



# Weaving Heritage and Contemporary Demand: A Study of India's Handloom Industry

**Yeloori Baji Ravivarma**, *Research Scholar, Dr. Ambedkar Chair*

**Prof. V. Venkateswarlu**, *Research Guide, Dept. of Sociology & Social Work.*

## Abstract

This paper interprets the rich cultural texture of traditional Indian handloom textiles based on regional weaving styles and forms of dress such as sari and blouse. From historical insights derived from ancient temples and cultural records, this research traces how weaving traditions and different weaving practices have evolved over the areas of India. But apart from these, North Karnataka and also parts of Maharashtra, especially Guledagudd Khana, have been particularly keen on the special "Khana" material, especially its measurements and also traditional craftsmanship. The two most important garments in the attire of Indian women-the sari and the blouse-have such profound cultural value that they are more than just apparel. They have stood as icons for Indian identity for centuries. By analyzing techniques, sentimental value, and variety in regional sari styles, the paper identifies and recognizes prestige offered by handloom textiles as markers of Indian heritage. Thus, in light of these findings, the appeal and art surrounding Indian handloom weaving transcend time and stress its relevance in the preservation of cultural identity in an increasingly modern world.

**Key Words:** weaving, garment, textile, manufacture, Handloom Industry

## Introduction

The handloom industry is an important cultural and economic force in India, whose importance has been deeply rooted in history and culture. It is rich in diversity; every region of India produces something distinct in textile designs, weaving techniques, and styles of dressing up. In this regard, the sari and blouse hold special significance and symbolize both aesthetic as well as cultural identity of the Indian women through all generations. Karnataka

has preserved intricate designs and traditional weaving techniques in its handloom clusters which differentiate the identifying features of its textiles from other regions. An ancient craft through various forces that include geography, social customs and religious practices, by which each region has grown its specific textile heritage, The handloom sari.

Ilkal Sari: A texturized beauty that has earned its place from the town of Ilkal in Bagalkot, carved back by 8th century AD. It is one of the popular handicrafts of Karnataka, known for its rustic beauty and durability, which it possesses enough to be in both the rural and urban attire collection. The complementing blouse fabric is the Guledgudd Khana, which is woven only in the town of Guledgudd. This combination, dear to the hearts of Karnataka, but also the people of Marathwada and Vidarbha of Maharashtra, is an epitome of timeless style, suited to both the old and the young. Younger women wear it in their modern draping styles and mix heritage with new fashion.

Mass-produced and modern designer clothing have flooded the markets, but the demand for these handloom textiles such as Ilkal saris and Guledgudd Khana is very strong. They have been looked upon as extremely beautiful objects imbued with the authenticity of their versatility and woven into casual and ceremonial wear. The handloom industry provides significant livelihood to many artisans, most of whom are women, because this industry is India's largest unorganized sector after agriculture. Cultural, economic, and aesthetic significance of traditional handloom textiles of Karnataka is discussed here, and the focus is on the Ilkal sari and Guledgudd Khana. This paper looks into the continuing appeal and versatility of the fabrics in question for the purpose of reiterating their ability to maintain India's wealth of cultural heritage within the sensibilities of modern fashion.

