

OPERATIONAL STUDY ON INDIAN HANDLOOM SECTOR

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ABSTRACT

The Indian Handloom Economy is a decentralised, old cottage sector in India. This sector employs a large population of persons and provides a source of income for millions of citizens. One of the finest and most dynamic components of Indian cultural history is the custom of manufacturing handicrafts and weaving by hand. This is the second-largest unorganised sector after agriculture, with advantages such as lower capital investment, lower power consumption, environmental friendliness, market flexibility, and so on. At the same period, this business is confronted with a slew of issues that other sectors have avoided. The Indian government is also working to expand and improve the country's production and branding, Weavers' livelihoods are still in jeopardy. As a result, in addition to making the handloom sector sustainable, it is vital to recognise today's issues as well as the sector's strengths and weaknesses.

Keywords: *Chanderi, Daccai, Handloom Sector, Ikats, Phulkari*

INTRODUCTION

The handloom business in India is a historic subsector that dates going back in time. The very earliest fragments of Indian handlooms were discovered in Egypt. Then, at Mohenjodaro, exquisitely woven and coloured cotton garments were discovered (Indus Valley Civilization). India's spinning style is mentioned in Vedic literature as well. With a great diversity of designs, printing processes, weaving art, and materials utilised, the handloom business serves as the foundation of Indian culture and heritage. Indian Handloom has produced enchantment across the world. A few of the gems that have dazzled the globe are Phulkar from Punjab, Chanderi from Madhya Pradesh, Ikats from Andhra Pradesh, Tie and Die from Rajasthan and Gujarat, Daccai from West Bengal, Brocade from Banaras, and Jacquard from Uttar Pradesh. Indian handloom has long been regarded as the glory of Indian tradition and a symbol of the country's cultural richness.

In today's context, handloom production is the second-largest source of jobs after farming, accounting for around 14% of the textile sector's overall output. More over 43 lakh individuals were employed in spinning and related activities according to the 3rd Handloom Census held in 2009-10, compared to 65.5 lakhs in the 2nd Handloom National census in 1995-95. The handloom sector is not just a reminder of our past

splendour, but it also plays an important part in the current Indian economy. India presently exports handloom items to over 125 nations. The handloom sector faced significant pressure from powered looms during the Ninth Five-Year Plan, and new measures were implemented during this time-

- “Deen Dayal Hath Kargha Protsalian Yojna”
- “National Centre for Textile Design”
- “Handloom Development Culture and Quality Dyeing Unit Scheme.”

THE STUDY'S OBJECTIVES

- The current research has the following goals:
- To provide an overview of India's handloom sector.
- Investigate production-related issues as well as influence on handloom manufacturing units' performance.
- To promote handloom goods both in the local and foreign markets.
- To explore the causes of the handloom sector's illness in order to propose appropriate strategies for its restoration.
- To investigate financial issues as well as impact on the performance of handloom sectors.

CHARACTERIZATION OF THE HANDLOOM SECTOR

The essential definition of Indian Handloom is the creation of designs while maintaining traditional values. Its clout is such that the Handloom Sector accounts for around 18% of overall output and 38% of total export revenue.

The following are the primary features of the Indian handloom sector:

- The handloom sector is India's biggest source of non-farm rural employment and holds a distinct and distinctive position in the Indian economy.
- It is mostly a household-based enterprise that relies on the help of family members.
- This business is a traditional cottage sector that dates back to about 5000 and 3000 B.C.
- The handloom sector is distinguished for its unique aesthetic, traditionalism, and cutting-edge technology.
- Handloom sectors are dispersed across the country, in both urban and rural areas.
- Handloom weaving is a generational craft that requires the participation of many individuals. Because a single man cannot weave, the whole family, including women and children, participates in this activity.
- The majority of handloom businesses are managed as single proprietorships or partnerships.

KEY PARTICIPANTS IN THE HANDLOOM SECTOR

- All India Handloom Apparels Private Ltd is a key stakeholder in the handloom sector.
- Handicrafts and Handloom Corporation of HP
- The Handloom Export Promotion Council is a non-profit organisation dedicated to promoting the
- National Handloom Development Corp. • Institute of Handloom and Textile Technology • The Handicraft and Handloom Export Corp. of India Ltd
- Tamil Naidu Handloom House Private Ltd is a company based in Tamil Nadu, India.

