CHAPTER – II
Objectives and Methodology
OBJECTIVES AND METHODOLOGY OF THE STUDY

This chapter presents the Objectives, Scope and Methodology of the present study under reference and submits a brief review of literature, in which various studies on handloom industry have been reviewed and certain findings are located.

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, for the development of Handloom sector, Prakasam District.
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 every where 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.
Table II.1

The Universe and Sample Design of Study Area

<table>
<thead>
<tr>
<th>S. No</th>
<th>Name of the Division</th>
<th>Sample size of Societies</th>
<th>Sample size of Board of Directors</th>
<th>Sample size of Member Weavers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ongole</td>
<td>8</td>
<td>36</td>
<td>199</td>
</tr>
<tr>
<td>2</td>
<td>Kandukur</td>
<td>8</td>
<td>33</td>
<td>97</td>
</tr>
<tr>
<td>3</td>
<td>Markapur</td>
<td>8</td>
<td>27</td>
<td>103</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>24</td>
<td>96</td>
<td>399</td>
</tr>
</tbody>
</table>
Table II.2

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 Sitharama Raju 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 Eathamukkala 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>Talakondapalu</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 Thatipartivripalem Cooperative Society Ltd.</td>
<td>Thatiparthivari palem</td>
<td>201</td>
</tr>
<tr>
<td>16</td>
<td>The Chennakesava Cooperative Society Ltd.</td>
<td>Pathapadu</td>
<td>106</td>
</tr>
<tr>
<td>17</td>
<td>Laxmi Narasimha 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 Ahobilam Laxmi Narasimha Cooperative Society Ltd.</td>
<td>Papaipally</td>
<td>110</td>
</tr>
<tr>
<td>21</td>
<td>Sri Rama P.H.W.C. Production and Sales Society Ltd.</td>
<td>Dronadula</td>
<td>185</td>
</tr>
<tr>
<td>22</td>
<td>Sri Kanakadurga Cooperative Society Ltd.</td>
<td>Buddaipalli</td>
<td>112</td>
</tr>
<tr>
<td>23</td>
<td>Sri Laxmi Ganapathi Cooperative Society Ltd.</td>
<td>Anumallipet</td>
<td>105</td>
</tr>
<tr>
<td>24</td>
<td>Sri Bala Chowdeswari Cooperative Society Ltd.</td>
<td>Marrkuntapalli</td>
<td>102</td>
</tr>
</tbody>
</table>
Tools Analysis:

A well designed questionnaire with Likert's five-point scale is distributed among the respondents. Suitable and appropriate Statistical tools and Mathematical devices like Averages, Percentages, and the analysis of variance, "t" test, Chi-Square Test, Anova were employed while tabulating and analyzing the data.

Limitations of the Study

The present study is based on primary data and secondary data. Hence, the truthfulness of the study to a considerable extent depends upon the exactness of the data published by various agencies and organizations. All the same, the opinions of board of directors and member weavers of various cooperative societies will change over a period of time. Further, the study period was restricted only from 2002-03 to 2008-09. In spite of the above limitations, all efforts will be made to make the study comprehensive and analytical.

Chapter Scheme:

The study is presented in seven chapters.

First chapter: Deals with Introduction, Profiles and growth of handloom industry and reviews the various dimensions of handloom industry in Andhra Pradesh.

Second chapter: Deals with Objectives, Statement of the problem, Need for the study, Review of literature, Methodology reviews and Limitations of the study. It is designed to give a background to the study.

Third chapter: To appraise the general working conditions and profile of the sample primary Handloom Cooperative Societies, in Prakasam District of Andhra Pradesh.

Fourth chapter: To assess the problems and performance of production and marketing practices of the Primary Handloom Cooperative societies in Prakasam District.
Fifth chapter: To appraise the Governmental support to the handloom sector and Primary Handloom Cooperative societies in Andhra Pradesh

Sixth chapter: To examine the contribution of the Directorate of Handlooms and Textiles, Prakasam District, for the development of Handloom sector.

