CHAPTER – VII

FINDINGS, CONCLUSIONS & SUGGESTIONS
The aim of this chapter is to present in brief, findings and conclusions that were emerged from out of the analysis of this study and to submit certain suggestions there for.

In recent years, handloom weavers have been facing crisis – they are not getting work and proper compensation. While many analysts blame the government policies for this situation, there is no denial that there are other factors even. Fundamental among them is the improper response of the handloom sector to the modern and dynamic markets.

As the modes of handloom production have changed, so are the relations of production. Handloom weaver has been alienated from her/his known abilities to create, because of the imposition from the investor. As competition grew from mills and power looms, handloom investor became more cautious in terms of taking risks. With a boxed attitude, investor’s response to the market needs have been inverse slow and incremental.

Understanding of markets is necessarily low in the handloom sector, and among the people who control production. There are few studies which try to link up the problems of marketing with the production. As a result, there are no policies or schemes which address such issues. Within the sector, no organization or platform has addressed such issues. It was either reduced to a cog in the system. However, everyone blames the handloom weaver for the problems in marketing. This is not true; studies should be able to establish the actual factors behind each problem in handloom sector.

Being a traditional industry, handloom production is bound by traditions and set of values. It continues to be home-based, family production with the involvement of almost all the family members. Role of women is very high, though their potential is not utilized to the maximum owing to the practices and traditions. Equally, markets have been harsh on the handloom production. With no regulation whatsoever, handloom producers do face losses from different dimensions–unfair
competition, theft, debauchery, etc. These losses are typically passed to the handloom weavers, especially cutting down their wages or returns. Thus, everyone is happy with an unfair market system, except the handloom weaver. Unfortunately, the same person is blamed for the depressing situation in handloom markets.

Objectives of the Study

The main objective of this study is to assess the problems and performance of the Primary Handloom Weavers Cooperative Societies in Prakasam District of Andhra Pradesh, and the contributions rendered by the Government of Andhra Pradesh, Andhra Pradesh Cooperative Society Limited (APCO) and the Directorate of Handlooms and Textiles, especially for the promotion of Production and Marketing and implementation of various handloom schemes.

The objectives can be summarized as listed below:

1. To appraise the general working conditions and profile of the sample primary Handloom Cooperative Societies, in Prakasam District of Andhra Pradesh.
2. To assess the problems and performance of production and marketing practices of the Primary Handloom Cooperative societies in Prakasam District.
3. To appraise the Governmental support to the handloom sector and Primary Handloom Cooperative societies in Andhra Pradesh
4. To examine the contribution of the Directorate of Handlooms and Textiles, Prakasam District, for the development of Handloom sector.
5. To forward certain suggestions for the effective development of the handloom sector.

Statement of the Problem

In spite of the rich heritage of handloom sector in India, in Andhra Pradesh is not in fair and encouraging due to multifarious reasons.
Despite several measures taken by the government by the way of support and direct financial assistance to the handloom weavers, they are suffering miserably due to myriad problems and are sustaining continuous losses. These problems include improper supply of raw material, price hike in yarn, lack of proper marketing facilities, lack of market awareness and promotion, lack of proper financial resources, involvement of middlemen, competition from mill and power loom products, lack of modern technology, lack of prompt timely support from the government and other allied agencies and so on.

It is a well-known fact that the handloom weavers in some parts of the state are starving and even commit suicides, due to lack of facilities as well as disproportionate earnings corresponding to their labour in the weaving activity. The standard of living of the weavers is significantly low and they suffer from unemployment and underemployment. This situation prevails everywhere in our country. Prakasam district, which is chosen for detailed research study, is no exception to this situation. This pathetic condition of handloom industry in Prakasam district demands a thorough investigation into the problems confronting handloom weavers and suitable measures to plug the loop holes.

**Need for the Study**

Present handloom cooperative societies in Prakasam district are facing lack of management, acute production and marketing problems. A majority of them are struggling hard to survive and labour weavers have become bonded labourers, Prakasam district of Andhra Pradesh has much economic importance and the fabrics are being exported to various countries. The weavers in Prakasam district are facing multiple problems in the production and marketing of their fabrics. Competition of mill or power loom products, unfavorable climate conditions, and their poverty and under employment also has enhanced the problems of weavers. So far as the researcher's knowledge is concerned no organized study has been made in Prakasam district where handloom weaving is popular. In
addition the researcher hails from Prakasam district itself and therefore is familiar with men and matters pertaining to the industry. Owing to several constraints, the study area is confined to Prakasam district only.

**Database**

The following methodology is adopted to achieve the above objectives. Both primary and secondary data sources of information are used to carry out the present study. The Primary data are collected by interacting with the Board of Directors and member Weavers of various Primary Handloom Cooperative Societies. Proper care was taken to explain to the cooperative societies all the aspects in the schedule to elicit truthful and unexaggerated feedback from them. A questionnaire was prepared and administered to the handloom weavers and the Board of Directors to ascertain their perceptions. The schedules were pre tested before conducting the field survey.

The secondary data were collected from 2002-03 to 2008-09. The relevant data are collected from the offices of the Development commissioner for Handloom, New Delhi, India and Government of Andhra Pradesh, the Director of Handlooms and Textiles Hyderabad, Assistant Director of Handlooms Ongole. Supporting data are collected from published and unpublished sources like Reports, Books, Journals, Periodicals and Minutes of the meetings. The papers and other relevant publications are referred in various libraries like Acharya Nagarjuna University Guntur, Sri Venkateswara University, Tirupathi, Andhra University Visakapatnam, Indian Institute of Handloom Technology, Venkatagiri, and CHIP (NGO) Chirala, were also utilized. It needs no specific mention that text books also do constitute the sources of data.

**Sample Design:**

The basis of the study is simple survey. The stratified survey method has been used while drawing the samples. Prakasam district has been divided into three divisions basing on concentration of weaving
households. These are Ongole division, Kandukur division, and Markapur division. In each division eight cooperative societies were selected by stratified random sampling.

Division wise list of primary handloom cooperative societies and member weavers is obtained from the office of the Assistant Director of Handlooms & Textiles Ongole, in Prakasam District.