INDIA HANDLOOM EXHIBITIONS

- Faridabad's Surajkund Crafts Mela
- Pushkar Fair (Rajasthan)
- Goa Carnival
- Kota's Deshahara Mela (Rajasthan)
- Punjab's Baisakhi Mela
- Haridwar's Kubh Mela

INDIA'S HANDLOOM BOARDS

The Government of India has established different Handloom Boards to oversee production levels, export and import aspects, as well as making programmes successful and giving required finances for the Handloom Sector's development. • The All India Handloom Board is one among them.

- Advisory Board for Cotton
- Wool Development Board of the Central Provinces
- Advisory Board for Jute
- Silk Board of the United Nations

HANDLOOM SECTOR CHALLENGES

Currently, the handloom sector is confronted with a slew of issues relating to raw materials, marketing, and distribution, which can be summarised as follows:

• INSUFFICIENT AND ORIGINAL INFORMATION

The absence of solid data on the number of craftsmen, their socioeconomic situations, livelihood conditions, family information, and productivity is a fundamental issue that impacts the Handloom Sector's planning and policy creation. The Handloom sector's development is limited by a lack of statistics due to a lack of inter-sectoral comparability.

• POOR QUALITY YARN

The most important challenge affecting the Handloom business right now is a scarcity of excellent quality yarn at an affordable price. The bulk of weavers are from low-income households with limited access to marketplaces where they may get no high-quality yarn.

• FINANCIAL DIFFICULTIES

Finance is essential for every industry's growth, but in the handloom industry, credit facilities are few, making the financial crisis a huge challenge. Due to a lack of financial understanding, weavers confront greater credit-related issues.

• INSUFFICIENT INFRASTRUCTURE

The Handloom industry lacks the infrastructure it needs to compete, resulting in a loss of competitiveness. Even the most basic necessities, such as clean drinking water, sanitation, and power, are in short supply.

• EDUCATION, SKILLS, RESEARCH, AND EDUCATIONAL TRAINING

Teaching, training, and developing skills for the Handloom industry are not part of our formal education institutions' core functions. As a consequence, introducing new methods and patterns is left to the initiative of weaver families, who often lack the financial means to do so.

• INTERMITTENT INPUT SHORTAGE AND RISING COSTS

In the handloom industry, cotton, yarn, silk, art silk, chemicals, dyes, and zari are all needed. Weavers purchase yarn from private sellers who demand outrageous rates, not to mention the hefty expenses of transportation. Despite the high price, yarn supply is inconsistent, exacerbating the situation owing to a lack of economies

• PROBLEM WITH WORKING CAPITAL

Working capital is the most crucial aspect in keeping a firm functioning, but it is also a huge challenge in the handloom industry, preventing weavers from purchasing raw materials even at cheaper costs.

• HORRIBLE MANAGEMENT

Inefficiency in management is also a serious hindrance to the Handloom sector's operation and development. A structured Board of Directors is lacking, which has an influence on the sector's decision-making practises.

RECOMMENDED REMEDIAL MEASURES FOR THE GROWTH AND DEVELOPMENT OF HANDLOOM SECTORS

i. In order to boost production and bring in a greater degree of uniformity in goods, more advanced equipment and methods should be created and made accessible to weavers.

ii. Existing schemes should be made more widely known so that people can take advantage of government and other agency initiatives.

- iii. Market intelligence must be provided to weavers in order for them to produce market-relevant products.
- iv. Weavers should receive appropriate education and training in modern and innovative production techniques.
- v. Fairs and exhibitions should be organised so that customers' understanding can be exposed.
- vi. By cutting raw material prices and making financing more easily accessible, weavers should be encouraged to make handloom and handicraft their major source of income.
- vii. A pricing strategy that is based on market demand must be developed.
- viii. Manufacturing, supply, and marketing operations for handlooms should all be well-organized.
- ix. It is necessary to raise awareness of the benefits and features of handloom products. Appropriate media mix is required for effective publicity.
- x. Regular quality inspections of yarns, dyeing, finishing, and packaging are required to ensure that handloom products have a permanent place in the national and international markets.

LITERATURE REVIEW

The literature on handloom sectors is vast and covers a wide range of topics. Here's a look at a few pieces of writing on the subject.