Seventh chapter: To forward certain suggestions for the effective development of the handloom sector.

Survey of Literature

The survey of literature plays an important role in establishing the backdrop for any research work in social sciences. It is felt that justification of the present study can be clarified by reviewing the available literature on the subject. Therefore, an attempt has been made to review the available literature on the subject to find out gaps of research before finally selecting the present topic for study. Review of literature helps to know the existing literature on the topic being pursued and also on the related aspects. The methodologies adopted, statistical tools employed and also the conclusions inferred can be known. All these help and guide the researcher to know some new insights into the current topic for earlier studies on various aspects of handloom industry.

This section presents a review of literature to the handloom cooperative societies in Prakasam district in particular and Andhra Pradesh in general. The available literature on the subject can be divided into two categories.

1) Reports
2) Journals and Books

Reports:

With a view to study the conditions prevailing and to make recommendations for the development of handloom industry, the Government of India and other state Governments have constituted
various committees and study groups which have focused their attention on the structure, working and problems of handloom co-operatives.

- In the year 1948 to the Government of India standing handloom committee under the aegis of the cottage industries board of look after the interests of handloom industry. The committee recommended the central grants-in-aid should not only be revived but it should be placed at the disposal of the committee for disbursement to the states. The other important recommendations of this committee are formation of handloom co-operative societies by providing financial help to weavers, reduction of a number of intermediaries in the yarn distribution and exemption of handloom cloth from the levy of sales tax.

- The Planning Commission constituted ‘Village and Small Industries Committee’ in 1955(popularly known as karvey Committee) to prepare schemes for the utilization of resources to be earmarked for the development of village and small industries of which handloom is one. The important recommendations of the committee include the extension of co-operative organization to large number of handlooms and to introduce such improvements in the existing handlooms that would raise the level of technical efficiency.

- In 1996 Abdul Noor Basha, Prof., conducted a study on handlooms and observed that the handloom sector has been adversely affected under the reforms regime which culminated in large scale. Unemployment of weavers and real wage reduction. The author pointed out that the large scale starvation deaths of handloom weavers in Prakasam Guntur districts of Andhra Pradesh in 1991. Further he stated that the handloom sector should look for institutional support for modernization of
production use of improved chemical dyes and training in latest designs.

- Abdul Noor Basha, Prof., in his observation on restructuring the handlooms industry suggested, the state government must levy 100% sales tax on cloth from power looms and mills. Entry tax should also be imposed on that cloth to safeguard the handloom industry. He also advised that electrified looms need to be supplied polyester and other man-made yarns too along with cotton yarn.

- Abdul Noor Basha, Prof., in his article explained the present position of APCO, with the loss of sales, APCO is now declared ineligible for fresh cash credit from APCOB and refinance by the NABARD. APCO now is to repay Rs.45 crores and interest there on at the rate of Rs.50 lakhs per month. APCO got an unsold stock worth Rs.30 crores, with an estimated loss of Rs.55 crores. Naturally APCO has become a defaulter with the weavers cooperative societies, to the tune of Rs.26 crores for the past 3-4 years. APCO has further failed in supplying yarn to the societies and procure cloth.

- Abdul Noor Basha, Prof., studied about the handlooms and concluded the Textile policy of 1985 announced by the Government, though rightly identified the basic obstacles facing handlooms and promised certain safeguards, miserably failed to get them implemented. The new economic reforms instead of facilitating the implementation of the safe-guards have made for the further degeneration of the handloom industry and have caused large-scale de-employment of weavers.
• An Expert Committee was set up by the conference of Development Secretary of State Government in 1955 to examine the question of credit facilities to the handloom industry. In its report the committee recommended for providing facilities for working capital by the reserve Bank of India to the Weavers Cooperative Central Bank.

