



MAKE IN INDIA - A BOON TO INDIAN HANDLOOM INDUSTRY- STUDY ON GADWAL AND NARAYANPET HANDLOOM WEAVERS OF TELANGANA STATE

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ABSTRACT:

Make in India is a Government of India initiative introduced on 25 September 2014 by our Prime Minister Mr.Narendra Modi in the presence of business giants from India.. The Indian handloom industry is one of the oldest and largest cottage industries in India with a standing ancient tradition dating back thousands of years for their excellent craftsmanship, representing the vibrant Indian culture. As per the 4th All India Handloom Census (2019-20), there are 26,73,891 handloom weavers and 8,48,621 allied workers in the country. The Government of India has announced an economic stimulus package worth Rs 20 lakh crores under Aatma Nirbhar Bharat Abhhiyan aiming towards achieving the mission of making India a Self-Reliant Nation. Handloom Industry in the Telangana State occupies unique place in the country for its exclusive art and artifacts of handloom weavers. The Government of India has initiated special measures to restructure the conditions in textile sector due to Covid pandemic and to boost production, marketing and job opportunities in the sector. Despite several measures taken by the government by the way of institutional support and direct financial assistance to the handloom weavers, they are suffering miserably and running into continuous losses. The Purpose of this article is to understand the growth and prospects of Indian handloom industry, understand and analyze the awareness of the welfare schemes under 'Make-In-India' Program among the handloom weavers in the area of study.

Key Words: 'Make-In-India', Aatma Nirbhar Bharat Abhhiyan, Handloom industry, Handloom Weavers, Welfare schemes

I.Introduction

The Indian textile industry is one of the largest in the world with a large unmatched raw material base and manufacturing strength across the value chain. India is the 6th largest exporter of Textiles & Apparel in the world. India's textiles and clothing industry is one of the mainstays of the national economy. The share of textile and apparel (T&A) including handicrafts in India's total exports stands at a significant 11.4% in 2020-21. India has a share of 4% of the global trade in textiles and apparel. The uniqueness of the industry lies in its strength both in the hand-woven sector as well as in the capital intensive mill sector. Handloom Industry is the largest cottage industry in the country with a position next only to agriculture in providing massive rural employment. This Sector provides

direct and indirect employment to about 2.5 crores people in India. 22% of the total production of the Textile Industry in India comes from Handlooms. The sector has perfect alignment with Government's key initiatives of Make in India, Skill India, Women Empowerment and Rural Youth Employment. In keeping with goal of making India's development inclusive and participative, the Government's central focus has been on increasing textile manufacturing by building the best-in-class manufacturing infrastructure, upgradation of technology fostering innovation, enhancing skills and traditional strengths in the textile sector..

Handloom Industry in the Telangana State occupies unique place in the country for its exclusive art and artifacts of handloom weavers. Ethnic handloom designs of Telangana State promoting the cultural glory of Indian heritage and culture. The design patterns of Pochampally Ikat's, Narayanpet Cotton, Gadwal Cotton & Silk Sarees shows the outstanding skills of handloom weavers. The Government of India has announced a special economic package viz. Aatma Nirbhar Bharat Abhiyaan for boosting economy of the country and making India self-reliant. Handloom weaving/production is inherently an integral part of Make-in-India programme. The Socio-Economic status of the handloom weavers is pathetic and it is the need of the hour to make them aware the initiatives implemented by the government of India. The weavers & artisans/karigars can avail benefits of these relief and credit support measures to revive their businesses.

II. Review of Literature

An attempt is made to review some of the studies relevant to the topic in order to get into in depth details of the selected title of the article

1. Dr. Sabiha Khatoon (2016) concluded that the handloom sector despite being the dominant segment of Indian textiles industry is surviving in plight. 'Make in India' scheme is giving a new lease of life to Indian handloom industry. By taking 'Make in India' as a platform, the Indian handloom sector can attract the foreign customers, it will help in increasing the export earnings and minimizing current account deficit
2. Avijit Roy, Dr. Pradip Chouhan (2017) has identified that the condition of handloom industry is very bad and fall under tragic situation. Schemes are not executed properly and all of the money and the facilities not reached to the grass root people..
3. Vangala Rama (2021) has concluded that, despite the various welfare policies, weavers remain poor and vulnerable, and their economic situation remains precarious. It is clear that the restructuring is bound to result in incredible hardship for the weavers, particularly because the various welfare policies do not provide sufficient compensation for loss of income and work.
4. Tushar Kant Pany & Avizeet Lenka (2021) concluded that there is no impact of Make in India scheme on Boyanika handloom sector in Odisha. Though time period is short, there is no immediate effect on financial performance of Boyanika sector in Odisha.
5. Aswani T & Dr. Shivashankar Bhat (2022) identified that the handloom industry faces stiff competition, particularly from the power loom sector and mill. The important challenges faced by the industry from the area of production were insufficient raw material and volatility in price, lack of innovative designs and product development, obsolete technology and shortage of labour.