A sample of 24 primary handloom cooperative societies was made, out of the 49 working weavers cooperative societies in Prakasam district as per the records of Assistant director of Handlooms and Textiles, Prakasam district in the year of 2007-08. Using simple random sampling technique 30 percent of the members the board of directors and 10 percent of households from the sample cooperative societies in each division were selected for the study. Thus the study is confined to 24 cooperative societies; 96 board of directors and 399 weavers' households. Thus are selected by stratified random sampling with proportional allocation techniques. The samples are drawn in such a way as to reflect the characteristics of the total cooperative societies. Hence, the resultant conclusions in the study can be treated as having wide application. The universe and sample design in the study area is given below.
### List of 24 Sample Societies in Prakasam District

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the Society</th>
<th>Place</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>The Chirala Weavers Cooperative Society Ltd.</td>
<td>Chirala</td>
<td>850</td>
</tr>
<tr>
<td>2</td>
<td>The Perala Weavers Cooperative Society Ltd.</td>
<td>Perala</td>
<td>502</td>
</tr>
<tr>
<td>3</td>
<td>The Venkateswara Cooperative Society Ltd.</td>
<td>Epurupalem</td>
<td>409</td>
</tr>
<tr>
<td>4</td>
<td>The Vetapalem Cooperative Society Ltd.</td>
<td>Vetapalem</td>
<td>985</td>
</tr>
<tr>
<td>5</td>
<td>The Sivaji Cooperative Society Ltd.</td>
<td>Pandillapalli</td>
<td>1319</td>
</tr>
<tr>
<td>6</td>
<td>The Chimakurthy Cooperative Society Ltd.</td>
<td>Chimakurthy</td>
<td>631</td>
</tr>
<tr>
<td>7</td>
<td>Sri Srinivasa Cooperative Society Ltd.</td>
<td>Ammanabrolu</td>
<td>250</td>
</tr>
<tr>
<td>8</td>
<td>The SitharamaRaju Cooperative Society Ltd.</td>
<td>Hastinapuram</td>
<td>200</td>
</tr>
<tr>
<td>9</td>
<td>Kandukuru Cooperative Society Ltd.</td>
<td>Kandukuru</td>
<td>118</td>
</tr>
<tr>
<td>10</td>
<td>Sri Rama Swamy Cooperative Society Ltd.</td>
<td>Ulichi</td>
<td>76</td>
</tr>
<tr>
<td>11</td>
<td>The Eethamukkala Cooperative Society Ltd.</td>
<td>Ethamukkala</td>
<td>518</td>
</tr>
<tr>
<td>12</td>
<td>The Aruna Cooperative Society Ltd.</td>
<td>Neredupalli</td>
<td>117</td>
</tr>
<tr>
<td>13</td>
<td>Sri Chamundeswari Cooperative Society Ltd.</td>
<td>Talakondapadu</td>
<td>102</td>
</tr>
<tr>
<td>14</td>
<td>Sri Srinivasa Cooperative Society Ltd.</td>
<td>Yadavalli</td>
<td>165</td>
</tr>
<tr>
<td>15</td>
<td>The Thatipartivaripalem Cooperative Society Ltd.</td>
<td>Thatiparthivari palem</td>
<td>201</td>
</tr>
<tr>
<td>16</td>
<td>The Chennakesava Cooperative Society Ltd.</td>
<td>Pathapadh</td>
<td>106</td>
</tr>
<tr>
<td>17</td>
<td>LaxmiNarasimha Cooperative Society Ltd.</td>
<td>Cumbum</td>
<td>520</td>
</tr>
<tr>
<td>18</td>
<td>Sri Ramachandra Cooperative Society Ltd.</td>
<td>Kanigiri</td>
<td>380</td>
</tr>
<tr>
<td>19</td>
<td>Sri Venkateswara Silk Cooperative Society Ltd.</td>
<td>Bestavaripet</td>
<td>726</td>
</tr>
<tr>
<td>20</td>
<td>Sri AhobilamLaxmiNarasimha Cooperative Society Ltd.</td>
<td>Papaipally</td>
<td>110</td>
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<tr>
<td>21</td>
<td>Sri Rama P.H.W.C. Production and Sales Society Ltd.</td>
<td>Dronadulla</td>
<td>185</td>
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<tr>
<td>22</td>
<td>Sri Kanakadurga Cooperative Society Ltd.</td>
<td>Budhaipalli</td>
<td>112</td>
</tr>
<tr>
<td>23</td>
<td>Sri LaxmiGanapathi Cooperative Society Ltd.</td>
<td>Anumallipet</td>
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</tr>
<tr>
<td>24</td>
<td>Sri BalaChowdeswari Cooperative Society Ltd.</td>
<td>Marrkuntapalli</td>
<td>102</td>
</tr>
</tbody>
</table>
GENERAL WORKING CONDITIONS OF COOPERATIVE SOCIETIES:

➢ The age of primary handloom cooperative society in the Prakasam district varies from 5-6 years and more than 50 percent of cooperative societies have come into existence during the 1960s. Very old societies which were established 50 years ago are located at Vetapalem and Chirala areas in Prakasam district.

➢ A large majority of cooperative societies in the area of study have the membership between 101-200 followed by 501-800. It is also note that primary handloom cooperative societies which are located at Ongole division only recorded highest membership compare to other societies in the area of study.

➢ It is distressing to observe that a large number of cooperative societies in the area of study, maintained share capital only below Rs. 2 lakhs, one can therefore understand from these trends that share capital position of some cooperative societies in the Prakasam district is very poor and not at a satisfactory level when compare to other societies in the area of study. It is clear that the share capital of primary handloom cooperative societies compromises of member’s contribution and the contribution by the Government.

➢ The age of board of directors of various cooperative societies in the area of study, varies between 25 to 60 years old, more than 48 percent of directors come under the age group of 46-55 years old followed by above 56 years old of which constituted 20 percent of the total. It is clear that the primary handloom cooperative societies at present in the Prakasam district are being organized by the middle age group.
More than 47 percent of board of directors who run the cooperative societies in the area of study have more than 10 years of experience in society administration. It can overall conclude that board of directors who have more than 15 years of experience in the cooperative society administration are identified in the areas of Ongole and Markapur compare to other societies in Kandukur division of Prakasam district in the area of study.

Out of the total 150 board of directors surveyed, that majority of board of directors representing about 71 percent of the total expressed that weaving as their occupation and the reason for selecting weaving as occupation is inheritance. But only few board of directors are having other occupations like business and other private jobs in the area of study.

The literacy level of the board of directors is not fruitful in the area of study as there is a variation in literacy level of board of directors. Majority of directors of various primary handloom cooperative societies in the Prakasam district, studied only up to primary and secondary level but the board of directors who studied up to higher level are very less in number.

It is distressing to observe that nearly 60 percent of member weavers of various cooperative societies in the area of study having only one or two looms and the member weavers who have more than two looms are very less in number.

Almost all cooperative societies in Prakasam district are conducting their board meetings regularly but there is a variance in the frequency of meetings conducted by the primary handloom cooperative societies of which once in a month and bimonthly for discussing various issues related to the society operations.
Almost all cooperative societies conduct the board of meetings periodically to discuss the import issues like cash credit loans, product issues, wage problems and other issues related to the society administration. But one of the important issues like cash credit loans is taken up in every meeting conducted by the primary handloom cooperative societies in the Prakasam district.

Majority of primary handloom cooperative societies in Prakasam district assisted their members by providing only loans and advances but very few societies out of the total are providing family welfare schemes and housing facilities. It is clear that not a single cooperative society has taken up the educational programs to the children of member weavers of societies and also these societies are not successful in rendering the services to its member weavers.

All most all primary handloom cooperative societies in the Prakasam district are approaching to the cooperative central banks and Government for raising loans and advances, whereas only few cooperative societies of which are less in number are approaching to other sources like APCO and others for getting financial assistance.