### **Khana manufacturing process**

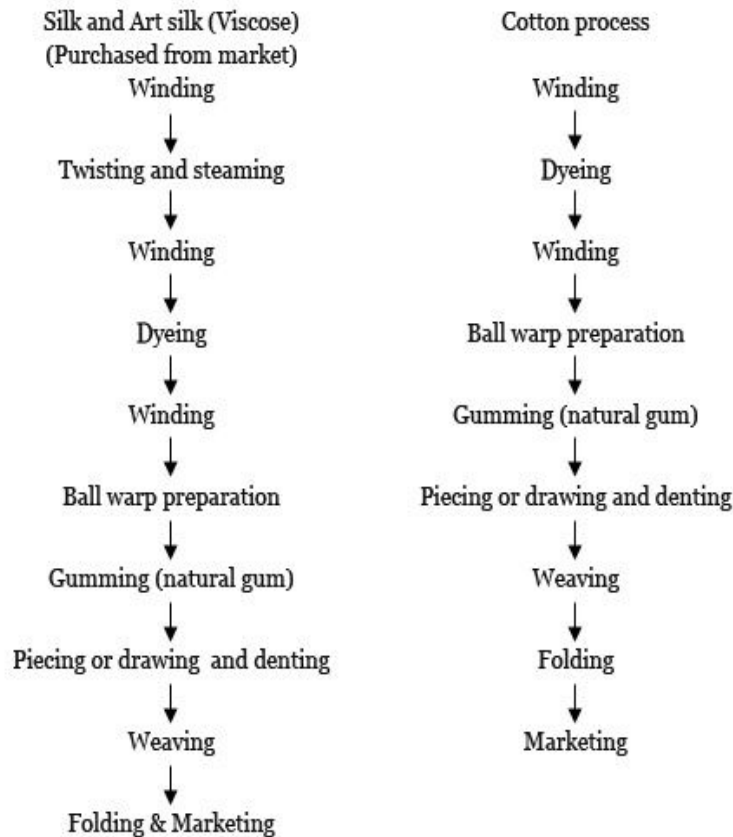
The production of Khana Fabric involves various operations. Thekhana has woven border on both sides ranging from 6 inches to 9 inches in width, with two to three stripes of extra warp figuring all along its length. The body is fully covered with extra warp along with ground figuring with dobby shedding mechanism.

The ground warp may be cotton, mercerized cotton, rayon or silk. Whereas weft is always cotton, single spun yarn with Z or S twist direction or mercerized cotton. However, the rich, lustrous and glossy appearance of extra warp is produced by either viscose rayon or pure silk is used. Of the yarns cotton is dyed with vat or naphthal and silk by acid locally .

Wooden lattice dobby used for producing the design on khana with extra warp, dobby capacity depends on type of design; normally in Guledgudd khana 515 lever cylinder type lattice dobby is used. Another type of dobby is grooved cylinder, i.e. according to design cylinder is grooved. According to the design, wherever groove is there,

that particular lever is lifted; no need of lattice and pegs. This dobby is used for smaller design. Nowadays these khanaas are also manufactured using power looms .

### Flowchart of Khana making



### Indian Textile Industry

One of the world's largest producers is India, with respect to textiles. The country's textiles and garment value chain gives a lot of backup to the economy. This country exports textiles which, as recorded in 2020-21, made up 11.4% of its exports. Traditional handloom and handicraft, and organized mill production blend to create an array of employment, mainly in the hands of the rural community and women. Growth, up-to-date infrastructure, and more significant skill development of textile sector policies support such ends from the government side. Despite competition with mechanized textile products, handloom and handicrafts are still being treasured for narration of cultural heritage and adaptability.

With about 4.33 million artisans in handloom weaving, the craft is economically and culturally very important: many artisans live below the poverty line. Handloom products are a sustainable, customizable alternative in

modern markets, evidence of continuous innovation among weavers; however, the industry suffers challenges from imitation power loom products, often made under oppressive conditions at lower prices.

While mechanized production often becomes more expensive than handloom, traditional craft advocates remind one that handloom manages to endure and has the capability for sustainability besides its cultural value. Noted personalities like Laila Tyabji and Uzra Bilgrami point out that handloom weaving has been practiced as a model that is sustainable and community-based and has endured time and again an enduring balance between tradition and modernity.

## Handloom Industry in India

The Handloom Sector is one of the largest unorganized economic activities and it constitutes an integral part of the rural and semi-rural livelihood. Handloom weaving constitutes one of the richest and most vibrant aspects of the Indian cultural heritage. The sector has advantage of being less capital intensive, minimal use of power, ecofriendly, and flexibility of small production, openness to innovations and adaptability to market requirements. It is a natural productive asset and a tradition at the cottage level, which has sustained and grown by transfer of skill from one generation to the other. Handloom weaving is largely decentralized and the weavers are mainly from the vulnerable and weaker sections of the society, who weave for their household needs and also contribute to the production in the textile sector. The weavers of this industry are keeping alive the traditional crafts of different States. The level of artistry and intricacy achieved in the handloom fabrics is unparalleled and certain weaves/designs are still beyond the scope of modern machines. Handloom sector can meet every need ranging from the exquisite fabrics, which takes months to weave, to popular items of mass production for daily use.

