmavaram.<sup>39</sup>

#### Establishment of Government Cocoon Market in Dharmavaram:

With the development of mulberry cultivation in Dharmavaram region, the department of Sericulture in order to facilitate easy market and reliable price to mulberry farmers, established a Government cocoons market yard in Dharmavaram.

Table:4.2

#### Transactions in Government Cocoon Market, Dharmavaram

Year	Cocoons Transacted (kgs)	Value realised	Market Fee Collected (Rs)
1983-84	3,97,291.250	1,31,13,757.50	2,62,331.85
1984-85	2,64,314.090	1,05,28,882.75	2,19,997.40
1985-86	3,34,994.150	1,50,58,865.00	<b>3,01,177.30</b>
1986-87	4,00,668.400	<b>1,68,83,963.00</b>	3,23,024.50
1987-88	<b>4,15,726.300</b>	<b>2,17,61,430.00</b>	<b>4,35,229.00</b>
1988-89	4,49,021.800	2,88,28,398.70	5,76,310.75
1989-90	6,30,538.590	4,44,56,232.20	8,89,045.55
1990-91	7,88,392.800	5,34,34,700.75	<b>10,68,547.65</b>
1991-92	6,78,305.000	<b>7,63,87,600.00</b>	15,30,900.00

Source: Assistant Director, Department of Sericulture, **Dharmavaram.**

\* The decrease in the year 1991-92 is mainly due to decrease in the production of cocoons as crop got affected due to outbreak of pebrine disease.

From the table 4.2 we can observe the important role played by Dharmavaram Cocoon **Marketyard**. Its performance in terms of transaction of cocoons and collection of market fee is improving year by year. This reflects the increasing trends of mulberry cultivation and cocoon production in Dharmavaram hinterland and in Anantapur district.

According to Market officer of Dharmavaram cocoon market yard, the mulberry farmers not only come from the hinterland of Dharmavaram but also from other Mandals of Dharmavaram division, Anantapur division and also from neighboring districts. However, still 10 to 15 percent of the product from the local region goes to Karnataka government market yards particularly to Ramnagar, Vijaynagar near Bangalore. Dharmavaram cocoon market yard draws product from around 10,000 to 15,000 acres of mulberry crop of Dharmavaram and Anantapur divisions. Thus, one may conclude that with respect to cocoon market yard, its hinterland is bigger as it draws product from much distant areas.

One more market yard is sanctioned for Dharmavaram under World Bank Scheme started functioning from January, 1993.

**Role of SeriFed in Silk Industry:**

SeriFed is a parallel government organisation to Sericulture Department working for development of silk industry. SeriFed has established a silk exchange centre in Dharmavaram during 1961.

**Silk exchange:**

This silk exchange centre functions like raw silk market **yard, where** it buys raw silk from government and private reelers and sells it to weavers

**co-operative** societies and to private individual weavers.

SeriFed also provided fledge system in order to support silk reelers when ever there are wide changes in the cocoon market and price of **raw** silk. Under this system, SeriFed buys the silk from the reelers based on the rate at which they bought cocoons irrespective of the existing rate. Under this a reeler may sell maximum upto 50 kgs of silk.

The details of the quantity of silk transacted and the commission earned by silk exchange of Dharmavaram from 1981-82 to 1991-92 are presented in table 4.3

**Table:4.3**

Transactions of Silk Yarn in A.P. Silk **Exchange**, Dharmavaram

Year	Quantity of Silk transacted (Kgs)	Value (Lakhs)	Commission earned (Rs)
1981-82	800	3.77	6,572
1982-83	1,282	5.23	<b>10,450</b>
1983-84	3,940	13.76	<b>28,995</b>
1984-85	5,394	25.64	51,287
1985-86	23,183	115.10	<b>1,99,073</b>
<b>1986-87</b>	26,469	126.76	<b>2,04,532</b>
1987-88	27,585	148.70	<b>2,43,565</b>
1988-89	35,400	274.38	<b>2,72,230</b>
1989-90	50,925	384.40	3.84.262
1990-91	60,115	512.00	<b>5,16,990</b>
1991-92	73,304	789.00	<b>8,31,025</b>

Source: Deputy Director, Department of SeriFed, Dharmavaram.

**SeriFed** is also planning to establish its own retail units of silk sarees. During 1993, it conducted exhibitions in Delhi, Bombay, Calcutta. According to Director of SeriFed, (who is from **Dharmavaram**) says that there is great demand for SeriFed collection in its exhibition. It also got contract for supply of silk yarn to Israel. Further, it is **making** efforts to get export orders from European countries. In November 1993 it opened its retail shop/unit in Hyderabad. It is also planning to open numerous retail units in all major cities.

According to Director of SeriFed these activities are going to give tremendous boost to the entire silk industry in the state and more particularly in Dharmavaram. The demand for silk product will be high as SeriFed buys silk sarees not only from weavers co-operative societies, but also from private weavers provided quality of weaving and designing are good.

Silk weavers co-operative Societies:

Another significant reason for rapid growth of silk weaving is Dharmavaram region is the development of weavers cooperative societies. Though the first silk weavers co-operative society was established in 1956, for the next three decades no other society was registered.<sup>40</sup> It again started only from late seventies and picked up momentum mainly due to the efforts of sericulture department. Between 1977-80 as many as nine societies were started.

In the latter years government gave high importance to silk weavers **co-operative** societies. Numerous schemes were evolved for them. This led to great boom in silk weavers societies in **Dharmavaram**. Between **1981-1988**,



14 societies were established. While between 1989-1992 as many as 55 societies were established. Within this, in the 1991-92 year alone nearly as 20 societies got registered.<sup>42</sup>

A group of weavers can come together and establish its own society with a minimum of Rs.500 share by each weaver. Government sanctions for each society certain amount every year towards working capital of each weaver which may range between **Rs.10,000** to **Rs.15,000**. Financial aid is also given for modernisation of looms and for weavers housing schemes, for health and education of their children. The functioning of all these societies is continuously monitored by office of the Assistant Director of Sericulture, Dharmavaram. A separate position called **Co-operative** Sub Registrar is made to look into functioning of these societies activities.