It is obvious that majority of cooperative societies in three divisions of Prakasam district have dues from the Government in the form of rebate followed by dues from retailers. The cooperative societies of which are placed at Ongole division have maximum dues representing about 65 percent of the total in the area of study. Out of the total amount due to the 24 societies on these two accounts as much as 41 percent belongs to the societies in Ongole division. The blocking up of huge amounts with the Government as well as retailers and members are the chief factors responsible for financial constraints.
Almost all sample primary handloom cooperative societies in the area of study are facing various problems related to the society operations, majority of cooperative societies have expressed that supply of yarn constituted the major problem in addition to that, the societies are facing other problems in various dimensions like financial problems, lack of marketing support and inability of cooperative management are there in society operations. Finally it can conclude that not a single society is free from the above said problems in the area of study.

More than 50 percent of the primary handloom cooperative societies in the area of study are enjoying only in getting the financial assistance from the Government. Whereas the assistance of the Government in other areas like supply and modernization of looms, training and development and other marketing facilities is very poor and not up to the mark.

It can observe from the analysis that member weavers working in various cooperative societies of Prakasam district come under the age group of 31-45 years of old followed by the age group of above 46 years old of which constituted 58 percent and 30 percent respectively. It is also clear that member weavers who belong to the age group of below 14 years are recorded as zero percent in the area of study.

One of the most important factors of which influencing the success of a weaver is the support and encouragement he receives from his family. Majority of handloom weavers in the Prakasam district belongs to the family size of 4-5 followed by the family size of 2-3 members. The members belong to the family size of 5-6 and above are very less in the area of study.
The weaving is hereditary occupation for almost all member weavers in the area of study. If we are taking the caste wise distribution of member weavers of various of cooperative societies in three selected areas of Prakasam district, maximum number of weavers hail from Devanga followed by Padmasali caste, these two castes alone occupied around 84 percent of the total and remaining weavers who belongs to other castes like Karnasali, Kaikala etc. are very less in number.

It is distressing to observe that more than 54 percent of member weavers in various cooperative societies of Prakasam district are living in huts followed by work sheds, and it is note that member weavers who are living in concrete houses constituted very less of which represent about only 13 percent in the area of study.

At present the cooperative societies in the district are found to be declined when compared to previous years. It is note that more than 46 percent of the board of directors opined that competition from the power looms followed by lack of Government support of which constituted about 31 percent of the total are the main causes to became a sick and declined the cooperative societies in Prakasam district.

Out of the total 24 cooperative societies surveyed, more than 55 percent of the primary handloom cooperative societies in the Prakasam district are approaching the Democratic leadership style followed by Participate leadership style in cooperative society administration.

It can overall conclude from the analysis that highest number of cooperative societies of which constituted about 87 percent of the total are following the Decentralized approach while they taking decisions in the process of society administration.
It is clear from the above analysis that majority of primary handloom cooperative societies of which constituted 62 percent of the total, following the Ranking method, but very few societies of which following other methods like Grading and Paired comparison, while evaluating the performance of their member weavers in the area of study.

It can overall conclude from the analysis that more than 62 percent of the cooperative societies in the area of study are implementing production linked incentives followed by co-partnership based motivational techniques while motivating their member weavers in three selected areas of Prakasam district.
The Cooperative societies at Ongole division constituted the major contribution in providing the employment to the weavers which representing about 59.00 percent compared to other cooperative societies placed at Kandukur and Markapur divisions in the area of study. It also can be observed from the study that the female employees occupied only 19.00 percent of the share in total employees of cooperative societies in Prakasam district.

It can be cleared from the study that more than 50.00 percent of cooperative societies were not having their own working units. Most of the societies at Ongole division don’t have their own working units whereas two societies at Kandukur division and two societies at Markapur division have their own working units. All the remaining cooperative societies, which are not having their own working units, are depending upon other sources for getting things done.

Most of the looms owned by the primary handloom cooperative societies in the area of study were primitive type in nature. Out of the total sampling around 77.00 percent of the cooperative societies possess pit-ply shuttle looms and followed by jacquard looms in the Prakasam district.

All most all cooperative societies in the Prakasam district purchase the raw yarn from local dealers. And also it can be observed from the analysis, the dealers in the local market constituted a major source of raw material followed by direct marketing in the area of study.

Majority of handloom cooperative societies in the Prakasam district were purchasing their required raw material by the mode of cash
and credit, but only few societies which approaching by the mode of either credit or cash for purchasing of raw material.

> It is pathetic to observe that majority of the cooperative societies in the Prakasam district don't have their own dyeing units. All these societies were depending upon other societies for dyeing work. It also reveals from the study that finances constituted the limiting factor for those cooperative societies which have no dyeing houses in the area of study.

> The number of varieties produced by the weaver cooperative societies varies from 2 to 5 among the sampling societies. All most all cooperative societies are producing the sarees and lungies followed by the dress material but only few societies which are producing the other varieties like towels, dhotis and hand kerchiefs in the area of study.

> The design of handloom fabrics always based on the demand of the market. Majority of cooperative societies in the Prakasam district are following the traditional designs which constituted about 67.00 percent of the total in the area of study.

> There is a difference in the total production output of the handloom cooperative societies during the period of 2002-03 to 2009-10. It also can be seen that the cooperative societies which were placed in the Ongole division recorded highest production followed by the societies which were located at Markapur division compared to the other societies at Kandukur division.

> The member weavers of cooperative societies on an average have spending maximum of 12 hours for pre weaving and 50 hours for weaving of various handloom fabrics. It is reveal from the study that weavers are spending much time for weaving silk sarees, dress
material and cotton sarees compared to the other items like blankets, lungies, towels and dhotis. The weavers also opined that weaving activity is time taking and it was not possible for them to complete the weaving earlier than the time specified.

➢ The average monthly income of handloom weavers in the area of study of Prakasam district is approximately Rs. 1478. If we considered their monthly income in various seasons, they enjoy the most surplus during the busy season, better surplus during the normal season compared to the slack season during which they suffer the most deficit.

➢ As per the opinions of respondents that majority of member weavers of cooperative societies in the area of study are needed training in design and development of handloom fabrics and followed by dyeing techniques.

➢ The operational cost incurred on weaving silk sarees, cotton sarees and dress material was more than weaving of other items like lungies, towels, blankets and dhotis. The cost structure of various items of handloom fabrics indicates that the efficiency of handloom weavers which is a deciding factor of the cost of production of the handloom fabrics.

➢ It is reveal from the study that primary handloom cooperative societies in the Prakasam district are getting a considerable profit only on weaving the varieties of dress materials and silk sarees. But in the case of other items like blankets, dhotis, cotton sarees, lunges and towels they are not getting reasonable profits, because the weavers in the district were mainly preferred to weaving of items like dress materials and silk sarees.

➢ Majority of cooperative societies in the area of study are providing the technical assistance in the form of marketing and designing
to its member weavers. And also it was noted that, Except 2 societies at Markapur and Kandukur divisions no one society is found of providing special benefit schemes to its member weavers, which helps the weavers to save something from their earnings to meet future contingencies.

- Like other organizations the primary handloom cooperative societies also facing the problems in various dimensions of labour employment. The member weavers of cooperative societies expressed that lack of efficient management constitute the major problem and followed by other problems like wage and absenteeism problems in cooperative society administration, and also it can be observed that no society is free from above said problems in the area of study.

- As per the opinions given by the respondents, many cooperative societies do market review once in every 6 months and followed by 3 months, only few societies preferred to review the market once a year in the area of study.