The number of handloom weavers, allied workers and handlooms are as follows:

| S. No. | Parameters   | 4 <sup>th</sup> Handloom Census (2019-20)                           |
|--------|--|---|
| 1      | Number of looms  | 28.20 lakh<br>25.30 lakh in rural areas<br>2.90 lakh in urban areas |
| 2      | Number of Households   | 31.44 Lakhs   |
| 3      | Number of Non-Households   | 5457  |
| 4      | Total number of Handloom Workers<br>Male – 9,75,733<br>Female – 25,46,285<br>Transgender – 494   | 35.22 Lakhs   |
| a)     | Total number of weavers  | 26.74 Lakhs   |
| b)     | Total number of allied workers {those who are involved in pre-loom (winding, warping, dyeing etc.) and post-loom activities (finishing, calendaring etc.)} | 8.48 Lakhs  |
| 5.     | Number of SC workers   | 4,84,144  |
|        | Number of ST workers   | 6,28,768  |
|        | Number of OBC workers  | 12,67,308   |
|        | Number of other workers  | 11,42,292   |
| 6.     | Average number of working days in a year by a handloom worker  | 207   |

| 4th All India Handloom Census Data (2019-20) |                   |   |                       |                |   |
|--|-------------------|---|-----------------------|----------------|---|
| SN   | State             | 4th All India Handloom Census (2019-20) |                       |                | Total Handloom Workers (Wrs + allied workers) |
|  |                   | No. of Handlooms                        | No. of allied workers | No. of weavers |   |
| East Zone                                    |                   |   |                       |                |   |
| 1  | Arunachal Pradesh | 99454                                   | 17016                 | 77600          | 94616   |
| 2  | Assam             | 1248806                                 | 176453                | 1107428        | 1283881                                       |
| 3  | Bihar             | 8447                                    | 5631                  | 7216           | 12847   |
| 4  | Jharkhand         | 8607                                    | 10133                 | 12364          | 22497   |
| 5  | Manipur           | 216192                                  | 12203                 | 212481         | 224684  |
| 6  | Meghalaya         | 43220                                   | 1553                  | 41221          | 42774   |
| 7  | Mizoram           | 22875                                   | 10242                 | 17298          | 27540   |
| 8  | Nagaland          | 70089                                   | 7534                  | 35950          | 43484   |
| 9  | Odisha            | 48161                                   | 64364                 | 53472          | 117836  |
| 10   | Sikkim            | 132                                     | 65                    | 632            | 697   |
| 11   | Tripura           | 166050                                  | 25712                 | 111927         | 137639  |
| 12   | West Bengal       | 283404                                  | 264791                | 366656         | 631447  |
|  | Total East Zone   | 2215437                                 | 595697                | 2044245        | 2639942                                       |
| West Zone                                    |                   |   |                       |                |   |
| 13   | Chhattisgarh      | 12743                                   | 7426                  | 14077          | 21503   |
| 14   | Gujarat           | 9903                                    | 422                   | 10179          | 10601   |
| 15   | Goa               | 16                                      | 4                     | 22             | 26  |
| 16   | Madhya Pradesh    | 12069                                   | 5267                  | 12805          | 18072   |
| 17   | Maharashtra       | 4354                                    | 627                   | 2882           | 3509  |
|  | Total West Zone   | 39085                                   | 13746                 | 39965          | 53711   |