III. Research Gap:

Handloom Industry in the Telangana State occupies unique place in the country for its exclusive art and artifacts of handloom weavers. Ethnic handloom designs of Telangana State promoting the cultural glory of Indian heritage and cultural glory for the years. A significant portion of State workforce is dependent on handloom industry for employment. The Government of India has announced a special economic package viz. Aatma Nirbhar Bharat

Abhiyaan for boosting economy of the country and making India self-reliant. Taking a step towards realizing “Aatma Nirbhar Bharat”, Handloom Export Promotion Council has endeavored to virtually connect the Handloom Weavers and exporters from different corners of the country with the International Market. Despite several measures taken by the government by the way of institutional support and direct financial assistance to the handloom weavers, they are suffering miserably and running into continuous losses. It is up to the government, and their stakeholders including the general public to ensure the revival of the handloom sector and continue the legacy of the weavers. As per the reviews made it is understood that most of the study was based only on welfare schemes generally implemented by the state governments but not on awareness of welfare schemes launched under Make-In-India' Program - Aatma Nirbhar Bharat Abhiyaan and hence to know and understand growth and prospects of Indian handloom industry and to understand the awareness of welfare schemes launched under Make in India programme for handloom weavers of Gadwal and Narayanpet of Telangana State, the research article is proposed.

IV.Sources of Data:

Primary Source: The data was collected from the handloom weavers through structured questionnaires. Apart from this, personal interview, and observation methods were used to collect the primary information.

Secondary Source: The Secondary Data has been collected from Published Research articles, Published Reports, Books, Listing websites related to the area.

Statistical Tools: The collected data is analysed through Percentages and are depicted through Pie Charts and Bar Diagrams.

Sample Size: The Study includes 90 Gadwal and Narayanpet handloom weavers of Telangana State.

V.Objectives:

1. To study the growth and prospects of Indian handloom industry
2. To identify and analyze the awareness of welfare schemes launched under Make in India programme for handloom weavers.

Growth and Prospects of Indian Handloom Industry: After agriculture the handloom sector is the 2nd largest revenue generating industry in the country. The handloom industry has negligible power usage, low environmental concerns, and high potential for innovation. Households are the basic unit of production, and all members of the family engage at multiple stages of the value chain, which is inherently decentralized throughout India. It is primarily rural, and is almost wholly unorganized in nature. According to the Fourth All India Handloom Census, the total number of households in India engaged in handloom activities (weaving and allied activities) is 31.45 lakhs. This is an increase over the Third census where the count was 27.83 lakhs. The principal reason behind this increase may be attributed to the success of various initiatives undertaken by the Government of India.

The production of handlooms in 2018 to 2019 was 49,476 crore, and Indian handicrafts and handlooms are INR 24,300 crore industry as of 2021 March. The share of Textile, apparel and handicrafts in India's total exports was 11.4% in 2020-21. According to the Directorate General of Commercial Intelligence and Statistics, the export of handloom products from India was valued at \$343.69 mn in the financial year 2019, with the US, UK, Italy, and Germany, being pertinent importers.

The sector is estimated to employ 68.86 lakh artisans, out of which 30.25 lakhs are male and 38.61 lakhs are female artisans. Various initiatives taken by the government are directed towards areas such as cluster development, availability of credit, promotion of exports, supporting environmental compliances, provision of social welfare schemes for weavers, infrastructure development, availability of raw materials, brand building, marketing and R&D. Seven Design Resource Centers (DRCs) have been set up in Weaver's service centers (WSCs) at Delhi, Ahmedabad, Guwahati, Bhubhaneshwar and Mumbai, with an objective to build and create design-oriented

excellence in the Handloom sector and to facilitate weavers, exporters, manufacturers, and designers for creating new designs.

A total of 25,45,312 weaver households have been covered under the Fourth All India Handloom Census of 2019-20. The total number of weavers enumerated in this round are 26,73,891. Four States of India account for 18 lakhs of all weaver households in the country. These States are Assam (10.9 lakhs) households, West Bengal (3.4 lakhs), Manipur (2.1 lakhs) and Tamil Nadu (1.7 lakhs). 22.5 lakhs (or 88.7%) weaver households are located in rural areas while 2.8 lakhs (or 11.3%) are in urban areas, with nearly 72% of handloom weavers being female. Across both urban and rural areas, the share of weavers aged 14 – 18 years is 2.4% only. Nearly one in four weavers have not received any formal education while a further 14% have not completed primary level. Among the 26.73 lakh weavers enumerated, the average number of person days of engagement in weaving activity is 208 days in the past one year. Engagement opportunities are more for workers residing in urban areas (262 days) as against those in rural areas (201 days). In comparison, the average number of person days of engagement was 183 days during the Third Handloom Census. The top 5 States with highest average number of person days of work are Maharashtra (310), Andhra Pradesh (302), Delhi (292), Chhattisgarh (290) and Puducherry (286).

Majority (66.3%) of the weaver households earn less than Rs.5,000/- per month. 36.1% of weaver households from urban India earn more than Rs.5,000 a month as compared to only 25.1% living in rural areas. According to the Third Handloom Census, it was estimated that 99% of all weaver households earned less than Rs.5,000 per month. This proportion has come down to 66.3% in the Fourth Handloom Census, while proportion earning between Rs.5,000 to Rs.10,000 a month has gone up to 26.3%. There are 3 States where 60% or more of the weaver households have earned in excess of Rs.5,000 per month. These are Goa (95.5%), Uttarakhand (69.8%), and Maharashtra (60.3%).