- According to the opinions of respondents, the customers in the market are mainly preferred to the quality and modern designs but only few customers are attracted by the low price while they buy fabrics.

- The cooperative societies in the area of study are following different pricing strategies when fixing the price to their finished goods, majority of cooperative societies representing about 47 percent of the total following the competitive pricing strategy, but only few societies are following the other pricing strategies like based on cost of production and demand of the market.

- Around 40.00 percent of handloom cooperative societies in the Prakasam district are not having their own retail outlets. They are
approaching still the middlemen for marketing of their finished handloom fabrics. It is further observed that 2 handloom cooperative societies in Ongole division have 7 retail outlets established all over the state.

➢ The primary handloom cooperative societies in the area of study, recorded the highest sales in the years of 2008-09 and 2004-2005 compared to other years in the given data, and also it can be observed that the primary cooperative societies which are located at Ongole division recorded highest sales.

➢ It can be revealed from the analysis that the retailers occupied a major share in total sales of handloom cooperative societies, accounting for 68 percent and also it was cleared that the contribution of APCO was very poor in constituting the handloom sales of cooperative societies which accounting for 6.2 percent only in the area of study.

➢ The average time lag between the production and the sales of all the primary handloom cooperative societies put together comes to 52 days. In other words on an average each society has to wait nearly two months to sell their finished goods. The funds of the societies were thus blocking up in the form of stock for two months resulting in the financial crisis.

➢ The financial results of the handloom cooperative societies in three selected areas of Prakasam district during 2005-06 to 2009-10 are not up to the satisfactory level. Almost all of cooperative societies during the above period have incurred loss except very few societies at Ongole division. It also has been observed that cooperative societies which incurred loss in the area of study were found to be societies whose turnover was less than Rs. 10 lakhs.
The sales performance of handloom cooperative societies in the area of study was not up to mark, and also it was cleared that competition from power looms, lack of marketing information and promotional tools are the major factors which influences, the sales of cooperative societies in the district.

The overall survey revealed that the highest percentage of handloom cooperative societies in Prakasam district changes its design once a year, only few societies are changing its design twice in a year.

It is clear that cooperative societies at Ongole and Markapur divisions are providing employment to more than the total average, whereas the societies at Kandukur division is providing only below the average, and also it can be seen from the analysis that the number of employees are higher in those societies of which have been own working units than those of which have not possessed such units. It is noted that female participation is discernible in all levels particularly in weaving.

It is distressing to observe that the performance of working units in three divisions of Prakasam district are not at satisfactory level, as it can be seen from the analysis that more than 66 percent of cooperative societies in the area of study, do not have their own working units and these cooperative societies are approaching to other societies of which own their working units for getting their weaving work.

As it can be seen from the analysis of survey that most of the looms owned by primary handloom cooperative societies in Prakasam district are primitive type in nature and cooperative societies of which turnover is above Rs. 15 lakhs are found to have maximum in number of Jacquard looms. It is note that finances
constituted the limiting factors has expressed by cooperative societies to modernize the looms.

➤ It can exhibits that more than 54 percent of handloom cooperative societies in three divisions of Prakasam district are approaching to local dealers followed by the mode of direct marketing of which constituted 47 percent of the total while purchasing raw yarn. But it is distressing to observe that the role of APCO in supplying of raw yarn to the societies is very poor and recorded only 4 percent of the total.

➤ It reveals from the analysis that more than 58 percent of cooperative societies in 3 selected areas of Prakasam district are purchasing raw yarn by the mode of credit followed by the mode of cash of which constituted about 29 percent of the total. Whereas the societies of which purchasing raw yarn by the mode of cash and credit are very less in the area of study.

➤ It is pathetic to observe that more than 79 percent of cooperative societies in Prakasam district have not own dyeing facilities, these societies are approaching to the other societies for getting their dyeing work and they opined that the finance constitutes the limited factors for those societies which do not have their own dyeing houses.

➤ The number of varieties produced by cooperative societies varies from 2-5 in the area of study. Almost all societies in prakasam district are producing the sarees, lungies and dress material for which have very good demand in the market, whereas the other varieties of which produced by cooperative societies like towels, dhotis and handkerchiefs are very less compare to the other varieties in the area of study.
The design of handloom fabrics of which produced by primary handloom cooperative societies always based on demand of the market and seasonal conditions. The majority of cooperative societies in the area of study are producing the both traditional and modern type of handloom fabrics.

As it can be seen from the study that handloom cooperative societies at Ongole division recorded highest production accounting for Rs.481.2 lakhs followed by Markapur division of which constituted about Rs. 251.1 lakhs of the total production when compare to the other societies during the above period in the area of study.

The survey reveals that member weavers of various cooperative societies are spending much time on weaving silk sarees followed by dress material and cotton sarees compare to the other items in the area of study. They opined that the time spent on various items of cloth given in the above table is usual time taking and it is not possible to complete the weaving earlier than the time specified in the table. But it is naturally that they expect reasonable remuneration for their hand work.

It is clear that member weavers of various cooperative societies at Ongole division are getting better income compare to the other divisions in the area of study and also it can observe that weavers are enjoying better income during the busy season compare to the other seasons of normal and slack seasons.

It can overall conclude from the analysis that almost all respondents in the area of study have expressed that they need training in various areas of handloom process. But the majority of respondents representing about 47 percent of the total have expressed that they want upgrading their skills in the area of
design and development followed by dyeing techniques compared to the other areas in the weaving process.

➢ It can observe from the study that the operational cost incurred on weaving the silk sarees and dress material are higher than the weaving of the other items like cotton sarees, lungies, towels, blankets and dhotis. The cost structure of various items of handloom fabrics indicates that the efficiency of handloom weavers of which is a deciding factor of the cost of production of the handloom fabrics.

➢ It can overall conclude that primary handloom cooperative societies in Prakasam district are getting a considerable profits only on weaving the varieties of Dress material and Silk sarees. But in the case of other items like blankets, dhotis, cotton sarees, lunges and towels they are not getting reasonable profits, because the weavers in the district are only preferred to weaving of items like Dress materials and Silk sarees.

➢ The overall survey reveals that majority of cooperative societies in the area of study are providing the technical assistance to its member weavers in the form of designing and Marketing. It is distressing to observe that only 2 societies of which at Markapur and Kandukur divisions are providing special benefits to its member weavers of which helps to the weavers in saving something from their earnings to meet their future contingencies.

➢ It can reveals from the study that majority of respondents of which constituted about 41 percent of the total in three selected areas of Prakasam district opined that the Government must initiate in supplying the quality of raw yarn and new looms with reasonable price for the benefit of weavers in the area of study.
Like other organizations the handloom cooperative societies also facing the problems in various dimensions of labour employment. As it can be observed from the above analysis that more than 54 percent of cooperative societies in three selected areas of Prakasam district expressed that the wages of weavers constituted as the major problem followed by other problems like lack of efficient management and high rate of absenteeism of weavers of which constituted 25 percent and 20 percent of the total respectively. It is clear that almost all cooperative societies at present in the Prakasam district are facing the problems in various dimensions of society operations and no one society is free from the above said problems.

