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Production and Marketing of Handloom Products in Chittoor District of Andhra Pradesh

Dr KOTA. SREENIVASA MURTHY

Associate Professor in Management, Seshachala Institute of Management Studies, PUTTUR, Chittoor District, Andhra Pradesh, India.

ABSTRACT - The handloom sector has a unique place in Indian economy and plays a vital role in the economic development of the rural poor. It is one of the largest economic activities providing direct employment to over 65 lakhs persons engaged in weaving out of this, more than 40 percent are women and majority of them are low caste and extremely poor, working in small family units. This sector contributes nearly 19 percent of the total production of the cloth produced in the country and also adds substantially to the export earnings. Handloom industry belongs to decentralized sector, there are many problems related to weavers, inputs, raw material, finance, marketing etc. Most of the problems faced by handloom industry are perennial in nature. The present study is an effort to production and marketing of handloom products in Chittoor district of Andhra Pradesh. The data required for the study was collected from the primary sources. A total sample of 200 Handloom household weavers' in Chittoor District was selected by using Stratified random sampling technique and appropriate statistical and mathematical devices have been used to analysis of the data. This paper deals with the different phases of cloth production and marketing by the sample weavers in the handloom sector in Chittoor District

Keywords: Handloom, weaving - Production – Marketing

I. INTRODUCTION

Handloom industry is generating more employment, next to agriculture sector in India. India, the second largest producer of raw silk and it is 36,280 MT in 2016-17. Andhra Pradesh, Karnataka, West Bengal, Tamil Nadu and Jammu & Kashmir are the major states producing about 96.37% of the mulberry handloom production in the country. Handloom Weaving is one of the major economic activities in Andhra Pradesh. Government of India and ministry of textiles have taken steps to bring weavers under the roof co-operative sector and more than 35% of the handloom weavers have been brought under the Co-operative fold. However, of late the functioning and performance of the co-operative societies in the study area has been affected badly. There are so many factors and reasons that are responsible for decreasing the performance of handloom sector, of which the problems associated with weavers, inputs, raw materials, financing and marketing are having more weight.

The production of cloth in the unorganized cotton textile sector, particularly in a handloom sector is different from its mill sector, since in the former production is undertaken with family labour whereas in the latter wage labour is engaged in the factory environment. In the same way the problems encountered in the marketing of handloom products are quite different from those faced in marketing the mill and power loom cloth. The differences persist even in the procurement of inputs, their storage, use and the total productivity. Further more, all these differences are region and time specific.

II. NEED OF THE STUDY

The handloom is the largest cottage industry with a position next only to agriculture in providing employment to rural artisans with low capital investment and environment friendly and also adaptable to the changing tastes, trends, designs, techniques, fashion etc. The condition of handlooms sector in Chittoor district is not in favour due to diverse reasons. Despite several measures taken by the government by the way of institutional support and direct financial assistance to the handloom weavers, they have been in miserable state due to myriad problems and are sustaining continuous losses. Therefore, the present study is concentrated on production and marketing of handloom products in Chittoor district of Andhra Pradesh.

III. METHODOLOGY

The basis of the study is the sample survey devised for the purpose. The eclectic survey method has been followed for the selection of the samples. The Chittoor District has been divided into three revenue divisions namely, Chittoor, Tirupathi and Madanapalli. The villages were selected from chosen manuals based concentration of handloom weavers inhabiting the villages. The universe of weaver households has been divided into

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- Independent weavers
- Weavers working under master weavers
- Weavers working in the Co-operative fold and
- Weavers working both under master weavers and co-operative societies.

The number of sample weaver household weavers for the study of all classes is limited to 200 samples. Ultimately, depending upon the results of pilot survey conducted for the purpose, the sample was divided into 32 independent weavers representing 16 per cent of the total samples, 113 sample weavers working under master weavers representing 56.50 per cent, 17 under weavers working in the Co- operative fold consisting of 8.5 percent and38 sample weavers working under both the master weavers and Co- operative societies representing 19 per cent.

The data used for the present study is based on household survey. A time period of 5 years, i.e., from 2012-13 to 2016-17 has been used to collect the data. For the analysis of the data, appropriate statistical and mathematical devices like averages, percentages and analysis of variance were used. ANOVA x^2 tests were used for testing hypothesis formulated.

Objective of the Study

More specifically the objective of the present study are:

1. To study the pattern of production of cloths and channels of marketing for the Handloom Products of weavers in the Chittoor district
2. To analysis the surplus/deficit of different types of weavers in the district.
3. To suggest the feasible measures for the betterment of handloom weavers in the district.

The present study is based upon the following null-hypothesis formulated for the purpose.

(i) There is no difference in the socio-economic conditions of different types of weavers in Chittoor District.

(ii) There is no difference in the earnings of different types of weavers in the district.

