CHAPTER I

ANDHRA PRADESH STATE HANDLOOM
WEAVERS’ CO-OPERATIVE SOCIETY
LIMITED, HYDERABAD (APCO)-
AN INTRODUCTION
Nowadays, the much prophesed Techniques of large scale production are emerging fast as a result of the High-Tech Revolution. In India it is widely debated whether we would be able to push through the so called out-model tool of production - Handloom - in the days to come in the face of stiff competition from the mechanised sector and in the light of fast changing fashions and social and cultural values.

In India the age-old hand weaving industry has been carried on for centuries as a family tradition by weaver artisans. With the advent of machine Age the handloom-industry received a setback and the plight of handloom weavers became rather miserable. Soon after India became independent, many measures were adopted by the Government for placing this time honoured cottage industry on a sound economic footing.

Though, the handloom industry has a long tradition with rich cultural heritage and background, as an industry it could not, however, make much headway as a well organised sector of Production expected of it. However, it has been maintaining and glorifying the culture of the region and has become a subsidiary occupation contributing to the socio-economic development of the state.

The major problem of Handloom industry has been the marketing of its products. The individual weavers and even the units of Handloom co-operative societies have been facing the problem of marketing their handloom products. Hence, the Apex handloom co-operative societies were constituted mainly to overcome the marketing problems of handloom products. The Apex societies like Andhra Pradesh State Handloom Weavers' Co-operative Society, popularly known as APCO have been undertaking various activities to promote the growth of handloom industry, more specifically the development of handloom weavers in Andhra Pradesh.

1.1 APCO AND ITS IMPORTANCE

The Andhra Pradesh State Handloom Weavers' Co-operative Society Limited, is deemed to have been registered as a cooperative society under Andhra Pradesh cooperative societies Act and its area of operations extends to the entire state of Andhra Pradesh. Andhra Pradesh
State Handloom Weavers' Co-operative Society Limited, (APSHWCSLTD) popularly known as APCO is an Apex weavers' society in the state. Started in 1976, this Apex society became a federation of all primary weavers' co-operative societies. In otherwords, cotton, wool, silk weavers' co-operatives have been organised at the primary level and APCO is formed as an Apex Society to look after the affiliated primary societies in the state of Andhra Pradesh. Thus, APCO emerged as a central organisation of Primary Handloom Weavers' Co-operative Societies in the state.

The important and significant objectives of the APCO are to serve and function as a State Level Apex Society for Cotton, Silk and Wool handloom weavers and their primary societies, to organise the handloom industry on commercial lines in Andhra Pradesh and selected areas in the other parts of the country and to expand and develop the market for handloom fabrics. APCO makes arrangements for the training of weavers, sponsored by the member societies in improved methods of weaving (latest techniques) and also for training its own employees in Sales Promotion Techniques, business administration, book-keeping and account maintainance etc.,

APCO has been rendering service by purchasing handloom products from the affiliated Primary Handloom Weavers' Co-operative societies and selling them in the state and all over the country through its wide net-work of handloom fabrics show-rooms. Thus, APCO has been popularising the handloom fabrics varieties of Andhra Pradesh in various parts of the country. Nowadays, APCO is considered to be one of the leading Apex Handloom Co-operatives in the country and it has been displaying concentrated growth during the past two decades in respect of providing employment and income to its member societies.

Various steps have been initiated by this Apex society to ensure accelerated growth. They include a) steady supply of inputs like yarn to the affiliated Handloom Weavers' Societies, b) procurement of cloth from the primaries in a more systematic manner, c) arranging for the production of controlled varieties of handloom clothes like sarees and dhoties, for supplying the rural folk and people living on low budget, at subsidised cost d) opening of sales outlets in centres not covered earlier in the state as well as other states like Tamilnadu, Karnataka and Delhi.
Further, APCO has been supplying handloom fabrics to salaried employees on credit basis and catering to the needs of cloth consuming departments and local bodies. Handloom goods are being exported to traditional and non-traditional markets of the countries in East and the West alike and arranging for the production of handloom polyester and blended fabrics. APCO has been extending technical assistance to weavers' in the co-operatives to enable them to undertake production of new varieties of handloom cloth in good designs, textures and colour combinations to suit the changing tastes of consumers.

