

## **“Socio-Economic condition of Handloom weavers-A case study of ChiralaMandal, Andhra Pradesh”**

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### **Abstract**

*Conventional Indian handloom enjoys a global reputation as well as national prestige in terms nature and quality of product and its rich demand both in India as well as abroad. However, the weavers undergo enormous challenges related to their occupational survival in the post modernity era wherethe biggest challenge is problem of large production in this social cum capitalist world. The study aims to analyse the socio-economic conditions of the weavers and offer possible recommendations to mitigate their plight. This study is based on primary data collected through interview schedules schedules from a random set of seventy weavers residing in ChiralaMandal of Andhra Pradesh. The result of the study reveals the major problems which have been engaging by the weavers both at economical and non-economicalcausational ground. The results of the study also detail their expenditure on merit and demerit goods and services such as education, health, food, and non-food items, liquor consumption smoking, etc during the study period.*

**Key Words:-***( Literacy, Hereditary occupation, Indian Handloom, Credit problems,*

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### **I. Introduction:**

The present study is a case study of the socio-economic conditions of the handloom weavers in ChiralaMandalof Andhra Pradesh. The handloom business is the biggest cottage industry in India, representing and protecting the lively and lovely Indian culture and heritage. Indian artists are presently distinguished worldwide for their hand spinning, weaving and printing style. ChiralaMandal is one of the hub of handloom parts of TheAndhra Pradesh. The neediness of Chirala’s weavers has earned national consideration, however minimal solid activity by the experts intending to the issue.

“The handloom part is the second biggest wellspring of work in the nation, next just to farming. It provides 12.5 million jobs and is the biggest rustic business supplier alongside farming. About 1 out of 12 family units in India gets its essential pay from the handloom part”, Says M Mohan Rao,leader of National Handloom Weavers Union.

Chirala, initially known as "Ksheerapuri" (Sea of Milk), steadily is renamed as „Chirala“ (Chira meaning saree). The Chirala handloom industry is well known since times prehistoric for greatness in delivering an assortment of textures. There are records of Chirala handloom industry by the thirteenth century the Italian explorer Marco Polo’s records of his visit to this region recorded thriving of handloom weaving and magnificence in the handloom markets and unmatched abilities of the weavers who created 7 yards of saree that fits in a matchbox.

The handloom segment of Chirala has been quickly declining in the ongoing occasions with a few weavers moving into different occupations. "Times are changing, just 10 percent of the adolescent are into Draft weaving presently", told Mr. SallaVeeralingam of Jandrapeta town. Right now it is trusted that the Chirala bunch has around 10,000 to 13,000 weavers.

### **1.1NEED FOR THE STUDY**

The present study concentrates on the socio-economic conditions of the handloom weavers in the ChiralaMandal of Andhra Pradesh. The handloom industry is facing a lot of problems both economical and non-economical such ascapital deficiency due to complex credit system, falling inputs availability, issues related to marketing of produce, limited availability of electricity , health issues, heavy working hours, skill and lack of training, competition from power loom sector, low budget allocation by the state and central governments and no proper utilization of the allocated funds so on and so forth. 613 weavers suicide cases are registered and 1500 weavers have tried to kill themselves. This study has identified the major economic factors accountable for the misery of the this class and suggested the remedies to break the vicious circle of these economic variables which are jointly making the work and life of this people pity full.

## **I.2 STATEMENT OF THE PROBLEM**

The handloom industry is unfolding over the many components of the country and covers not solely the consumer goods wants of folks however conjointly provides substantial for export. The loom sector in the Republic of India contains 3 major varieties particularly 1) cotton-weaving 2) wool weaving 3) silk weaving. loom sector in Andhra Pradesh is assessed into 2 broad classes particularly the organized sector and unorganized sector. The organized sector includes the first weavers, the co-operative societies and also the industrial co-operative societies. The Unorganized sector consists of a profit-motivate man of affairs like a producer, weaver, master weavers and also the independent weavers. At this stage, the subsequent queries arise.

1. What is the economic development of loom weavers?
2. What are the factors causative to the slowness of the normal or traditional weavers?
3. What are the solutions to the known problem?