A total of 8,48,621 allied workers have been covered under the Fourth All India Handloom Census, out of which 6,37,870 allied workers are working in 5,99,527 allied households, and 210,751 allied workers are working in 1,72,911 weaver households.

Growth Drivers and Key Clusters

The handloom industry is labour intensive and India's young workforce is a driver for growth. The industry also sees high participation from women, especially as allied workers. The number of workers in the sector between 2009-2010 and 2019-2020 has increased by 11.5%, with a corresponding increase in total production output.

A large number of handlooms are located in the north-eastern region of India, with Assam accounting for almost half in the country. The North Eastern Region Textile Promotion Scheme has been especially potent in developing the handloom sector in the region. States like Andhra Pradesh, Telangana, Uttar Pradesh, Orissa, and Tamilnadu also have numerous weaving centers, mostly focused on the domestic market.

Potential and Prospects of Handloom Industry: There is a lot of potential for foreign exchange earnings for the handloom sector. The export of Handloom products from India stood at US \$343.69 million in FY 2019-2020 (till November 2019), the commodity stood at US\$ 226.05 million. With the right policies and initiatives, this sector can be a catalyst for the entire ecosystem's growth, including employment opportunities across the value chain. The Handloom Business industry in India is presently regarded as the second-largest economic activity and provides direct and indirect employment for more than 4 million weaver households. Besides being the country's employment generator, it acts as a critical source of showcasing India's soft power; this sector needs to be nourished well through all possible aid and assistance to keep its success on track. Some of the critical factors which give it a comparative advantage over the other sectors are variety of premium design choices, huge return on investment, environment friendly, technology friendly women empowerment etc.. The element of art and creativity present in the Indian handloom Industry makes it a potential sector for the upper slab of the market, both at domestic and at global level. Due to effective Government intervention in the handloom sector's existing scenario through various financial assistance and implementation schemes, the handloom industry in India has been able to skip over some of the obstacles. It is one of the most promising industries and is undergoing a lot of transformation. While the COVID-19 pandemic and the subsequent lockdown has caused strife in the sector, the existence of

excellent on-ground field support and deft maneuvering by the Ministry of Textiles has stabilized the situation. The government has announced a special package viz the Aatma Nirbhar Bharat Abhiyaan on 12th May 2020 for boosting the economy of India. Relief and credit support measures have been announced for various sectors including MSMEs, which will be a boon to the weavers and artisans/karigars in reviving their businesses.

WELFARE SCHEMES FOR HANDLOOM WEAVERS UNDER MAKE IN INDIA PROGRAMME:

1.National Handloom Development Programme (NHDP): One of the components of NHDP, the CDP focuses on development of weavers' groups as a visible entity, so that the groups become self-sustainable

1a.Cluster Development Programme: Financial assistance upto Rs. 2.00 crore per BLC for various interventions such as skill up gradation, Hathkargha Samvardhan Sahayata, product development, construction of workshed, project management cost, design development, setting up of common facility centre (CFC) etc. is provided. Besides, financial assistance upto Rs. 50.00 lakh is also available for setting up of one dye house at district level.

Clusters sanctioned for financial assistance as per Ministry of Textiles annual report 21-22 during 2018-19 to 2020-21 (as on 31.1.2022)

S.No	Year	No:of Clusters sanctioned
1	2018-19	16
2	2019-20	21
3	2020-21	2
	2021-22(upto31.1.2022)	66

1b.Handloom Marketing Assistance is one of the components of National Handloom Development Programme. In order to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers, financial assistance is provided to the States/eligible handloom agencies for organizing marketing events in domestic as well as overseas markets.

1c.Weaver's MUDRA Scheme: Under the Weaver MUDRA Scheme, The loans are provided at concessional interest rate of 6% for a period of three years. The interest subvention is capped upto 7% by Government of India, Margin money assistance extended upto Rs.25,000/- per handloom weaver and upto Rs.20.00 lakh (@Rs.2.00 lakh for every 100 weaver/worker) per handloom organization. Credit guarantee fee is also provided for a period of three years. For timely transfer of financial assistance, a portal named 'Handloom Weaver MUDRA Portal' has been developed in association with Punjab National Bank for online claim and disbursement of margin money, interest subsidy and credit guarantee fee. Margin money is transferred directly to loan account of weaver and interest subvention & credit guarantee fee is transferred to concerned Banks. During 2019-20, 22353 loans have been sanctioned upto 31.03.2020 with sanctioned amount of Rs.119.86 crore. During the year 2020-21, 8456 loans have

been sanctioned upto 31.03.2021 with sanctioned amount of Rs. 47.38 crore. During the current F.Y 2021-22, 7575 loans have been sanctioned upto 31.1.2022 with sanctioned amount of Rs. 42.05 crore.

1d. HATHKARGHA SAMVARDHAN SAHAYATA (HSS):Hathkargha Samvardhan Sahayata (HSS) was introduced on 1st December 2016 with an objective to provide looms/accessories to the weavers to enhance their earnings through improved productivity and quality of the handloom products. Under the scheme, 90% of the cost of loom/accessory is borne by the Government of India while remaining 10% is borne by the beneficiary. The Government of India's share is released to the supplier through Weavers' Service Centre.