All these efforts yielded good results and the number of affiliated Handloom Weavers' Co-operative Societies in the State increased considerably. This made the Government to realise the importance of handloom products and extend its full support and protection to handloom industry in the state. The Handloom development programmes implemented by the Government indirectly contributed for the growth and development of APCO. For instance, the schemes of subsidy offered to the production of Janatha Sarees and dhoties, provision of share capital to Weavers' Co-operatives, sanction of Rebate on cloth sales etc., have been facilitating the faster development of the Apex Society. Further, the continued patronage of people enabled APCO to make rapid strides of progress year after year since its inception in 1976. APCO has been in the service of weavers on one hand and customers on the other ensuring the growth of production and distribution of handloom fabrics.

An Apex Body like APCO is necessary for organising the primary weavers to save them from the clutches of master-weavers' and money lenders. The members of the weavers cooperative societies get easy accessibility to market by selling the handloom products to APCO and enjoys the market benefits in this regard. With the help of Apex Society, the primary societies, with in its area of operation, provide the required yarn, dyes etc., to its members at reasonable prices.

APCO's procurement or production programme helps the weavers' in securing employment and earning income from primary societies. The Apex body assists its affiliated members in mobilising working capital and necessary finance from Financial Institutions like
NABARD and central co-operative Banks. Further, it helps its members to secure subsidy, grants and loans from both the State and the Central Governments.

The primary weavers' co-operative societies in the state at grass roots level are being protected and safe-guarded by the Apex body. APCO encourages the handloom production in the co-operative sector by procuring the handloom-cloth produced in a big way and by ensuring them prompt payments for the purchases made. The Apex society assists the primaries in production by training them to form the required design, colour combination and technical assistance, which it gets in-turn from the weavers' service centres. APCO undertakes the market surveys, studies the demand conditions and procures from the primaries the widely demanded products and sells them through its wide net work of APCO sale units to the best advantage of the organisation in general and the industry in particular.

Implementation of the Janatha scheme provided large scale employment to handloom weavers throughout the year and at the same time served the clothing needs of the common customers living on low incomes in our state until the scheme was abolished. APCO has been attempting to ensure the welfare of the handloom weavers by implementing state/central Government schemes such as modernisation of looms, Thrift fund-cum-savings scheme, security scheme and Work-shed-cum housing scheme etc.

APCO has been helping to boost the sales of handloom products with product diversification and has introduced the scheme of sale of handloom cloth on credit basis to the salaried employees of the Government and public undertakings. Apart from the sales through show rooms against cash, APCO has been allowing the sales of livery goods to various Government departments and local bodies. Further, the fascinating and prestigious APCO handloom products are exported to foreign markets. Thus, the increase in the sale of APCO products resulted in sound-economic footing of the Apex body which in turn benefits the weavers' societies.

In its efforts to promote customer awareness APCO participates in the National Handloom Expos, Viswakarma Exhibitions and Festival of India Exhibitions. They attract the public because
the best of handloom products of our state are displayed and thereby create awareness in other countries and states about our traditions in hand-weaving. Thus, APCO, with its wide network work of sales units with in the state and outside the state, has acquired the capability to penetrate into the competitive market with a wide range of fabrics.

The State Government recognised the importance of APCO and the vital role played by the Apex Body in the Co-operative handloom sector. Government has been extending marketing support to various projects and schemes of APCO which includes Rebate scheme, Janatha cloth scheme, weavers' welfare scheme, training scheme, supply of yarn to its members, and handloom expos etc., Further, Apex body has been receiving assistance generously from Government of India, State Government, National Co-operative development corporation and National Bank for Agriculture and Rural development for the growth and development of the organisation and in turn the handloom co-operatives are deriving the benefits from various schemes implemented by the Apex Body.

APCO is considered to be the most suitable and appropriate instrument to organise weaver artisans to undertake productive activities in the state. It is noted that the 'co-operatives' combining the merits of both public and private sectors, maintain separate identity as independent organisations of rural people based on the criteria of mutual-help and derive common-benefits. Thus, the handloom co-operatives, like the Apex body, attain greater importance in these days to serve the country on co-operative lines.

