



## AN EMPIRICAL STUDY ON PROBLEMS OF WEAVER IN DHARMAVARAM TOWN

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### **Abstract**

*Handloom sector plays a very important role in the country's economy. It is one of the largest economic activity providing direct employment to over 65 lakh persons engaged in weaving and allied activities. Due to effective government intervention through financial assistance and implementation of various developmental and welfare schemes, this sector has been able to withstand competition from the power loom and mill sector. This paper tries to probe into the operational problems of handloom industry. The problems that are being faced by the industry can be broadly classified into three viz., shortage of raw-material, lack of proper financing and marketing inadequacies of the finished products. These factors play a vital role in the survival of handloom industry.*

**Keywords:** *Marketing, Finance, Material, Handloom.*

### **Introduction**

Handloom sector plays a very important role in the country's economy. It is one of the largest economic activity providing direct employment to over 65 lakh persons engaged in weaving and allied activities. Due to effective government intervention through financial assistance and implementation of various developmental and welfare schemes, this sector has been able to withstand competition from the power loom and mill sector. This paper tries to probe into the operational problems of handloom industry. The problems to hat are being faced by the industry can be broadly classified into three viz., shortage of raw-material, lack of proper financing and marketing inadequacies of the finished products. These factors play a vital role in the survival of handloom industry.

As a result of these measures, the production of handloom fabrics registered more than tenfold increase from a level of 500 million sq. metres in the early fifties to 7352 million sq. metres in 1999-2000. This sector constitutes nearly 19 per cent of the total cloth produced in the country and also contributes substantially to the export earnings. Handloom forms a part of the heritage of India and exemplifies the richness and diversity of our country and the artistry of the weavers.

Handloom industry is perhaps the most important one among the hundreds of small scale and cottage arts and crafts that have survived in the present day in India. It is remarkable that in some cases it has been wiped out in most of the countries where modern textiles industry has been established. But still it occupies a strategic position in India's socio-economic set up. The industry is not only ancient but its change is unique, in the sense, that in no other country in the world, where hand weaving is in vogue on such a nation-wide basis. And nowhere else could the handloom industry so valiantly withstand the on –slaught of and stiff competition from the giant textile machine as in India.

Even in the wake of mobility, growing urbanization, scientific and technological revolution, India's time-honored handloom industry has remained unscathed preserving the ancient traditions of weaving and carrying out reasonable improvements in the use of tools and accessories. The Indian weavers are not only providing enough cloth to meet the internal demand but also exporting numerous artistic varieties to the highly industrialized countries of the world

### **Supply of yarn**

A major problem faced by handloom weavers is the fluctuation in the price of hank yarn. A greater role is to be played by organizations such as the national handloom Development Corporation (NHDC) the State Level Handloom Development Corporations. Apex Handloom Societies and other organisations down to the level of handloom societies in villages, which could ensure supply of hand yarn and other inputs of handloom weavers at reasonable and stable prices.

The problem of supply of the yarn is not new. It is in fact, a chronic one. In 1942, the fact-finding Committee had pointed out, "so far as yarn is concerned, there is hardly any doubt that the handloom weavers is being mulcted on several fronts by a host of middlemen and parasites, whose existence leads to a pyramiding of the prices yarn and who have for long carried on nefarious practices in regard to the quality as well as the quantity of yarn supplied, and fully exploited the ignorance, poverty and helplessness of the weavers.

### **Objectives**

1. To study the handloom industry.
2. To analyse the problems of weaver in Anantapur district.
3. To draw the conclusions.

### **Data Base**

The primary data are elicited from the sample respondents through a specially designed interview- schedule by personal interview method.

### **Sample Design**

The weavers in this district were living in rural areas and some towns. The researcher has taken only Dharmavaram town and taken 150 sample respondents from the selected area.

### **Secondary Data**

Secondary data were collected from the records of the office of Development Commissioner for Handlooms, Ministry of Commerce, Udyog Bhavan, New Delhi. The annual report of the All India Federation of Co-operative Spinning Mills Limited, Bombay, various books, Journals, editorials, news papers, dissertations and unpublished theses.