The main motive of this study to explore the Socio-Economic conditions of the handloom weavers in Chirala of Andhra Pradesh. An attempt has been made in this study to find answers to these questions and to provide possible remedies.

## **II. Methodology**

The principle point of the examination is to comprehend the financial status of handloom weavers in Chiralavillage of Andhra Pradesh by collecting data from seventy handloom families. This examination likewise gives a concise review about the issues looking by the handloom weavers and the administrative arrangements were embraced for the welfare of the handloom weavers in Andhra Pradesh just as in India.

### **2.1 OBJECTIVES OF THE STUDY**

1. To explore the social and economic condition of the handloom weavers such as income literacy, health etc.
2. To analyse the production and distribution and consumption issues pertaining to handloom weavers in the study area.

### **2.2 SAMPLE DESIGN:**

The design of this study is based on both primary and secondary data. The secondary data has been collected from the Ministry of Textiles, India, National Handloom Development Corporation, books, articles and reports have been studied from different websites like EPW (an economic and political weekly), research gate, JSTOR(journal storage), etc.

The primary data has been collected on the basis of a sample survey with the help of a questionnaire and the questionnaire has been filled through direct personal interviews. The sampling method used in this study is a random sampling method.

## **III. Review Of Literature**

K. Chellappan (1984) in his investigation communicated that investment involves the second position among the three supreme necessities of human life. His work focuses on the historical backdrop of the exchange that goes back to five,800 years, its financial significance, the issues looked by this exchange and also explanations behind its across the country's quality. His work also uncovers the structure, association and compensation conditions inside the handloom exchange. It furthermore proposes the measures fitting for the improvement of loom exchange Asian countries.

PrabinBaishya (1989) has pointed get into his study that the income generated by the industries flows, departure aside their forward and backward linkages, through 2 channels, viz, leader and worker where employed staff area unit engaged and thru a 1 approach line wherever solely family labor is employed. within the handloom trade financial gain of associate enterprise varies in keeping with its size, that is the range of looms, kind and quality of the fabrics created and period of the work.

As reported within the Economic Times, the loom sector occupies a major place within the rural-urban technological and social linkage within the Indian economy. Despite a variety of policy measures formulated for its development, the loom sector has not mature enormously. This is often attributable to the overlapping role of varied textile sectors, the unorganized structure of the loom sector, lack of adequate promoting and infrastructural base for his or her growth and promotion.

Dr.SailendraNarain (2000) whereas dilating on this subject pointed out that the handlooms sector forms an area of India's wealthy heritage and exemplifies the richness and art of the weavers. The loom (Reservation of Articles for production) Act 1985 aims at protecting the interests of weavers. underneath this act, eleven textile articles area unit presently reserved for exclusive production by handlooms units. So as to assist in the formulation of effective schemes for the advantage of loom weavers, NCAER was assigned the task of endeavour a census of Handlooms in 1995-96 by the Ministry of Textiles.

Babu, (2001) identifies some major developments that have shaped the evolution of loom silk weaving trade once independence, which applies to cotton loom weaving too. They are highly confirming state policy in terms of restrictions on the mill sector, reservation of an area of mills spindle to supply measures for loom clothes and reorganization of production structure through the creation of co-operatives.

Nimbalkar (2002) in his study he highlights that the loom sector plays a significant role within the society provides direct and indirect employment to six.5 million folks engaged in such activities. This sector withstands competition as a result of government intervention through money help varied welfare schemes for the country’s property.

#### IV. Data Analysis And Interpretation

The present analysis has been carried on study objective oriented variables such income ,expenditure, literacy general and gender wise, health etc.

