Chapter II

Review of Literature
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REVIEW OF LITERATURE

Review of literature is an important stage in the pursuit of research. Review of literature enables the researcher to have a clear view of what has been done in the particular field in the past. These literatures help the researcher to avoid duplication and repetition of work done already by others in this same field before conducting the research. The researcher reviewed the relevant literature in order to learn the different intervention schemes implemented for the handloom weavers and their impact on the standard of living of the handloom weavers, constraints faced by them, periodic review of the schemes and the remedial measures taken by the government as well as the policy makers. It is helpful in doing comparative study to prove or disprove certain hypothesis and in gaining knowledge from the background materials. The review of literatures helps the researcher to identify any gap in the research efforts made by various scholars and to decide the thrust area of the present work. This chapter contains view points and findings of different research in the area of handloom weavers and their livelihood activities through out the nation.

Radhakrishnan, K.P., (1978), his study on Poverty and Unemployment the Case of Handloom Sector discussed about the socio economic conditions of handloom weavers. Majority of the handloom weavers are known only handloom weaving for their occupation and they
got employment opportunity only up to 20 days and their earnings also very less and they are lived below poverty line. The present handloom technology is very poor and productivity is very less. No specific programmes and schemes to enhance the living condition of handloom weavers. And the study suggests that the suitable programmes and policies framed and practised especially to the handloom weavers for improvement the socio-economic condition of the handloom weavers.

Srikantaiah. G. et al., (1978) undertook ‘A Study of Handloom Sector to Increase Productivity, Reduce Costs and Improve Quality’, which they observed that different kinds of looms available for weaving process in the study area. In general handlooms are divided into two kinds one is pit loom and another one is frame loom. The productivity of the handlooms is very low and cost of production is also high due to lack of attention towards modern technologies. The outdated technologies reflect in terms of poor production efficiency of the firm. Handloom weaving sector fully depends on the manual works. Weavers efficiency was mainly depends on their satisfactory level, here weavers are not satisfactory towards the remuneration from management and policies and programmes implemented by government. The remuneration was inadequate to run their daily lives and subsidiaries and schemes are not able to fulfill the basic requirement of the weavers family. According to these reasons the production efficiency from manpower is low in handloom sectors. In this study they conclude that overall efficiency of handloom was found to be extremely low at 30 percent.
in pit looms and 40-60 percent in frame looms. And in this study they suggested that the adoption of modified let-off and take-up motion, coupled with metallic heads, reeds and long warp length will help to improve loom efficiency.

Tliiwari. R.T. and Shina. R.L. (1979) analyzed the various factors affecting the earnings of the cotton textile workers in their study entitled “Factors Affecting the Earnings of the Cotton Textiles Industry in India” revealed that labour productivity, cost of living and degree of unionization has positive relationship with workers earnings during the study period. In his study he points that most of the textile workers are from handloom sector. Handloom sector paid very minimum amount of wage when compared to the allied sectors in the same field. Amount of migration of handloom weavers was very high in the study area when compared to the other sector labourers. There was an increase in the real earnings of the workers in the textile industry and there is no change for handloom weavers and a decline in real productivity in all the allied industries. And he founds that there life expectancy was very less when compared to all other sectors. The level of earning was very low when compared to investing huge in production process in a high cost of living in the society and high cost of production for clothes in the study area. And he suggested that government and employer should take initiation to improve the working environment of the weaving units and install the basic requirements of the wavers into their
working place is important which will help to enhance the effectiveness of the weavers.

**Arulanandam.** M.A. (1979), in his dissertation, ‘A Study of Handloom Industry in Tamil Nadu’, has analyzed the problems of handloom weavers in Tamil Nadu state. And he analyzes the quality inputs, technological stagnation and marketing techniques adopted for the handloom sector development. He found that weavers cooperatives are the major weaving centers for the handloom weavers to market their products. The weavers productivity was very low due to low level of earnings from the handloom products. Handloom weavers enjoy the poor economic condition and they earn very less compared to their work. Mostly the working environment was very poor in handloom weaving units. The government had not implemented the appropriate intervention schemes to uplift the socio-economic condition of the handloom weavers in the study area. There is a shortage of young and dynamic weavers as per the need of the sector. Handloom weavers not able to purchase good quality of yarn compared to the high cost. Handloom sectors using outdated traditional technologies for weaving process. There is no appropriate marketing technique followed to market the handloom materials in both domestic as well as the global market. He concludes that there is a shortage in weavers efficiency, good quality yarn, technological innovation, suitable marketing practices and export procedures for handloom weaving and materials in the
study area and he suggests that attention is needed to research in the area of enhance the weaving process.

