Chapter - VI

Problems and Prospects of the Handloom Industry.
CHAPTER VI

PROBLEMS OF HANDLOOM WEAVERS IN PRAKASAM DISTRICT

This Chapter tries to probe into the operational problems of handloom industry. The problems that are being faced by the industry can be broadly classified into three viz., shortage of raw-material, lack of proper financing and marketing inadequacies of the finished products. These factors play a vital role in the survival of handloom industry.

PROBLEMS RELATING TO PRODUCTION

Supply of yarn

Yarn, the basic raw material for the handloom sector is supplied by Spinning Mills and composite textile mills in the form of 'free yarn'. Handlooms use yarn picked in straight hank form. The Fact-finding committee, also clearly indicated that the cost of raw material, namely that of yarn, varies from 50 to 80 per cent of the total cost of production, depending upon the type of fabric

to be woven.\(^2\). It is, therefore, clear that the availability of yarn of the required quality at a reasonable price, is a primary and necessary condition for the success of this industry.

As per the National Handloom Census, 1987-88, there are 43.7 lakh handloom weavers in the country, of which 22.4 lakh are full time weavers and the rest, part time weavers. A figure of 30 lakh commercial handlooms maybe adopted for working out their production capacity and yarn requirements. The quantity of hank yarn required to keep the 30 lakh commercial looms working fully and continuously throughout the year works out of 600 million kgs. at the rate of 200 kgs. per loom per year and the total production of cloth to 6,000 million metres.

The common varieties of yarn used by the weavers are of the counts of 20s, 40s, 60s, 80s and 100s. As far as the yarn produces by the composite textile mills is

\[\text{-------------------}\]

2. \textit{Report of the Fact-finding Committee (Handloom and Prices), Calcutta, Government of India, 1942, P.87.}

3. \textit{Implementation of Statutory Obligation of Production of Hank Yarn.}\]
concerned, the handloom sector can rely upon the supply of such yarn only to the extent that it is surplus to the requirement of the mills. The mills first utilise yarn for their requirements in full and make supplies to the handloom sector only out of surplus, if any. Hence, an acute shortage of yarn for the handloom sector.

There are 109 co-operative spinning mills of cotton growers and handloom weavers in the country. The installed capacity of all the 109 co-operative spinning mills is 3 million spindles capable of producing 247 millions kgs of yarn. But presently they are supplying only 100 million kgs of hank yarn that is only 42 per cent of their installed capacity. Even the NTC mills and the Co-operative Spinning Mills according to the figures given by the Government Committee, in the year 1989-90 were produced hank yarn only 15 per cent and 39.7 per cent of their potential respectively. At present, spinning mills are required to produce 50 per cent of their total marketable yarn output as hank yarn. The actual delivery of hank yarn amounts to about 40 per cent of total yarn produced.

A major problem faced by handloom weavers is the fluctuation in the price of hank yarn. A greater role is to be played by organisations such as the National Handloom Development Corporation (N.H.D.C.) the State Level Handloom Development Corporations, Apex Handloom Societies and other organisations down to the level of handloom societies in villages, which could ensure supply of hand yarn and other inputs of handloom weavers at reasonable and stable prices.

The successive Textile Policies of the Government of India are favourable to large-scale sector. The Indian growing cotton is exported foreign countries, with cheaper rates and synthetic yarn is imported by paying higher prices. A percentage of yarn goes to power looms and other handloom related industries. As a result the industry is facing the problem of shortage in the supply of hank yarn required. The price of the yarn is shooting up every year but sales of the handloom products are declined. It is necessary to know about the price of hank yarn in every year which indicate the scarcity of the yarn and the hike in the cost of the raw material.
The problem of supply of the yarn is not new. It is in fact, a chronic one. In 1942, the Fact-finding Committee had pointed out, "so far as yarn is concerned, there is hardly any doubt that the handloom weavers is being mulcted on several fronts by a host of middlemen and parasites, whose existence leads to a pyramiding of the prices yarn and who have for long carried on nefarious practices in regard to the quality as well as the quantity of yarn supplied, and fully exploited the ignorance, poverty and helplessness of the weavers.

In the recent years most spinning mills become dormant because of lack of proper financial assistance from the Government. As a result of this, the industry has been suffering from lack of sufficient yarn. There is a great need to organise the spinning mills and increase the production capacity of those mills. To provide continuous employment to the handloom weavers the yarn should be supplied within time. The problem of short supply of yarn to the handloom industry is further worsened by the unregulated growth of powerloom sector. Many unauthorised powerlooms mushroomed in different parts of the country. Not only did the powerloom take away a substantial portion

of the yarn supply meant for handloom industry, but they have also produced and sold cloth much cheaper than handloom. This problem was highlighted by the Sivaraman Committee in the year, 1974. The Committee warned that every new powerloom puts six handlooms out of action in the country. In consistence with the employment objectives of the national plan, the committee called for a resolute ban on further expansion of powerlooms.

YARN DISTRIBUTION SYSTEM AND PRICE OF YARN

The hank yarn which is supplied from the spinning mills is purchased by the Andhra Pradesh State Handloom Weavers Co-operative Society Limited (APCO). The APCO supplies yarn to its members. In some areas, the co-operative societies open selling counters and sell the yarn to the outside weavers. In some places the private agencies and petty shop keepers purchase the yarn from spinning mills and other States. The private yarn traders fix their own price.