As per the opinions given by the respondents that more than 66 percent of societies in the area of study conduct the market review once per year, but only few cooperative societies in the Prakasam district preferred to does market review once per six months for collecting the necessary information from the market. But those societies of which conduct the market review per every three months are very less in the area of study.

The overall survey reveals that maximum number of handloom cooperative societies in 3 selected areas of Prakasam district expressed that majority of customers in the market prefers only different types of designs in handloom fabrics whereas the other customers who are having other preferences like better quality and lowest pricing while they are buying handloom fabrics are very less in number in the area of study.

The cooperative societies in the area of study are following different pricing strategies while fixing the price to their finished goods, majority of cooperative societies in the area of study representing about 50 percent of the total are following the cost based pricing,
but very few societies are approaching to the other pricing strategies like competitive and market based pricing while fixing the price to their handloom fabrics.

➢ It is encounter from the analysis that more than 58 percent of cooperative societies in the area of study do not have retail outlets of their own and they are approaching the middlemen for marketing of their finished fabrics. It is note that cooperative societies which are having their own outlets are identified only at Ongole division compare to the other societies in Prakasam district. It is further observed that 2 handloom cooperative societies at Ongole division have 7 retail outlets established all over the state.

➢ As it can be seen from the analysis that weavers cooperative societies at Ongole division secured maximum sales as Rs. 302.8 lakhs representing about 56 percent in all years together followed by sample cooperative societies at Markapur division of which recorded Rs. 139.8 lakhs accounting for 26 percent of the total. It is distressing to observe that cooperative societies at Kandukur division recorded only Rs. 92.5 lakhs of which constituted only 17 percent of the total sales when compare to the other societies at Ongole and Markapur divisions of Prakasam district.

➢ In average breakup of the sales of various cooperative societies, the retailers occupied a major share representing about more than 67 percent of the total sales, and also it is distressing to observe that the contribution of APCO is very poor and not up to the mark for which constituted only 6 percent of the total sales in the area of study.

➢ Looking into the opinions of member weavers of various cooperative societies, the majority of cooperative societies in
Prakasam district are selling their goods only on credit basis, but cooperative societies of which are selling on the basis of cash and advances are very less and both together constituted only 33 percent of the total in Prakasam district.

➤ The average time lag between the production and the sales of all primary handloom cooperative societies put together comes to 80 days, in other words on an average each society has to wait nearly two months to sell their finished goods. The funds of the societies are thus blocking up in the form of stock for two months resulting in financial crisis.

➤ The overall survey reveals, in all years together that highest number of cooperative societies recorded profits only in the years of 2005-06 and 2006-07 when compare to the other years in the given sample and also it can be observed that cooperative societies of which incurred loss in the area of study are found to be societies of whose turnover is less than Rs. 10 lakhs.

➤ The sales performance of handloom cooperative societies in the area of study is not up to the mark, as it can be seen from the analysis that majority of cooperative societies expressed that the competition from power looms followed by lack of Marketing facilities are the main factors for which strongly affected to the sales of handloom cooperative societies in the area of study.

➤ It is overall conclude that the maximum number of cooperative societies of which representing about more than 54 percent of the total are continuing the same design of handlooms for more than one year, but very few societies of which are changing their designs once per year followed by six months in the area of study.
GOVERNMENTAL SUPPORT TO THE HANDLOOM SECTOR

➢ One can therefore conclude that the Project Package Scheme has been glorified by the Government as a boon towards the welfare of the handloom weavers. In reality, very meager support was extended to them all the years under study. Further, compared to the large number of weavers in the state, the number of projects sanctioned was quite inadequate.

➢ Similarly, in all districts put together, an amount of only Rs. 3044.17 lakhs were actually released by the Government against the sanctioned figure of Rs. 6317.05 lakhs. It is therefore obvious that the Project Package Scheme was given a grossly insufficient attention, so far as central support is concerned. More than 20 percent of the districts have received only below two-digit figure of the assistance.

➢ The table disclosed that out of the total Rs. 3044.17 lakhs released; only Rs. 1962.18 lakhs, which representing about less than 65 percent, was utilized by the districts and an amount of Rs. 1081.99 lakhs were yet to be utilized by the end of 2008-09. Whereas in Prakasam district only Rs. 165.42 lakhs were utilized against the actual amount of Rs. 218.28 lakhs released to it and more than 23 percent of the funds were yet to be utilized. The most important reason being that many of the proposals from the side of cooperative societies were made on bogus membership basis and hence finally left unutilized.

➢ The table reveals that out of the total 20915 units sanctioned, only 14335 units representing about 68.53 percent were completed and 5108 units are not yet started. Whereas in Prakasam district out of sanctioned 1282 units only 704 of which accounting for 54.9 percent had completed, in addition to that 72 units under
progress. Anyhow, the performance of the cooperative societies, in respect of the Work Shed cum Housing Scheme has been a successful venture.

➤ Almost all districts, except very few have fared well in the completion of the projects given to the cooperative societies in various districts of Andhra Pradesh. One should however, cannot get fully satisfied with the results of all these projects. Because, these projects being implemented were disproportionately low compared to the central requirement and hence inadequate for all the weavers living at the gross-roots. Most of the weavers associating themselves with the primary weavers' cooperatives have been neglected and were not covered under the benefits being offered to them by the State or the Central Governments.

➤ It is therefore obvious that Handloom Development Centers and Quality Dyeing Units Scheme was given a grossly insufficient attention, so far as central support is concerned. And also it is clear that 42 percent of districts have received only two digit figure of the financial assistance under this scheme.

➤ Almost all districts in Andhra Pradesh are failed to utilize the amount sanctioned under the Integrated Handloom village Development scheme during the above period. It is further distressing to note from the analysis that out of 21 districts of Andhra Pradesh, the societies which are located at Guntur district got maximum utilization of which accounting for Rs. 296.20 lakhs out of the total Rs. 370.45 lakhs released under this IHVDS. Whereas in Prakasam district only Rs. 161.34 lakhs were utilized against the actual amount of Rs. 190.16 lakhs which representing about 84 percent of sanctioned amount.
• It is specially to be noted that the districts, where large number of handloom weavers committed suicide due to the crisis in the industry, have reported a very poor record in the performance of this Thrift Fund Scheme. One permanent point related to this haphazard situation and insufficient coverage has been that the crisis-ridden and debt-ridden weavers are totally incapacitated to go for savings and there by the Thrift Fund Scheme offered by the Government. Lack of sufficient wages and there by falling of living standards of the weavers are not in a position to utilize the Thrift Fund Scheme.

• It is clear that all districts under this scheme are not given equal priority that there is a variance in financial assistance given under this scheme. Whereas, the cooperative societies which are located at Chittoor district is given least priority by sanctioned funds of Rs. 5.20 lakhs followed by Khammam district with Rs. 5.23 lakhs under this Marketing Development Assistance Scheme. As per as Prakasam district is concerned only Rs.7.57 lakhs were sanctioned to the 12 cooperative societies under this scheme, which somehow is better compare to other districts in Andhra Pradesh.

• This Group Insurance Scheme also represents poor show; nearly 70 percent of the districts could not cover even more than 1,000 workers each under this Group Insurance Scheme mainly because of the inability of the workers to share even the low fixed premium contributions to match the Government share of the premium.