In the context of clothing, one of the two basic necessities of man the production and distribution of handloom-products attains greater significance. From its inception, APCO has been embarking on this aspect and it has been catering to the clothing needs of people in our state. APCO has been serving the weaker sections of the society in many ways. It is worth to be noted that, at the instance of the Government, several times APCO supplied sarees and dhoties to cyclone victims in the coromandal coast during the past two decades. APCO's importance can be better known by the implementation of the controlled variety cloth scheme specially formulated by the Government of Andhra Pradesh. APCO has been supplying Janatha sarees and dhoties
to white card holders in the state at a price equivalent to half the cost of production of these clothes.

It is true that weavers are required to work with many hazards, for instance, non-availability of raw materials, financial handicap, marketing bottlenecks etc., APCO emerged as a saviour of the plight of weavers and rescued them by ensuring membership of co-operatives and safeguarding their interests by sponsoring various Governmental schemes for the development of the handloom industry. Thus, APCO emerged as a better co-ordinating Agency and intermediary body playing a very significant role paving the way to overcome many of the problems of an un-organised sector.

Keeping the traditional name and fame, both in respect of production and export of certain varieties of handloom cloth, APCO has been maintaining its reputation by earning huge amount of foreign exchange. Thus, the over all development of the co-operative handloom societies in the state is due to the pioneering work made by APCO as an Apex-body at state level.

1.2 OBJECTIVES AND SIGNIFICANCE OF THE STUDY

In Andhra Pradesh the handloom industry is considered to be the largest cottage industry providing employment opportunities to about 30 lakhs people. Nearly 6.8 per cent of the handloom weavers' societies are in the co-operative fold. Over the years, APCO emerged as one of the leading Apex handloom-institutions in the country with a record of service to about one third of a million artisans working in the co-operative field affiliated to it. APCO had a few model production centres spread all over the state till the end of 1980. From 1st January 1981 all the model production centres were converted into weavers' co-operative societies.

APCO is educating the weavers', through its member primaries, on the advantages of improved methods of production to suit the changing tastes and fashions of consumers and thereby to improve the quality of handloom cloth. The distribution network of APCO consists mostly its own outlets of retail sale. A major part of the sales of APCO are on cash basis and Government employees are permitted to purchase on credit. Further, APCO's Handloom products are sold to Government department known as livery sales -dress uniform to employees.
APCOs’ handloom exports have become an important source of foreign exchange to our country. APO exports its products to Netherlands, the United Kingdom and the United States of America. Export wings are at Hyderabad, Madras, Bombay and New Delhi. Thus, APCO’s handloom products acclaim the public response not only in our state but also in abroad. APCO has been popularising the handloom fabrics’ varieties of Andhra Pradesh very successfully due to its vast and enlarging network in the country.

The importance of APCO in the Andhra Pradesh is paramount due to the fact that it is an Apex society of the primaries in the state, which looks after the production, procurement, distribution of handloom products. Further, APCO created vast employment potential in the rural sector, indirectly to the handloom industry, through its production programme. APCO itself provided employment to 1823 persons in their establishments in its network system. Thus, the Apex Handloom Weavers’ Society, - APCO ensures the healthy growth and functioning of the affiliated primary Handloom Weavers’ co-operatives in our state.

In this context, the present study is an effort made to analyse the structure, performance and growth of APCO with particular reference to APCO units in Anantapur district. This study sounds relevant and hopefully enables us to have an insight into the problems and prospects of handloom industry in Andhra Pradesh.

OBJECTIVES OF THE STUDY

The central objectives of the present study are

1. to review the development of handloom-industry in relation to co-operation.
2. to examine the structure and growth of the Andhra Pradesh Handloom Weavers’ Co-operative Society Limited as an Apex body at the State Level.
3. to assess the sales and financial performance of the Andhra Pradesh State Handloom Weavers’ Co-operative Society Limited in Anantapur district.
4. to identify the factors retarding the growth of APCO and to explore the possible means to mitigate the effects of these factors and
5. to suggest measures to improve the performance of Andhra Pradesh State Handloom Weavers' Co-operative Society Limited.

In the light of these objectives the present study attempts to examine various problems beclouding the growth of the Handloom Weavers' Cooperative Society Limited in Andhra Pradesh and Anantapur district. The basic information and public opinion available on the functioning of APCO enabled us to formulate the following set of hypotheses.