1. Rajmani Singha conducted a research titled "Management in the Handloom Sector: A Study of Handloom Production and Marketing for Exports." He looked at the country's handloom output and how it was effecting difficulties, as well as the handloom sector's productivity, significant marketing obstacles, and trends in handloom exports. In the state of Manipur, the author undertook a case study of the handloom industry. Out of a total of 117 weavers' cooperative groups, 100 were selected for this research. Finally, helpful ideas were made for enhancing the state's handloom industry.
2. The issues with handlooms, according to Sahai Biswambhar (1956), are due to competition from power looms and mills. He thinks that modern manufacturing and design methods should be applied, that government training centres for weavers should be established in places where they are concentrated, and that resources like as design manuals and associated equipment should be developed there.
3. Handloom product quality has worsened owing to high raw material prices, according to Chakaraborthy S.M. (1982). The weavers' dyeing colours were of inferior grade. As a consequence, buyers prefer mill-made fabric, putting a strain on weavers' incomes. To remedy this problem, the government should offer low-cost, high-quality raw materials that are provided on schedule.
4. Singh Rajmani (1992) investigated the country's handloom production and identified the problems affecting it, as well as the sector's ability to meet future demand, both domestic and international, in his Ph.D thesis "Management in Handloom Sector- A Study of the Production and Marketing of Handlooms for Exports." He arrived at the conclusion that the product design had not altered as a result of the customer's taste, preference, or decision. As a consequence, Manipuri Handloom demand has remained stable.
5. Srinivasulu.K (1994) investigated the fight for survival of handloom weavers in Chirala village, Andhra Pradesh. He claims that power looms are posing a serious danger to the handloom industry, and that dramatically increasing yarn, dyes, and chemical costs are jeopardising the livelihood of handloom weavers.

6. In their research, Shailaja, Naik, and Padhya (1996) revealed that handloom weaving in northern Karnataka has various challenges. Lack of enough raw materials, intermediaries, inadequate marketing facilities, and a lack of training and financial help are only a few of them. This needs the development of novel solutions. This segment of the Indian handloom business may develop if weavers in the state have access to proper technologies. It would get a positive response from them. Only by restoring and solidifying this sector can the beautiful skill of the Andhra Weavers be properly recognised. The state government must play a major role in this endeavour.

7. According to D. Narasimha Reddy (2008), it is past time for the government to recognise the significance of the handloom industry in the country's long-term growth. Despite the difficulties, the handloom industry has survived and continues to develop as a result of greater customer support and the fact that it provides a source of income for millions of weavers. The government must guarantee that the textile industry operates on a "fair playing field" in terms of competitiveness among its numerous sub-sectors.

8. India's economy is boosted by the handloom industry, according to Dr. Usha N. Patil (2012). It employs 65 lakh people directly in the weaving industry and adjacent businesses. It is a traditional Indian enterprise that supplies textiles and make-up procedures to help in the development of designer art works. It is responsible for 14% of total pre-industrial production and 30% of overall export earnings. It is India's biggest industry, among other sectors such as power looms, contemporary textile mills, handlooms, and clothing. As a consequence, the handloom has gained popularity in various nations.

9. Gupte (2010) found that textile entrepreneurs should embrace certain fashionable practises to maintain the art, technique, and pride alive in the contemporary environment of aggressive marketing and intense rivalry in his paper "A Study of the Competitiveness of the Handloom Paithani Saree Business." Handloom silk textiles have their own unique qualities and competitiveness factors. Entrepreneurs may seek to develop them after they've been recognised while dealing with global concerns. Before implementing new tactics to address global difficulties, a company might research the impacts of Westernization, Liberalization, Globalization, and the ever-changing fashion world. In order to do this, Paithani's company will need greater attention and investigation from both traditional and contemporary studies.

SUMMARY AND RECOMMENDATIONS FOR FURTHER RESEARCH

Both locally and globally, Indian handloom items are in great demand. Since the bulk of handloom firms are managed as sole proprietorships or partnerships, the owners' overall administration of the company is lacking in professionalism. The majority of weavers are uninformed about current manufacturing, packaging, design, and advertising methods. The economy requires a research on the subject in order to grow and promote the handloom industry.

More study is required to identify the issues that the handloom industry faces in terms of production, financing, and marketing, as well as to provide acceptable solutions for the sector's growth and progress.

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