##### Gender and age wise population distribution.

Table No. 4.1

Gender	Population	Percentage
Female	29	41.4
Male	41	58.6
Total	70	100

Table No. 4.2

age group	Frequency	Percent
19 – 29	2	2.9
30 – 40	21	30.0
41 – 50	26	37.1
51 – 61	16	22.9
62+	5	7.1
Total	70	100.0

Source primary data Year 2018-19

##### Caste wise distribution and educational Investment.

Table No. 4.2

Education	Population	Percent age
higher secondary	15	21.4
Illiterate	17	24.3
Primary	16	22.9
Secondary	22	31.4
Total	70	100

Table No. 4.3

Expenditure	Frequency	Percent
Below 6000	40	57.1
6001 – 24800	18	25.7
24801 – 43600	5	7.1
43601 – 62400	3	4.3
62401 - 81200	3	4.3
81201 and over	1	1.4
Total	70	100.0

##### The annual income of the household

Table No. 4.4

Income group	Frequency	Percent
1001 – 48960	5	7.1
48961 – 96920	19	27.1
96921 – 144880	16	22.9
144881 – 192840	8	11.4
192841 – 240800	7	10

240801 – 288760	2	2.9
288761 – 336720	4	5.7
336721 – 384680	1	1.4
576521 – 624480	2	2.9
864281 – 912240	1	1.4
912241 – 960200	1	1.4
1152041+	4	5.7
Total	70	100

**Nature, types and hours spend working.**

**Table No. 4.5**

Hours	Weavers	Percentage
<= 6	1	1.4
7_8	28	40
9_11	20	28.6
12_13	13	18.6
14 – 16	7	10
17+	1	1.4
Total	70	100

**Table No. 4.6**

type weaver	of Weavers	Percent
Owner weaver	15	21.4
Labor weaver	55	78.6
Total	70	100

The collected data suggest that the people belong to the age group between 41-50 have significant share among the handloom weavers (Table No. 4.2). Weavers belongs to PADMASHALI(backward caste) accounts for 68.6 percentage of the total respondents in the weavers which shows that handloom is the occupation of the poor class. Though the percentage of male weavers is higher than the female weavers however the gender work participation gap is low (Table No. 4.1). It is also observed that substantial number of young literate class is weaving because of the hereditary occupation, and fewer employment opportunities. As their investment on education is very less i.e. below 6000 yearly (Table No. 4.3). About sixty percent of weavers' children go to Govt. schools, therefore, the quality of education is not compatible to market desired skills. The table above also gives information that 36 percent of the weavers' annual medical expenditure lies between Rs1001-Rs8340 and with the slight change the next 33 percent of the weavers are spending from Rs8341-Rs15680 in the sample. The health problems are like body pains, fever, tuberculosis diabetes, and blood pressure. The majority of the normal weavers are going to the government hospitals. Above table 4.8 shows that 40 percent of the handloom workers are spending their income from rs102001-rs151500 for the consumption purpose annually whereas 35.7 percent of the weavers are spending from Rs52501-102000 a high level of consumption inequality prevails in the people belongs to this business. The data on income shows that 27 percent of the normal weavers household earned the income of Rs48961-Rs96920 and the weavers with this income they come under below the poverty line are 23 percent. Those who are under master weavers earned the income of Rs96921-Rs144880. And above two lakhs forty thousand income is earned by the master weavers in the sample study. Table ---- shows there are people working even more than the 8 hours to earn their livelihood. There exist a significant number of weavers working on a daily wage basis of around 79 percent.

**Various problem faced by the handloom weavers:**

There are various problems faced by the weavers such as credit problems, scarcity of input material, inadequate marketing facilities, cooperative society issues, mismanagement, electricity problem, health problem, heavy working hours, skill problems, lack of training.

**CREDIT AND INPUT MATERIAL PROBLEM**

**Table No. 4.7**

Ranking	Frequency	Percent
1	58	82.9
2	11	15.7
3	1	1.4
Total	70	100

**Table No. 4.8**

Ranking	Frequency	Percent
3	22	31.4
4	28	40
5	12	17.1
6	4	5.7
7	4	5.7
Total	70	100

Source primary data year 2018-19

The above table shows the problem of credit in the sample. The table explains that 83 percent of the weavers are facing a credit problem in the sample area. Most of the weavers have negligible access to formal credit due to that they are unable to become an independent weaver because of their debt. The above table shows the input material deficiency problems of the weavers in the study area. 40 percent of the weavers are facing this problem and it ranks 4<sup>th</sup> among the 10 major problems. The input quantity and cost depends on the variety of Sarees. In ChiralaMandal, especially in Epurupalem, Thotavaripalem the most famous variety of the Saree is weaving which is named kuppadamsaree (cotton/pattu) and the other varieties like polyester sarees, cotton sarees, etc.