In each weavers cooperative society, the society president will supply the required silk-yarn (dyed) and zari to its members who will return the finished goods (sarees) and obtain appropriate wages for the work.

The silk weavers co-operative societies are availing cash credit accommodation provided by NABARD and District Co-operative Central Bank Ltd, Anantapur. The products, that is, sarees produced by societies will be mainly procured by the APCO.

Of the 71 **co-operative** societies, 50 societies have their office in Dharmavaram town and the rest 21 in their respective Tillages in the hinterland of Dharmavaram. In the 50 societies whose offices were located in Dharmavaram, they have membership of the weavers who not only stay in

**Dharmavaram** but also in surrounding villages and up to some extent in the villages beyond the stipulated hinterland. These weavers from various villages come to their offices for numerous dealings like to take dyed raw silk, zeri, and orders from their **presidents/office** and to return their product to their society president thereby to get wages.

One of the important factor for rapid spread of weaving in hinterland is the development of weavers cooperative movement. Because, the various policies, programs and financial support under cooperative system **are** more useful to new entrants to weaving particularly from villages. It enables for regular supply of raw material and employment.

Further details on the role of state government in the development of silk industry, socio-cultural importance of silk in Indian society and its impact on silk market are presented in appendix I and II respectively.

## NOTES:

<sup>1</sup>**A.V.Ramana** Rao, 1958 ,p 175. For details see Monograph on dyes and dyeing in **the** Madras Presidency, Edwin Holder, 1896, p 6.

<sup>2</sup> Ibid, 175. Also see District Census Handbook, Anantapur **District**, 1961 Census, p ciii.

3

A.V.Ramana Rao, op.cit, p 175.

<sup>4</sup>**Field** notes. Interviews with **Venkatesam**, Ex President, Master Weavers Association, **Kothapalem** Srinivasulu, general secretary, **Dharmavaram** silk handlooms manufacturers society.

<sup>5</sup>**Ibid.**

Gazetteer of the Anantapur District, **Vol** II, 1930, Superintendent, **Govt.,press**, Madras, p 83.

<sup>7</sup>**Ibid**, p 83.

<sup>8</sup>District Gazetteer, Anantapur, 1970, p 350.

<sup>9</sup>**Ibid**, p 350.

**Ibid.**

<sup>11</sup>**Ibid.**

**District** Census Handbook, Anantapur, 1961 Census, p 201.

<sup>13</sup>**Ibid.**, p 351.

<sup>14</sup>V.Balasubramanyam, p 10., D.Mahadevappa, p 35., in **H.G.Hanumappa** (edt), 1976. Also see S.R.Charley, 1982, pp 74-75.

G.Sandhya Rani, 1990, pp.73 to 77.

Reports available in the office of the Deputy **Director**, Sericulture Department. **Field** notes. Interviews with the senior silk merchants *viz.*, Bandi **Hanumanthu**, **Sanjeevarayudu**, Venkatesam, silk weavers from hinterland. Also see **C.Sudhakar**, 1991, p 38.

**Field** notes. Interviews with **Sanjeevarayudu,President** of raw silk sellers association.

<sup>18</sup>**Field** notes. Reports of the silk weavers association, Dharmavaram, 1992.

<sup>19</sup>**Field** notes. Interviews with Krishna **murthy**, Malliah president of zari units association.

20

**Field** notes. Interviews with Kanangi Govindu, President dyeing units workers union and leading dyeing units owner.

<sup>21</sup>**Ibid.**

<sup>22</sup>**Field** observation and **field** notes. Researcher personally visited 4 to 5 dyeing units, observed their working patterns, held discussions with workers of these units.

23

In four units researcher visited, most of the workers were from surrounding villages viz, obuldevpalli, regatipalli, **pothukunta**, Nimmalakunta and others.

24

Reports of the Assistant Director, Department of Sericulture, Dharmavaram, Market yard officer, Government cocoon market yard, Dharmavaram.

**Ibid.**

26

Field observation and field notes. The research visited few small and household units located in V ward and 16th ward. And held discussions with owners of these units.

27

Enaadu (largest circulated Telugu News Paper in Andhra Pradesh), 14, December, 1989.

<sup>28</sup>**C.Sudhakar**, 1991, p.99.

29

**Kothapalem** Srinivasulu, op.cit.

30

CSudhakar, op.cit, p 83.

31

Field notes. Interviews with various members of silk industry,

established silk merchants.

**Field** notes. Interviews with silk merchants who have financial

corporations. Also see CSudhakar, 1991, p.82-84.

33

Enaadu, **Feb.26**, 1988.

34

Annual reports, Office of the Deputy Director, Sericulture, Anantapur, 1993.

35

Yearly reports of the Assistant Director, Department of Sericulture, 1992.

36

**Ibid.** Field note. Interviews with Govinda **chowdary**, Chairman, SeriFed, Government of Andhra Pradesh.

37

Annual reports of the Assistant Director, Department of Sericulture, op.cit., 1992.

38

Annual reports of Assistant Director, Department of **Sericulture**, Dharmavaram, 1993.

39

Survey reports of the growth of mulberry cultivation in the hinterland of Dharmavaram, Office of the Assistant Director, Dharmavaram.

40

Reports of the Cooperative **Sub-registrar**, Office of the Assistant Director, Department of Sericulture, Dharmavaram, 1992.

41

**Ibid.**

42

**Ibid.**