Types of Looms and Design Tools

There are basically three types of looms used by the weavers in Chittoor District

(i) Throw shuttle pit-loom

(ii) Fly shuttle pit-loom and

(iii) Frame loom

The weavers also acquire the design tools namely dobby and jacquard, the former being used in the case of simple designs in the borders and the latter, for intricate designs, particularly in the sarees weaving. In the sample of 200 weavers, 57 percent own throw shuttle pit-loom, followed by 32 percent of weavers owning the fly shuttle pit-loom while only 11 percent of the weavers own the frame loom.

Nature of Yarn purchases by weavers

The handloom weavers manufacture different types of clothes, using various types of yarn which is the basic raw material in weaving. The weaver's purchases three different types of yarn – cotton, silk and jari.

The Table 1 shows the purchase of different types of yarn by the sample weavers in Chittoor district.

Table-1Nature of Yarn Purchased by Weavers from 2012-13 to 2016-17

SI NO	Types of Weavers	COTTON	SILK	JARI	TOTAL
01	Independent Weavers	21 (65.63)	9 (28.13)	2 (6.24)	32 (100.00)
02	Weavers working under Master Weavers	87 (76.99)	21 (18.58)	5 (4.43)	113 (100.00)
03	Weavers working in Co-Operative Societies	16 (94.12)	1 (5.88)	-	17 (100.00)
04	Weavers working both Under master Weavers and Co-operative Societies.	27 (71.05)	8 (21.05)	3 (7.90)	38 (100.00)
All Types of Weavers		151 (75.50)	39 (19.50)	10 (5.00)	200 (100.00)

Note: Figures in parentheses are the percentages to row totals.

Source: Field Study

The table shows that all the weavers purchase all the varieties of yarn expecting those under co-operative societies who get only the cotton yarn supplied by the co-operatives societies. Cotton and Silk yarn form greater proportion and the jari forms only the marginal proportion because it is used only for the borders and hence the requirements is very meager. Out of the total

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sample weavers about 75 percent purchase the cotton yarn, while only 20 percent purchase Silk yarn and just 5 percent jari yarn. Among different types of weavers, weavers working under master weavers purchase mostly the cotton yarn (76.99 percent) because the master weavers supply the yarn. The percentage of weavers who purchase silk yarn is highest in independent weavers (28.13 percent) and the least in case of weavers working under co-operative societies and in case of purchase of jari yarn, independent weavers has the highest purchase (6.24 percent).

Pattern of Production of Clothes

The weavers produce different types of clothes depending upon the demand for them on one hand, and the supply of yarn by the master weavers and the Co-operative societies on the other. But it is observed in the field study that the pattern of production is the same irrespective of the type of the weavers. The pattern of production is shown in the following table 2.

Table-2 Annual Production of Different Varieties of Cloth from 2012-13 to 2016-17

Sl.No	Types of Weavers	Cotton Sarees	Cotton Lungies & Dhoties	Jari Sarees	Silk Sarees	Cotton Mixed Silk sarees	Cotton Mixed Polyester sarees	Janatha sarees	Total
01	Independent Weavers	4 (12.50)	8 (25.00)	14 (43.75)	3 (9.38)	2 (6.25)	1 (3.12)	-	32 (100.00)
02	Weavers working under Master Weavers	12 (10.62)	28 (24.78)	50 (44.25)	10 (8.85)	8 (7.08)	4 (3.54)	1 (0.88)	113 (100.00)
03	Weavers working in Co-operative societies	2 (11.77)	4 (22.53)	7 (41.18)	1 (5.88)	1 (5.88)	1 (5.88)	1 (5.88)	17 (100.00)
04	Weavers working both under Master Weavers and Co-operative Societies	4 (10.53)	9 (23.68)	17 (44.74)	3 (7.89)	4 (10.53)	1 (2.63)	-	38 (100.00)
All Types of Weavers		22 (11.00)	49 (24.50)	88 (44.00)	17 (8.50)	15 (7.50)	7 (3.50)	2 (1.00)	200 (100.00)

Note: Figures in the parentheses are the percentages to row totals.

Source: Field Study.