• As per the Health Package Scheme is concerned, almost all districts in Andhra Pradesh were benefited and also given equal priority in distributing the funds except very few districts, under this Health Package Scheme.
As it can be seen from the analysis that the performance of Project Package Scheme in the Prakasam district is not at the satisfactory level and also it is clear that mostly the well-established and experienced societies in the area of study have got larger assistance under this Project Package Scheme, availing of the assistance under various schemes also depends upon the follow up and influence from the side of the cooperative societies.

It is discouraging to note that even the well-established societies like Peralaweavers' cooperative society, Kambamweavers' cooperative society and Bestavaripetweavers' cooperative society were not able to achieve their targets. The societies have responded that the main reason from their side is gulf between the targets and achievements lies with the state government. The societies are careful enough in fixing the targets, but the state Government and the Directorate of Handlooms in turn failed to deliver the funds required to achieve the targets. Another important reason being that the poor weavers themselves are not interested or willing to join this scheme. However, one strong reason has been that the monthly stipend that weavers were paid was only less, Whereas he could earn certainly more than stipend. Therefore no weaver wants to leave his work and to go for the training.

Anyhow the performance of the cooperative societies has not up to the mark in respect of the Work Shed Cum Housing Scheme. It is clear that more than 30 percent of cooperative societies are not covered under this Work shed cum Housing scheme, more than 53 percent of the total societies in the area of study are enjoying the Work Shed Cum Housing scheme only the level of below Rs. 1 Lakh
each during the above period and also there is a variance in the sanctioning of projects and distributing of funds among the primary handloom cooperative societies in the area of study.

➢ The majority of cooperative societies in Prakasam district were left uncovered by the Quality of Dyeing Units Scheme. Out of the total 24 cooperative societies in the Prakasam district, only 14 cooperative societies were covered under this Handloom Development Centres and Quality Dyeing Units Scheme and also it can observe that the cooperative societies which are located at Ongole division got maximum assistance compared to other societies in the Prakasam district. Both the cooperative societies and Assistant Directorate of Handlooms, Prakasam District has opined that the targets were not achieved because of the amount sanctioned for one society under this scheme was barely insufficient for acquisition of land itself for the establishment of Quality of Dyeing Unit. It is therefore clear that no funds were available for the establishment of the Dyeing Units. All this reveals lack of proper scientific enquiry, planning and coordination between the Societies and Directorate.

➢ It is particularly disappointing that out of the total in all years together only 21 percent of the cooperative societies have a scheme level of above Rs 50,000, 21 percent of the societies have the level of between Rs 20,000-50,000, whereas, remaining 57.89 percent of the societies were enjoying the scheme level of only below Rs 20,000.

➢ If we observe the society wise performance of the Thrift Fund Scheme, only 25 percent of the cooperative societies have a scheme level of above Rs. 50,000, whereas remaining 75 percent of these enjoyed the scheme level of only below Rs. 50,000. This piece of information brings forth that the earnings and savings potential of
workers of various cooperative societies in Prakasam district is grossly inadequate even to enjoy the Government assistance and promotion.

> Similarly, in all cooperative societies put together an amount of only Rs. 24.62 lakhs is utilized against the sanctioned amount of Rs. 26.81 lakhs. It is therefore obvious that Integrated Handloom village Development Scheme is given a grossly insufficient attention, so far the Government support is concerned. All most all cooperative societies except only one society at Ongole division was enjoying the MDA level of above Rs. 1 lakh during the above period two in the district are failed to utilize the amount sanctioned under the Integrated Handloom village Development Scheme during the above period.

> It can be concluded from the analysis that only 58 percent of cooperative societies were brought under the coverage of the Marketing Development Assistance Scheme. It is clear those cooperative societies which are located at Ongole division were given maximum priority by sanctioning the funds followed by Kandukur division in the area of study. It is interesting to note that only one society at Ongole division was enjoying the MDA level of above Rs. 1 lakh during the above period and also it can be observed that all societies under this scheme are not given equal priority.

> The overall performance of the Health Package Scheme in Prakasam district is very poor and insufficient coverage. It can be observed from the analysis that only below 10 percent of the member weavers are covered, remaining 90 percent of the weavers are out of the coverage under this Health Package Scheme. It can overall conclude that member weavers of who belong to
Ongole division only got maximum benefit compare to the other divisions in the area of study. It is surprised that some of the member weavers opined that still they are not known about the Health Package Scheme and its benefits, because they do not come forward to join in this scheme.

➢ The performance of the group insurance scheme in Prakasam district represents poor show, out of the total 24 cooperative societies in Prakasam district, only 2322 member weavers in other words 30 percent of weavers were covered and more than 70 percent of member weavers and even more than 100 workers each of various societies could not be covered under this scheme, because of the inability workers to share even the low fixed premium contribution to match the Government share of the premium.

➢ It can overall conclude from the analysis that all cooperative societies in the district are not given equal priority in sanctioning the old age pensions under this Old Age Pensions Scheme. Further, compared to the large number of weavers in the district, the number of pensions sanctioned is quite inadequate and also there is a variance in financial assistance given under this scheme.

➢ It can be understood from the above analysis that all cooperative societies except one society at Kandukur division are covered under this Scholarship scheme. But the total number of scholarships sanctioned in Prakasam district is not at the satisfactory level and also not given equal priority in sanctioning the scholarships.

➢ It can be concluded from the analysis that out of the total, only 54 percent of cooperative societies were brought under the coverage of
the Antyodaya Anna Yojana Scheme. It is clear that cooperative societies of which are located at Ongole division are given maximum priority followed by societies at Kandukur division compare to the other societies in the area of study, and also there is a variance in distributing rice to the member weavers under this scheme.
SUGGESTIONS

I GENERAL

➢ During the last 10 years, Government of India budget allocation has been decreasing gradually and continuously. The Revision is always downward varying between 10 to 20 percent from last five years, the Handloom weavers are facing crucial problems, one side starvation deaths and other committed suicides, with this circumstances the Government of India reduced the budget which was already allotted. So the Government of India should open eyes to provide Budget Revision, enhancement programme at least further years and to implement new schemes with proper attention, in view of the weaver’s healthy benefit.

➢ In order to encourage the banks, the Apex Bank/Central Cooperative Bank may create a separate cell in their banks exclusively to attend to the work of development and financing weaver societies. In case, the Central Cooperative Banks are not in a position to finance handloom cooperative societies, the Apex Bank may finance such societies directly.

➢ Handloom societies laying defunctational for the last 10 to 15 years may be wound up. Some societies have not yet installed the looms given by the department. Such cases may be reviewed immediately for appropriate action. Rebate claims of handloom societies remain pending for a number of years. The budgetary allocation for paying rebate should be suitably increased. The handloom weavers who are member of agricultural credit societies may be provided finance from Cooperative Banks by suitably devising a credit limit application form.
One of the major reasons for the stagnation of handloom industry in the state of Andhra Pradesh is the erratic supply of yarn to the weavers. Frequent shortages of yarn coupled with high prices have been noticed as the factory in the under-utilisation of the looms as well as to the weavers remaining idle without job. In order to overcome this and to ensure the uninterrupted supply of yarn at more or less steady prices, a yarn bank is recommended to be established in the state. Proper arrangements between raw wool procuring, processing and weaving agencies as well as between filature units and consumer agencies need be established for steady flow of the raw material according to the requirements of the consuming agencies permanent purchase centres to be established at suitable places in Andhra Pradesh.