### Table VI.1

**Production of Cotton Yarn by Count Groups**

<table>
<thead>
<tr>
<th>Year</th>
<th>1s - 10s</th>
<th>1ls - 20s</th>
<th>2ls - 30s</th>
<th>3ls - 40s</th>
<th>4ls - 60s</th>
<th>6ls - 80s</th>
<th>Above 80s</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>103</td>
<td>224</td>
<td>253</td>
<td>177</td>
<td>74</td>
<td>28</td>
<td>22</td>
<td>881</td>
</tr>
<tr>
<td>1976</td>
<td>113</td>
<td>322</td>
<td>257</td>
<td>194</td>
<td>69</td>
<td>34</td>
<td>17</td>
<td>1,006</td>
</tr>
<tr>
<td>1980</td>
<td>117</td>
<td>298</td>
<td>289</td>
<td>239</td>
<td>76</td>
<td>32</td>
<td>16</td>
<td>1,058</td>
</tr>
<tr>
<td>1981</td>
<td>109</td>
<td>265</td>
<td>268</td>
<td>250</td>
<td>65</td>
<td>39</td>
<td>19</td>
<td>1,015</td>
</tr>
<tr>
<td>1982</td>
<td>109</td>
<td>247</td>
<td>236</td>
<td>240</td>
<td>71</td>
<td>40</td>
<td>15</td>
<td>958</td>
</tr>
<tr>
<td>1983</td>
<td>118</td>
<td>288</td>
<td>257</td>
<td>283</td>
<td>83</td>
<td>44</td>
<td>20</td>
<td>1,092</td>
</tr>
<tr>
<td>1984</td>
<td>123</td>
<td>291</td>
<td>249</td>
<td>298</td>
<td>112</td>
<td>56</td>
<td>22</td>
<td>1,151</td>
</tr>
<tr>
<td>1985</td>
<td>132</td>
<td>332</td>
<td>295</td>
<td>328</td>
<td>98</td>
<td>52</td>
<td>24</td>
<td>1,261</td>
</tr>
<tr>
<td>1986</td>
<td>132</td>
<td>331</td>
<td>294</td>
<td>327</td>
<td>97</td>
<td>52</td>
<td>24</td>
<td>1,257</td>
</tr>
<tr>
<td>1987</td>
<td>141</td>
<td>355</td>
<td>316</td>
<td>351</td>
<td>104</td>
<td>56</td>
<td>25</td>
<td>1,348</td>
</tr>
<tr>
<td>1988</td>
<td>117</td>
<td>315</td>
<td>216</td>
<td>392</td>
<td>153</td>
<td>65</td>
<td>39</td>
<td>1,297</td>
</tr>
<tr>
<td>1989</td>
<td>120</td>
<td>325</td>
<td>223</td>
<td>404</td>
<td>158</td>
<td>67</td>
<td>40</td>
<td>1,337</td>
</tr>
<tr>
<td>1990</td>
<td>159</td>
<td>428</td>
<td>294</td>
<td>532</td>
<td>208</td>
<td>88</td>
<td>53</td>
<td>1,762</td>
</tr>
</tbody>
</table>

**Share Percent**

<table>
<thead>
<tr>
<th>Year</th>
<th>1s - 10s</th>
<th>1ls - 20s</th>
<th>2ls - 30s</th>
<th>3ls - 40s</th>
<th>4ls - 60s</th>
<th>6ls - 80s</th>
<th>Above 80s</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1971</td>
<td>11.7</td>
<td>25.4</td>
<td>28.7</td>
<td>20.1</td>
<td>8.4</td>
<td>3.2</td>
<td>2.5</td>
<td>100</td>
</tr>
<tr>
<td>1990</td>
<td>9.0</td>
<td>24.3</td>
<td>16.7</td>
<td>30.2</td>
<td>11.8</td>
<td>5.0</td>
<td>3.0</td>
<td>100</td>
</tr>
</tbody>
</table>


**Note:** Pertains to cotton year starting from August every year.
In this district the weavers are two type in terms of the cloth they make; one is the ordinary variety of weavers and another type the Jacquard weavers. There are mainly two types of yarn required, one is cotton yarn and the other silk yarn. Generally cotton yarn is supplied from Chirala Spinning Mill and the silk yarn supplied from the other places of the State, while the more number of yarn sellers are located at Chirala and Vetapalem Mandals only. The weavers go weekly once to these mandals and purchase the yarn from them.

The wholesale yarn dealer add their own profit margin to the price of yarn, so that by the time the yarn reaches the hands of the weavers, the prices touch considerably high mark. The proportions of such additions in the final price depends upon the number of intermediaries involved and the distance between the yarn consuming and yarn producing centres. Besides, when yarn is sold on credit still higher price is charged.

It is observed in the field survey, that out of the 396 sample units surveyed, only 33 units are working as independent units and even these units purchase yarn in smaller quantities from the retail traders or master weavers at higher prices. Another feature of the yarn
market, which is perhaps common to all speculative markets, is that any rise in the wholesale price of yarn is immediately followed by a rise in the retail price, while it takes a long time for the retail price to adjust itself to the wholesale price when it falls. This factor also provides the dealer with an opportunity to make profits at the expense of the weaver.

In recent years the rise in the prices of both yarn and cotton cloth are higher than that of raw cotton. The rise in the prices of yarn have gone up from 80 per cent to 100 per cent from 1986 December to 1989 October. The ever rising prices of yarn is one of the major obstacles to the production of the cotton yarn at higher prices. Eventhough they pay higher prices marketing of handloom cloth is a major problem for them.

The co-operative societies obtain the yarn from co-operative spinning mills and the Apex-society. They supply the cheap quality yarn to the handloom co-operatives at 10 to 40 per cent higher prices, when compared to the prices of yarn in local retail market. The prices of

handloom fabrics are not increased in the same proportion because of severe competition from the mill made and powerloom cloth. As a result of all these effects, accumulation of stock has taken place in the handloom industry.

OTHER INPUTS

Other inputs in the handloom industry are dyes and chemicals. The bulk of the requirements of dyes and chemicals is available from indigenous production. A indigenous capacity appears to be well over the demand, there should not be any complaint of lack of Indian made dyes, but short production sometimes alleged. Steps should be taken to ensure that the requirements of the country are produced in full only in respect of a few items, imports are still required. As far as imports are concerned suitable provisions have already been made in the I.T.C. Policy and import of dyes is permitted. As regards supply of dyes and chemicals by indigenous manufacturers, it is suggested that Government may work out an arrangement under which these manufacturers make available the required quantities of dyes and chemicals to a few specified...

