



## A Study of Problems and Perspectives of Handloom Weavers in Maharashtra

**Chandrakant Dattatray Taur**

Research Student

Dept. of Commerce

Dr. Babasaheb Ambedker Marathwada University, Aurangabad.

Email: chandutaur8888@gmail.com

Article Info	Abstract
<p><b>Received:</b> 06/07/2023  <b>Revised:</b> 23/08/2023  <b>Accepted:</b> 06/09/2023</p>	<p>Handloom weaving activity is one of the oldest and ancient in India. Handloom weaving is much popular and decentralized, traditional and skill-oriented activity in India. It is cottage industry and spread every nook and corner of the country and occupied everywhere both in rural and urban areas. After agriculture, the handloom industry provides significant proportion of livelihoods to majority of its people. India has great heritage in handloom sector. The scope of employment is heavy, nearly 43.31 lakh people are engaged directly or indirectly by this industry. The present study is based on the primary data collected from handloom weavers in Guntur district, where majority of handloom weavers are located. The human resource generation is very high in handloom sector as well as the choosing this occupation also by heredity or profession by parents only. This study aims at to explore the Problems and Perspectives of Handloom Weavers as well as to suggest appropriate measures to crack the problems and uplift their lives.</p>
<p><b>Keywords:</b> Handloom weaving activity, Problems and Perspectives, Uplif</p>	

### INTRODUCTION

Handloom industry is proving a large scale employment in rural and urban places and it is an ancient industry. Handloom weaving is the traditional occupation in India. The handloom sector in India is the largest sector next to agriculture. Handloom sector has been organized in three predominant forms of weavers such Independent weavers, co-operative system weavers and wage weavers. The most prevalent system is that of the wage weavers. Presently, most of these wage work at takes at place from home. Their work ranges from pre-loom processing to mere weaving, at different places. The handloom industry is largely household-based, carried out with labour contributed by the entire family. It is dispersed, spread across thousands of villages and towns in the country. In the present economic climate where

dependency on foreign capital and know how s increasing all round, the handloom industry presents a sustainable models of economic cavity that is not energy intensive and has low capital costs, as well as an extensive skill base. Its survival in and adaptability to, a wide range of economic conditions also needs to be understood in a proper perspective, in order to underline the inherent viability of this enterprise. Therefore, an objective appraisal of the handloom industry is the need of the day. Handloom industry is one of the most decentralized, traditional and skill oriented industries in India. Handloom industry is one of the oldest industries in India. It is cottage industry in India and It is widely spreader every corner of the country. It is occupied place both in rural and urban areas. It is major sector number of people are getting the employment opportunities after agriculture sector. This industry providing

employment to rural and urban people 43.31 lakhs people are getting the employment by this industry. From total handloom workers 36.33 lakhs peoples are living in rural areas, 6.93 lakhs people are living in urban areas. In total handloom workers nearly 50 percent of the workers 21.6 lakhs workers are living in southern states. In this state Maharashtra 3.6 lakhs, Uttar Pradesh 2.6 lakhs. Orissa 1.1 lakhs, Karnataka 0.9 lakhs and other states 2.3 lakhs workers are living. This sector contributes nearly 15 percent of the total cloth produced in the country and also contributed substantially to the export income of the country and 95 per cent of the world's hand woven fabric comes from India.

#### **ANDLOOM INDUSTRY IN MAHARASHTRA**

Maharashtra has traditionally been one of the major handloom weaving regions of India. The state has the second largest concentration of weavers in the country after neighboring state, Tamil Nadu, with 6 lakh weaver families. In Andhra Pradesh, many, either work on their own or are attached to master weavers. At present, this activity provides full and part time employment to about 40 lakh persons. Weaving is a household activity, carried on by weaver artisans with the assistance of family labour, producing for a commercial market. It is largely a rural activity and is virtually synonymous with cotton fabrics and cotton accounting for about 79 per cent of the yarn consumed in the state. Some varieties of saris produced on the handlooms in Maharashtra are among the world's finest pieces and known for their immaculate warps and wafts, eye catching shades and alluring texture. About 70 per cent of the looms in Maharashtra produce traditional apparel items. Although handloom weaving exists in all districts of Andhra Pradesh, there are considerable differences between various regions within the State, with regard to numbers of weavers and looms, trends therein and products made. There is also a huge regionally specific product variation. In some areas very exclusive products are made, for instance in Paithan (Aurangabad District), where saris are produced with real gold threads woven into the-silk product. The names of the weaving centers or villages sometimes even function as a kind of brand name, because the same products are not produced elsewhere. The state of Maharashtra has five regions. These regions represent two homogeneous and distinct agro-climatic zones. In spite of the wide regional disparities in social and economic development, the region now covered under the state of Maharashtra has historically been a major producer of cotton textiles. Traditionally, little cotton was grown in the state, though recently

farmers in dry regions have been switching to cotton cultivation. Down the centuries textile production has depended on yarn brought in from other regions. Textile production is also segmented catering to three distinct and different markets –production for export, production of very specialized and high-valued textiles used by high-income groups and varieties for household use to be sold in local markets.

#### **REVIEW OF LITERATURE**

**Jayachandra, K. and Subramanyam Naidu, L. (2018)** is study focuses on the handloom weavers' cooperative societies in Chittoor district Maharashtra highlighting the importance of cooperative societies and its benefits to the weaving community. The study shows how the weaving communities have become workless. It also highlights the functioning of the cooperative societies. The findings of the study demonstrate how cooperative societies are not active in the recent times due to various reasons. It concludes that the government must take care and provide the essential support to rejuvenate the industry.