Only viable handloom societies may be organised covering 150 looms an average of 200 weavers. All the societies will be serviced by Common Facility Centres. For the work-shed type activities, work-shed of 30 looms were recommended along with common facility centres. The society should be managed by well-trained paid managers, besides the technical staff.

Central Cooperative Banks, State Financial Corporations are the best agencies for issuing loans to the weavers. But red-tapism and rigidity in their working should be avoided. The banks and Corporations should provide loan to weavers at a reasonable rate of interest.

The Government should take a forward step for decentralized the yarn supply units in villages where Handloom clusters are set up. The Units would be enabling to direct linkage between suppliers and weavers, which essentially decrease the cost of yarn and thus the cost of handloom products. Still the cost of setting up the units
may be high investment for a producer; the Government should provide financial assistance or subsidy and support.

➢ The management of weaver’s cooperative societies must be made accountable to all their operations, so as to keep under check the corruption at the societies level itself.

➢ Ready to wear handloom dresses and made ups have not only picked up bulk sales abroad, but they are also becoming increasingly popular in India. The APCO should work hand in hand with garment makers and kiddies market also, besides producing inexpensive items of utilitarian value like banyans and under wears on a large scale.

➢ Training institutes are to be established in various districts of AndhraPradesh for the purpose of imparting training to the existing weavers on weaving more on paying styles and also for giving training to new entrants.

➢ The contribution of Co-operative Societies help in maximizing the benefits for weavers in the entire chain of Production and Marketing, their present condition is a cause of concern. Since the Co-operative system has utterly failed in selling finished products as the handloom Cooperative system is riddled with corruption and political interference. Many handloom weavers in Prakasam District though they are not members of these Cooperatives, still make better profits as they all join together forming private limited companies.

➢ These literacy levels of weavers must be improved through adult education programs and special education programs. The new technology and up to date changes in technology should be passed on to all the weavers through primary cooperatives. The societies should utilize the service of Indian Institutes of Handlooms.
Technology by sending some selected member weavers from primary societies. In the course of training the student is provided with an opportunity of creating his own designs and producing the samples on loom coupled with necessary applications.

II Marketing

➢ Marketing research is a tool which provides guarantee that if you are initiating something that will bring fruit. Marketing of handloom products in a doldrums situation when compared to the marketing of mills products. So marketing information system of the handloom products should be overhauled. Marketing research should be initiated from time to time by the Directorate of Handlooms and Textiles and Marketing research should be conducted for identifying the customer’s needs and preferences regarding the type, designs and pattern of fabrics. Technological research should also be done for developing improved tools, looms, designs etc. for improving the productivity which alone can help the weavers to get higher wages.

➢ Renewal of rebate system: Traditional and labour-intensive industries cannot survive unless they enjoy full cooperation and support by the state. Handloom industry has also been extended with financial and input support by the state and central governments. However in the wake of economic liberalization since 1991, governments used to withdraw and discourage themselves in respect of subsidies, welfare measures etc., even to the working community. The earlier special rebate scheme allowed 20% discount on the total turnover, while under MDA it is possible to offer 20% discount on less than quarter of the turnover. Many other states like Tamilnadu have been continuing the earlier special rebate scheme till today, whereas the Andhra Pradesh government opted the MDA. The weavers’ societies have been
protesting against this new scheme. There exists unanimity in the entire handloom industry in the State and also with the Weavers cooperative societies in the study area that the existing MDA system should be waived out and the same old rebate system are renewed.

➢ The government agencies may also collect orders for exploiting the foreign markets further and setting standards under norms of services through competition. In the context of the setting up of WTO and phasing out of the Multi Fiber Agreement, there is considerable scope for expansion of export trade in handloom products in the years to come. The export of cotton yarn, which earns much lower return than the handloom fabrics, may be curtailed for facilitating enhancement of the production of exportable handloom fabrics and thereby widen the scope of development of the industry.

➢ The rebate may be allowed only on products sold through the cooperatives in specific periods every year. This encourages large scale corruption by the authorities connected with the distribution of rebate. For, the sub-standard items produced by the weavers outside the cooperative societies are collected at throw away prices and then higher prices are stamped over them for facilitating sale at prices higher than those paid for them, after allowing the rebate. All these are done through same agents who share the booty with the bureaucracy and the management of cooperative societies in whose accounts the products are sold. Hence, in order to get rid of these crippling corruptions the marketing policy should aim encouraging only the production of those items, which can sell without rebate.

➢ If sales are life blood, sales markets are it body who conducts the sales. It is certain that sales may take place even without the
efficient salesmen/saleswomen but not to the desire needs. Therefore, it is essential that the Directorate of Handlooms should provide adequate training to the salesmen/saleswomen employed by the handloom cooperative societies in the Prakasam district. They should know the technical knowledge of the products, and should be conversant enough to satisfy any of the customer who ask any type of question relating to any kind of handloom product.

➢ It is essential to every Handloom cooperative society that salesmen should be given quota of sales to be accomplished in every month and keep monitoring. Incentives should be given on the over achievements than the prescribed sales quota.

➢ The weavers in the district also face many problems in marketing of the handloom cloth. These problems are due to the seasonal demand for the handloom cloth, the existence of intermediaries, lack of storage facilities and lack of finance to wait for the reasonable price. All these aspects with regard to marketing needs considerable attention must be paid by the Government. It has to maintain stocks by purchasing the finished cloth immediately of the production enabling the weavers to continue the activity. Necessary marketing finance should be provided so that the weavers can wait for the reasonable price.

➢ One of the most serious weaknesses of the handloom weaving industry in Andhra Pradesh is the lack of diversification of production. In Tamilnadu, for example, diversified production enabled the industry to surge a head even in days of unequal competition with the British and Indian mill-made products. Hence, what is needed today is the diversification of production of the handloom weavers in the state. In the context of changing dress habits of women in India today too much reliance on the
production of sarees by the weavers of the state may spell disaster for the industry. The production of pieces of cloth with designs suitable for preparing ladies’ garments, like the skirts, chudidars and pajamas, as well as dress materials for men may be introduced. Similarly, for bed covers, bed sheets and curtains etc., which have very good demand in the market.

➢ In order to make the cooperative societies more active, bureaucratic control over their functioning must be replaced by more business like operations. Sale of handloom products through the state Apex body of cooperatives creates more problems than it solves. Frequent failures by the Andhra Pradesh State Handloom Weavers Cooperative Society Limited (APCO) to pay for the handloom products it accepts for the sale through its retail outlets in time cripples the cooperative societies. Hence, what is necessary is that the retail outlets of Apex body should be looked upon as the retail outlets of the cooperative system and the payment of sale proceeds should be made to the societies with the progress of sales periodically, say once a week. This is necessary for maintaining the schedule of production working under the cooperative societies.