As revealed by the above table, the jari sarees and the cotton lungies and dhoties are preferred more by the weavers of all types, followed by cotton sarees and cotton mixed silk sarees. About 44 percent of the weavers in total and the weavers working under master weavers and co-operative societies produced the jari sarees where as slightly less than that i.e., about 42 percent of the independent weavers and weavers under co-operative societies produced the same. Next in the order, about 25 percent of the weavers except those working under co-operative societies produced cotton lungies and dhoties. Third in the order, in all the types of weavers, is the cotton sarees. Eleven percent of the total weavers, 12.50 percent of the independent weavers, 10.62 percent of the weavers working under master weavers, 11.77 percent of weavers working under co-operative societies and 10.53 percent of the weavers working under both master weavers and co-operative societies produced the cotn sarees. While more than 7 per cent of the total weavers, and the weavers working under master weavers are engaged in the production of cotton mixed silk sarees, greater per centage (10.53) of the weavers working under both master weavers and co-operative societies. And less percentage of weavers working under co-operative societies (5.88) are engaged in the production of the same. Cotton mixed polyester sarees were the least produced. Only 3.50 per cent of total weavers and the weavers working under master weavers produced the Cotton mixed polyester sarees; this percentage is highest (5.88 percent) in case of weavers working under co-operative societies and the lowest (2.63 percent) in case of weavers working under both master

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weavers and co-operative societies. Only one percent of weavers produced Janatha sarees because the Janatha scheme was closed.

IV. MARKETING OF HANDLOOM PRODUCTS

Marketing in handloom sector is unique. The sector has no uniform or single marketing channel. This is one of the main reasons for the sad plight of weavers. The channels used for marketing of the products by different types of weavers are shown in table3.

Table-3Channels of Marketing for the Handloom Products from 2012-13 to 2016-17

S.No	Types of Weavers	Channels of Marketing				
		Master Weaver	Wholesale Trades	Direct selling	Co-operative societies	Total
1	Independent Weavers	- -	10 (31.25)	22 (68.75)	-	32 (100.00)
2	Weavers working Under master Weavers	96 (84.96)	7 (6.19)	10 (8.85)	-	113 (100.00)
3	Weavers working in Co-operative Societies	-	-	-	17 (100.00)	17 (100.00)
4	Weavers working Both under master and Co-operative societies	18 (47.37)	2 (5.26)	4 (10.53)	14 (36.84)	38 (100.00)
All types of Weavers		114 (57.00)	19 (9.50)	36 (18.00)	31 (15.50)	200 (100.00)

Note: Figures in the parentheses are the percentages to the row totals.

Source: Field Study.

More than half of the total weavers (57.00 percent) sell their products to the master weavers. As a matter of fact, the weavers get yarn from the master weavers, weave the products and sell them to the master weavers at prices quoted by them. Next most important marketing channel is direct sales to the consumers. Eighteen percent of the total weavers sell their products directly to the consumers. About fifteen percent of weavers sell their products to the co-operative societies. Only 9.50 percent of weavers sell their products to the traders. But, most of the independent weavers (68.75 percent) sell their products directly to the customers and the remaining 31.25 percent to the wholesale traders. Among the weaves working under master weavers only 8.85 percent and 6.19 percent sell their products to customers and traders respectively and the remaining eighty five percent to the master weavers. The weavers working under co-operative societies invariably sell their products for the co-operative societies. Of the weavers working under both master weavers and co-operative societies, 47.37 percent and 36.84 percent of them sell their products to the master weavers and co-operative societies respectively; about ten percent sell their products to customers and about five percent to wholesale traders.

Surplus/Deficit

The cost-price differences vary from product to product and among different types of weavers. As such, surplus – deficit also vary among different types of weavers as shown in table 4.

Table-4 Surplus Income Item-wise from 2012-13 to 2016-17 **(In Rupees)**

SI. No	Type of weavers	Silk Sarees	Jari Sarees	Cotton Sarees	Mixed Sarees	Lungies & Dhoties
1	Independent weavers	1480	348	-55	790	43
2	Weavers working under master weavers	1550	355	-40	860	47
3	Weavers working in co-operative societies	1450	345	-58	735	60
4	Weavers working both under master weavers and co-operative societies	1520	352	-47	815	50
Total		1500	350	-50	800	50

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Source: Field Study.

All the products fetch surplus to the weavers, exception being the cotton sarees. Further, the surplus of deficit also varies among different types of weavers. The surplus made from silk sarees is highest at Rs.1500 on average followed by surplus of Rs.800 from mixed sarees. A deficit of Rs.50 is incurred from cotton sarees. In case of Jari sarees and cotton lungies and dhoties, however, fetch surplus income is Rs.350 and Rs.50 respectively. In the case of silk sarees, the weavers working under master weaver get maximum surplus, and the weavers working under co-operative societies get minimum surplus, less than the average for all weavers. Same is the case with regard to the Jari sarees, the independent weavers getting surplus less than the average. In the case of cotton sarees, the deficit is maximum and minimum for the weavers working under co-operative societies and the weavers working under master weavers respectively. But, in the case of mixed sarees the surplus is maximum for the weavers working under master weavers and minimum for the weavers working under co-operative societies .In the case of lungies and dhoties, however, the surplus is maximum for the weavers working under co-operative societies, and minimum for the independent weavers. While the weavers working under master weavers get maximum surplus in silk sarees, jari sarees and mixed sarees, the weavers working under co-operative societies get maximum surplus in the case of lungies and dhoties. The other two types of weavers get reasonable surplus.