**Sundar** Singh (1979) in his book titled “The Handloom Industry in Madurai City”, has conducted a detailed study on the organization, functioning, uniqueness and problems of handloom industry in Madurai in respect of raw-materials, market 'and financing, covering looms and cooperative sector, master weavers, petty master weavers and independent weavers and exporters. He found that there is an informal organization function; discrimination of economic condition has practised in the study area. Government schemes and programmes are not enough to fulfill the basic requirements to run the day to day life of the handloom weavers. Handloom weavers are very poor to compare with the other labourers in the society. The health condition was very poor and they are lacking to fulfill the medical requirements at their ill times. He highlighted that marketing of handloom products are very difficult and sources of fund also very limited for the handloom weavers. The socio-economic status of the handloom weavers in the Madurai city was very poor and they are not obtaining their basic requirements for their life. And he suggests some suitable measures to fulfill the needs of raw materials, appropriate marketing strategies and suitable financial plans to fulfill their basic financial needs and emergence of government schemes to attain the economic socio-expectations of the handloom weavers.
Ram K. Vepa, (1980) has elaborately discussed the role of handloom industries in India in terms of production, employment and export earnings. The book also mentions various schemes of assistance extended by the Government of India in promoting the handloom industry. And he highlighted handloom industries are the second largest employment provider for the rural livelihood. Production of handloom products and export of materials are very minimum due to use of out dated technologies compared to mill products. The earnings from handloom materials are very low compared to high investment in the process. Creation of employment to the locality was good but the sector was not fulfilling the needs of the handloom weavers in the study area. Handloom weavers are economically poor and they earned very minimum compared to their work burden. There are very few exporters are helped to export the handloom materials while mill products are highly exported. And he suggests that there is an emergence to introduce new production policies and export procedures to enhance the standards of handloom weaving sector.

Ghoshai Bhaswati., (1984), his study conducted at Bengal discussed about the role and functions of state handloom weavers cooperative societies. This study clears about the role and functions of weavers’ cooperative societies and importance of the societies while planning and executing the programmes and policies to the handloom weavers. It highlighted that cooperative societies are the intermediary between the handloom weavers and government/policy makers. Societies are contributes
more in the socio-economic development of the handloom weavers and asset creation works. And it founds that government lacked to monitor and coordinate the activities done by the cooperative societies and the study suggest to create separate bodies to monitor the activities of societies and provide freedom to do the developmental activities independently.

Renganthan. K. and Veeraregavan. P.V. (1985) analyzed the sectoral costs of mill sector, power loom sector and handloom sector. They observed that the different fabrics produced in all the three sectors and its cost of production and profitability of the products. In their study they found that handloom sector registers the high cost of production and low earnings from the products produced by them. Socio-economic condition of handloom sector weavers are very poor when compared to the other power loom and cotton mill sector. The production capacities of the handloom weaving units are also very poor to compare with the other kind of weavers from power looms and cotton textile mill weavers. The wage rate of the handloom weavers is very low and also they enjoy the poor working environment at their weaving site. In handloom sectors the fabrics are very few when there are lots of fabrics are available in the power looms and cotton textiles. And this study concludes that handlooms are costlier on the average by 20 percent than those of power looms due to higher conversion cost consequent to low labour productivity.

