



## HANDLOOM AND ITS FUTURE TRENDS

**Mrs.Bhuvaneshwari.C\* Dr.R.Kannan\*\***

*\*Research Scholar, P.G And Research Department of Commerce, Government Arts College (Autonomous), Karur.*

*\*\*Research Advisor, Head And Associate Professor, P.G And Research Department of Commerce, Government Arts College (Autonomous), Karur.*

### **Introduction**

Handloom industry plays a vital role in the financial development of Karur especially in rural areas. Because many villagers are employed in this sector and earn their income. A huge number of looms were in existence in Karur from the time immemorial and even during the early 19th century the factory system of handloom production existed here. This industry faces a large number of problems today in spite of a very glorious past and huge potential for employment invention as well as contributing to the GDP of the state. But the growth in this sector is not smooth and it faces various challenges. Weavers are suffering from insufficient modern technology and scarcity of working capital, which are mandatory to maintain the smooth flow of production. Generally, weavers acquire their working capital which they possess in their hand and at times they acquire capital from various sources like government banks, private banks and some other financial institutions. As a result of current Government involvement through monetary support and application of various progressive and well being schemes, this sector has been able to withstand race from the power loom and mill sectors. In the present scenario most of the handloom units push to down their business due to insufficient investment.

### **Support of The Government**

To increase the production and efficiency of the handloom industry, to increase the income level and enhance the socio- economic conditions of the weavers, determined efforts are being made through various programmes. Through these programmes, weavers are encouraged to upgrade their skill and proper infrastructures with essential inputs are arranged. The following schemes are executed for the needs of the weavers.

1. Modernization and Up gradation of Technology.
2. Input Support.
3. Marketing Support.
4. Publicity.
5. Infrastructural Support.
6. Welfare Measures.
7. Composite Growth Oriented Package.
8. Development of Exportable Products.
9. Research & Development.

### **Ongoing Schemes And Programmes**

There are wide-ranging scheme for handloom sectors to take care of a wide range of activities such as, product development, infrastructural and institutional support, training of weavers, supply of equipment and marketing support, etc. equally at macro and micro levels in a organized and synchronized method for a complete growth and advantage of handloom weavers. The Government of India has been implementing following schemes/programmes for development of handloom and handicraft sectors in the country:



1. National Handloom Development Programme (with following components)
  - a. Block Level Cluster
  - b. Handloom Marketing Assistance
  - c. Concessional credit/weavers Mudra Scheme
  - d. Handloom Census
  - e. Bunkar Mitra
2. Yarn Supply Scheme.
3. Comprehensive Handloom Cluster Development Scheme.
4. Integrated Handloom Development Scheme (IHDS).
5. Marketing and Export Promotion Scheme (MEPS).
6. Handloom Weaver Comprehensive Welfare Scheme (HWCWS).
7. Mill Gate Price Scheme (MGPS).
8. Diversified Handloom Development Scheme (DHDS).
9. Deen Dayal Hathkargha Protsahan Yojana .
10. National Centre for Textile Design (NCTD).
11. Mahatma Gandhi Bunkar Bima Yojana.
12. Health Insurance Scheme.

### **Handloom Export Promotion Council**

The Handloom Export Promotion Council, itemized under the Companies Act, 1956, was established in 1965 by the Government of India as the nodal agency for export promotion efforts related to the cotton handloom textiles and also provides a wide range of services listed below:

1. Distribution of trade information & cleverness.
2. Persuasive abroad for Indian handloom products.
3. Organization of commercial mission's/buyer seller meets and contribution in
4. International trade events.
5. Consultancy and supervision services for handloom exporters.
6. Relationship with the Government of India on all bureaucratic and strategy matters significant to the handloom export trade.
7. Dealing with profession grievances affecting to handloom exports.
8. Association with the commercial agencies abroad for expansion of handloom exports.
9. Simplifying product modification and revision to meet contemporary market
10. necessities.
11. Motivation for upgrading of handlooms for the export market.
12. Establishment of design inputs to promote export of handloom products.