|                    |                         |                |               |                |                |
|--------------------|-------------------------|----------------|---------------|----------------|----------------|
| <b>North Zone</b>  |                         |                |               |                |                |
| 18                 | Delhi                   | 2498           | 1049          | 3236           | 4285           |
| 19                 | Haryana                 | 11759          | 11128         | 14414          | 25542          |
| 20                 | Himachal Pradesh        | 15202          | 477           | 13211          | 13688          |
| 21                 | Jammu & Kashmir         | 14750          | 7544          | 15784          | 23328          |
| 22                 | Punjab                  | 758            | 338           | 631            | 969            |
| 23                 | Rajasthan               | 6446           | 1403          | 8687           | 10090          |
| 24                 | Uttarakhand             | 7368           | 4594          | 7967           | 12561          |
| 25                 | Uttar Pradesh           | 124242         | 60179         | 130778         | 190957         |
|                    | <b>Total North Zone</b> | <b>183023</b>  | <b>86712</b>  | <b>194708</b>  | <b>281420</b>  |
| <b>South Zone</b>  |                         |                |               |                |                |
| 26                 | Andhra Pradesh          | 93375          | 49785         | 127662         | 177447         |
| 27                 | Karnataka               | 24071          | 27616         | 27175          | 54791          |
| 28                 | Kerala                  | 31619          | 6604          | 15480          | 22084          |
| 29                 | Pudducherry             | 929            | 782           | 908            | 1690           |
| 30                 | Tamil Nadu              | 218748         | 45757         | 197818         | 243575         |
| 31                 | Telangana               | 17095          | 21922         | 25930          | 47852          |
|                    | <b>Total South Zone</b> | <b>385837</b>  | <b>152466</b> | <b>394973</b>  | <b>547439</b>  |
| <b>Grand Total</b> |                         | <b>2823382</b> | <b>848621</b> | <b>2673891</b> | <b>3522512</b> |

### Current Trends in Handloom Sector:

Important features:

Value addition is taking place.

Quality of handloom products is improving.

Several high-end retailers are selling handloom products.

**Strengths of Handloom Sector:**

- 1) Production of intricate woven fabric, its versatility & wide variety.
- 2) Diverse design base; quick to switchover to new designs.
- 3) Availability of high skilled labour.
- 4) Traditional mode of production with low technology, electricity not required.
- 5) Eco friendly technology/process.
- 6) Informal school for skill generation and transfer of technology.
- 7) Many weaves/processes are still beyond the scope of powerloom and will continue to be produced by handlooms only.

**Problems Being Faced By Handloom Sector:**

1. Low productivity in comparison to power loom and mill sector.
2. Limited scope of technological up-gradation and improvement in poor weaving activity.
3. Tendency of skilled labour to shift to other sectors.
4. Constraints related to credit availability.
5. Skill up-gradation through Weavers' Service Centres (WSCs).
6. Design support through WSCs & designers engaged in the cluster.
7. Infrastructure support through cluster development - 8 mega handloom clusters and 506 small clusters.
8. Marketing and export promotion – through domestic and international exhibitions, India Handloom
9. Brand and Handloom Mark scheme.
10. Welfare measures –life insurance.

**Handloom Industry World wide Exports**

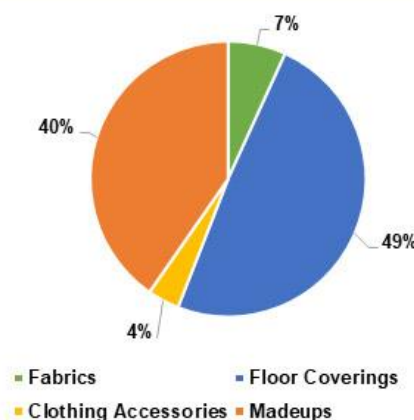
The handloom sector of India is one of the biggest unorganized economic activities. The handloom industry in India has a long tradition of outstanding artisanship that represents and preserves vibrant Indian culture. India's handloom artists are globally known for their unique hand spinning, weaving and printing style. They are based out of small towns and villages of the country which transfer skills from one generation to the next. The handloom industry is the country's largest cottage industry, with 23.77 lakh looms. It is also the second-largest employment provider in the rural region employing more than 3 million people in direct and allied activities.

India produces several traditional products such as sarees, kurtas, shawls, ghaghacholis, lungies, fashion accessories, bedspreads, etc. In the contemporary product category, the country produces fashion fabrics, western dresses, bed linens, drapes, kitchen linen, decorative furnishings and rug durries, etc. The handloom sector of India has the advantage of being less capital intensive, eco-friendly, having less power consumption and the ability to adapt to market conditions.