• Under the chairmanship of B.S.Joshi another Textile Enquiry Committee was appointed by the Government in 1958 to enquire into the conditions of the textile industry and to suggest necessary remedial measures to overcome the difficulties of the industry. In addition to the handloom industry the committee dealt with textile mills and submitted its report in the year 1959. With a view to strengthen the finances of handloom industry, it suggested that the assistance available by way of rebate be based on annual basis.

• With the objective of assessing the progress made by handloom industry during second five year plan and to draw programmes for third five year plan, a working group on handloom industry was set up by the Government in February 1959 and its report was submitted in September, 1959. The committee observed that the efforts of Government to organise the handlooms on co-operative lines was sound and categorically recommended to continue the co-operativisation of handlooms. This working group also recognised the need to organise the handloom cooperatives on sound principles of management and recommended that there should be adequate and competent managerial staff to run the weavers society efficiently.

• N. G. Ranga’s survey of the economic and social conditions of the handloom weaving industry (conducted during 1925 - 26 and 1928, and published in 1930) describes the conditions
prevailing in substantial parts of Andhra Pradesh and Madras presidency. Measures to improve work conditions and end exploitation of weavers, provisions of credit and encouraging co-operative methods of organization are some of his suggestions.

- In 1953 the textile enquiry committee was constituted under the chairmanship of Nityananda kanungo to make and in-depth study of textile mills and decentralized sector the committee recommended the conversion of handlooms into semi-automatic looms or power looms to make them technically more efficient, and recommend abolition of middle man to eliminate exploitation of primary producers.

- Sahai Biswambhar reported (1956) the problems of handlooms due to the completion from power looms and mills. He felt the need to employ modern techniques of production and design, government should establish training centers for the benefit of weavers where they are concentrated and materials like, design books and related instruments have to be made available.

- National council for applied economic research conducted a survey in (1958) on the economics of weavers was relatively low and much less than the study standards of living. It is also pointed that the earnings in the urban centers were considerably higher than those of the rural centers in 1964.

- The power looms enquiry committee under the chairmanship of Ashok Mehta has been studied the handlooms and power looms in the country. The committee recommended that the production of colored sarees should be exclusively reserved to handloom sector and a working group setup by the government of INDIA under the chairmanship of A. V. Venkateswaran submitted its report in the year 1964. For the development of
handloom industry during the fourth five years plan it recommended that legitimate share of super fine years imported should be provided to handloom sector. The supply and marketing societies should be converted into production cum sales societies as quickly as possible, and it suggested that the setting up of export council for handloom textiles.

- V. B. Angadi (1975) focused on reservation of items for handloom industry and related issues and he suggested reservation of more items for handloom sector. G. S. Kamat 1976 advocated the need to face lift handlooms. The author examined potential reservation policy, regional imbalance and also he suggested the arrangement of buffer stocks and integration of channels of distribution of yarn to avoid instabilities.

- In 1977, Venakappaiah conducted a study in Karnataka state the author opined the inputs are to be supplied to weavers at controlled rates without which it is difficult for the weaver to earn his livelihood, because of non-availability of raw materials at reasonable rates: the looms are in the lane position.

- Batra 1978 conducted a study and identified that non-availability of good quality of yarn at a reasonable price one of the major problems of the handloom sector. Sixth lokṣabha appointed a committee in (1978) to look into handloom industry. The committee reported that the weavers are not coming forward to joining co-operative societies as there are no additional benefits or substantial incentives available to weavers.
• Srikantaiah G. 1978 studied the various aspects of productivity quality increasing and cost reducing. Some of the points he suggested that the cost control and diversification of cloth with various latest designs are essential to improve the productivity of the handlooms industry.

• Kulkarni R. S. 1978 in his study suggested that the improved technology and skills for the handloom industry development in terms of maximization of production, employment opportunities, marketing facilities and working capital conditions of the weavers. Varadaraj G. 1979 discussed various issues of yarn distribution system. Thus system is not favorable to handlooms because as significant percent of yarn going to large scale mills and power looms and suggested the distribution of yarn through government outlets and co-operative societies to the decentralized sector.