TABLE - VI.2
CATEGORY-WISE DISTRIBUTION OF WEAVER HOUSEHOLD ON THE BASIS OF PROBLEMS RELATING TO RAW-MATERIAL

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category/Problem</th>
<th>Household working Independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Cooperatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Not available in time</td>
<td>11 (33.33)</td>
<td>36 (20.69)</td>
<td>21 (14.29)</td>
<td>7 (16.67)</td>
<td>75 (19.94)</td>
</tr>
<tr>
<td>2.</td>
<td>Not available in required quantities</td>
<td>12 (36.36)</td>
<td>52 (29.89)</td>
<td>38 (25.85)</td>
<td>6 (14.29)</td>
<td>88 (22.22)</td>
</tr>
<tr>
<td>4.</td>
<td>Adulteration</td>
<td>4 (12.12)</td>
<td>26 (14.94)</td>
<td>23 (15.65)</td>
<td>5 (11.90)</td>
<td>54 (14.65)</td>
</tr>
<tr>
<td>5.</td>
<td>Poor quantity</td>
<td>2 (6.06)</td>
<td>14 (8.05)</td>
<td>19 (12.93)</td>
<td>10 (23.81)</td>
<td>45 (11.36)</td>
</tr>
<tr>
<td>6.</td>
<td>Required counts of yarn is not available</td>
<td>-</td>
<td>4 (2.30)</td>
<td>7 (4.76)</td>
<td>5 (11.90)</td>
<td>16 (4.04)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>33 (8.33)</td>
<td>174 (43.94)</td>
<td>147 (37.12)</td>
<td>42 (10.61)</td>
<td>396 (100.00)</td>
</tr>
</tbody>
</table>

Source:- Field survey.

Note:- Figures in parentheses are the percentage to column total to which it belongs to.
institutions / associations / bodies in each State for final distribution to the handloom weavers. The State Government would thus be required to work out the consumption data on the basis of past lifting and the producers can thus make available these quantities directly for distribution to the handloom weavers. This system would protect the handloom weaver from the vagaries of the normal trade channels.

In recent years the prices of the dyes and chemicals have also gone up by 40 to 60 per cent during the last three years. The green colour was formerly sold for Rs.500/- per kg. but it is gone up to Rs.1,500/- per kg. by year 1992. Zari, Vat colours, acid colours, naphtel are being exported freely to other countries. But in our country it is sold for higher prices.

Table VI.2 reveals the weavers problems relating to raw-material category-wise. Out of the 396 respondents about 23.74 per cent of the respondents expressed their


PRESENT HANDLOOM FABRICS DISTRIBUTION SYSTEM IN INDIA

HANDLOOM CLOTH PRODUCERS

- Primary Weavers
- Co-operative Societies
- Private Whole Sellers
- Master Weavers

EXPORT CENTRES

- AHF Export Corporation

FOREIGN AGENTS/DEALERS

- Foreign Consumers

AIF MARKETING COOPERATIVE LTD

- Own Retail Shops

PRIVATE RETAILERS

- Own Retail Shops
- Own Retail Shops

INDIAN CONSUMERS
problems regarding to high price followed by 22.22 per cent respondents expressed their concern regarding non-availability in required quantities and about 18.94 per cent respondents expressed their problem that they are not provided with raw material intime. It is also evident from the Table that about 36.86 per cent of independent weavers expressed their problems that "non-availability" in required quantities followed by about 33.33 per cent complained about untimely supply of raw material, while the weavers working for master weavers about 29.89 per cent expressed that they are facing the problem of raw material that is not available in required quantities and the weavers working for co-operatives about 26.53 per cent the weavers working for corporation about 21.93 per cent alleged that the price of the raw material is very high.

It may be concluded that the handloom industry is a problematic industry and the weavers are facing many problems in procurement of raw material. The district greatly needs the provision of necessary inputs with reasonable rates.

An analysis of the Table VI.3 reveals weaver households problems category-wise regarding the procurement
TABLE - VI.3
CATEGORY-WISE DISTRIBUTION OF WEAVER HOUSE-HOLD ON THE BASIS OF PROBLEMS RELATING TO PROCUREMENT OF LABOUR

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category/Problems</th>
<th>Household working independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Cooperatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Scarcity of skilled</td>
<td>12 (36.36)</td>
<td>85 (48.85)</td>
<td>40 (27.21)</td>
<td>21 (50.00)</td>
<td>158 (39.90)</td>
</tr>
<tr>
<td>2.</td>
<td>High Wages</td>
<td>13 (39.39)</td>
<td>52 (29.89)</td>
<td>66 (44.90)</td>
<td>9 (21.43)</td>
<td>140 (35.35)</td>
</tr>
<tr>
<td>3.</td>
<td>Not productive</td>
<td>5 (15.15)</td>
<td>27 (15.52)</td>
<td>36 (24.49)</td>
<td>7 (16.67)</td>
<td>65 (18.94)</td>
</tr>
<tr>
<td>4.</td>
<td>Any other (specify)</td>
<td>3 (9.09)</td>
<td>10 (5.75)</td>
<td>5 (3.40)</td>
<td>5 (11.90)</td>
<td>23 (5.81)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>33 (100)</td>
<td>174 (100)</td>
<td>147 (100)</td>
<td>42 (100)</td>
<td>396 (100)</td>
</tr>
</tbody>
</table>

Source:- Field survey.

Note:- Figures in parentheses are the percentage to column totals to which it belongs to.
may be concluded that the weavers are facing problems of production. To improve the production facilities the Government should allocate and adequate spend resources to the weavers welfare programmes.

MARKETING PROBLEM

Marketing is a vital factor for the survival and growth of the handloom industry. The Indian Cotton Textile Industry comprises the well-organised large scale sector and the decentralised sector consisting of small powerlooms and handlooms competition from the large scale sector and powerlooms threatens the very survival of the handloom industry. Hence, the development of marketing facilities for the handloom products constitutes an integral part of the plan for all round development of the industry in the district. Otherwise at the production level the Government should spend huge resources. To the handloom industry at the production level without developing marketing facilities will necessitate protection of the industry for a long time to come at the cost of the public exchequer.