**Managerial level issues**

**Table No. 4.9**

Ranking	Population	Percent
4	3	4.3
5	14	20
6	15	21.4
7	17	24.3
8	21	30
Total	70	100

**Deficiency of Electricity supply**

**Table No. 4.10**

Ranking	Frequency	Percent
3	1	1.4
4	17	24.3
5	7	10
6	15	21.4
7	7	10
8	23	32.9
Total	70	100

Source primary data year 2018-19

The above table depicts the problem of management in the sample area. The table explains that 30 percent of the weavers are facing the problem of management by giving the rank of 8<sup>th</sup> and 24 percent of the weavers by giving the rank of 7<sup>th</sup>. The below graph shows the percentage of the management problem with frequency.

The above table depicts the problem of electricity in the sample study. The table explains about the electricity problem for the weavers in which 33 percent of the weavers are facing this problem by giving the rank of 8<sup>th</sup> and 24 percent of the weavers by giving the rank of 4<sup>th</sup>. Electricity is important during the weaving process because there are some minute threads which can be visible under the lights only. The below graph shows the percentage of the electricity problem.

**HEALTH PROBLEM**  
Table No. 4.11

Ranking	Frequency	Percent
1	4	5.7
2	6	8.6
3	38	54.3
4	14	20
5	4	5.7
6	2	2.9
7	1	1.4
8	1	1.4
<b>Total</b>	70	100

**EXTRA WORKING HOURS**  
Table No. 4.12

ranking	Frequency	Percent
1	7	10
2	42	60
3	6	8.6
5	1	1.4
6	1	1.4
7	11	15.7
8	2	2.9
<b>Total</b>	70	100

Source primary data year 2018-19

The above table depicts the health lessness in the study area around 54 percent of the weavers are facing health problems by giving the rank of 3<sup>rd</sup> among all the problems. The health of the weavers are disturbed because of the dust of chemicals(dyed yarn) are released while weaving. The colours chemicals and the dust from the zari threads which is input material will affect the health by causing diseases like tuberculosis. Body pains, fever, blood pressure, diabetes, etc are the health problems faced by the weavers. The below graph shows the percentage of the health problem.

The above table depicts the problem of heavy working hours in the sample area. The table explains the problem of heavy working hours in which 60 percent of the weavers are facing this problem by giving the rank of 2<sup>nd</sup> among all the problems. Normal weavers should weave at least 6 hours as minimum working hours to meet their basic necessities. The below graph shows the percentage of heavy working hours problem.

**Lack of training and skills**

Table No. 4.12

ranking	Frequency	Percent
9	37	52.9
10	33	47.1
<b>Total</b>	70	100

Table No. 4.13

ranking	Frequency	Percent
8	10	14.3
9	33	47.1
10	27	38.6
<b>Total</b>	70	100

Source primary data year 2018-19

The above table shows the problem of skill in the study area. The table explains the skill problem in which 47 percent of the weavers are facing this problem by giving the rank of 9<sup>th</sup> among all problems. The above table depicts the problem of lack of training in the sample study. The table explains the problem of lack of training in which 53 percent of the weavers are facing this problem by giving the rank of 10<sup>th</sup> among all 10 problems. Govt. had initiated clusters for the training of the weavers for their welfare. The below pie chart shows the percentage of the lack of training problems

## ANNUAL PRODUCTION

**Table No. 4.14**

Baaru	Frequency	Per cent
below 20	10	14.3
21 - 98	48	68.6
177 - 254	2	2.9
255 - 332	1	1.4
333 - 410	2	2.9
411 - 488	3	4.3
489 - 566	2	2.9
723and over	2	2.9
Total	70	100.0

The above table 14.15 depicts the annual production of a weaver and master weaver in the sample study. The table explains the annual production in which 69 percent of the weavers are producing 21-98 Baaru's in a year. Baaru means five Sarees with blouse piece or six sarees without blouse piece. The above 200 baaru's are produced by the master weavers by the normal weavers. In a month weaver can weave 2 or 3 baaru's depend upon the variety of the sarees. The below graph shows the percentage of production.

