

A STUDY OF ISSUES IN HANDLOOM COOPERATIVES IN INDIA

Mrs. E. Sunitha Devi¹

Research Scholar, Dept. of M.B.A., Rayalaseema University, Kurnool

Dr. S. Venkata Subba Reddy²

Assistant Professor, Dept. of Business Management, Yogi Vemana University, Kadapa

ABSTRACT

Handloom weaving is one of the largest economic activities after agriculture providing direct and Indirect employment to more than 43 lakh weavers and allied workers. The strength of the sector lies in its uniqueness, flexibility of production, openness to innovations, adaptability to the supplier's requirement and the wealth of its tradition. In this paper analysed issues in Handloom Cooperatives in India and Solutions for growth of the Handloom cooperatives in India.

Keywords: Handloom, cooperatives, Government, Societies.

INTRODUCTION

Handloom weaving is one of the largest economic activities after agriculture providing direct and Indirect employment to more than 43 lakh weavers and allied workers. This sector contributes nearly 15% of the cloth production in the country and also contributes to the export earning of the country. 95% of the world's hand woven fabric comes from India.

The handloom sector has a unique place in our economy. It has been sustained by transferring skills from one generation to another. The strength of the sector lies in its uniqueness, flexibility of production, openness to innovations, adaptability to the supplier's requirement and the wealth of its tradition. The adoption of modern techniques and economic liberalization, however, have made serious inroads into the handloom sector. Competition from powerloom and mill sector, availability of cheaper imported fabrics, changing consumer preferences and alternative employment opportunities have threatened the vibrancy of handloom sector.

The Government of India, has been following a policy of promoting and encouraging handloom sector through a series of measures and schemes. Due to various policy initiatives and scheme interventions like cluster approach, aggressive marketing initiatives and social welfare measures, the handloom sector has shown positive growth.

OBJECTIVES OF THE STUDY

To study and analyse the issues of Handloom Cooperatives In India and suggestions for improve the Handloom cooperatives.

METHODOLOGY OF THE STUDY

The data was collected from primary and secondary data sources from different web sites, books and magazines.

ISSUES OF HANDLOOM COOPERATIVES

The cooperatives are absolutely essential tools for the sustenance and development of the handloom industrial sector. The cooperative experiment has left its own mark on the industry, succeeding in some places and failing in others. The societies of Cuddapah District, besides their limited areal extent and insufficient number of members, are plagued by many other problems such as:

1. Problem of Human Resource: The cooperatives are mainly situated in rural areas. They are financially weak and thus it is not possible for them to appoint trained personnels to look after the management. They have to manage with unskilled and inefficient staff, which leads to deterioration in the quality of production and performance of the societies.

2. Problem of Production: Co-operatives face major production problem due to unstable and inadequate supply of raw materials. They get the least preference when it comes to raw materials supply, thus hindering the constant nature of production. These fluctuations lead to increase in the prices of the products.

3. Problem of Marketing: Some cooperatives are extremely weak in marketing and sales promotion. They lack the finance and the capability to undertake aggressive marketing activities, due to which they are unable to increase sales.

4. Lack of Education among Members: Members lack the knowledge and required education about working in co-operatives. They are unable to understand the principles and methodology of the co-operatives which affect the performance of the societies adversely.

5. Lack of Support from Higher Institution: The cooperatives of the study area mostly lack adequate support from the higher institutions and are unable to render much help and guidance to the primary and grass roots level organizations and the poor weavers.

6. Lack of Loyalty of Members and Intervention of the Master Weavers: Many cooperatives have failed mainly due to the selfish objectives of the members, who use the society for meeting their own needs rather than satisfying the objectives of the existence of such organizations. In many cases, the policies adopted by the cooperative are guided mainly by the gains of the master weavers, who control the working of the societies. Illegal and unwanted political interventions also hamper the smooth working of the cooperatives.

7. DISORDERS OF AN UNORGANIZED SECTOR

Primarily a household industry, the weavers are unorganized and there is a lack the necessary financial support and infrastructure. In addition to this, the production pattern is mostly dispersed and decentralized and there are no marketing strategies in place, unlike in a cooperative sector. This stagnates growth.

8. LACK OF PRODUCT DIVERSIFICATION AND PROBLEMS WITH YARN PROCUREMENT

Non-availability of sufficient yarn in the form of hanks and the conservative attitude of the weavers, coupled with their ignorance about current fashion and market trends results in insufficient diversification of products.

9. CREDIT NEEDS

The credit facilities available to weavers are often much less than satisfactory. Loan offering financial institutions/banks are not many and have lengthy and complicated procedures of availing the same. The problems of handloom industry in India are well pronounced.

10. Other problems:

Other problems that need mention are inadequate supervision and inspection, lack of proper planning, lack of audit controls, problem of finance and so on.

SUGGESTIONS

1. BETTER ORGANIZATION

Concerted efforts are being made to enhance production, infrastructure, productivity, and efficiency as well as enhance the income and socio-economic status of the weavers.

2. RAW MATERIAL SUPPLY AND DESIGN DEVELOPMENT:

Support is being provided to resolve the hank yarn access issue. Help is also being provided to weavers for upgrading their skills and essential inputs are being offered for better quality and design management.

3. CREDIT AVAILABILITY

In order to provide financial assistance, the Government of India has launched new schemes such as Deen Dayal Hathkargha Protsahan Yojana and some others. These are vital in solving the problems of handloom industry in India. Along with the artistry of weavers, the Indian handloom industry demonstrates the richness and diversity of the Indian culture. Support at every level is vital for untrapping the massive potential of this ancient industry and ending the problems of handloom industry in India.

CONCLUSION

After agriculture it is one of the key economic source in India. Employment is generated directly or indirectly in this cooperatives. The suggestions for improvement of Handloom cooperatives in India i.e., better organization, credit availability, infrastructure facilities, loans and grants / subsidy provided by the Government of India. Now-a-days most of the people are depending on handloom cooperatives for better life and improving their socio economic life.

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