### TABLE VI.4

**CATEGORY-WISE DISTRIBUTION OF WEAVER HOUSEHOLD ON THE BASIS OF PROBLEMS RELATING UTILISATION OF MACHINERY**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Problems Category</th>
<th>Household working for Independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Cooperatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Not of quality</td>
<td>22 (66.67)</td>
<td>64 (36.78)</td>
<td>82 (55.78)</td>
<td>26 (61.90)</td>
<td>194 (48.99)</td>
</tr>
<tr>
<td>2.</td>
<td>Worn out</td>
<td>5 (15.15)</td>
<td>49 (28.16)</td>
<td>40 (27.21)</td>
<td>9 (21.43)</td>
<td>103 (26.01)</td>
</tr>
<tr>
<td>3.</td>
<td>Fails often to function properly</td>
<td>6 (18.18)</td>
<td>51 (29.31)</td>
<td>22 (14.97)</td>
<td>7 (16.67)</td>
<td>86 (21.72)</td>
</tr>
<tr>
<td>4.</td>
<td>Any other</td>
<td>--</td>
<td>10 (5.75)</td>
<td>3 (2.04)</td>
<td>--</td>
<td>13 (3.28)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>33 (100)</strong></td>
<td><strong>174 (100)</strong></td>
<td><strong>147 (100)</strong></td>
<td><strong>42 (100)</strong></td>
<td><strong>396 (100)</strong></td>
</tr>
</tbody>
</table>

**Source:** Field survey.

**Note:** Figures in the parentheses are the column total to which it belongs to.
of labour to their units. It is evident from the table that about 39.90 per cent of the weavers are facing the problem of scarcity of skilled labour and about 35.35 per cent of the weavers face the problem of payment of higher wages. It can be seen from the table that about 50 per cent of the weavers working for co-operatives, suffering from the problem of scarcity of skilled labour followed by about 48.85 per cent of the weavers working for master weavers category face the problem of scarcity of skilled labour. And about 44.90 per cent weavers working for co-operatives face the problem of high wages about 39.39 per cent of the weavers working independently also had the problem of high wages. It may be concluded that the district weavers are very poor in the production of the modern skills. To get more income there is a great need to learn modern techniques in weaving activity. It is necessary to the Government to open modern service centres in the district.

An analysis of the Table VI.4 reveals that the weavers have problems with their equipment. In all categories of weaver households about 48.99 per cent spoke of their problems that the machinery is not of good quality and about 26.01 per cent of the machinery worn out, about
66.67 per cent of the weavers working independently face the problem of lower quality followed by about 61.90 per cent expressed that not quality. About 29.31 per cent of the weavers working for master weavers expressed that they often fail to function properly. It is observed in the field survey that the weavers use ancient type of instruments and equipment. To improve the working capacity of the looms there is a need to familiarize with modern equipment that can generate more income.

An attempt is also made to know about the problems of the weavers relating to production. It is clear from the Table VI.5 that about 40.91 per cent of the weavers have problem of non-availability of raw material. The same is the case with 48.28 per cent of weavers working for master weavers. About 40.48 per cent of the weavers working for corporation have the problem of insufficient raw material availability. In case of weavers working for co-operatives about 24.49 per cent and 24.14 per cent weavers working for master weavers expressed that they have problem regarding financing by commercial banks, while more number of the weavers working for corporation category about 28.37 per cent have the problem of labour. In case of weavers working independently about 24.24 per cent
### TABLE - VI.5

**CATEGORY-WISE DISTRIBUTION OF WEAVER HOUSEHOLDS ON THE BASIS OF PROBLEMS RELATING TO PRODUCTION**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Problem/Category</th>
<th>Household working independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Cooperatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Non-availability of raw-material</td>
<td>9 (27.27)</td>
<td>84 (48.28)</td>
<td>52 (35.37)</td>
<td>17 (40.48)</td>
<td>162 (40.91)</td>
</tr>
<tr>
<td>2.</td>
<td>Financial problems</td>
<td>5 (15.15)</td>
<td>42 (24.14)</td>
<td>36 (24.49)</td>
<td>5 (11.90)</td>
<td>88 (22.22)</td>
</tr>
<tr>
<td>3.</td>
<td>Labour problems</td>
<td>7 (21.21)</td>
<td>20 (11.49)</td>
<td>25 (17.01)</td>
<td>12 (28.57)</td>
<td>64 (16.16)</td>
</tr>
<tr>
<td>5.</td>
<td>Official delays like loan sanctions etc.</td>
<td>4 (12.12)</td>
<td>9 (5.17)</td>
<td>10 (6.80)</td>
<td>4 (9.52)</td>
<td>27 (6.82)</td>
</tr>
</tbody>
</table>

|         | 33 (100)                          | 174 (100)                        | 147 (100)                           | 42 (100)                          | 396 (100)                        |

**Source:** Field survey.

**Note:** Figures in parentheses are the percentage of the column total to which it belongs to.
The Government's approach to the problem of marketing of handloom products will determine the future course of the industry. The agencies for marketing of handloom cloth in Prakasam District are diverse and numerous. This diversity of the marketing agencies arise chiefly from the unorganised state of the industry itself.

PRESENT MARKETING MECHANISM IN THE DISTRICT

The marketing mechanism for handloom fabrics in the district can be classified into four categories. Marketing under i) master-weavers ii) marketing under the co-operative organisation iii) marketing by independent weavers and iv) marketing under the government owned corporations / departments.

For marketing operations under master-weavers and independent weavers groups the assistance they receive under the patronage of the government may be termed as unorganised one and the remaining two groups as organised.

The independent weavers who are outside the co-operative and corporate field, sell their products either directly to the consumers or to the intermediaries like the master-weavers. The independent weavers are not always able to dispose of their products directly to the consumer. Hence they approach the middlemen. The weavers' problem is not merely how to dispose of their cloth, but also to obtain raw material for the next day's work and to arrange for the provision of food for his family. Due to collusion or tacit agreement between the middlemen the price of cloth offered to the weaver is deliberately kept as low as possible. The weaver due to his poor bargaining strength and staying power, is compelled to dispose of his products at a price that may not be considered reasonable by any standard.

In the cases where the weavers works for one or more of these middlemen on wage basis or has entered into a contract relationship, he returns the finished products against the yarn supplied to him and receives wages. The middlemen in such cases, may also deduct a certain amount from his wages on the ground of 'unsatisfactory work'. However, the weaver, under such conditions, is relieved of his responsibility for marketing of cloth.
The weaver's co-operatives and the corporation in recent times, are expanding their activities in the marketing of handloom cloth to save the weavers from the clutches of the master-weavers and the like. The supply of raw materials, sale of the product and employment of the weaver are inter-linked. The weaver will never be able to get fulltime work, which will give him a reasonable wage throughout the year, unless supply of yarn to the weaver and a co-ordinated off-take of his cloth is assured. Such a system is being developed in the co-operative and the corporate sectors. The co-operatives and the corporation supply raw materials to the weaver and take back the finished products after payment of wages. In other words, production and marketing activities are combined in the co-operative and corporate sectors.