According to the Handloom Census 2019-20, the industry employs about 3,522,512 handloom workers across the country. The industry primarily employs women workers with a share of 72.29% of the total handloom workers.

Category wise share of handlooms export revenue (2020-21)



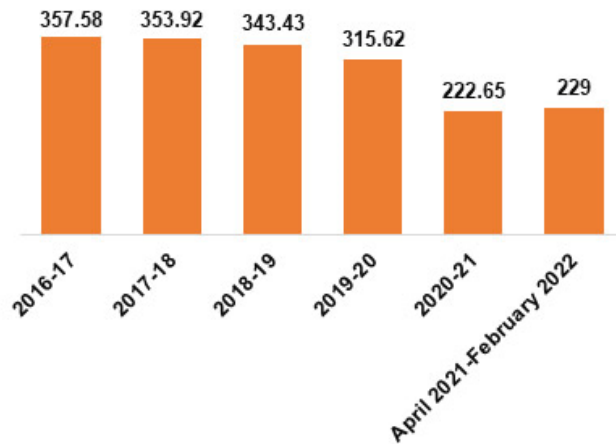
Source: The Handloom Export Promotion Council (HEPC)

The majorly exported handloom products from India are mats and mattings, carpets, rugs, bedsheets, cushion covers and other handloom articles. During 2020-21, the mats and mattings exported from the country had a share of 29% in the total exports. The home textile constitutes over 60% of India's total handloom exports. Carpets, rugs and mats made from handlooms had a total share of 13.6% in total exports during 2020-21 at a value of Rs. 224.4 crore (US\$ 28 million). During the same period, the cotton durries exported were valued at Rs. 104.53 crore (US\$ 13 million).

Indian silk scarves are popular around the world. These handloom made products form a sizable chunk of the total handloom exports with 2020-21 exports at Rs. 61.5 crore (US\$ 7.7 million). The total linen products made from handlooms, i.e. cotton, bed linen, toilet linen, kitchen linen, bed sheets, napkins, pillowcases, cushion cases, table cloths, etc. had a share of about 23.5% in 2020-21 exports.

The major handloom export centers are Karur, Panipat, Varanasi & Kannur where handloom products like Bed linen, Table linen, Kitchen linen, Toilet linen, Floor coverings, embroidered textile materials, curtains etc. are produced for export markets. During April 2021-February 2022, India exported handloom products worth Rs. 1,693 crore (US\$ 229 million).

India's handloom export trend (US\$ million)



Source: The Handloom Export Promotion Council (HEPC)

### Export Destinations

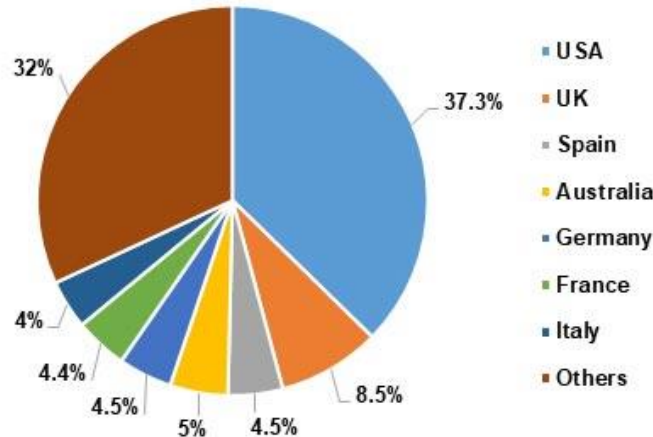
India exports handloom products to more than 20 countries in the world. Some of the top importers are the US, the UK, Spain, Australia, Italy, Germany, France, South Africa, Netherlands and UAE. US is the biggest importer of handloom products from India, consistently the top importer for the past 8 years. During 2020-21, the country imported handloom products worth Rs. 613.78 crore (US\$ 83 million). The exports to the UK, which was the second largest importer of handloom from India during 2020-21 increased by 9.7% to Rs. 140.2 crore (US\$ 19 million) from Rs. 123.13 crore (US\$ 17.3 million) during 2019-20.