Ravinder Vinayak (1986) has examined major marketing problems and marketing practices of handloom manufacturers and dealers. The study
analyzes the socio-economic status of the handloom weavers, production process, marketing strategies and export practices. The study has revealed that one fourth of the production units were manufacturing export varieties of popular design, which were already in vogue but the earning for handloom weavers are very less compared to their work burden. He founds that handloom weavers are economically weaker section of the society and socially they are the backward class and they enjoy less power and politics in the society. And marketing of handloom products are very difficult in both domestic as well as internationally. A variable price based on cost plus profit was used in price determinant factor for the handloom products. A high degree of price competition was observed and found that there is high fluctuations are there between those exporters. And it concludes that most of the handloom units have made use of the dual distribution channels, namely, the direct and the indirect channels. Finally he suggests that government should help the handloom weavers by introducing new schemes to enhance their livelihood.

Seetha Raman. A. (1987), in his work on ‘Optimization of Marketing, Production, Financing Systems for Handlooms’. His study focused to study the marketing practices adopted by Cooperative handloom textile sectors in relation to the both domestic and global environment. He founds that cotton handloom fabrics showed a high rate of consumption compared to other fabrics produced from the handloom weaving. Mostly product strategies were absent in handloom materials in the study area. The
cash flow of Cooperative handloom textile sectors was very high during festival seasons due to high volume of sales but mostly the sales has been done through credit sales remaining periods sales volume was very minimum. The recent period financial requirements are very high in handloom sector due to price hike in raw materials and other production oriented materials. This study concludes that weavers efficiency, finance structure, marketing practices is influence the production of handloom materials. And he suggest that introducing new appropriate schemes and policies to enhance the weavers efficiency through improve their socio-economic status, optimization of production, marketing and finance was required in Cooperative handloom textile sectors.

Join D.K. Siradar Singh (1987) has made a comparative analysis of cooperative and private sector handlooms. He analyzes those two sectors cost structure, profit, physical output, productivity, sales wages and reinvestment in the study area. It has been found that master weavers have produced 87.8 percent of handloom products and remaining is contributed by cooperative sector handlooms. The production of fine varieties of saree by the weavers was relatively low, compared to production of coarse varieties are very minimum due to lack of money to invest high in purchase the new technology for weaving. Master weavers are the major contributor for providing job to the handloom weavers in the study area, this shows that the inability of cooperative sectors to fulfill the needs of the handloom weavers in the study area. The weavers in the cooperative sector got better
wages than the weavers working under master weavers. Consequently, the master weavers earned greater profit than the cooperative sector looms. It concludes that handloom sector is a major job provider in the study area and he suggest that the better policies are needed to make effective of cooperative handloom sectors to fulfill the requirements of the handloom weavers in the study area.

Shanmuga Sundaram (1987) in his book titled ‘Weavers’ Cooperatives - A Study of their Utilization in Coimbatore District’ to analyze the role of members in the functioning of selected weavers cooperative societies in Coimbatore District. Coimbatore is a one of the major handloom cluster in Tamil Nadu. Coimbatore was industrially developed district in Tamil Nadu and it have high amount of working population. Majority of the handloom weavers are the members in any of the cooperative society in the study area. They are well aware about the importance of cooperative societies and its timely helps. Mostly handloom weavers in the Coimbatore district are depending on the cooperative societies to sell their products in market. And the study found that the directors of the society utilized more time in the administration of the society than the ordinary members and that female managed the society more effectively than the male. It concludes that female administrators are act well when compared to the male administrators, but males are the dominant population to participate the external activities of the society. And he suggests some training programmes and short-term integrated courses
are important to improve the standards of the handloom society administrative people in the Coimbatore district.

Anjaneyalu (1990) in his book titled “Financial Management in the Handloom Cooperative Industry” has studied the issues relating to finances of Handloom industrial activity in Guntur District covering inventories and financial structure of handloom co-operatives in the study area. It founds that there is a less scope for access with the financial institution for providing loans to the handloom weavers. There were the handloom weavers are highly lacking to repay the loans due to less earnings from the weaving process. Financial management practices of the handloom weavers are very poor when compare to the master weavers and textile units in the study area. Proper utilization and frequent access to the financial institution for handloom weavers was missing and practised rarely in study area. This study founds that there is no appropriate financial intervention schemes are practised for handloom weavers in the study area. And he states that there is much more attention is needed to revise the financial intervention schemes for the handloom weavers in the Guntur District to enhance the livelihood of the handloom weavers.