1e. EDUCATION OF HANDLOOM WEAVERS AND THEIR CHILDREN:Ministry of Textiles has signed Memorandums of Understanding with Indira Gandhi National Open University (IGNOU) and National Institute of Open Schooling (NIOS) to secure educational facilities for the weavers and their families. NIOS offers Secondary and Senior Secondary level education with specialized subjects on design, marketing, business development, etc. through distance learning mode for handloom weavers, The programme envisages reimbursement of 75% of the fee towards admission to NIOS/IGNOU courses in case of SC, ST, BPL, and Women learners belonging to handloom weavers' families. Financial Support as scholarship maximum upto Rs.2.00 lakh per annum shall be provided to handloom weavers/workers' children (upto 2 children) for study in 3/4 years Diploma/Under Graduate/Post Graduate courses of Central/State Govt. recognized, Central/State Govt. funded Textiles Institutions.

1f.Brand Building of Handlooms: To generate awareness about Handloom industry and its contribution to the socio-economic development of the country & increase income of weavers, 7th August was notified as National Handlooms Day It promotes production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment.

1g.URBAN HAATS are set up in the big towns/metropolitan cities to provide adequate direct marketing facilities to the craft persons/weavers and eliminate intermediaries. 39 Urban Haats have been sanctioned across the country so far.

2. Comprehensive Handloom Cluster Development Scheme:

The Comprehensive Handloom Cluster Development Scheme (CHCDS) is targeted at development of Mega Handloom Clusters in clearly identifiable geographical locations covering at least 15000 handlooms with the Government of India (GoI) contribution upto Rs.40 crore per cluster over a period of 5 years. Components such as conducting diagnostic study, corpus for raw material, etc., are fully funded by the Government of India (GoI) whereas components like lighting units, technological up-gradation of looms and accessories are 90% funded by the GoI. Other components such as creation of infrastructure for design studio/ marketing complex/garmenting unit, marketing development, assistance for exports and publicity are 80% funded by the GoI. 08 Mega Handloom Clusters viz. Varanasi (Uttar Pradesh), Sivasagar (Assam), Virudhunagar(Tamil Nadu), Murshidabad (West Bengal), Prakasam & Guntur districts (Andhra Pradesh), Godda & neighbouring districts (Jharkhand), Bhagalpur (Bihar) and Trichy (Tamil Nadu) have been taken up for development.

3. Handloom Weavers' Comprehensive Welfare Scheme: Weavers Comprehensive Welfare Scheme (HWCWS) is providing life, accidental and disability insurance coverage under the components Pradhan Mantri Jivan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Converged Mahatma Gandhi Bunkar Bima Yojana (MGBBY).

4. Yarn Supply Scheme (Raw Material Supply Scheme (RMSS):

Under RMSS, under transport subsidy, freight reimbursement is provided for transportation of yarn at prescribed rates for each yarn . 15% Price Subsidy on Yarn (through DBT to linked bank account) with quantitative restrictions is provided on cotton hank yarn, domestic silk, woollen and linen yarn and blended yarn of natural fibres with quantity restrictions. The benefits are available to Individual weavers. agencies in which weavers are members i.e. Self Help Groups (SHGs), Joint Liability Groups (JLGs) and Cooperative Societies, Handloom Producer Companies and Weavers Entrepreneurs. The scheme is being implemented through National Handloom Development Corporation (NHDC), a Government of India Undertaking. Under the scheme the freight is reimbursed and depot operating charges @2% is given to depot operating agencies. At present, 511 such yarn depots are functioning throughout the country. Also, to reduce the delivery period and supply the smaller quantities, NHDC has opened at least one ware house in every State having weaver's presence. Accordingly, NHDC is operating 46 Yarn ware houses.

Recent Initiatives

1.Design Resource Centres (DRCs) have been set up in 08 Weavers' Service Centres (WSCs) at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar, Guwahati and Kancheepuram through NIFT with the objective to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development. Another 10 DRCs at Kolkata, Bengaluru, Bhagalpur, Chennai, Hyderabad, Indore, Kannur, Meerut, Nagpur and Panipat are being set up.

2.To adopt modern management Practices, enhance productivity and marketing capabilities and ensure better incomes, 133 Handloom Producer Companies have been formed in different States.

3.To integrate Craft promotion with tourism, Craft Handloom Villages are being set up on major tourist circuits at Sharan (Himachal Pradesh), Kanihama (J &K), Mohpara (Assam), Kovlam (Kerela) and Rampur, Bodh Gaya (Bihar).

4. To support handloom sector and to enable wider market for handloom weavers, steps have been taken to on-board weavers on Government e-Market place (GeM) to enable them to sell their products directly to various