**Venkateswaran, A. (2014)** study brings to light socio-economic conditions of the weaving community in Tirunelveli District. The study findings show the socio-economic conditions of the weaving community in the district are not good, due to the poor income earnings, non-availability of credit and the competition of the readymade industry etc. The study suggests that there is a dire need to take welfare measures for the wellbeing of the weaving community. Apart from the welfare measures, the subsidiary mechanism has to be provided by the state to uplift sick handloom industry.

**Naga Raju, G., and Rao, K.V. (2014)** conducted study on the socio-economic conditions of the handloom community in Andhra Pradesh. The study has been highlighted across Guntur district and also discusses the health conditions of the weavers. It is known from the study that the economic status of the weavers is not up to the mark due to their low income from their profession. In addition to the above issues, the study presents the perception of the youth of the community members and their attitudes towards their traditional profession. The findings of study reveal that the majority of the youth from the weaving community are reluctant to continue in the profession and they want to prefer or change to other professions.

#### **NEED FOR THE STUDY**

Present the handloom weavers in Guntur district is facing acute problems of abject insufficient income, poverty, unemployment and

illness. Majority of them are struggling hard to survive and income and expenditure are hues imbalance, the socio economic and living conditions were deplorable. The rapid expansion of power loom has doubled their problems. In past days handloom industry has glory in this district so many weaving families last generations and before generation families were migrated to Guntur district for handloom weaving from very long. But especially since one decade handloom industry condition is not well it was felling down. So far as the researcher's knowledge is concerned no study has been in Guntur district Handloom weaving is popular.

**OBJECTIVES OF THE STUDY**

- To know the income, expenditure pattern of the sample respondents
- To analyze the Living pattern conditions of the weavers
- To study the health issues of the weavers.

**METHODOLOGY. SAMPLE**

The study has been carried five division in Maharashtra. The study adopted a stratified purposive sampling design for collection of data. The total sample comprises of 125 of the weavers households.

**DATA COLLECTION TOOLS**

Secondary and primary sources have been used in the present study. The secondary data

comprises the government reports, official documents and other survey reports. Handloom censuses report, textile annual report 2019-20, Directorate of Handloom, assistant Directorate of Handloom offices Guntur relevant journals, reports and books. Primary data has been collected with a structure interview schedules.

**Financial problems:**

Handloom sector is extremely diversified in nature, in terms of product, it is capable of great flexibility in process, products and geographical shifts, it is decentralized, located both in rural and urban centers. The handloom industry can survive only if the government can provide a rehabilitation package similar to the many weavers in India work in extreme condition but still maintain the quality of the work. They put their heart and soul in their work one provided to the formers who have lost crop, to the handloom sector also.

The central and State Governments provide assistance to handloom weavers, weaver's co-operative societies for strengthening the share capital, improving the management of societies and modernization of looms. Even then, the societies could not strengthen their financial position because, they are not able to repay in time the loan received and hence the societies have to pay interest to the District Central Co-operative Banks.

The below table-1 shows the financial problems of respondents in the Maharashtra

**TABLE -1 Financial Problems**

Financial problems	No. of respondents	Percentage (%)
Yes	93	77.5
No	27	22.5
Total	120	100

Source: primary data

According to the above table majority of the respondents have financial problems. That is out of 120 respondents, 93 (77.5%) weavers are

facing financial problems. The lowest number 27(22.5%) respondents are not facing financial problems.

**TABLE -2 Production Problems**

production problems	No. of respondents	Percentage (%)
Yes	111	92.5
No	09	07.5
Total	120	100

Source: primary data

According to the above table majority of the respondents have production problems. That is out of 120 respondents, 111 (92.5%) weavers are facing production problems. The lowest number

09(07.5%) respondents are not facing production problems.

**Marketing problems**

There are a number of reasons for the failure to create value for handloom products in the domestic market. There is a wide-ranging opinion that the handlooms ignore the market trends and consumer tastes. This disconnect creates a place for a role which includes reading the market preferences and converting them into design and taking responsibility for making it possible at the production level. Marketing is the central problem

that calls for the drawing up of a suitable strategy. Handloom is not only altering dominant market norms, but also changing the nature of the market transactions. The industry has been pursuing the sales-oriented philosophy. Inadequate marketing services and facilities have resulted in periodical accumulation of stocks, resulting in underemployment and unemployment among weavers.

The below table-3 shows the marketing problems of respondents in the Maharashtra.

TABLE -3 Marketing Problems

Marketing problems	No. of respondents	Percentage (%)
Yes	108	90
No	12	10
Total	120	100

Source: primary data

According to the above table majority of the respondents have marketing problems. That is out of 120 respondents, 108 (90%) weavers are facing production problems. The lowest number 12(10%) respondents are not facing marketing problems

**SUGGESTIONS:**

Weavers have to change their attitude from traditional to modern. Change of designs as per market requirements, creation of a local brand image, and quality in products, product innovation and utilization of modern technology in marketing strategies enhance the domestic and international market. Up-gradation of technology in production activities, maintenance of specific work hours, development of production infrastructure and skill development improves the production as well as quality. The government has to implement skill development programs, create awareness on technological changes that are suitable for the handloom industry, financial support for up-

gradation of technology, providing credit facilities, development of marketing facilities, strategies for ensuring confidence in youth for taking handloom as a profession.

**Conclusion**

Handloom weaving plays an active role in the growth process of the state as well as the nation. This sector has been considered prominent because of the traditional artisan craft skills of the weavers which meet the local needs and demands. Handloom sector has different strengths in the modern economy. It is simple, and is associated with appropriate technology. The world, which is seeking for clean air and water, handlooms are well suited because they are eco-friendly in nature. Handloom sector has self-sustaining mechanism, training for irrespective of gender. The inheritance of skills and capacities is beyond the realm and reach of any modern training and educational institution. There is a sufficient flexibility for all types of communities to take up handloom weaving as a profession.

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