• Ansari I. A. 1980 conducted a study on the pattern of government assistance to handloom industry and suggested liberal assistance from the government side to the handloom industry. Sharma D. S. 1980 in his study the government made several programmes for the benefit of the handloom weavers, but the weavers and middleman. So the government introduced photos pasted identify cards for the real weavers to eliminate the master weavers or middlemen.

• Pandy K. R. 1981 in his article states that handloom industry constitutes one of the major sectors employing the largest number of people next to agriculture. In terms of economic impact place from the consumers view, it meets a substantial part of the market requirements and its production patterns are selective and finally turned to local and regional demand patterns. Ken 1982 in his book entitled "beginners " guide to
weaving explained the types of loom, auxiliary process, woven design, the development of the loom, modern weaving and price dyeing the development of the finishing process and products of weaving.

- Chakaraborthy S. M. 1982 analyzed and suggested that the handloom products quality has been declined, due to the high rates of raw materials. So that the weavers were using cheap quality dyeing colors. As a result of this the consumers prefer mill made cloth so as weavers community lost their live hood. To overcome this situation, government should supply raw materials at subsidized rates with quality and in right time.

- Dakshina Murty, 1982 made a study in the financing handloom co-operative – NABARD he suggested that handloom sector need liberal financial assistance for development co-operative handloom weavers.

- Rajula Devi 1983 in her study stated that the handloom industry in recent years has fallen into deeper crisis, owing to lack of adequate financial support and government should take care of the handloom industry by allocating more funds to development of the industry.

- Venkateswara Rao Akurathi 1983 reviewed the handloom sector he gave a brief accounting of various institutions involved in promoting the handloom sector and identified that working capital finance to handloom weavers Jain L. C. 1983 expressed the view that the power loom industry was eating away the reserved items for the handloom sector. The effect of the above event many handloom weavers lost their employment, especially in woman those who were under pre weaving processes.
• Yagaiah, T. 1984 presented, the handloom industry various schemes. The author reviewed for the effective implementation of handloom development scheme. Jain L. C 1985 reviewed the impact of the 1985 textile policy on the handloom industry in our country. He pointed out that the policy is not an incentive for the handloom sector.

• Amalan Choudhury. H 1985 stated that the new textile policy 1985 was long overdue and has come as relief to the handloom industry, the policy takes clear-cut division between handloom and power loom industry. It is a positive step towards accelerating the modernization of the textile industry and streamlines the public distribution system of janta cloth and controlled cloth.

• Goplan. M. 1986 an empirical study on production, marketing of handloom goods by weavers co-operatives societies. The author opined that the handloom co-operative are lacking an appropriate strategy for marketing their products. Nagena C. Das 1986 emphasized that the handloom processing facilities should be improved. The central and state government should come forward to assist the industry and the author highlighted the importance of the working capital for the growth of the marketing their products.

• In 1988 Bharat R. K. conducted a survey on marketing of co-operative handloom textile – APCO, and identified some of the areas where in special care is needed for marketing the handloom products. Sastry D. V. 1988 analyzed that the government has setup a modernization fund with Rs. 750 cores to meet the modernization needs of the textile mills over the next five years. But the total outlay for handloom during each of the five years plan exceeded Rs. 200 cores. Modernization of
handlooms was never discussed seriously and the problem did not receive the attention as it out to have been. It only indicates lack of concern for genuine technical needs of the handloom sector.

- Sundari. S 1989 studied the problems of women workers in handloom industry and observed that the participation of women workers in the weaving sector is very high but most of them live in below poverty line. The author identified for living in below poverty line is low wages, insecurity job, and lack of skill, the author suggested that the government should play an important role to left the women of those living in below poverty.

- In 1990 government of INDIA appointed the Abid Hussain committee to observe on handloom industry. The committee suggested adequate institutional support to the handloom weavers. The committee suggested opening new institutions like APEX Cotton Development and Technology, Apex Textile Restructuring Agency, area based handloom promotion agencies, area based Textile Restricting Asset Trust (TRATS), National Development Authority, Power loom Area Development Corporation etc.