Net surplus Income per Annum

The net surplus the weavers get from production of different types of handloom products is calculated by deducting 'other costs' from the average total surplus per annum. Those are shown in table 5.

Table- 5 Annual Average Net Surplus Incomes by Weaver Types from 2012-13 to 2016-17

Sl.No	Types of weavers	Average Surplus	Other expenses	Net surplus Per Annum
1	2	3	4	5(3-4)
1	Independent Weavers	29850	6000	23850
2	Weave working under Master Weavers	32113	7500	24613
3	Weavers Working in Co-operative societies	26747	5000	21747
4	Weavers Working both under Master Weavers and Co-operative societies	30551	6500	24051
All types of Weavers		29815	6375	23440

Source : Field study.

The average net surplus for all weaver types is Rs.23440. The average net surplus is maximum for the weavers working under master weavers (Rs.24,613) and minimum for the weavers working under Co-operative societies (Rs.21,747).The independent weavers get net surplus of Rs.23,850 which is slightly higher than the overall average, and the weavers working under master weavers and co-operative societies get a net surplus of Rs.24, 051 per annum.

Problems of the Handloom Industry

- **Rising of Raw Material Cost**: Day by day the prices of yarn, chemicals and other related materials are raise more over due to increased import duty the china silk and domestic silk prices also increased, it is the main reason to getting loses.
- **Financial Assistance**: Most of the weaver communities are financially weak, so getting loan from banks and other financial institutions not easy, so alternatively they can depends only high rate of interest loans from private members. It leads to difficulty to repay.
- **Lack of modernization**: Most of the weaver community depends only traditional looms like pit-loom, pit-loom with jacquards' which is multi design facility, but it leads low productivity. Technology Up-gradation also big task because of their illiteracy and poverty.

V. SUGGESTIONS

It is suggested that the Government should abolish of import duty on silk and to take steps to supply silk yarn at subsidiary rates as demand for silk products is decreasing due to prices of raw silk.

- The Government should educate the weavers in modern methods of dying, weaving and designing etc. and also provide the necessary raw materials at confessional rates.
- The Government should provide financial assistance to the Handloom Weavers especially in the non demand seasons to meet their needs. The given finance assistance is repayable in small installments to the Government
- The Handlooms Sector facing severe competition from the power-loom large scale textile units in promoting the products. To solve this problem the

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Government should provide more sales outlets and purchase their requirement from the wavers.

- The Government should change the tax policies and import duty policies towards handloom related products.

VI. CONCLUSIONS

As most of the weaver households produce single product on their looms, product diversification is suggested so as to enable the weavers to produce multiple products to meet the changing demand in national and International markets.

80 percent of handlooms Weavers in Chittoor district are BCs, 19 percent OCs and 1 percent SCs and STs. So handloom sector is predominantly rural and a caste occupation for BCs. as high as 90 percent of the households produce cotton fabrics. Major proportion of sample weavers working under master weavers and weavers in the co-operative fold are the least in number. Model family size of weaver is 4-5 members. Literacy rate of sample households is 55 percent .72 percent sample households are either cement roofed or tiled houses.

This study based on extensive fieldwork indicates that though handloom weaving has much strength and can be competitive under specific conditions, the seeds of crisis are inherent in the sector. These can be traced to two major factors – the poor performance of the cooperative sector, and the poor economic condition of the weavers. It is clear that the two major institutional structures in handloom weaving, viz, cooperatives and master weavers, are closely interrelated, as is their growth performance. A good performing cooperative is the best safeguard for the handloom sector, as this protects the weaver and also provides a counterbalance to the master weaver.

Handloom industry is oldest cottage industry in India. It is generating more employment opportunities to lacks of artistic weavers, but in the recent past it have been facing more problems and many of the silk weavers in particular and weavers in general committed suicide also. The government of India should take steps to set up organizations to control the silk yarn price fluctuations and the government of India should take steps to open silk yarn sales depots/stalls all over the country to maintain stability in prices of silk yarn and the state government should conduct frequently some training programs to upgrade the knowledge levels of the handloom weavers.

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AUTHOR PROFILE

Born in 1971 at Nellore in Andhra Pradesh **Dr Kota Sreenivasa Murthy** did his B.Com., in 1992, M.Com., in 1994, M.Phil., in 2007 and M.B.A in 2016. He has been working as Associate Professor in Management and Vice Principal in Seshachala Institute of Management Studies, Puttur, Chittoor District (A.P) since 2012. He has completed Ph.D in Commerce in Sri Venkateswara University, Tirupati. He has participated in various national, international seminars and conferences and workshops, etc. He got short term doctoral fellowship from ICSSR and also published 20 articles in reputed National and International journals.

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