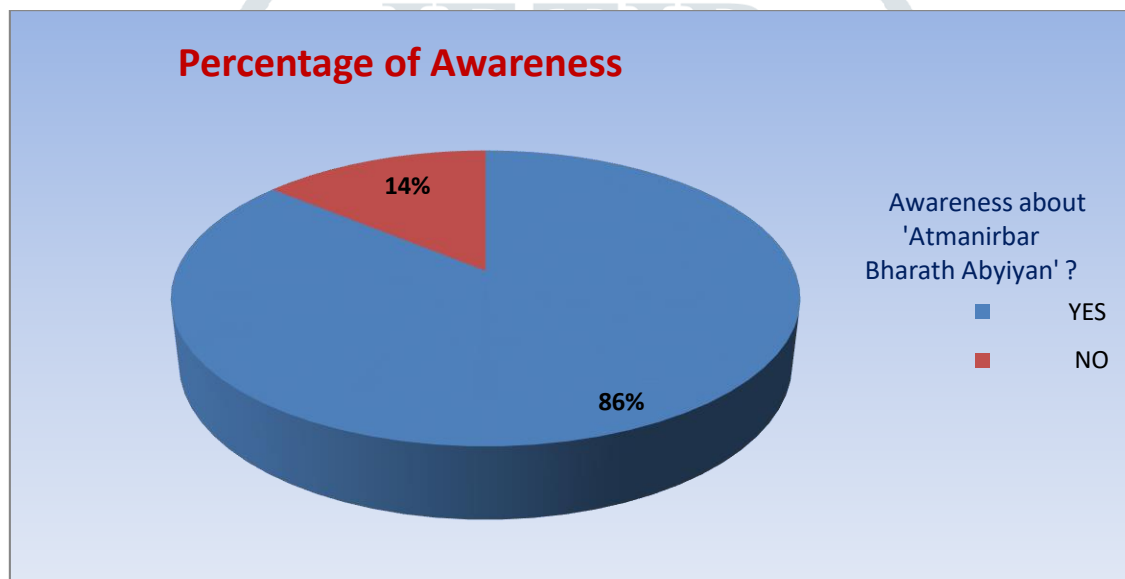
Government Departments and organisations. So far about 1.50 lakh weavers have been on boarded on the GeM portal.

Awareness of Welfare Schemes among the Handloom Weavers in the area of study:

Table 1: Awareness of Aatmanirbhar Bharat Abhiyaan economic package launched by Government of India

Details	Status	
Awareness of Aatmanirbhar Bharat Abhiyaan	Yes	No
No of Respondents	77	13
Percentage of Awareness	86%	14%

Figure 1.1



According to the table 1 86% of the respondents are aware of Aatmanirbhar Bharat Abhiyaan economic package launched by government of India and 14% percent are not aware .

Table 2: Orientation given to handloom weavers by the State Govt/Co-operative societies on the launch of welfare schemes of Make in India program

DETAILS	STATUS	
Orientation given to handloom weavers by the State Govt/Co-operative societies	YES	NO
No:of Respondents	39	51
Percentage	13%	57%

Figure 2.1

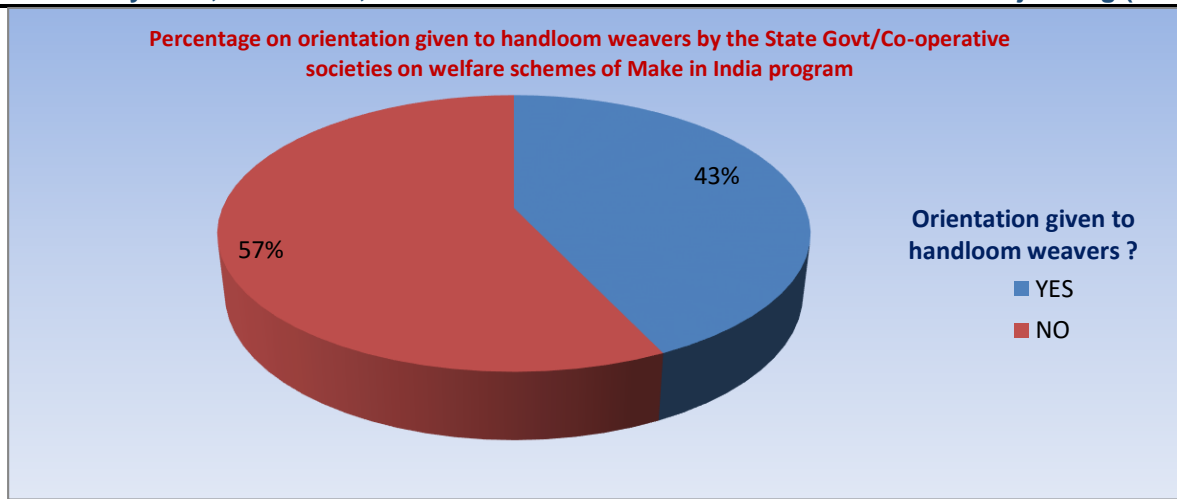


Table 2 reveals that 57% of the weavers are of opinion that they were not given any orientation either by the State Govt nor the Co-operative societies on the launch of Make in India programme and 43% of the weavers said that they were given orientation.