Marketing strategies to boost the sale of handloom products must be formulated in the context of competition facing the industry from the organised mill sector and the decentralised powerlooms. There are divergent views on the nature and extent of competition

### TABLE - VI.6

CATEGORY-WISE DISTRIBUTION OF WEAVER HOUSEHOLD ON THE BASIS OF PROBLEMS RELATING TO MARKETING

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Problems/ Category</th>
<th>Household working Independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Cooperatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>No demand</td>
<td>9 (27.27)</td>
<td>84 (48.28)</td>
<td>52 (35.37)</td>
<td>17 (40.48)</td>
<td>162 (40.91)</td>
</tr>
<tr>
<td>2.</td>
<td>Not remunerative</td>
<td>5 (15.15)</td>
<td>42 (24.14)</td>
<td>36 (24.49)</td>
<td>5 (11.90)</td>
<td>88 (22.22)</td>
</tr>
<tr>
<td>3.</td>
<td>High transport costs</td>
<td>7 (21.21)</td>
<td>20 (11.49)</td>
<td>28 (19.05)</td>
<td>12 (28.57)</td>
<td>67 (16.92)</td>
</tr>
<tr>
<td>5.</td>
<td>Any other (specify)</td>
<td>4 (12.12)</td>
<td>9 (5.17)</td>
<td>10 (6.80)</td>
<td>4 (9.52)</td>
<td>27 (6.82)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>33 (100)</td>
<td>174 (100)</td>
<td>147 (100)</td>
<td>42 (100)</td>
<td>396 (100)</td>
</tr>
</tbody>
</table>

Source:- Field survey.

Note:- Figures in parentheses are the percentages on the column totals to which it belongs to.
between the mill and handloom products, when a particular demand is met by two or more close substitutes, a state of competition is bound to exist between them. In this broad sense, we doubt, if any body will deny the existence of competition between mills and handlooms. Further more, the nature of the problem demands a full scale study by itself. However, the problem has been touched upon to give the right perspective to the study. To protect the handloom industry from competition of mills, various measures have been taken from time to time in the form of imposing duties on mill products, imports celling on production in the mill sector, reserving certain types of products for the handloom sector and giving rebate on the sale of handloom products etc.

An analysis of the Table VI.6 reveals the marketing problems of the weavers in Prakasam District. It is evident from the Table that about 40.91 per cent of the weavers expressed that there is no demand for handloom products because the powerloom cloth is cheaper than handloom cloth.

For about 48.18 per cent weavers working for master-weavers and 40.48 per cent weavers working for corporation perceived inadequate demand for this products
as the main problem while 24.49 per cent weavers working for co-operatives expressed the view that their labour is not remunerative. About 28.57% weavers working for corporation opined that the transportation costs are high and 24.24 per cent independent weavers suffer from high competition of powerloom and other categories products.

It is clear from above analysis that the handloom industry in recent years is facing many problems regarding marketing. There is a great need to improve the marketing facilities of the handloom products. The Government should open more branches in States and give rebate on the handloom cloth and improve the markets of the weavers.

TIME-LAG BETWEEN PRODUCTION AND DISPOSAL OF HANDLOOM PRODUCTS

It has been pointed out that the recurring difficulties of the handloom industry arose from a lack of co-ordination between production and disposal of cloth. The time lag between production and disposal was due to i) the type of products ii) the management of both production and sale by the same unit and iii) shortage of adequate working capital to meet marketing expenses. The information had been collected in respect of the usual time
lag between production and disposal of cloth, varying by type of produce and the change if any, since the production of the cloth was placed in the market or supplied to the emporium so as to enable the co-operatives to make payment to member weavers. Due to shortage of working capital, the co-operatives there could not wait after producing cloth.

Adequate working capital is of prime importance to the co-operative institutions to organise their production and marketing activities. Some societies had not been able to improve their capacity to stock yarn for future requirements but obtained their day-to-day requirement with great difficulty. As a result, most of the co-operatives did not report any change in their capacity to stock yarn for future requirement.

Besides the problems of procurement of yarn, dyes and chemicals etc. the weavers households had also to face the problem of disposal of the goods produced in their household establishments. The important agencies to whom the goods produced in the establishments were disposed of were i) co-operative society ii) master-weaver, business master-weaver etc. iii) local market and iv) others like local purchasing agents and Khadi centre etc. The produce disposed of by co-operative member households to master-
weaver, business master-weaver etc. No noticeable shift in the pattern of disposal had been found in the case of other two categories of weaver households, namely outworker and independent. As expected most of the products of the out workers were disposed of to the master weavers, business master weavers etc. Nearly half of the products of the weaver households of independent category went to the local market. It is significant that the independent weavers preferred the agencies like master-weavers, business master-weavers, traders etc. to the co-operative societies in the matter of disposal of their products.

Some of the weaver households had not given preference for only one marketing agency but had indicated more than one agency for rating their preference on the whole, the Government got first preference by more than two-fifths of the co-operative member households and co-operative by one fourth of them. Another one-fourth of the co-operative member households preferred mostly the direct sale of their products in the own account sector. Direct sale of products was preferred most by majority of independent weaver households. The general preference by weavers of different categories was for Government agency which was mainly preferred by co-operative member and out worker households and for direct sale by independent weaver
PROBLEMS RELATING TO FINANCE

An analysis of the Table VI.8 reveals that handloom industry face the problem of getting institutional finance. It is evident from the Table that about 32.58 per cent weavers expressed their problem regarding to higher interest rates of financing from the banks and other Government institutions. About 25.51 per cent of the weavers expressed that they are facing problem of influence required. An attempt was made to know about the category-wise weavers problems that more number of the weavers working for corporation about 38.10 per cent followed by 36.36 per cent weavers working independently expressed that rates of interest are high. Whereas the weavers working for master-weavers about 28.16 per cent expressed and about 25.85 per cent weavers are expressed that they are lacking in assurance influence required.