HYPOTHESES

1. APCO helps in the development of primary weavers' societies in the state.
2. The sales of APCO are related to the quality of the products marketed by it.
3. The sales performance is influenced by the structure of the market and the organisation of APCO and
4. The rebate and subsidy schemes help promoting the sales of APCO

In this study it is attempted to assess the growth and performance of APCO besides verifying the above mentioned set of hypotheses. For this purpose, data relating to APCO at the state, district and unit levels are collected and the period of study is confined to 1976-95.

1.3 METHODOLOGY AND SCOPE OF THE STUDY

APCO is formed to organise the Handloom Weavers' Societies and to market the finished handloom products through its wide net work both within the state and outside the state. However, the present study is confined to examine the growth and performance of APCO, the Apex Body, in Andhra Pradesh state, with particular reference to Anantapur district.

The historical background and the problems of APCO at the state level and district level are discussed to have an understanding of the problem by making a temporal analysis pertaining to the physical and financial performance of APCO including revenue, expenditure and sales operations of the state, district and the selected APCO units in Anantapur district.
It is attempted in this study, in the main, to assess the performance of APCo at the micro level namely the retail sales units in Anantapur districts from the year of formation of APCO in Andhra Pradesh. A census of APCO emporiums in Anantapur district is prepared and these are stratified on the basis of geographical area. Using the Area sampling technique 5 strata have been selected for survey. Further, one emporium from each of the selected 5 divisions, preferably large sized and heavy sale units are selected for survey.

For the purpose of assessing the performance of APCO at the micro level a survey is conducted at the selected APCO units in Anantapur district. Three schedules of questions are prepared and the managers of the selected units, customers purchasing APCO fabrics on cash and credit basis are interviewed during October-December 1995 and their views and opinions are recorded for analysing the performance of APCO at the micro level.

DATA BASE

The important sources of data and information are the Annual Accounts, Transaction statements, contingency register and other records of the selected APCO units in Anantapur district. The revenue and expenditure data of the selected units are collected from their Annual Audit Reports, petty cash statements, variety-wise stock lists of Anantapur, Guntakal, Hindupur, Tadpatri and Kadiri emporia. Anantapur district Gazetteer, Mandal Revenue office records are also consulted to collect data and information relating to the towns in which the selected units are located.

Equally important sources of data collection are the Annual Reports of APCO, Computer files and other office records of APCO Head office, Hyderabad. Data relating to Anantapur district are collected from the Annual Audit reports of the APCO Divisional Marketing office, Anantapur and Kurnool.

The Five year plan documents of Government of India and Government of Andhra Pradesh are referred to present a brief review of the handloom industry and the progress of APCO during the Five year plan periods in India and Andhra Pradesh. APCO publications, other published
material and the books and Journals available in several university libraries are also made use of to present the historical background of the handloom industry and APCO.

All data collected are collated and arranged in suitable tables, diagrams and graphs. Statistical tools such as ratios, compound growth rate, secular trend, Net profitability ratio etc., are employed to draw meaningful inferences. Lorenz curve technique exhibiting the inequalities in the sales and revenues of the selected APCO units during 1976-95 is used. Further, the factor analysis introduced by B. Fruchter is employed to study the affinity between the units and to group them into clusters on the basis of selected indicators.

CHAPTER SCHEME

The present work is organised into six chapters followed by a select bibliography.

The introductory chapter presents the theme selected and highlights the importance of APCO in the context of Co-operative organisations. It also summarises the set of objectives and the hypotheses to be verified in this study. Further, it presents a brief review of literature on the theme and outlines the scheme of methodology adopted to treat the data to draw inferences.

The next chapter reviews the growth of handloom industry and APCO during the Five Year Plans period in India and Andhra Pradesh.

The third chapter summarises the features of Andhra Pradesh state and presents a clear picture of the growth and structure of APCO at the state level.

Chapter four outlines the physical features of Anantapur district and analyses the progress of APCO in Anantapur district.

The fifth chapter deals with the functioning of selected APCO units and also investigates into the sales and financial performance of the selected APCO units in Anantapur district.