Table 3: Awareness of the Schemes under Aatma Nirbhar Bharat Abhiyaan- Make in India Programme

Name of the Scheme	Name of the Schemes under NHDP	Respondents Nos / Percentage (%)			
		Yes	Yes	No	No
1. National Handloom Development Programme (NHDP)	Programme Awareness				
	1a.Cluster Development Programme	12	13.30%	78	86.70%
	1b.Handloom Marketing Assistance	10	11.11%	80	88.89%
	1c.Weaver's Mudra Scheme	82	91.11%	8	8.89%
	1d.Hathkargha Samvardhan Sahayata	6	6.66%	84	93.34%
	1e.Education Of Handloom Weavers And Their Children	Nil	0%	90	100%
	1f.Brand Building Of Handlooms	15	16.66%	85	83.34%
	1g.Urban Haats	Nil	0	90	100%

Figure3.1

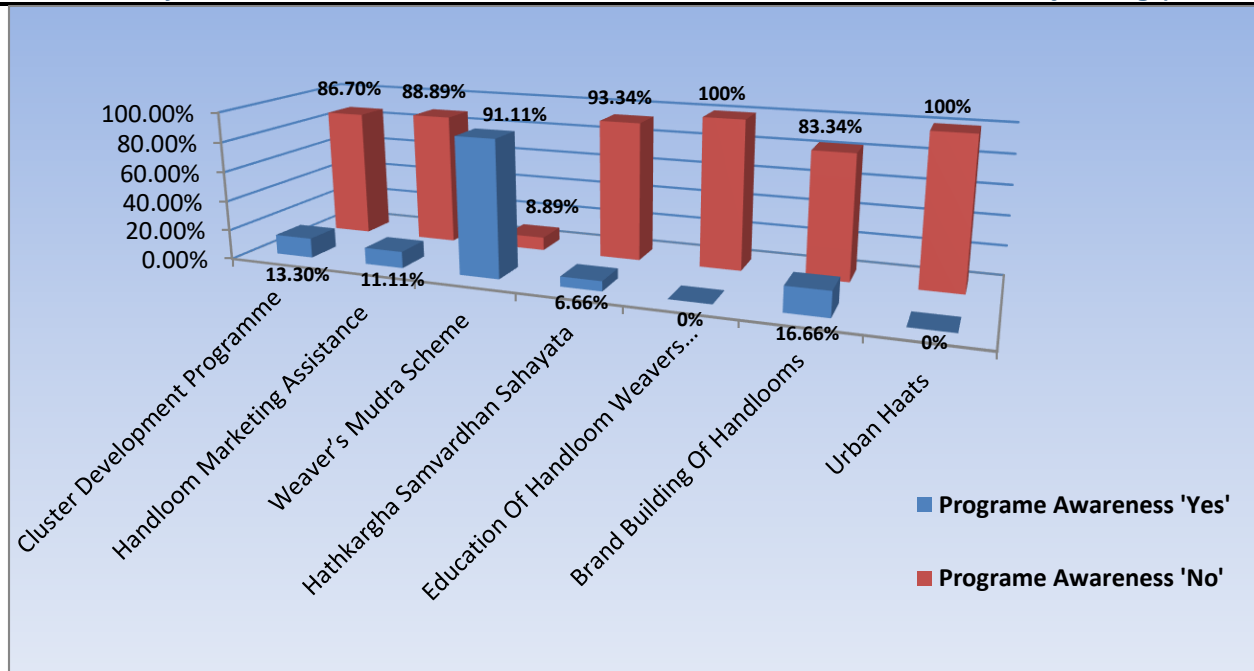
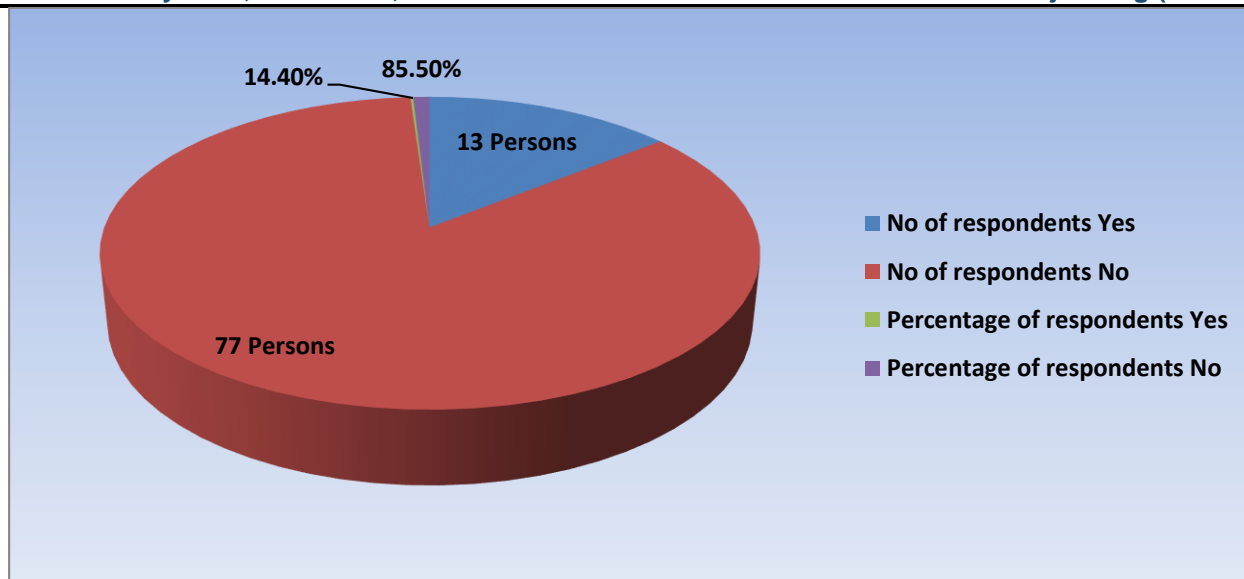


Table 3 summarize about the awareness on National Handloom Development Programme(NHDP).NHDP has further seven sub-schemes launched under Make-in India programme,out of which Weaver’s Mudra Scheme is more prominent and famous and 91.11%of respondents are having awareness and are availing benefit out of it. Whereas awareness on other schemes are very meager for Cluster Development Programme is 13.3%, Handloom Marketing Assistance is 11.11%, Hathkargha Samvardhan Sahayata is 6.66%, Brand Building Of Handlooms is 16.66% and there is no awareness on Education Of Handloom Weavers And Their Children and on Urban Haats .