The Indian cotton handloom fabrics and made-ups occupy a place of prominence in the markets of USA, UK, Germany, France, Sweden, Belgium, the Netherlands, Japan and Australia. The main items exported belong to the segment of home furnishing, which constitutes roughly 90% of our total handloom exports.

### **Challenges Faced By The Handloom Sector**

Weavers in Karur don't get quality raw materials at right time and at right price. The issue of easy sourcing of raw materials (both yarn and dyes & chemicals) at reasonable prices has been a key problem across centers of handloom production. The problem is far more acute for individual weavers. In recent years, there has been a distinctive rise in the prices of yarn. The main reason for this is the sharp increase in the prices of cotton. Complementary reasons include lack of suitable delivery systems,

closure of spinning mills in some handloom producing zone, and non- accomplishment of the length yarn commitment by the organized mill sector. In addition, the handloom unit owners cannot achieve maximum possible output due to failure of choosing the optimal blend of inputs as they do not have higher education, skill, experience, training and well management capacity. For these reasons, the holder fails to minimize input use to produce a certain level of output. This failure makes their units less profitable and hence, they are forced to close down their units over time. The following are the major challenges faced the handloom sector in Karur District.

1. Poor marketing and insufficient market linkage outside the state ails the industry from growing and earning more revenue.
2. The buyers are not concern about the excellence and the price of diverse
3. products.
4. Handloom products are costlier than power loom products. The replicate design of handloom product can be designed by powerloom.
5. Lack of information to weavers concerning various Government policies and
6. schemes under achievement, is a significant cause for the diminishing fate of the weaver community.
7. Sometimes, the execute agencies and the concerned Governments Departments may not have complete information, resulting in serious gaps in execution.
8. Infrastructure in the handloom sector continues to be insufficient. Facilities such as clean drinking water, sanitation, effluent treatment plants and electricity, are not available in all hubs of handlooms production.
9. Systems that ensure efficient supply chain management from the stage of
10. availability of handloom raw materials up to sale of finished goods, essential for providing the weavers easy access to inputs and markets throughout the country.
11. Imperfect local organization, unfortunate implementation of public schemes and lack of adequate public accountability as well as lack of institutionalized
12. estimation and screening mechanisms.
13. Due to the lesser income and instable work the younger age group of weavers has been migrating to other profession. This has reduced the weaver community.
14. Due to the weak monetary condition, the weavers, individually, are not able to set research and development facility and spend money on it.
15. The state provisions are also not sufficient.
16. Modern designs are not developed in sufficient number and in tune with the
17. changing taste of the public.
18. Government supports to this industry are not adequate and successful. Most of the times, government policies assist mills and power-looms as a substitute of handlooms.
19. Handloom weaver population is declining.
20. Low production is witnessed than power loom and mill sector.
21. Lack of technological up gradation.
22. Shifting of skilled labour to other sectors.
23. Due to low wages and tough working conditions, younger generation is not
24. adopting in weaving activity.
25. Lack of adequate finance.
26. Absence of direct marketing outlets.
27. Lack of professional guidance.
28. Poor institutional framework.



29. The role of women in the handloom industry is largely unacknowledged.
30. Artisans still rely upon local moneylenders. They charge heavy interest rate,
31. leaving the artisan in vicious poverty cycle.

Despite the welfare-oriented policies implemented by the Government, almost half of the handloom weavers belong to the most backward and poorer sections of the population. The high frequency of poverty and illiteracy among weaver families is accompanied by poor access to basic necessities including health, water, sanitation, housing and livelihood facilities. The role of women in the handloom industry is largely unacknowledged.