- Kotaiah. P. 1991 studied the problems faced by the handloom sector, because lack of attention to productivity and capacity of handlooms. The author suggested that certain items of cloth should be reserved for production on handlooms for getting protected in market for their products. It will help to develop the weavers in economical and financial. In 1992 a study published by Andhra bank in Andhra Pradesh economic review on the development of handloom industry in A. P. shows that the government of Andhra Pradesh implemented various schemes for development of handloom industry through the institutional
support schemes both at the primary and Apex weavers co-operatives level, over a period of time.

- In 1993 the all INDIA handloom conference at New Delhi discussed the various problems faced by the handloom industry. The delegates of the conference suggested that the government should supply yarn regularly to the weavers at subsidized rates, marketing centers should opened in rural areas, the reservation items should continue and restrict the production of the power looms. Additional spinning mills should be established to increase the yarn production and to supply handloom sector.

- Srinivasulu. K 1994 made an attempt to study of the handloom weavers struggle for survival in Chirala village in A. P. he has expressed that the handloom sector and handloom weavers has been imperiled by sharply rising prices of yarn, dyes, chemicals.

- Harish Govind. M 1995 analyzed the conditions of the weavers of balarampuram in Kerala state the author expressed the labor weavers income was not equal to their work. So they had to depend upon master weavers. Most of the co-operative societies are run under the control of master weavers. The master weavers, with the connivance of the official concerned, used to pocket the funds earmarked for handloom made available by the central and state governments and other agencies in the name bogus members.

- The Government of India appointed a high powered committee under the chairmanship Mira Seth during 1995 to review the performance of handloom sector in the decade. The committee emphasized the training of weavers through weaver's service centers in computers aided designing and computer color
matching in a big way as a part of the strategy to meet the challenges of globalization, mainly a strategic process for its survival. In the year 1997 S. Rangarajan, published an article entitled that, Indian handloom outlook in 21st century, the author opined that for the development of handlooms on an enduring basis. The government of INDIA has undertaken the implementation of different technical schemes to boost their competitive strength by improvement in the handlooms and their accessories, and in prevailing and post weaving process.

**Journals and Books:**

- Rangit singh and Davinder kumar in their case of Chenderi Saree industry of Guna district in Madhya Pradesh observed the malpractices by the co-operative societies.

- There are several one man co-operative societies at Chenderi which are non functioning and get all official assistance from government for their societies.

- The management of the societies purchase Sarees from local merchants and sell to the government in order to get subsidy. Thus, they manage to get incentive even on those Sarees, which they do not produce themselves. They suggested to control above malpractices, there should be a regular check-up by the officers.

- Kanakalatha and Shyam Sundari in their article surveyed the number of societies in Andhra Pradesh and given some conclusions and suggestions. They identified three major factors for the failure of co-operative societies-politicisation, competition from power-looms and government regulations. And they mismanagement added as fourth. They suggested to gradually go for creating an atmosphere in which co-
operative begin to function as independent successful enterprises.

➢ Rajkishore, made a survey on the handlooms industry and socio-economic conditions of weavers in Orissa. He explained in it the cooperative system of production also fails to ameliorate the deplorable conditions of weavers because the societies are found to be controlled by a minority group, who is mostly non-weaving and belongs to dominant families of the village economy. The adopted strategy of co-operativisation of the industry at a larger scale in order to provide regular work and marketing support to the weavers for their products hardly functions in an effective manner.

➢ Suresh Kumar and Ganesh, in their study of handloom co-operatives concluded that the member weavers are enjoying a better standard of living. So the handloom co-operatives have made a significant contribution to improve the economic conditions of weavers.

➢ Pitchai, in his study of the performance of Kanchipuram Murugan Silk Weavers Co-operative Society, Kanchipuram, concluded the training of the weavers and office people on skill development, weavers latest export designs and improvement of managerial capabilities must be given. It may result in producing quality goods and reduction in wastage.