### **Researcher's Observations.**

#### **COOPERATIVE SOCIETIES:**

In ChiralaMandal researcher has gone through villages like epurapalem, thotavaripalem, and jandrapeta. In Jandrapeta there are no cooperative societies existed. In Thotavaripalem there is one cooperative society named "Sri Markandeya handloom weavers cooperative society" which is working till now with the help of an NGO called to assist, this NGO has given 10 lakhs rupees as a credit for this society. 105 weavers have registered their names in this society but only 20 members are working because of the lack of capital. This society won't sell their products to the APCO because of their late payment. Even though if there is APCO, this handloom cooperative society is not that useful for the weavers' welfare at present. In Epurapalem village, there are nearly 7 cooperative societies but in that one cooperative society is working that too have credit problems for the management. In the cooperative societies old aged people are working for their livelihood that too less in number are working and their wages are low because they weave cotton sarees for which the Majuri (wages) are low. In Chiralamandal cooperative societies are not that serviceable for the weavers.

#### **MASTERWEAVERS:**

The majority of Master weavers in the Chirala are well settled. Otherwise, we can say that they are highly dominated people. Predominantly weavers will work under the master weavers. One of the important reasons for the failure of the cooperative societies is 98 percent weavers will work under masters because they will attain their need of money whenever they are in necessitate and the wages will be given soon after the work was done. But at present because of the goods and services tax, the demand for the handloom sarees is decreased comparatively. Compared to the past sales the demand for the handloom sarees is decreased in the market. So the profits for the master weavers are turned down for a while and the present situation also the same. This will indirectly affect the wages of the weavers. Some of the master weavers who were not highly graduated or not completed their secondary school were unable to understand the goods and services tax (GST) and due to this the trading is reduced and the master weavers are feeling it be risky and some of them are doing their business illegally. Mostly the master weavers in the Epurapalem village are well settled. Their standard of living is far better than the weavers. Because of the existence of the master weavers, the livelihood of the weavers is better if we compared it to the past.

#### **WEAVERS:**

The standard of living of weavers is better if we compared it to the past. If we compared to the Guntur district the socio-economic conditions of weavers in the Prakasam district are better but the weavers should work minimum 8 hrs for their livelihood. During the past era, the weavers in ChiralaMandal were weaved the low-quality products for which the wages were low like lungis, dress materials, etc. Nigerian products were famous during the 1980's and those products are profitable for both master weavers and weavers. Now the

weavers in the villages like epurupalem, jandrapeta, thotavaripalem are weaving kuppadampattusarees, silk/silk sarees for which the wages are high if compared to the weaving of cotton/cotton sarees. The Majuri(wages) per baaru(1 baaru=5or6 sarees) for kuppadamsarees is rs7500/- and the entire family should work to complete the baaru and in a household, both wife and husband will work because the process of weaving is long and difficult too. Till today weavers are indebted to the master weavers with interest of rs5/-.For their better livelihood they should work daily and that too most of the weavers are working 12-14 hours. They will work for the whole month except on Amavasya (lunar phase of the new moon). Padmashali will stop their work on Purnima or pournami where devangulu on Amavasya(lunar phase of the new moon). They are facing a credit problem along with illness. Diseases like tuberculosis, diabetes, blood pressure and body pains are common among old aged people. Especially weavers can't save because their income will be sufficient and it won't be sufficient for their livelihood along with the interest payment to the master weavers. If coming to the government schemes like mudra loan majority of the weavers didn't get approval. Some of the weavers got the approval of mudra loans through recommendations from political parties. Weavers Health card has been canceled by the present government and merged with the general health card which will be useful for the surgeries etc. Till now the weavers are facing obstacles for their daily livelihood. Banks were not ready to give loans to the weavers because most of the weavers are not paying in time and some of the weavers are awaiting the runamaphi. The banks are getting in to lose and they are not giving loans as soon as possible. Weavers are feeling helpless and they are borrowing money from masterweavers with high-interest rates and they will fall into indebtedness. The weaving skill which has been our tradition is going to diminish and diminishing because of a lot of complications. The work which will give employment for the whole family will be exhausting in the future and now it has been reduced if we compared to the past handlooms. In Epurupalem the number of handlooms has been reduced.