The last chapter presents the results of the survey and the findings of the study besides a set of suggestions to improve the functioning of APCO.
1.4 Review of Literature

Although, the history of the handloom-industry dates back to some thousands of years, literature and statistics are not adequately available about the handloom sector in our country. However, important works carried out by some experts and researchers on various aspects of the progress of handloom industry in India are reviewed here under.

Prof. N.G. Ranga’s work on “The Economics of Handloom Industry” (1925-26) reveals that in the Mungari system, where the master weaver supplies the inputs and extracts the work from the weavers on payment the monthly earnings of the weavers were Rs. 8.0 to 25.00. However, in a majority of the cases the income was not sufficient to make both the ends meet. Hence the weavers were heavily indebted leading to stravation deaths also.

Further, the study presents a summary of the important handloom centres of production, structure of the markets, earnings and expenditure of the weavers in Andhra Pradesh. It is pointed that most of the workers were exploited by master weavers and hence a proper system of Trade-Boards was urgently needed to safeguard their interests and to provide better and common workshop facilities to make it possible for the women members to take part in this work.

The Research work of R.G. Kakade on the “Socio-Economic survey of weaving communities in sholapur” (1946) is a comprehensive and detailed study of handloom industry of Sholapur, one of the prominent places of handloom industry in India. The study describes how the handloom industry was facing the competition from the powerlooms and Mills and offers valuable suggestions to protect the handloom industry from the mills and power looms.

The 1958 survey conducted by the National Council of Applied Economic Research of India on the economics of handloom industry estimates the degree of under-employment and gives an account of the assessment of cost-structure, production potential of the industry, organisational and financial problems of the industry in five districts of Karnataka state. It points out that the subsidies, rebates and other sorts of protection extended to the handloom industry were short-term remedies and the permanent solution to the problem lies in strengthening the cooperative system.
R.N. Saletore in his book, "Early Indian Economic History" examines the economic history of handloom industry in India and describes in detail the nature of handloom sector as a part of life in the rural India.

In his book "Management of handloom Cooperatives- Policies, Programmes and perspectives", S.B. Rao analyses various aspects of handloom weaving and examines the marketing of handloom products and organisation at grass-root level in this sector. Further, he examines the marketing of handloom fabrics by cooperatives.

"Handloom Industry in Varanasi", a research work of A. Zahir (1966) emphasised the need for encouraging the handloom industry of Varanasi as it absorbs a significant section of the community that would other wise remain un-employed, and produces a specialised and district type of handloom products, having wide internal and foreign markets. He advocates that the societies must be run on the lines of a business organisation with trained and experienced persons at the helm of affairs. The author concludes by saying that any phased programme of development technological, structural or other-wise is directly linked with the general upliftment of the weaver community.

"Handloom Industry in Karnataka", a research work of Angadi (1976) a study of Handloom and powerloom industries of Bijapur district in Karnataka State analysed in detail the economic, techno-economic and non-economic aspects of the industry in relation to organisation, size equipment, capital, output, labour, income, pricing, market, finance, debt etc., along with family budgets. The study further points out that the indebtedness of weavers demoralised the weaving communities. According to this study the monthly income of the house hold was less than Rs 100/- in 1976 and almost all workers suffered from malnutrition.

J.D. Batra in his work on the "Protection for the Handloom Industry", reiterated the need for strict implementation of reservation policy by the Government.

S. Arasarathan in his article on "Weavers, Merchants and Company - The Handloom Industry in Southern India 1752 - 1790", narrated the historical facts pertaining to the industry
with special reference to marketing aspects, looms tax, and socio-economic backwardness of weavers during 1750-1790 etc.

T. Yagaiah in his work on the "Handloom Industry in India," emphasised the importance of strong Cooperative system and strongly advocated that all the weavers should be brought under the cooperative-fold.

K.N. Venkatappaiah’s “Progress and Problems of Handloom Weavers’ Cooperatives in Karnataka State” mentioned that the prime factor in the production of handloom fabrics was the supply of raw material to the weavers at controlled rates.

In his article entitled “Role of Handloom Boards in the development of Handloom Cooperatives” Chowdary Ram Sewak, opined that the cooperative weavers’ societies must be provided adequate amount of working capital to provide full-employment to the members of the weavers’ societies.