The exports of handloom products to Australia and Spain during 2020-21 were valued at Rs. 79 crore (US\$ 10.7 million) and Rs. 74.5 crore (US\$ 10 million), respectively. The exports to Australia during 2020-21 increased by 35% over the last year. The exports to South Africa, Netherlands, Sweden, Japan and UAE during 2020-21 was US 6.5 million, 5.4 million, US\$ 4.6 million, US\$ 4.4 million and US\$ 3.4 million, respectively.

Some of the other handloom importers from India are Canada, Brazil, Greece, Belgium, Chile, Denmark, Thailand and Sri Lanka. During 2020-21, these countries accounted for 8.6% of India's total handloom exports at Rs. 141 crore (US\$ 19.1 million).



Country-wise exports share (2020-21)



Source: The Handloom Export Promotion Council (HEPC)

### Government Schemes to Handloom weavers

**National Handloom Development Programme (NHDP):** A. Cluster Development Programme: The CDP focuses on development of weavers' groups as a visible entity, so that the groups become self sustainable.

Quantum of financial assistance and duration of the project: The quantum of assistance for each cluster would be need based, depending on the requirement of the cluster, the scope of the activities envisaged technical, financial and managerial capacity of the cluster Organization, level of maturity and past track record of the cluster etc. Maximum permissible GoI financial assistance is upto Rs. 2.00 crore per cluster. Funding pattern

- i. Interventions like Baseline Survey, Diagnostic Study, Formation of Consortium, Awareness Programmes, Product Development, Exposure visit, participation in exhibitions/BSMs/publicity, Documentation of cluster activities, service charges to designated agency, Project Management Cost, Engagement of Textiles Designer, wage compensation to the trainees for skill up-gradation, incentive to IA etc. will be fully funded by GoI, excluding land cost.
- ii. Other Interventions benefitting directly individual weavers like Hathkargha Samvardhan Sahayata and
- iii. lighting units will be funded in the ratio of 90:10 by the GoI: Beneficiary
- iv. Individual Workshed-SC/ST/Women/differently-abled – 100% by GoI share.
- v. Others – 75% by the GoI: 25% beneficiary
- vi. Common Workshed – 90% by the GoI: 10% beneficiary
- vii. Solar Lighting System for Common Workshed - 90% by the GoI: 10% beneficiary

| Block Level Cluster, HSS, Skill Development, Workshed and Lighting Unit components of NHDP, CHCDS & SAMARTH |             |                                 |                                    |                      |                                    |                           |                                |
|---|-------------|---------------------------------|------------------------------------|----------------------|------------------------------------|---------------------------|--------------------------------|
| Year  | No. of BLCs | Funds released<br>(Rs. In Lakh) | No. of<br>beneficiaries<br>covered | HSS<br>beneficiaries | Skill upgradation<br>beneficiaries | Workshed<br>beneficiaries | Lighting unit<br>beneficiaries |
| 2014-15 to 2018-19  | 412         | 21288.543                       | 298092                             | 56367                | 54067                              | 2229                      | 8243                           |
| 2019-20   | 26          | 2989.781                        | 7467                               | 18014                | 4794                               | 785                       | 1661                           |
| 2020-21   | 2           | 2346.579                        | 426                                | 10338                | 2338                               | 326                       | 1405                           |
| 2021-22   | 66          | 5647.820                        | 30894                              | 402                  | 4786                               | 122                       | 0                              |
| <b>Total</b>  | <b>506</b>  | <b>32272.723</b>                | <b>336879</b>                      | <b>85121</b>         | <b>65985</b>                       | <b>3462</b>               | <b>11309</b>                   |

### Handloom Marketing Assistance:

#### Objectives:

Develop and promote marketing channels in domestic and export markets and bring about linkage between the two in a holistic and integrated manner.

Provide marketing opportunities to handloom workers with special focus on talented and uncovered weavers.

#### Components of HMA:

1. Domestic Marketing Promotion
2. Handloom Export Promotion
3. Setting up of Urban Haats
4. Marketing Incentive (MI)

#### Marketing Incentive (MI)

Given to handloom agencies for preparing conditions conducive to marketing of handloom products. The handloom agency is to use this amount towards activities that would attract the consumers in order to gear up overall sales of handloom goods

The concept envisions handloom agencies to be able to adjust their prices towards increasing cost competitiveness of the products, improve designs and invest in infrastructure so as to improve the production and productivity.