Table 4: Awareness of Comprehensive Handloom Cluster Development scheme (CHCDS)

Name of the Scheme	No: of Respondents		Percentage of Awareness	
	Yes	No	Yes	No
2.Comprehensive Handloom Cluster Development scheme	13	77	14.4%	85.5%

Figure 4.1

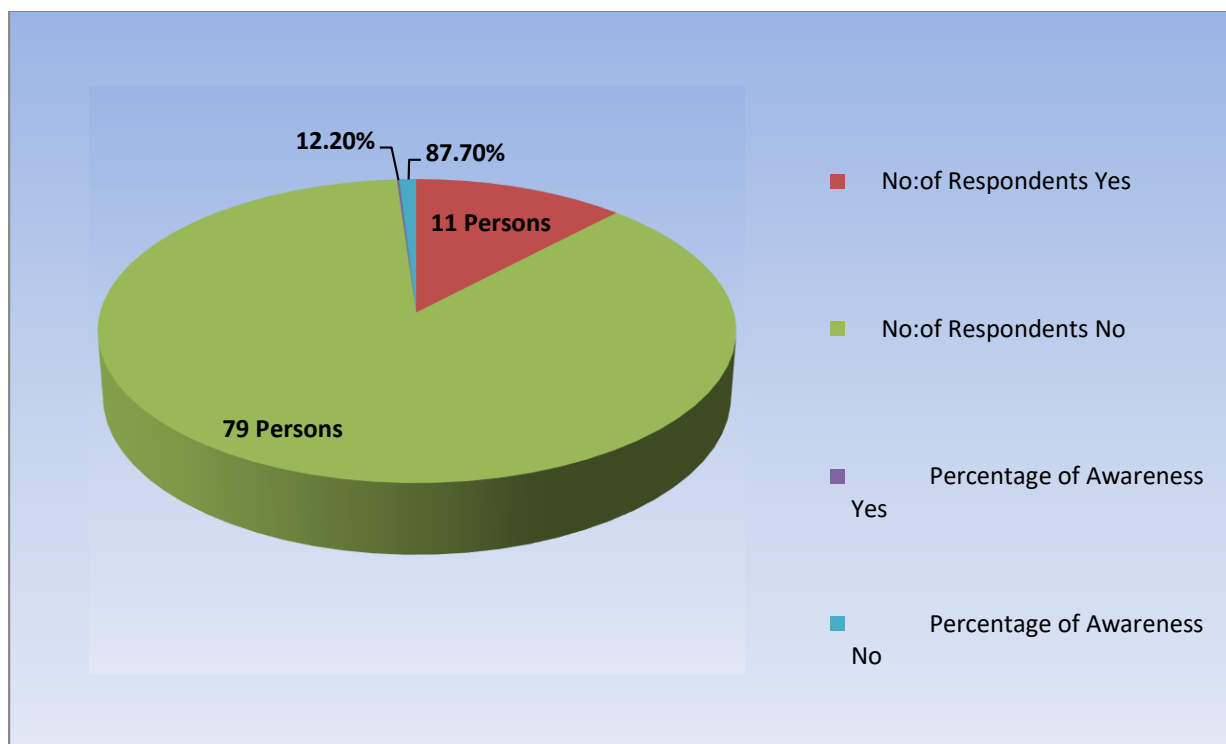


The above table depicts that 14.4% of the weavers are aware of Comprehensive Handloom Cluster Development Scheme and majority of 85.5% are not aware of the CHCDS .

Table 5: Awareness of Handloom Weavers' Comprehensive Welfare Scheme

Name of the Scheme	No:of Respondents		Percentage of Awareness	
	Yes	No	Yes	No
3.Handloom Weavers' Comprehensive Welfare Scheme(HWCWS)	11	79	12.2%	87.7%