➢ Rama Mohan Rao, concluded in his article on conditions of weavers in Visakhapatnam District in A.P, that the handloom weavers co-operative societies could not play any role in the development of handloom industry and weaving community, though the primary weavers co-operative societies are intended to benefit the weaving community. Due to non-professional handling, political interference, politicisation of
various activities, they could not progress and achieve the designed results. Due to the failure of the co-operative societies, the handloom industry suffered and lives of the weavers were worst affected. The significance of the handloom industry is the human factor involved in the industry. Keeping this in view the government should conduct a detailed study on the functioning of various primary weavers co-operative societies to find out the real problems and their magnitude and take appropriate measure to strengthen and develop the cooperatives in order to direct them to play a key role in the development of weaving community.

➢ Yanagisawa, described the change in the handloom industry was influenced not only by competition with the mills in India and abroad but also by changes in the clothing habits of the various classes in India. Some resulted in an increasing use of mill made cloth the westernisation of men’s clothes in the urban upper and middle classes, the decline in the wearing of turbans, the decrease in the wearing of the ‘Anga Vastram’ and the increase in the use of shirts and hosiery, the increase in the use of drill shorts in the place of dhotis and the popularisation of mill made Sarees among the urban middle classes a result of diffusion of school education

➢ Srinivasulu, in one of his studies observed that the handloom sector during the last decade witnessed a series of serve crises chiefly on account of the sudden and unpredictable spurt in the hank yarn prices. The series of the crisis could be gauged from the frequency of suicide and starvation deaths among the weavers.

➢ Jain, in his article “the right weave “published in economic times concluded that the handloom cloth exports are earning
over Rs.40 per Sq.meter, more than double the earnings of Rs.18.37 per Sq.meter from export of even mill cloth; earnings from exports of more raw materials being much less than cloth. If supplies of yarn were ensured to handloom weavers, the better could produce more and export larger volumes of women cloth which would earn substantially more foreign exchange for the same quantity of yarn.

> Chalam, in his article, noticed that large numbers of looms in the cooperative fold have been identified as idle looms, as a result of which the estimated production of cloth is not being produced. The low quantities of output lead to increased cost of production.

> Shailaja and Pandhye, in their study in Northern Karnataka, identified a number of constraints faced by the weaving community. Among them are lack of adequate raw materials, middlemen, inadequate marketing facilities and lack of training and financial assistance. They concluded in their article that the Indian handloom industry can flourish if a suitable technology if a suitable technology blending existing system with the modern technology is made available to the weavers.

> Rao, opined in his work, that out of all handloom fabrics, the Saree as a costume still holds sway in the country, Owen in a dozen or more different styles, it typifies to us and the world over our national dress. It also influences foreign fashions.

> Mahapatro, revealed problems faced by the industry while marketing the product. He also explained that role of middlemen, exploitation of market, yarn distribution system,
financial position and assistance by the Government and Government policies.

- Krishna Swamy, study on the performance of handloom co-operatives reveals that handlooms covered by co-operatives are only 50 percent and many of these societies are dormant and the performance of most of them is not satisfactory.

- This paper brings out the problems faced by the weavers and the role of co-operatives. The focus of the study has been on what weavers produce hence selling has become very difficult and often stocks pile up. Capital is locked up and continuations flow of materials to the member weaver's for production hampered. Thus production must be in line with consumers demand.

- Nagen and Das, explained about the organization, production, and marketing of handlooms in Assam state, in their work. They opined, the handloom industry met not only the requirement of cloth, but also acts as a source of earning. From time im-memorial, the handloom industry has been maintaining its position as a vital industry of the state. It is mainly confined among the women folk. While explaining the handloom industry, in Assam, they suggested there is need for a comprehensive perspective planning. The planning programme should embrace all the aspects of the handloom production, promotion and development. The problems and difficulties are obvious and it becomes clearer when one realises that the plan has to be designed for almost the entire people and to deal with our industry which has a tradition and culture and is just next only to agriculture in importance.
Srinivasulu explained in his article the causes for the severity of crisis in handloom industry in India. He listed out the causes as power-loom development, floating of bogus societies, non-implementation of reservation policy, Partial co-operativisation, migration of skilled weavers, master weaver system. He opined that due to these reasons, the prices of yarn are increasing; the demand for the handloom products is decreasing.

