Preface

The handloom industry occupies a unique and vital position in the socio-economic and cultural life of people of Assam. It is a well known fact that the industry has attained high degree of excellence centuries before machines were invented to produce cloths. Despite possessing a glorious tradition, the handloom industry has reached a phase of stagnation at Sualkuchi, to be more precise. The reasons that come up while trying to understand the cause of deterioration are lack of proper planning, a conscious effort to develop the industry commercially, inadequate of technological sophistication and infrastructural facilities. Now not only at Sualkuchi but in other places of Assam also the weaving occupation has been adopted by both men and women. The development of the industry will strengthen the rural economy in general. To achieve this position, an environment should be formed to create and spread awareness about the economic position that can be gained for the State and the country. It is worthwhile to mention that no other industry in small-scale industries sector has drawn so much attention of the government as the handloom industry, both at the national level as well as at the state level. Keeping this in view an evaluation of the state policy towards handlooms has been modestly attempted.
This research work is the outcome of the study I have undertaken to know and understand the different marketing problems of handloom industry at Sualkuchi and the people involved with it. This simple study might not be adequate to cover all the gaps about handloom industry. However, it is sincerely expected that the study will provide necessary information to concerned agencies for the development of the handloom industry.

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