### **Recommendations For The Future Development**

All the researches on handloom sectors have sought different scheme for the support of handlooms and its weavers. But the actual situation has not been changed as expected. In addition, day to day the tradition based crafts industry is demolishing. Thus, it is utmost important to create proper initiative, which boosts supremacy to handloom industry; symbol of our heritage and culture; to survive with its own latent without any price of opponent- power loom and industrial looms. So, after analyzing the above situation the study propose the following steps, which we believe, we will provide a path for further development of this sector and prevent the fold down process:

1. Availability of adequate credit facilities weavers.
2. The availability of good quality yarn with the affordable price.
3. Government should have a monitoring cell under Handloom Board to monitor activities of those wholesalers and retailers who are engaged in selling raw materials for handloom products to prevent any unfair advantage. In addition, all tax and levies should be waived on all kinds of raw materials which will ensure the right price.
4. Weavers suffer from poor modern technology. So, government should take necessary steps to make available these technologies in local market and should give up all taxes on these technologies so that weavers can afford these technologies.
5. Government and Private bank must be assured the credit facilities to the producers at lower rate of interest.
6. Government should offer short term loan before the weaving season so the weavers will not facing any economic problem for handloom weaving.
7. Various focused trainings program have to be launched for weavers to help them updated.
8. Specific handloom designs are expected to include in The Handloom Reservation List.
9. Government can create a quota system for handloom industry, under which, some special products such as bed sheet, pillow covers, towels etc. which have high order in national and international markets, can completely be produced by handloom.
10. Mega Handloom Expos ought to be organized during the festive season in different regions.
11. Additionally, the co-operatives have to run on trained management basis.
12. Access to raw material such as yarn, dyes and dyestuffs should be at ease.
13. Prices of these fibers have to be constant during production and processing.
14. Availability of cheap credit.
15. Investment in handloom sector should not be far been partial and investment on sector development is mandatory.
16. Healthier and broader market linkage is indispensable.
17. Central and State Government can honor some special packages to guard the production from handloom sector.
18. Cooperative system exploitation and political party interference be supposed to evade.

19. New research, training and input institutes have to be recognized by the government.
20. Upturning of National and State budget allocations help to boost the rural employment.
21. Introduction of technological changes tends the handloom products to obtain an alternative value for organic yarn and cotton.
22. Required smooth competition between handloom and power loom sectors.
23. Establishment of Depots –cum- warehouse will make the make available of yarn easier.
24. Increase in wages lends a hand to the weavers to progress their better standard
25. living.
26. Holdings of domestic and international exhibitions.
27. Women workers should be recognized as contributors and be included in various schemes/programmes in their own individual capacities.

### **Future Outlook of Handloom Sector**

1. Availability of low cost and skilled manpower provides competitive advantage to industry.
2. Various schemes have been launched, not only to upgrade technology but also to extend financial aid, to the sector.
3. Low capital investment.
4. Unique craftsmanship.
5. Using natural and organic material.
6. Direct export facility.
7. More weavers are adopted due to high wages.
8. There will be an additional subsidy for the garment and made up segments, capital investment subsidy on the new machines they bring in, leading to efficiency and modernisation of the sector.
9. Indian products have stiff competition in the international market.

The expectations of the handloom class are like everybody else. The problems faced are known and on the table. Change from sympathy to empathy, alone can help quite a bit for handlooms to look forward to a brighter future.

### **Conclusion**

Handloom industry creates noteworthy benefits for the economy in terms of micro- and macroeconomic impacts. It plays vital role to reduce poverty, increase employment, and enhance household income and consumption in the country. Thus, in Karur, handloom sector has positive contribution to employment generation and economic growth. But this sector faces various challenges which the reasons for non-operation of looms. Therefore, the government and the non-government organizations should come self-assured with financial, technical and policy supports for development of handloom industry. As a consequence of actual Government involvement through financial support and application of various progressive and welfare schemes, the handloom sector, to some magnitude, has been capable to flow over these hindrances. Accordingly, handloom arrangements a priceless part of the generational heritage and demonstrates the fruitfulness and multiplicity of our nation and the talent of the weavers.

### **References**

1. Ministry of Textiles, Indian Textile Journal, Department of Industrial Policy and Promotion, Press Information Bureau, Union Budget 2017-18.
2. Government of India, Ministry of Textiles, Office of the Development, Commissioner for Handlooms, 11th July 2017.