### **Statistical Tools to be used**

Averages, percentages, ratios and also used the pie diagrams and bar diagrams. To estimate the functional relationship between employment and income, employment and capital, the researcher used both simple and multiple regression models. To estimate the poverty among weavers the researcher used gini-co-efficient as statistical tools in our study.

### **Yarn Distribution System and Price of Yarn**

The hank yarn which is supplied from the spinning mills is purchased by the Andhra Pradesh State Handloom Weavers Co-operative Society Limited (APCO). The APCO supplies yarn to its members. In some areas, the co-operative societies open selling counters and sell the yarn to the outside weavers. In some places the private agencies and petty shop keepers purchase the yarn from spinning mills and other states. The private yarn traders fix their own price.

In this district the weavers are two types in terms of the cloth they make: one is the ordinary variety of weavers and another type the Jacquard weavers. There are mainly two types of yarn required one is cotton yarn and the other silk yarn. Generally cotton yarn is supplied from local, Bangalore and the silk yarn supplied from the other places of the State. The weavers go weekly once to Bangalore city and purchase the yarn from them.

The wholesale yarn dealer adds their own profit margin to the price of yarn, so that by the time the yarn reaches the hands of the weavers, the prices touch considerably high mark. The proportions of such additions in the final price

depend upon the number of intermediaries involved and the distance between the yarn consuming and yarn producing centres. Besides, when yarn is sold on credit still higher price is charged.

It is observed in the field survey, that out of the 150 sample units surveyed of which units are working as independent units and even these units purchase yarn in smaller quantities from the retail traders or master weavers at higher prices. Another feature of the yarn market, which is perhaps common to all speculative markets, is that any rise in the wholesale price of yarn is immediately followed by a rise in the retail price, while it takes a long time for the retail price to adjust itself to the whole sale price when it falls. This factor also provides the dealer with an opportunity to make profits at the expense of the weavers.

The co-operative societies obtain the yarn from co-operative spinning mills and the Apex-society. They supply the cheap quality yarn to the handloom co-operatives at

**Table -1, Category-Wise Distribution of Weavers Households on the Basis of Problems Relating to Raw-Materials**

S. No	Reasons/Category	Household working independently	Household working for master	Household working for co-operatives	Household working for corporations	Total
1	Not available in time	3 (23.07)	13 (17.56)	8 (15.68)	2 (16.66)	26 (17.33)
2	Not available in required quantities	5 (38.46)	24 (32.43)	11 (21.56)	2 (16.66)	42 (28.00)
3	High price	2 (15.38)	15 (20.27)	12 (23.52)	3 (25.00)	32 (21.33)
4	Adulteration	2 (15.38)	10 (13.51)	8 (15.68)	-	20 (13.33)
5	Poor quantity	1 (7.71)	8 (10.81)	7 (13.72)	5 (41.68)	21 (14.00)
6	Required counts of yarn is not available	-	4 (5.42)	5 (9.84)	-	9 (6.01)
	Total	13 (8.66)	74 (49.33)	51 (34.00)	12 (8.01)	150 (100)

Source: Field Survey.

Table 1 reveals the weavers problems relating to raw-material category-wise. Out of the 150 respondents about 28 per cent of the respondents expressed their problems regarding to not available in required quantities followed by 21.33 per cent respondents expressed their concern regarding high price and about 24 per cent respondents expressed their problem that they are not provided with raw material intime. It is also evident from the table that about 38.46 per cent of independent weavers expressed their problems that “non-availability” in required quantities followed by about 23.07 per cent complained about untimely supply of raw material, while the weavers working for master weavers about 32.43 per cent expressed that they are facing the problem of raw material that is not available in required quantities and the wavers working for co-operatives about 23.52 per cent the weavers working for corporation.