These incentives are calculated @ 10% on average sales of handloom products of the last 3 years which shall be equally shared between State Govt. and Central Govt., except in the case of National Level Handloom Organizations/Societies, where the entire assistance shall be borne by the Government of India.

## Handloom Export Promotion

### Objectives:

Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, BSM, RBSM etc., for export promotion of handloom products. Publicity and brand development through IHB, HLM and other measures.

To assist in establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producers' companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.

### Components:

1. International Fairs & Exhibitions
2. Organisation of BSM/RBSM
3. Miscellaneous promotional events/activities

For export of handloom products, Handloom Export Promotion Council (HEPC) is participating in various international fairs with the member handloom exporters through O/o DCHL to sell their handloom products in the international markets.

## Schemes to Handloom Weavers in Andhra Pradesh

### Y.S.R. NETHANNA NESTHAM SCHEME

Government have issued orders vide G.O.Ms.No.89, Industries Infrastructure, Investment & Commerce, dated 23.10.2019 to implement YSR Nethanna Nestham Scheme for providing Rs.24,000/- per annum to every weaver family who owns a Handloom to modernize their equipment and compete with the powerloom sector.

The Hon'ble Chief Minister launched the Scheme on 21.12.2019 at Dharmavaram in Ananthapuramu District and released Rs.196.28 Crores to 81,783 Weavers through DBT.

### INTEREST SUBSIDY / PAVALA VADDI SCHEME

To reduce the interest burden to the Weaver Cooperative Societies on the Credit Limits, Government is sanctioning Interest Rebate, 9.5% to Primary Weavers Co-operative Societies and 7.5% to APCO, from 01.04.2008. Government issued orders for implementing Scheme on Cash Credit loans sanctioned to Coop. Societies and APCO vide G.O.Ms.No.:75, dated 14.03.2008 of Industries and Commerce (Tex) Department, Government of Andhra Pradesh.

- ✓ An amount of Rs.308.00 lakhs released to 30 societies and APCO during the year 2014-15.
- ✓ An amount of Rs. 400.00 lakhs was provided in the budget and released to 167 societies and APCO during the year 2015-16.
- ✓ Rs. 600.00 lakhs was provided in the budget and Rs. 463.95 lakhs released to 195 societies and APCO during the year 2016-17.

- ✓ Rs. 600.00 lakhs was provided in the budget and Rs.514.63 lakhs released to 146 PHWCSs and APCO during the year 2017-18.

### **NETHA BAZAARS**

- ✓ Implementing with a view to enable the weavers to sell their products/cloth directly without intermediaries.
- ✓ The State Government have released a sum of Rs.169.115 lakhs for construction of (12) Netha Bazaars and Rs.80.00 lakhs were provided by B.C. Corporation, DRDA etc., for completion of Netha Bazaars.
- ✓ (6) Netha Bazaars at Srikakulam, Rajahmundry, Guntur, Chirala, Anantapur and Kurnool have become operational and one at Eluru in Progress. Balance(5) Netha Bazaars are at different stages of implementation.
- ✓ An amount of Rs. 46.75 lakhs has been released to West Godavari to construct Netha Bazaar during the year 2017-18.

### **SCHEME FOR TRAINING & INFRASTRUCTURAL SUPPORT TO HANDLOOM SECTOR**

Objective of the scheme is to provide training to weavers in the Handloom Sector, to provide necessary support in an integrated and comprehensive manner to upgrade the skills and knowledge of weavers and to facilitate modification of looms so as to enable product diversification to suit the export market.

1. Rs.162.87 lakhs released to 11 Societies against the total allocation of Rs.338.00 lakhs for the year 2016-17.
2. Rs. 338.00 lakhs has allocated and 330.00 lakhs has released to (20) PHWCSs during 2017-18.