The weavers working for corporation about 26.19 per cent expressed that they are facing the problem of too many formalities. It may be concluded that the weavers of the district is facing many problems regarding to getting institutional financing. There is a great need to improve the financial facilities to the weavers and establish more branches in the rural areas of the district.
### TABLE - VI.7

**CATEGORY-WISE DISTRIBUTION OF WEAVER HOUSE-HOLDS ON THE BASIS OF PROBLEMS RELATING TO GETTING INSTITUTIONAL FINANCING**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category/Problem</th>
<th>Household working Independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Co-operatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>High rate of interest</td>
<td>12 (36.36)</td>
<td>55 (31.61)</td>
<td>46 (31.29)</td>
<td>10 (38.10)</td>
<td>129</td>
</tr>
<tr>
<td>2.</td>
<td>Too many formalities</td>
<td>5 (15.15)</td>
<td>38 (21.84)</td>
<td>27 (18.37)</td>
<td>11 (26.19)</td>
<td>81</td>
</tr>
<tr>
<td>3.</td>
<td>Influence required</td>
<td>6 (18.18)</td>
<td>49 (28.16)</td>
<td>38 (25.85)</td>
<td>8 (19.05)</td>
<td>101</td>
</tr>
<tr>
<td>4.</td>
<td>Security to be furnished</td>
<td>6 (18.18)</td>
<td>22 (12.64)</td>
<td>14 (9.52)</td>
<td>7 (16.67)</td>
<td>49</td>
</tr>
<tr>
<td>5.</td>
<td>Any other (specify)</td>
<td>4 (12.12)</td>
<td>10 (5.75)</td>
<td>22 (0.68)</td>
<td>--</td>
<td>43</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>33 (100)</td>
<td>174 (100)</td>
<td>147 (100)</td>
<td>42 (100)</td>
<td>396</td>
</tr>
</tbody>
</table>

Source:- Field survey.

Note:- Figures in parentheses are the percentage of the column totals to which belongs to.
The researcher made an attempt to know about the weavers future plan regarding expansion of the scale of production. An analysis of the Table VI.7 reveals that the weavers plan to expand their units. The sample 396 households about 65.40 per cent expressed that they plan to expand their units, about 34.60 per cent of the weavers are not willing to expansion of their units. The aspirations are more in the case of weavers working for master-weavers about 46.33 per cent followed by weavers working for co-operative about 37.45 per cent.

An attempt was made to understand nature of expansion. About 50.85 per cent of the weavers working for master weavers want to mechanisation of equipment followed by 47.62 per cent like to adding new products and about 43.10 per cent of which category additional looms. In the case of weavers working for co-operatives about 40.48 per cent, and about 35.59 per cent are want to adding new products and mechanisation of equipment. It may be concluded that the weavers working for master-weavers, and working for co-operatives want to expand their units because both establishments are favourable to provide employment to the weavers.
TABLE - VI.8

FUTURE COURSE OF ACTION ON THE RESPONDENTS FAVOURING EXPANSION

<table>
<thead>
<tr>
<th>Sl. Item/Category</th>
<th>Yes</th>
<th>No</th>
<th>Additional loans</th>
<th>Adding new products</th>
<th>Mechanisation of equipment</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Household working Independently</td>
<td>20 (7.72)</td>
<td>13 (9.49)</td>
<td>10 (8.62)</td>
<td>5 (5.95)</td>
<td>5 (8.47)</td>
<td>33 (8.33)</td>
</tr>
<tr>
<td>2. Household working for Master-weavers</td>
<td>120 (46.33)</td>
<td>54 (39.42)</td>
<td>50 (43.10)</td>
<td>40 (47.62)</td>
<td>30 (50.85)</td>
<td>174 (43.94)</td>
</tr>
<tr>
<td>3. Household working for Cooperatives</td>
<td>97 (37.45)</td>
<td>50 (36.50)</td>
<td>42 (36.21)</td>
<td>34 (40.48)</td>
<td>21 (35.59)</td>
<td>147 (37.12)</td>
</tr>
<tr>
<td>4. Household working for Corporation</td>
<td>22 (8.49)</td>
<td>20 (14.60)</td>
<td>14 (12.07)</td>
<td>5 (5.95)</td>
<td>3 (5.08)</td>
<td>42 (10.61)</td>
</tr>
<tr>
<td>Total</td>
<td>259 (100)</td>
<td>137 (100)</td>
<td>116 (100)</td>
<td>84 (100)</td>
<td>59 (100)</td>
<td>396 (100)</td>
</tr>
</tbody>
</table>

Source:— Field survey.

Note:— Figures in parenthesis are the percentage is column total to which is belongs to.
An analysis of the Table VI.7 reveals that the respondents are not favourable for the expansion of their units. The reason is itself about 43.80 per cent of the weavers do not plan to expand their units because they want to continue the existing state of operations followed by about 40.15 per cent want to reduce the scale of operations. The category-wise analysis reveals that about 39.42 per cent weavers working for master-weavers category have no plans for expansion.

Weavers working for co-operatives category of establishment about 60 per cent do not like expansion of their units because they want to continue the existing state of operations about 50 per cent of the weavers working for corporation category of establishment are not willing to expand because reduce the scale of operations. About 46.15 per cent of the independent weavers category are do not want to expand their units because they want to reduce the scale of operation.

An attempt was made to know about the weavers opinion about the requirements of technical assistance. The category-wise analysis reveals that about 30.30 per cent of weavers working independently require technical
TABLE - VI.9
FUTURE COURSE OF ACTION ON THE RESPONDENTS NOT FAVOURING EXPANSION.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particulars</th>
<th>Household working Independently</th>
<th>Household working for Master-weavers</th>
<th>Household working for Cooperatives</th>
<th>Household working for Corporation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Continue the existing state of operations</td>
<td>5 (38.46)</td>
<td>20 (37.04)</td>
<td>30 (60.00)</td>
<td>5 (25.00)</td>
<td>60 (43.80)</td>
</tr>
<tr>
<td>2.</td>
<td>Reduce the state of operations</td>
<td>6 (46.15)</td>
<td>24 (44.44)</td>
<td>15 (30.00)</td>
<td>10 (50.00)</td>
<td>55 (40.15)</td>
</tr>
<tr>
<td>3.</td>
<td>Wind up the business</td>
<td>2 (15.38)</td>
<td>10 (18.52)</td>
<td>5 (10.00)</td>
<td>5 (25.00)</td>
<td>22 (16.06)</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>13 (9.49)</td>
<td>54 (39.42)</td>
<td>50 (36.50)</td>
<td>20 (14.60)</td>
<td>137 (100.00)</td>
</tr>
</tbody>
</table>

Source:— Field survey.