Figure5.1

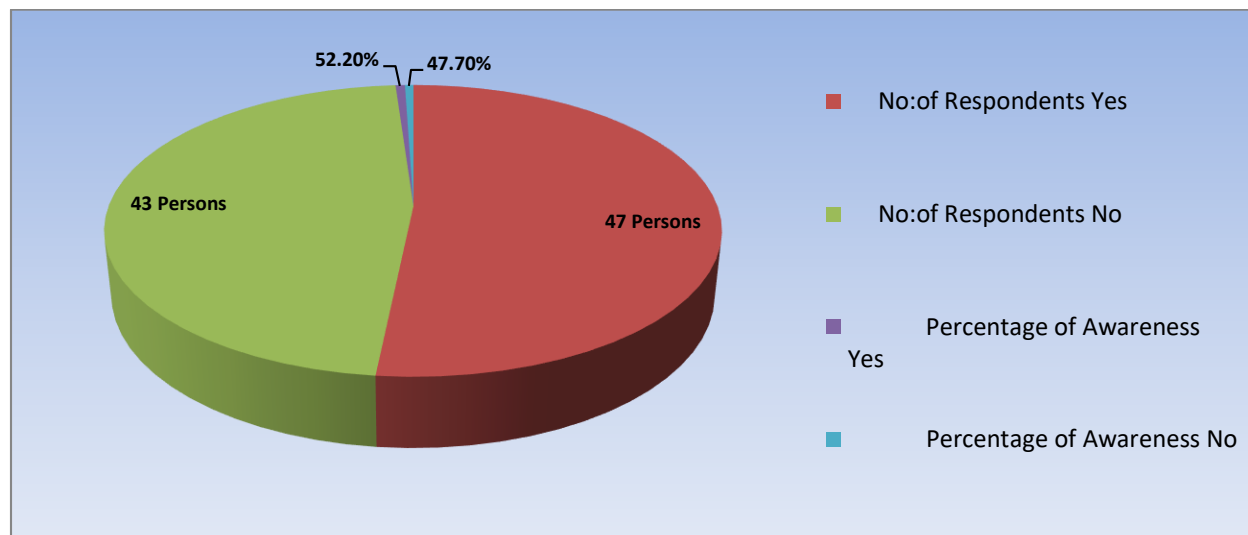


As per table 5 only 12.2% of the weavers are aware of the HWCWS scheme and 87.7% are not aware of the above scheme.

Table 6: Awareness of Yarn Supply Scheme (Raw Material Supply Scheme)

Name of the Scheme	No:of Respondents		Percentage of Awareness	
	Yes	No	Yes	No
4.Yarn Supply Scheme (Raw Material Supply Scheme (RMSS))	47	43	52.2%	47.7%

Figure 6.1



As per table 6 only 52.2% of the weavers are aware of Yarn supply scheme (RMSS) and 47.7% are not aware of Yarn supply scheme .

Findings:

- Due to the unique rich variety, Indian Handloom Industry had a constant high demand in the Indian market as well as all over the world for their craftsmanship and intricacy of the designs.
- Indian artists are now distinguished worldwide for their hand spinning, weaving and printing elegance
- The handloom industry is primarily a rural-based economic activity with a vast majority of handloom households residing in rural areas.
- A vast majority of handlooms are located in the northeast region of India
- The handloom products from India have been exported largely to the US .
- This is an industry which employs 83 per cent women.
- Handloom is well suited to rural India, where there are power problems as it does not depend on electricity.It is a fine example of GreenTech
- Ministry of Textiles has launched several key initiatives for the welfare of the weaver community under several flagship schemes like MUDRA loans, Cluster approach, Hathkharga Samvardhan Sahayata and Capacity Building under SAMARTH
- As part of Aatma Nirbhar Abhyan Programme Make in India Programme the government of India has boosted the Handloom Industry by implementing four major schemes i.e National Handloom Development Scheme(NHDP), Comprehensive Handloom Cluster Development scheme (CHCDS),Handloom Weaver's Comprehensive Scheme and Yarn Supply scheme.
- It is observed that Weaver's Mudra Scheme is more prominent and famous and 91.11%of respondents are having awareness under the National Handloom Development Programme(NHDP).
- It is found that the weavers have absolutely zero percent awareness in Education of handloom weavers and their children and also in Urban Haats of NHDP.
- The survey in the area of study reveals that majority of the weaver household members are not aware of various schemes available to enable them in the weaver activities of handlooms..
- The Handloom weavers are not provided enough orientation on the launch of central government schemes either by state government or state co-operative societies.

Suggestions:

- The management of the primary weaver cooperative societies and state cooperative societies needs to be improved, and a skilled set of management of executives, who have a grounding in the handloom sector should be engaged and systematic and a phase wise orientation on awareness of the schemes and initiatives implemented up by the government of India to be given.
- The State Handloom Development Corporations should be encouraged to undertake establishment of Power looms in the area of study to enhance the textile production.
- The competency of handloom weavers will be intensified if they operate jointly in clusters, having collective goals, with collaborative efforts and cooperation amongst themselves.
- India should explore to new countries, rather than depending on the traditional markets. There are markets such as South Korea, Malaysia, Indonesia, Vietnam, Egypt and Tunisia in which the Indian handloom exporters can expand their operations.
- Strengthen Handloom Database It is imperative to maintain a comprehensive database related to the handloom sector to ensure the growth of the industry
- Arrangements need to be made for campaigning and advertising about the positive impact of the India Handloom Brand, and information needs to be furnished to the handloom weavers, cooperative societies and even the retailers and students in fashion and designing colleges. Information about the various details of the Government schemes needs to be communicated to the weavers.
- Statistical records are essential to review the trends of the past and the prevailing growth rates. This successively facilitates for future growth and scope for further development of handloom Industry.

Conclusion: It can be concluded that the Indian Handloom Industry has a great potential for growth and development in the Global Market for their craftsmanship and intricacy of the designs. There is a lot of scope to build India 's Atmanirbhar, The mission prepared to fight the downfall of the economy. Even though various Schemes and initiatives launched and implemented to the Handloom sector by the Government of India under Make in India Programme ,the handloom weavers have very basic knowledge and awareness of the National Schemes due to lack of orientation and encouragement from Primary Cooperatives and State cooperative societies in the state of Telangana.

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