**Table -2,Category –Wise Distribution of Weavers House-Hold on the Basis of Problems Relating to Procurement of Labour**

S. No	Problem / Category	Household working independently	Household working for master	Household working for co-operatives	Household working for corporations	Total
1	Scarcity of skilled	3 (23.07)	37 (50.00)	11 (21.56)	6 (20.00)	57 (38.00)
2	High wages	7 (53.84)	18 (24.32)	26 (50.98)	3 (25.00)	54 (36.00)
3	Not productive	2 (15.38)	12 (16.21)	9 (17.64)	2 (16.67)	25 (16.66)
4	Any other (specify)	1 (7.71)	7 (9.47)	5 (9.82)	1 (8.33)	14 (9.34)
	Total	13 (100)	74 (100)	51 (100)	12 (100)	150 (100)

Source: Field Survey.

It is evident from the table that about 38.0 per cent of the weavers are facing the problem of scarcity of the skilled labour and about 36.0 per cent of the weavers face the problem of payment of higher wages. It can be seen from the table that about 50 per cent of the weavers working for master, suffering from the problem of scarcity of skilled labour followed by about 23.07 per cent of the weavers working for independently category face their problem of scarcity of skilled labour. And about 53.84 per cent weavers working for independently face the problem of high wages about 50.98 per cent of the weavers working cooperatives also had the problem of high wages. It may be concluded that the district weavers are very poor in the production of the modern skills. To get more income there is a great need to learn modern techniques in weaving activity. It is necessary to the government to open modern service centres in the district.

**Table -3,Category –Wise Distribution of Weaver House-Hold on the Basis of Problems Relating Utilization of Machinery**

S. No	Problem /Category	Household working independently	Household working for master	Household working for co-operatives	Household working for corporations	Total
1	Not of quality	8 (61.53)	34 (45.94)	27 (52.94)	6 (50.00)	75 (50.00)
2	Worn out	2 (15.38)	16 (21.62)	14 (27.45)	4 (33.33)	36 (24.00)
3	Fails often to function properly	3 (23.09)	19 (25.67)	8 (15.68)	2 (16.67)	32 (21.33)
4	Any other	-	5 (6.77)	2 (3.93)	-	7 (4.67)
	Total	13 (100)	74 (100)	51 (100)	12 (100)	150 (100)

Source: Field Survey.

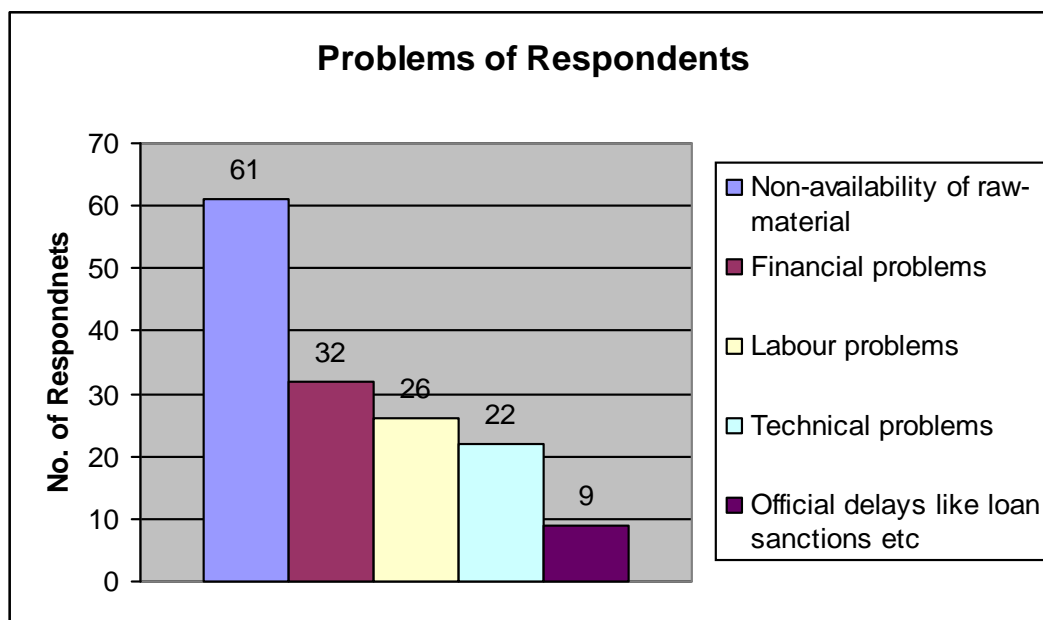
An analysis of the table 3 reveals that the weavers have problems with their equipment. In all categories of weaver households about 50 per cent spoke of their problems that the machinery is not of good quality and about 24.01 per cent of the machinery worn out, about 61.53 per cent of the weavers working independently face the problem of lower quality followed by about 52.94 per cent expressed that not quality. About 25.67 per cent of the weavers working for master weavers expressed that they often fail to function properly.