S. Borthakur in his paper on the "Role of Cooperatives in Handloom Industries," (1980) examined the significance of cooperatives in the Handloom sector and observed that cooperatives have the potentiality and strength to improve the economic conditions of the weaker sections of the society.

HVR Athre in his paper on “Handloom Industry” feels that, to improve the industry, weavers are to be trained for weaving special varieties of clothes and argues that the cooperative societies must be strengthened to function as clearing houses of stocks. He also pleads that liberal credit facilities should be given to societies.

T.S. Srinivasan in his article on “Handloom Industry -Looking for a new deal” states that the Government should frame rules for maintaining concrete and definite relationship between composite mills, powerlooms, handlooms, and the man-made fibre textile mills.

L.C. Jain in his paper on “Handlooms face liquidatitlon- powerlooms mock at Yojana Bhavan” expressed the view that the Powerloom Industry was eating away the market reserved for the Handloom Sector.
S.T. Surendra's research work (1984) "Cooperatives in Andhra Pradesh." covers such aspects as growth, organisational structure and effectiveness of weavers' cooperative Societies, production, marketing, finance and functions of the Apex weavers' cooperative societies apart from the socio-economic survey of the weavers of Mahaboob Nagar district.

S.L. Kukreja in his article 'Co-operativisation programme in Handloom Sector' (1984) felt that Cooperative Sector, should be strengthened and advocated that the existing programme of assistance to primaries and Apex Handloom weavers' cooperative societies should be continued as per the recommendations of the Sivaraman Committee.

C. Lakhman in his work on the "Janatha Cloth Scheme in the Handloom Sector in Tamil Nadu - constraints in implementation" highlights the significance of subsidy towards Janatha Cloth Scheme and also examines the problems faced by the handloom sector in the execution of Janatha Cloth Scheme. He suggests various measures for the effective implementation of the Janatha Cloth Scheme in the State of Tamil Nadu. In another article "Export Performance by Handloom Industry in India," the same author explains the composition of Exports and examines the International Agreement on the export of handloom products and suggests various measures to improve the export potentiality of the Handloom Sector in the country.

Dr. Dakshina Moorthy and Anjaneyalu in their article "Handloom Cooperatives in Andhra Pradesh - A face lift" Pointed out the significance of the handlooms in the countryside of Andhra Pradesh and analysed the growth and development of Handloom Cooperatives in Andhra Pradesh.

They also examined the role of NABARD in financing the Handloom Cooperatives in their paper on "Financing Handloom Cooperatives - NABARD." and remarked that weavers' cooperatives have to utilise properly the finance provided by the NABARD. They suggested to strengthened the primary societies at the grass root level.

Nagen C. Das in his research work on "Development of Handloom Industry - Organisation - Production - Marketing" (1986) explained in detail the historical background of the origin and development of Handloom Industry, its relevance to the State economy, organisation of
handloom-industry in cooperative and non-cooperative sectors, production inputs, output, marketing, finance and modernisation of handloom industry etc. Focusing on the marketing problems of the handloom cloth he said that individual weavers were mostly in a disadvantageous position for marketing their produce. At times they are forced to dispose of their products through distress-sale. The researcher had the opportunity to acquaint himself with the nature of marketing problems faced by the individual weavers. It was stated that some weavers, because of their indebtedness to village traders or financiers and mahajans, were required to sell their products at throwaway prices. The author suggested that a comprehensive plan highly desirable for the industry and that it should embrace all the aspects of handloom production, promotion and development.

The research work of Mahapatro, "Handloom Industry of Orissa" (1986) is the first of its kind in the State of Orissa. This study examined the relevance of Industry to the economy of the state, scrutinized the general characteristics of the Industry and presented the capital and organisational structures of the Industry. The major problems faced by the industry had also been pinpointed and the study envisaged a planned programme for a gradual technological change.

Dr. B. Sudhakar Rao and others study on the “Employment factor in Handlooms” (1986) attempted to estimate the under-employment and un-employment prevailing among handloom weavers. The study throws light on existing institutional support such as the supply of raw material, credit, marketing of fabrics etc., needed for the overall development of handloom industry. It suggested various measures, both policy and programme related, necessary to safeguard and strengthen the employment factor in the industry.