### **OLD AGE PENSIONS TO WEAVERS (YSR Pension Kanuka):**

1. Under the Scheme Financial Assistance (Pension) will be provided as Social Security to the Old Aged eligible Weavers.
2. The age of Weaver Pensioner is reduced from 65 to 50 years, as a special case because of crippling effect in Weaving Profession by the State Govt vide G.O.Rt.No.278, Industries & Commerce (Tex) Department, dt.14.10.2005.
3. Pension @ Rs. 2,500/- per month from January 2022 is being disbursed to all Weavers who are above 50 years of age.

### **POWER TARIFF CONCESSION TO POWERLOOM WEAVERS**

The government provided a 50% reduction in power tariffs for powerloom units up to 5 HP load capacity to aid struggling units, benefiting 30,678 units with 8,486 service connections. This scheme, continued from April 1, 2010, was reinforced with 100% exemption from FSA charges for those availing the tariff concession. Financial support to AP TRANSCO included Rs. 725.51 lakhs in 2015-16, Rs. 1500 lakhs in 2018-19, and Rs. 833.25 lakhs allocated for FY 2019-20.

### 40% Subsidy on Purchase Hank Yarn, Dyes & Chemicals from NHDC and APCO

- 1) With a view to supply quality and branded yarn and quality Dyes & Chemicals through NHDC and APCO to Handloom Weavers for production of quality Handloom Fabrics in the State and to provide Yarn Subsidy to Primaries, 40% subsidy on Yarn, Dyes and Chemicals to Handloom Cooperative Societies is being provided.
- 2) Rs.706.73 Lakhs released to 189 Primary Handloom Weavers Cooperative Societies for the year 201617.
- 3) Rs.800.00 Lakhs has allocated and an amount of Rs.529.41 Lakhs has released to 178 Primary Handloom Weavers Cooperative Societies for the year 201718.
- 4) Rs.1100.00 Lakhs has allocated and an amount of Rs.236.53 Lakhs has released to 137 Primary Handloom Weavers Cooperative Societies for the year 2018-19.

### Deen Dayal Hathkargha Protsahan Yojana

Deen Dayal Hathkargha Protsahan Yojana is to help the handloom sector in an holistic manner from product development, to infrastructure, training, supply of equipment, and marketing targeting weavers within and outside cooperatives to produce market-driven goods, meet needs for working capital, inputs and awareness, and enhance productivity - that also incentive marketing and transport.

Handloom is one of the oldest decentralized industries in India, meeting clothing demands and providing employment for over 43 lakh weavers and allied workers, only next to agriculture. 15% of cloth produced in India comes from handloom, which alone supplies 95% of global hand-woven fabrics. During 2016-17, out of a total production of 63,480 million square meters, handloom accounted for 8,007 million (12.61% share). Power looms present an important threat to the sector as far as their production ratio with the sector is concerned, that is 1:4.45, on the back of which are rural weavers, increasingly cornered by mechanized competition.

### Conclusion

Though the handloom industry of Andhra Pradesh is as old as the history of Andhra Pradesh and has, in the past, been famous in another country across the border for its excellent craftsmanship and quality, a number of unfavorable factors, such as a loss in native entrepreneurship, raw material scarcity, and the intense competition of mill-made imported textiles, have led this ancient craft downwards with time. It traces the trajectory from its zenith to its current challenges for the industry based on a critical examination of the socio-economic conditions of the handloom weavers and the organizational challenges that inhibit growth in the sector. This industry does indeed hold a scope for rejuvenation if proper targeted interventions are administered. Government policies, though launched with a host of objectives, resulted in mixed outcomes for the industry and unfortunately did not assist in uplifting the socio-economic status of weaver communities. Findings suggest that the empowerment of

weavers and rejuvenation of the sector can be assured by introducing modern technology-based outcomes, sustainable raw material supply chains, and strengthening market access.

In this context, it is important that all three-the modernization, skill development, and policy support, entwined extensively-end be implemented in a meaningful manner with the objective of pre-serving and promoting the handloom culture of Andhra Pradesh. Only through such measures will the handloom industry regain its lost glory and uplift the weaver communities for making meaningfully contributory efforts towards the economic and cultural textures of the state as well as the nation at large.

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