➢ Handloom products require more visibility. This means better and wider market network must be needed; presently handloom products are available only in few places. It is necessary to expand and develop the market beyond the upper reaches. The view, that a domestic demand for Handlooms has no prospects of growth. So the Government should announce to schools and all Government employs to wear weekly at least one day handloom products, it will give good growth to the handloom market.

➢ The government should strictly order some organizations like Local Bodies, ZillaParishads, Municipalities, PanchayatSamits, Road
Transport Corporations and Devastanams, Central Government Departments including Defence, Railways, Postal and telegraphs etc., should purchase handloom cloth by giving buyer intimation of their requirements to the concerned organizations so that they could be produced and supplied in time. By introducing some schemes like door-to-door selling, campaigns, mail order sales system, credit systems, lucky prize schemes and membership card system, APCO can expand its market coverage.

- Mills and power looms are passing off their processed cloth as cut pieces to avoid excise duty and thus gain price advantage over handloom cloth and posed undue competition. On the recommendations of the inter-ministerial committee the government had agreed to plug the loophole and withdraw exemption from excise duty for these classified varieties. They should immediately implement this decision to save handlooms.

- Only those products should be produced which can be easily sold. More sales outlets/shops should be opened in various places of Andhra Pradesh. To provide meaningful marketing coverage, it is essential to maintain uniformity of products (in design, colour, packaging etc.) besides maintaining quality. Weavers should be provided with detailed specifications for each product followed by effective checking procedures, when goods are under production Cooperative Societies to understand the current market trends and consumer's preferences and only those products should be produced which have a ready and easy market.

**III PRODUCTION**

- Handlooms both in cooperative and non-cooperative sector should be modernized by modification and replacement. Quality control laboratory is to be established directly under the Directorate of
Handloom Development Department along with a Research and Development Wing. Expansion in weaving capacity will be achieved by installing improved handlooms.

- In view of high degree of obsolescence, a vigorous drive should be conducted for the modernization of machinery at a faster rate. This means the modernization of machines and production techniques.

- Most of designs and colours used by the weavers are traditional and obsolete. The weavers are not skilled enough to use modern designs and attractive and fast colours. So design development facilities should be extended and weavers should be trained in the modern designs which are preferred by the people/consumers today.

- The cooperative societies to depend on supply of dyes and chemicals from firms outside the district from whom it is not possible to obtain quality dyes and chemicals as per requirement from time to time. A dyes and chemicals bank needs to be established by the Directorate of Handloom and these facilities should be made available at every common facility centres in the state.

- Unrestricted exports of yarn should be stopped. Until the yarn requirements of the textile sector are fully met, export of yarn should be banned.

- To increase supply spun yarn to the handloom sectors at stable prices, Meera Seth committee has recommended strict implementation of the Hank Yarn Obligation Order, state governments open yarn depots, enhanced supply by NHDC to meet at least 10% of the sector's requirement. It has also suggested extension of mill gate price scheme to weavers outside cooperative.
fold and a statutory yarn provision for printing yarn price and other technical parameters on yarn.

- Not only is the handloom industry disparate, but it also has to fight for market space with the mills and powerlooms. This creates imbalances, particularly when powerlooms imitate handloom products in total disregard of the Handloom Reservation Act. Thus, a regulatory framework – consisting of civil society and producer groups and state representatives – is important particularly given the varied and often clashing interests of the different players.

- The government of Andhra Pradesh should take steps to make yarn available to the weavers at the nearest place without any delay in the supply. The Directorate of Handlooms and Textiles and the Government of Andhra Pradesh should put every effort to regularise the supply of yarn during the shortage period so that the weavers are able to continue the work throughout the month or year.

- As per the Handloom Reservation Act, 22 items were for production in the handloom sector (these have been recently reduced to 8). So the implementation of Handloom Reservation Act has always been the bone of contention between officials and handloom weavers. Officials cite the technical specification of product reserved under the act as the main difficulty for effective implementation. A good suggestion is that to reserve. Specific products with entire categories of item for production by Handloom sector, such as saris, lunges, dhotis, etc. The Local District Level Government Officers could be set up to closely monitor the proper implementation of the Reservation Act.

- As the AbidHussian Committee recommended the state can organize the reeling of hank yarn at decentralized locations nearer
the handloom weavers. Cone yarn would then be supplied to weaver's cooperatives at lower cost for necessary reeling into hank form. This would facilitate not only the supply of hank yarn at cheaper rates but also boosts up rural employment. Diversion of hank yarn by the power loom needs to be checked by imposing heavy excise duty, which can be utilized for the welfare of the handloom sector.

➢ For regular supply of small quality packs of dyes, the committee has suggested that NHDC step up supply of dyes and chemicals and manufacturers be persuaded to supply only BIS-14000 standard dyes. It has also called for increased production and supply of ecofriendly dyes.

➢ The hank yarn obligation also stipulates that not less than 80% of the yarn required to be packed in hank form shall be of counts 40s and below in regard to yarn containing cotton waste to the extent of 90% or more by weight. A producer of yarn who does not have reeling capacity to fulfill the obligation and till such time as the same is installed by him and becomes operation may be fulfilled.

➢ If training to be imparted has to have any significance, it must be done by qualified persons, who themselves have a mastery of the appropriate technology. There are not many qualified persons available in the present, this constraint must be overcome.

❖ Importance should be given to the development of appropriate technology, so that a higher income is ensured to weavers. In training centres appropriate technology should be used for imparting training.

❖ Many more composite training centres should be set up to meet the growing requirements.
Setting up of more design centres should be requirements of training centres.

Opinions of Respondents

Majority of the handloom weavers household in the study area of Prakasam district were expressed the following feelings, while they were met and discussed during the period of filed data collection, for the study of Production and Marketing of Handloom Fabrics in Prakasam district.

❖ The Handloom weavers of the Prakasam district were expressing that the Government should work more in favour of promoting Handloom sector and should strengthen the Handloom Societies, particularly in marketing their products and availing the required yarn at reasonable rate.

❖ The weavers’ cooperative societies should be started in each handloom village.

❖ The weavers’ cooperative society should work honestly without indulging in unfair practices and channelize the benefits, facilities and incentives offered to the weavers.

❖ The Government should take initiation for the effective organization of handloom cooperative societies at village level and ‘APCO’ at state level.

❖ Some of the weaver households were suggested to start more retail outlets by APCO to market the handloom cloth.

❖ The individual weavers of this district are in need of working capital and they need the Government involvement to direct
commercial banks and regional rural banks to supply adequate, cheap and timely credit to handloom weavers.

❖ The handloom weavers are expecting financial assistance especially during the rainy season and cyclone period to meet their needs and the same should be repayable in small installments to the providing financial agency.

❖ Because, Prakasam district is a coastal one the weavers of this area are very frequently suffering with severe cyclones. So they need pucca permanent houses in order to protect their looms and raw materials in all seasons.

❖ They also demand the district handloom authorities to monitor and implement the handloom reservations act in the district strictly.

❖ The weavers of this district were expressing that all the government employees should wear handloom dress once in a week at least and the government should take a policy to distribute the handloom clothe only, to all the government hostels and offices to generate weavers income and avoid the starvation deaths.