**Table -4, Category-Wise Distribution of Weaver Households on The Basis of Problems Relating to Production**

S. No	Problem /Category	Household working independently	Household working for master	Household working for co-operatives	Household working for corporations	Total
1	Non-availability of raw-material	6 (46.15)	29 (39.18)	21 (41.17)	5 (41.67)	61 (40.67)
2	Financial problems	1 (7.69)	16 (21.62)	13 (25.49)	2 (16.67)	32 (21.33)
3	Labour problems	1 (7.69)	12 (16.21)	9 (17.64)	4 (33.33)	26 (17.33)
4	Technical problems	5 (38.47)	9 (12.16)	7 (13.72)	1 (8.33)	22 (14.66)
5	Official delays like loan sanctions etc	-	8 (10.83)	1 (1.98)	-	9 (6.01)
	Total	13 (100)	74 (100)	51 (100)	12 (100)	150 (100)

Source: Field survey.

An attempt is also made to know about the problems of the weavers relating to production. It is clear from the table 4 that about 40.67 per cent of the weavers have problem of non-availability of raw material. The same is the case with 46.15 per cent of weavers working for independently. About 41.65 per cent of the weavers working for corporation have the problem of insufficient raw material availability. In case of weavers working for master working about 25.49 per cent and 21.62 per cent weavers working for cooperative expressed that they have problem regarding financing by commercial banks, while more number of the weavers working for corporation category about 33.33 per cent have the problem of labour. In case of weavers working independently about 38.47 per cent.



**Fig No. 4.2**

**Table -5, Category-wise Distribution of Weaver Household on the Basis of Problems Relating to Marketing**

S. No	Problem /Category	Household working independently	Household working for master	Household working for co-operatives	Household working for corporations	Total
1	No demand	5 (38.46)	31 (41.89)	19 (37.25)	6 (50.00)	61 (40.66)
2	Not remunerative	1 (7.69)	19 (25.67)	9 (17.64)	1 (8.33)	30 (20.00)
3	High transport costs	2 (15.38)	11 (14.86)	12 (23.52)	4 (33.33)	29 (19.33)
4	Highly competitive	4 (30.78)	9 (12.16)	11 (21.59)	1 (8.34)	25 (16.67)
5	Any other (specify)	1 (7.69)	4 (5.42)	-	-	5 (3.34)
	Total	13 (100)	74 (100)	51 (100)	12 (100)	150 (100)

Source: Field Survey .

An analysis of the table 5 reveals the marketing problems of the weavers in Anantapur district. It is evident from the table that about 40.66 per cent of the weavers expressed that there is no demand for handloom products because the powerloom cloth is cheaper than handloom cloth. For about 50.0 per cent weavers working for corporation and 41.89 per cent weavers working for master weavers perceived inadequate demand for this products as the main problem while 25.67 per cent weavers working for master expressed the view that their labour is not remunerative. About 33.33 weavers working for corporation opined that the transportation costs are high and 30.0 per cent independent weavers suffer from high competition of power loom and other categories products.

### Conclusion

It is clear from above analysis that the handloom industry in recent years is facing many problems regarding marketing. There is a great need to improve the marketing facilities of the handloom products. The government should open more branches in States and give rebate on the handloom cloth and improve the markets of the weavers. It is observed that the weavers use ancient type of instruments and equipment. To improve the working capacity of the looms there is a need to familiarize with modern equipment that can generate more income. When the government will be supporting for getting raw material, supply subsidized equipment and loans automatically the weavers life style and economic conditions will improved in Dharmavaram town.

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