Rama Krishna Rao, in his study observed, with the impact of changes in the consumer attitude and the resultant changes in the aptitudes of the people, the future prospects of the handlooms industry are certainly break unless the weaver improves his artistic skill and dexterity, he cannot compete with the technologically advanced textile mills and power-looms. As such the handloom weavers should develop skills and workmanship for producing appealing varieties of fabric rather than confining themselves to the coarse varieties of traditional fabrics.

Roy, in his article described three changes began to happen from the 1950s: (a) The decade itself witnesses a series of crises for handloom weavers generated by both failures of market and of yarn supplies;

(b) South India began to emerge as a major power-loom region; and

(c) The government imposed a product reservation policy under which virtually all types of designed cotton Sarees were reserved for handlooms.
G. Subramanyam, in their study expressed the failure of APCO in the supply of yarn, procurement of production and payment to primary societies.

Rama Mohan Rao, in his article expressed the state of affairs of handloom industry. It brings out in detail the socio-economic background, organisation, production, marketing activities of handloom weavers a critical evaluation is made on the functioning of APCO in Andhra Pradesh. He suggests various policy measures that required protecting the interests of the weavers' to strengthen the cooperative system and to develop the industry at large.

G. Subrahmanym, in his study, expressed the failure of APCO in the supply of yarn, procurement of production and payment to the primary societies. He suggested various aspects for the improvement of APCO.

D. Nagaraj published significantly in 'Front line' in the form of a survey, the aspects being:

- Socio-economic backwardness of handloom weavers.
- How APCO failed to supply yarn.
- Failure of Government in releasing granted money and,
- Locking up of stocks.

Krishna Swamy studied on the performance of handloom cooperatives, which reveals that handlooms covered by cooperative are only 50% and many of these societies are dormant and the performance of most of them is not satisfactory. This paper brings out the problems faced by the weavers and the role of co-operatives. The focus of the study had been on what weavers produce. Hence selling has become very difficult and often stocks pile-up. Capital is
locking up and continuous flow of material to the member weavers for production is hampered. Thus, production must be in line with consumer’s demand.

➤ Kanakalatha and Sundari, in their case studies of weavers’ co-operatives in Andhra Pradesh described that at the movement, APCO seems to have failed. APCO is not able to market its stocks, and owes large amounts to the primary societies. In fact, in previous years the export unit of APCO used to make payments directly to cooperatives supplying export varieties of cloth and the payments were made on time. Now APCO has taken over the payment perhaps also to merge its losses with the profits of a subsidiary which is functioning better and owes large sums to the cooperatives.

➤ Bharat Dogra, in his study concluded that the government and mill-owners are partners in a conspiracy to liquidate the handloom sector and destroy the lives of the weavers.

➤ Kotaiah.P, made a review on handloom finance and pointed out, the historic judgement of supreme court of India delivered on 5th February,1993, upholding the constitutional validity of the handloom Reservation Act and also the constitutional validity of the reservation made to handloom under the provisions of the handloom Reservation Act, are not enforced in almost all states.

➤ Roy in his study stated that, if the government policy is serious about preparing the textile industry for more globalization, it ought to devote 90% of its energy to cotton fibre, cotton yarn and cotton power-looms.
Kumar, made an enquiry into the handlooms industry in West Bengal and explained how the weavers are produced and marketed and also about the life and living of the people.

Kumar found in his survey that weaving in West Bengal provides full-time employment throughout the year to only 51.37% of the weavers. Those who do not have full time employment in weaving engage themselves in other activities. Among the other activities agriculture, including plantation and fishing, attracts as much as 52.77% of the weavers who have economic activities beyond weaving.
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