Note:— Figures in parenthesis are the percentage to the grand total i.e., 137.
assistance for improvement of looms and other equipment. About 21.21 per cent want technical assistance for the improvement of looms and other equipment, about 15.15 per cent don't want technical assistance because they want to training personnel, about 9.09 per cent want for training personnel. In case of master-weavers category about 19.54 per cent of the weavers are required technical assistance for improvement of looms and other equipment to some extent. In case of weavers working for co-operatives about 17.69 per cent are not required technical assistance for designs about 11.90 per cent in the category of weavers working for corporation are not required technical assistance for training personnel.

It may be concluded that the weavers require technical assistance because they want to improve their looms and other equipment, for designs, for training personnel and marketing facilities etc.
PROBLEMS AND PROSPECTS OF HANDLOOM INDUSTRY IN ANDHRA PRADESH
A CASE STUDY OF PRAKASAM DISTRICT

QUESTIONNAIRE FOR HOUSEHOLD UNITS

SOCIO-ECONOMIC ASPECTS:

I. Identification:
   a. Name of the district 
   b. Name of the Mandal 
   c. Name of the village 

II. Household Particulars:
   a. Name of the head of the family / Household
   b. Age (in Completed Years)
   c. Religion: HINDU/ISLAM
      CHRISTIAN/OTHERS (Specify)
   d. Caste: OC / BC / SC / ST
   e. Type of Family a) Joint 
      b) Nuclear

III. Why did you enter into weaving profession ?
   a. Hereditary Occupation
   b. Less Capital investment
   c. The only work known to me
   d. Others (specify)
IV. Organisation:

Is your establishment

a. An independent one

b. Works for master weaver

c. Works for Co-operative Society

d. Works partly independent and partly for master weaver

e. Works partly independent and partly for Co-operative Society

f. Any other (specify)

V. What are the reasons for your preference to this work

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Independently</td>
<td></td>
</tr>
<tr>
<td>b. for Master Weaver</td>
<td></td>
</tr>
<tr>
<td>c. for Co-operative Society</td>
<td></td>
</tr>
<tr>
<td>d. Others (Specify)</td>
<td></td>
</tr>
</tbody>
</table>

VI. Kindly give the assets possessed by you

Type of the House (please tick)

a. Thatched hut with mud-walls ( ) Own ( ) Rented

b. Thatched hut with brick/Stone Walls ( ) Own ( ) Rented

c. Tiled house with mud Walls ( ) Own ( ) Rented

d. Tiled house with brick/Stone( ) Own ( ) Rented

  ( ) Own ( ) Rented

e. House with country roof ( ) Own ( ) Rented

f. House with Pucca (RCC roof) ( ) Own ( ) Rented

g. Others (Specify) ( ) Own ( ) Rented
### VII. Household Particulars:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Member of the household</th>
<th>Relationship with head of the household</th>
<th>Age</th>
<th>Sex</th>
<th>Marital Status</th>
<th>Main Occupation</th>
<th>Subsidiary Occupation</th>
<th>Weaving Industry related skills</th>
<th>Knows well/ Not so good/ Doesn't know</th>
<th>Industry related skills</th>
<th>Knows well/ Doesn't know</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Codes:** Sex: Male = 1, Female = 2; Marital Status: Unmarried = 1, Married = 2, Divorced = 3, Widow = 4

**Literacy Level:** Illiterate = 1, Primary = 2, Secondary = 3, Inter = 4, Graduate = 5, Post-graduate = 6, Technical Education = 7.
VIII. Employment Pattern

<table>
<thead>
<tr>
<th>Working</th>
<th>Type of Work of household</th>
<th>No. of days worked per Month or per Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>S.No.</td>
<td></td>
<td>Weaving</td>
</tr>
<tr>
<td></td>
<td></td>
<td>No. of hours</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Full Time / Part Time</td>
</tr>
</tbody>
</table>

1. Family members
   a. Male
   b. Female
   c. Children
   Total

2. Hired in Labour
   a. Male
   b. Female
   c. Children
   Total

a. How many hours do you work in a day? (specify the timings)
b. What difficulties do you encounter in labour employment?
   a. Lack of skilled labour
   b. Absenteeism
   c. Wage problem
   d. Any other (specify)
c. If full employment is not available through weaving what is the alternative source?
   a. Agriculture
   b. Construction labour
   c. Others
d. In the peak season are you taking others for your unit? Yes/No
e. If yes, how much amount pay them?
f. Are you going to working others unit in the lean season?
g. If yes, how much you get from other source?
h. Whether occupation is satisfactory? Yes/No
i. If no, please indicate ________________
j. Do you want to continue your children in this occupation? Yes/No
k. If yes, specify the reasons ~
## Wage Particulars

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Time Wage/ Piece Wage</th>
<th>Unit of time/ or Production</th>
<th>Wage per unit of time/or Production</th>
<th>Wage per day/ per Week/ per Month/ per Year</th>
<th>wage paid to the workers Part Time/ Full Time</th>
</tr>
</thead>
</table>

### Hired in Labour

- a. Male
- b. Female
- c. Children

**Total**

### Hired out Labour

- a. Male
- b. Female
- c. Children

**Total**
X. Kindly, give your annual income details for 1993.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rs. Rs.</td>
</tr>
</tbody>
</table>

a. Weaving
b. Agriculture
c. Poultry
d. Dairy
e. Other Business
f. Any Others (Specify)

XI. CAPITAL

Fixed Capital

<table>
<thead>
<tr>
<th>Name of the equipment</th>
<th>Number</th>
<th>Current Market Value (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Pit-throw Shuttle loom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Pit-fly shuttle loom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Frame-fly shuttle loom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Pedal loom</td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Jaquard</td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Dobby</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Babbins</td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Healds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>i. Slays</td>
<td></td>
<td></td>
</tr>
<tr>
<td>j. Reads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>k. Pirns</td>
<td></td>
<td></td>
</tr>
<tr>
<td>l. Others (Specify)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Particulars | Unit | Price (Rs) | Amount (Rs)
--- | --- | --- | ---
Raw Material:
a. Cost of Yarn
b. Cost of Jam/Boarder Used
c. Others (Specify)
Other Expenses:
a. Cost of dyeing
b. Cost of warping
c. Cost of sizing
d. Cost of winding
e. Weaving Charges
f. Others (Specify)
g. The Market Value of the Product:

XIII. Capacity Utilization:
I. Are you working to the full capacity? Yes/ No
   If No, what are the reasons for working below capacity.
   a. Shortage of Raw Material
   b. Shortage of finance
   c. Labour problems.
   d. Lack of proper dyeing and finishing facilities
   e. Lack of demand
   f. Lack of adequate number of tools
   g. Others (Specify)

II. How many days do you keep the loom idle in a month?
   What are the reasons for above idleness?
<table>
<thead>
<tr>
<th>S.No. and Year of Borrowing</th>
<th>Month</th>
<th>Total Amount</th>
<th>Nature of loan (code)</th>
<th>Purpose of loan (code)</th>
<th>Rate of interest per annum (code)</th>
<th>Type of security offered (code)</th>
<th>Mode of repayment (code)</th>
<th>Borrowed initially</th>
<th>Outstanding on date of visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Code:**

**Column 5 - Nature of loan:** Hereditary - 1, Loan contracted by the worker in cash - 2, In kind - 3, Partly in cash partly in kind - 4, Others (Specify) - 5.

**Column 6 - Purpose of loan:** House hold consumption - 1, Sickness and child birth - 2, Marriage and other ceremonial occasion like funeral expenses - 3, Legal expenses - 4, Education - 5, Production purpose for raw material live stock - 6, Purchase of Land/Construction of house - 7, Repayment of debt - 8, others (Specify).

**Column 7 - Source:** Commercial Banks - 1, Gramaena Banks - 2, Co-operatives - 3, Master-weavers - 4, Money lenders - 5, Relatives/Friends - 6, Others (Specify).
IV. Particulars of inputs:

<table>
<thead>
<tr>
<th>Type of input</th>
<th>Quantity required per month/ consumed</th>
<th>Source of inputs</th>
<th>Available with in easily</th>
<th>Available outside not easily</th>
<th>Purchased independently</th>
<th>Given by Master weavers</th>
<th>Given by Co-operatives</th>
<th>Given by</th>
<th>Value of the input</th>
</tr>
</thead>
<tbody>
<tr>
<td>S.No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td>8</td>
<td>9</td>
<td>10</td>
</tr>
</tbody>
</table>

b. Problems relating to raw materials

1.
2.
3.
4.

c. Opinion of the respondent on the price of raw materials.
### XVI. Production particulars

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Type of Cloth produced</th>
<th>Raw material used</th>
<th>Units prepared</th>
<th>Wage per unit</th>
<th>Price of the item per unit</th>
<th>Total production in meters</th>
<th>Value of production in rupees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Col. 3 - Y - Yarn  C - Colours  E - Chemicals
Marketing of goods

1. Where do you sell your product?
   a. Local Market  b. Non-Local Market

2. Method of Marketing goods:
   a. Selling to the customers
   b. Selling to other shops in wholesale and retail
   c. Government agencies

3. Whether the demand for his products is adequate? Yes/No
   If not reasons:
   a. 
   b. 
   c. 

4. Do you feel any difficulty in marketing the produced? Yes/No
   If yes mention the difficulties:
   a. 
   b. 
   c. 

5. How do you fix the prices of the goods produced by you?

6. Do you sell the produced on credit basis? Yes/No
XVIII. Please explain the problems you are facing in continuing with the present activity.

Nature of the Problem

1. Institutional Financing
   a. High rate of interest
   b. Too many formalities
   c. Influence required
   d. Security to be furnished

2. Raw Material(s)
   a. Quality
   b. Quantity
   c. High price
   d. Finance
   e. Terms

3. Infrastructure
   a. Not good
   b. Expensive
   c. Not available
   d. Any other

4. Marketing
   a. No Demand
   b. Not remunerative
   c. High transport Costs
   d. Highly competitive
   e. Any other (specify)

5. Labour
   a. Scarcity of skilled labour
   b. High wages
   c. Not productive
   d. Any other (specify)
5. Loan
   a. Not or partly
   c. Easily obtainable
   d. Any other (specify)

6. Health
   a. Major
   b. Minor

7. Production
   a. Non availability of Raw Material
   b. Financial problems
   c. Labour problems
   d. Technical Problems
   e. Official delays like loan sanctions etc.
   f. Any other (specify)

XIX.

1. Are you planning for expansion of unit
   If yes, the nature of expansion

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Addl. Capital Required (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Adding new products (specify)</td>
<td></td>
</tr>
<tr>
<td>b. Mechanisation of processing</td>
<td></td>
</tr>
<tr>
<td>c. Mechanisation of weaving</td>
<td></td>
</tr>
<tr>
<td>d. Adding additional looms</td>
<td></td>
</tr>
<tr>
<td>(No. required)</td>
<td></td>
</tr>
<tr>
<td>e. Improvement of existing looms</td>
<td></td>
</tr>
<tr>
<td>and tools</td>
<td></td>
</tr>
<tr>
<td>f. Maintain stock of raw materials</td>
<td></td>
</tr>
<tr>
<td>g. Maintain a retail shop</td>
<td></td>
</tr>
<tr>
<td>h. Others (Specify)</td>
<td></td>
</tr>
</tbody>
</table>

2. Are you facing any problems in executing your plan? Yes/No
   If yes, What are they?
3. Do you need any technical assistance?
   a. For improvement of looms and other equipment  Yes/No
   b. Designs  Yes/No
   c. Training of personnel  Yes/No
   d. Marketing facilities  Yes/No

4. If you do not like to expand your unit, do you want to
   a. Continue the existing state of operations
   b. Reduce the state of operations.
   c. Wind-up the business

Miscellaneous:
1. Instead of a rebate given to the consumer do you prefer supply of yarn by the Govt. at subsidised prices?  Yes/No

2. Do you feel the growth of powerlooms offering a threat to the handloom industry?  Yes/No

3. What are in your opinion the main reasons for the recent crisis in the handloom industry which led to the starvation deaths in many districts of A.P.

4. What remedies do you suggest to overcome them?

5. Do you feel the reservation of certain items to the handloom industry protect the interests of handloom weavers.
   a. Yes
   b. Yes to some extent
   c. No
   d. Can't say
6. What are the facilities the Govt. offering for the benefit of weavers?

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Utilised</th>
<th>If not utilised</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes/No</td>
<td>reasons</td>
</tr>
</tbody>
</table>

7. Do you like your children to enter into the line of textile activity?

If No, state the reasons

8. Kindly feel free and give any other information which you think useful to the study.