#### **GOVERNMENTS ROLE:**

Now the present ruling party (Telugu Desam Party) has initiated some subsidies like wage compensation, free power up to 100 units, rural housing cum workshed, urban worksheds, insurance scheme. These schemes are going to implement before the 2019 elections. The application process has been completed. The government is providing jacquard lifting machines(motor) as a subsidy with the payment of 10 percent by the weavers and the application process was completed and the implementation is remaining. weavers are hoping for the proper implementation. His(hathkarghasamvardanshayata) which is a central govt scheme is now under process in which 40days training is giving for the usage of the modernized lifting machines(jacquard machines is used for the weaving of high-quality sarees with new designs like pattusareesetc) under clusters division. The reservation of 22 varieties has been reduced for 11 varieties and that too it is not successfully implemented because the power looms are copying the new handloom designs illegally if there is reservation also. Because of the government's non-observance, handloom weavers conditions are becoming more pathetic because of handlooms. Bhunkaryojana has not been implemented and even one person in ChiralaMandal has not been profited. Even though the thrift has been increased to 16percent the weavers are not showing interest to work under cooperative societies because of the lack of wages payment in time etc. If the government has been shown or pay attention to the problems of weavers during past the situation of weavers reduction cant have happened.

#### **Concluding remarks:-**

From the above analysis, one can conclude that 37 percent of the weavers who are under the age group of 41-50(old age people) are working. It shows that the youth population in the weaving field is reduced. Caste wise the people who are under the category of Padmashali have predominantly taken the share of 67 percent. Among the three villages Jandrapeta, Epurupalem and Thotavaripalem the majority of the weavers are Padmashalis.

31 percent of the weavers have completed their secondary education and after that most of the people have discontinued theirs because of their family backwardness.

57 percent of the weavers have spent their income less for education which is less than RS6000 in the year 2018-19. Most of the weavers' children are perceiving their education from the govt school through the benefits of the category OBC.

The health expenditure for the weavers was also less which is less than Rs 8500 for the year 2018-19. This indicates that the majority of the weavers are going for the checkup to Govt. hospitals.

40 percent of the weavers are spending their income from Rs102001-Rs151500 for the consumption purpose for the year 2018-19. There is a piece of evidence that the majority of the weavers are spending their income for the consumption only and the savings are less because of their wage limitations and 74 percent of weavers spend the amount of Rs1001-Rs10800 on clothing and footwear. Because of the fewer savings, they can't afford food expenditure.

The majority of the weavers are working 7- 8 hours a day and it is compulsory for everyone to work for the minimum wages. The climatic conditions should also support them for their so they should work daily to compensate for the months of summer and rainy season.

At present the implementation of the Comprehensive Handloom Cluster Development Scheme (CHCDS) for the development of Mega Handloom Clusters during the period from April 2017 to March 2020. In Andhra Pradesh, the chief minister Chandrababu Naidu announced Rs 4,000 per month for two months in monsoon season as the allowance for the weavers as the pits of the handlooms would be wet with the rainwater and no work will be done. He also said that the government will provide health insurance for free to the weavers and provide 100 units of electricity free of charge. He said that the government would give a special rebate on yarn to get a total of 30 percent subsidy, as he cannot guarantee the GST waiver for the weavers by the central government. He said that there are individual weavers under 305 societies suffering from debts and he announced loan waiver for them. He approved the requests to appoint 100 junior technical officers and fulfilling pending compassionate appointments and announced that the government would give surety to NCDC for sanctioning a loan of Rs 150 crore to APCO. Naidu announced the establishment of NIFT at Amaravati and asked the youth from the weavers' community to utilize its services in making new designs and marketing the products through online service providers. He agreed to construct the procurement, research, training and design center along with the establishment of SerifedCenter in Chirala. The implementation of this scheme has been started and its on the process while I went for the fieldwork.