B. Saranapani’s research study (1987) “Organisational Pattern and levels of living of Handloom Weavers - A study in Coastal Andhra Pradesh," explains the organisational pattern of the industry and levels of living of handloom weavers. According to this study the incidence of poverty is more among the coolie weaving households. Weavers in cooperative societies had better prospects for development in terms of their earnings in the study area.
The project work of S. Hariharan (1989) “Handloom Industry in Tiruchy district, Tamil Nadu,” explains the important contributions of the handloom industry in terms of employment and earnings of foreign exchange to the country. The report states that though the industry has been growing, the rate is not fast enough and it has to be improved. It was admitted that there are possibilities for the production of new varieties of sarees and shirtings in the industry and the encouragement on these lines must be given priority along with promoting the skills of weavers, making the new designs for the sarees etc.,

The research work of Sri K. Venkata Subalakshmi (1992) “Socio-economic conditions of Handloom Weavers in Cuddapah district of Andhra Pradesh”, analyses various aspects of the socio-economic conditions of Handloom Weavers in the study area and suggests various measures to improve the conditions of Handloom Weavers in the cooperative sector.

The 'ACPO Year Book 1988' gives a vivid account of various aspects of growth and development of Handloom Sector in the country and also in Andhra Pradesh. It also deals with the organization, expansion and development of APCO in the state of Andhra Pradesh besides highlighting the problems faced by the industry.

Dr. Akurathi Venkateswara Rao’s book on “Directory of Hand Weaving Industry of India” outlines various measures taken by the Government of India for the upliftment of the Handloom Industry. It analyses the historical background of the handloom industry and the crisis in this sector and gives an account of various Handloom Boards established by the Government. Another book 'Chenetha Darshini' by the same author describes the cultural heritage of our handloom products and the outstanding contribution made by the well-known weaver leader Sri Pragada Kotaiah for the development of the Handloom sector in Andhra Pradesh.

In his writings19 “Marketing strategy for handloom industry” (1989), “Rebate, Subsidy and discounts on sale of Handloom goods by co-operatives and show room display” and “Marketing strategies for shuttle craft Merchandise” Dr. Akurathi Venkateswara Rao, The Chief Research and Development Officer of the APCO, explains various methods to promote the marketing of Handloom products at the grass-root level. He also explains the changing marketing trends and
the changing preferences of the consumers towards handloom products. The author points out that show room display and salesmanship abilities are both important to attract the customers.

The monographs20 ‘The Voice of Handloom’, ‘Whither Handlooms’, ‘The plight of the Handlooms’, ‘Fair deal to Handlooms’, ‘Handlooms Crave for Justice’ , by M. Somappa, Weavers’ Cooperative Society Ltd, Yemmiganur gives a detailed account of various types of crises the handloom industry had undergone at different times and opposed the idea of converting handlooms into powerlooms. In his paper21 on ‘Utilise capacity of Handlooms in Full.‘ M. Somappa observed that the potentials of the handloom industry are not exploited fully due to shortage of supply of raw material and competition from mills.

In his two monographs22 “Self-employment solves un-employment” and “Wither Handlooms” Pragada Kotaiah highlighted the constructive contribution made by the handloom sector and also explained in detail the problems faced by the industry and offered remedial measures. In his paper on “Don’t kill the Handlooms”23 the same author described the difficulties of the handloom industry during 1956-66 and rightly pointed out that while handloom industry was starving for want of finance and raw materials, it was unjust to provide finance to the powerlooms industry.

“What Ails the Handloom Industry” another paper24 by Pragada Kotaiah, asserted that due attention was not paid to the productive capacity of handlooms over the years and called for taking up suitable steps to promote the development of the handloom industry. In another paper25 he described the handloom industry as “Motherless Child”. He felt that the competition between Handloom and Powerloom industries was acute and hence suggested that certain items of cloth production should exclusively be reserved for the handloom-industry.

REFERENCES:


2. Andhra Pradesh Societies Act 7 of 1964 read with Sec. 3(2) (b) of the Andhra Pradesh State Handloom Weaver’s Co-operative Society -(Formation) ordinance No.14 of 1976.