#### **Recommendations:-**

**Expanding Quality and Availability of Raw Materials:** To broaden the accessibility of crude materials, private plants can be incited to set up warehouses in the substantialhandloom groups, with the end goal that uncomplicated supply of yarn can be encouraged.

#### **Empower Renewed Designing**

Preparing programs in internationally seen institutions abroad can be of extraordinary use in improving the plans of handloom items. The ace weavers and other craftsmen can be sent to these institutions to attend direction sessions on structure, innovation, item quality necessities, innovation and production strategies.

#### **Adoption of Effective Marketing Strategies**

The operations of handloom cooperative societies and the Handloom Development Corporations should be substantially patched up to expand their effectiveness. These cooperatives can make showrooms in potential territories of offers to attract the attention of clients.

#### **Creating a Niche Premium Market :**

Handloom items are eco-accommodating and are to a great extent natural, and this attribute can be utilized to attract the attention of clients. There is gigantic potential for green attire among condition cognizant purchasers and this pattern must be utilized fruitfully for the handloom area.

#### **Upgrading Efficiency of PWCS :**

The administration of the essential weaver cooperative societies should be improved, and a gifted arrangement of the board executives, who have an establishment in the handloom area ought to be locked in. The initiation of the association of private open organizations to enhance the functioning of the PWCS would be profitable.

#### **Expansion of Credit:**

To push development in the handloom area, the weaver societies must arrangement in substantial-scale ventures, for example, opening showrooms, enlisting fashioners, gaining information and direction on market patterns and up-gradation of the colouring procedure. These operations require the supply of bounteous credit; in this way, term advances can be offered to weaver societies for these broadly huge uses. The most central measure in this relation is developed the financial proficiency controlled by the handloom weavers.

#### **Infrastructural Development**

Guaranteeing consistency in the supply of intensity and updated benchmarks of thruways and ports are critical to guarantee and protect the ideal result of the efforts of the handloom weavers. At the point when contrasted with the international logistics arrange, India's vehicle facilities are similarly less progressed, resulting in additional operational costs. Observing the inventory network is essential in the efficient production all things considered, including handloom items.

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### **Quality Upgradation and Increased Emphasis on Packaging**

The more elevated amount of value will guarantee more expensive rates for the products and go about as a motivation for the weavers. Fare markets are exceedingly particular in regards to the appraisal of the nature of yield. In the handloom business, bundling of items assumes a pivotal job both in augmenting domestic deals just as fares. The bundling and names ought to transmit clear and complete information with respect to the utilization, reusing or transfer procedures of the item. In addition, the handloom weavers should be taught and educated regarding the matter with respect to worldwide norms of bundling and meeting the purchaser's quality prerequisites.

### **Embrace Cluster Development Approach**

The competency of handloom weavers will be intensified on the off chance that they work together in groups, having collective objectives, putting in collaborative efforts and cooperating among themselves. The sourcing of crude materials and marketing of yield will be increasingly advantageous as the dealing abilities of weavers will be amplified. Additionally, the groups can cumulatively take part in innovative activities and choose planners.

### **Market Diversification**

The handloom items from India have been traded to a great extent to the US and the EU. India ought to investigate other importing nations, instead of relying upon the traditional markets. There are markets, for example, South Korea, Malaysia, Indonesia, Vietnam, Egypt and Tunisia in which the Indian handloom exporters can extend their operations. Indian handloom exporters face intense competition from their Chinese friends, as it is the main exporter of handloom items. Measures ought to be taken in improving quality and escalating the marketing and promotional activities to address this test.

### **Product Diversification**

The Government should direct market studies at normal interims so as to get a beat of the shopper request. Specialists from the board institutes can be mentioned to participate in these operations. The production of high esteem handloom pieces of clothing ought to be accentuated, by empowering collaboration between style creators and the artisans, me and once more. Besides, the creation of new varieties of family unit materials and outfitting ought to likewise be attempted.

### **Spreading Awareness**

There is insignificant mindfulness in regards to the Indian Handloom Brand. It has been noticed that even architects and handloom retailers are not totally educated and open to mistake it for the Handloom Mark. Courses of action should be made for crusading and advertising about the positive effect of the India handloom sector.

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