Subburaj. B. (1990) has made a study of the sales performance of Cooperative textiles (Co-Optex). This study analyzes the sales performance of the cooperative textile units by various marketing strategies and sales promotional activities and effectiveness of sales outlets in the study area. In this study he founds that the 92.28 percent of sales are done only during
festival days, mainly by way of credit sales. After the festival season the sector is not offer any promotional activities related to the sales. The advertisement about handloom products in a market is mute and not much effective compare the rival products. The highest proportion of sales is accounted for cotton and art silk fabrics, followed by polyester and Janatha varieties. Only 53.2 percent of the fabrics are ‘fast moving’ and the rest are ‘non-moving’ varieties. And this study concludes the sales performance of the co-optex is good only in festival season and remaining days the activities is not much effective, credit sales is a one major part of the sale of handloom products. The units are not given their attention to sell the non-moving varieties of handloom products in the market. Finally he suggest the government and co-optex management for to introduce suitable sales promotional activities and appropriate marketing strategies to enhance the sales volume of the handloom materials.

Balakrishnan (1990) had studied the performance of handloom and powerloom units at Jakkampatti village. He used the weavers cooperatives, inputs, outputs, sources of financial assistance and demand for handloom products in the market as a variables to determine the performance of both a looms in the study area. In this study he founds that the supply of raw material (good quality yarn) is very poor in the study area. He highlighted that timely and adequate supply of inputs to the weavers at reasonable rate is prime importance for the handloom weaving process. The earning from weaving was very low to compare to the allied occupational sources
available in the localities. Weaver turnover is a major problem for both handloom and powerloom units in the study area. And the study suggest to improve the standard of work place and increase the level of earnings and provide suitable social security measures to uplift the handloom weavers livelihood condition and standard of living to reduce the weavers turnover in the study area.

**Sathiyavathi (1990)** had studied the socio-economic conditions of handloom weavers in Komarapalayam. She analyzes the productivity, marketing practices and factors which are all affect the handloom weavers livelihood and economic status in the study area. She pointed out that the unsold stock highly affected the economic conditions of the handloom weavers in the Komarapalayam due to lack of poor marketing practices and government support in sales promotional activities. The sales volume was only peak in the festival season and the remaining period the sales volume was very low compared to the season sales. She suggests that government should help the handloom weavers to make immediate sales. And also she suggests that cooperative societies should be formed to provide a common workshed for handloom weavers.

**Shankaraiah. A. and Rudra Saibaba (1992)** have studied the marketing problems with particular reference to sales performance, pricing, distribution channels, promotion and other functions of handloom weavers’ co-operative societies. They found that the handloom weavers are lacked to overcome the market competition. The handloom materials are very costly
when compared to the alternative materials available in the local markets. Sales performance was very poor to compare with the competitors, the majority of sales have been made only during the festival season and remaining off season the sales was very low and they are unable to sell a single material in many of the days in an off season. Distribution channels and sales promotion activities are very poor when compared to the rivals available in the market. The sale of handloom fabrics has been affected heavily by stiff competition from the local retail cloth merchants who sell mill made clothes at cheaper rates. And they conclude that the handloom weaver societies are facing lot of problems while marketing the handloom products like poor pricing strategies, ineffective distribution channels and less sales promotional activities. And finally they suggest that the stock accumulation in handloom weavers’ cooperatives has increased and that will lead to the dormancy of societies, though various promotional programmes have been undertaken to increase the sales volume of the handloom materials.

' Kanakalatha Mukund (1992) in his study entitled “Indian Textile Industry in Seventeenth and Eighteenth Centuries” stated that in pre-industrial India, textile production followed agriculture as the most productive sector, and by the early years of the eighteenth century it was virtually clothing the world. He compared the trends handloom sectors for two centuries. The study troughs light on indigenous techniques used in textile production in two centuries. This study has discussed about the
productivity and cost effectiveness in the indigenous system in handloom sector. It has found that cost of production is very high and also the productivity was very low in earlier of seventeenth century in India. Followed by introducing new technologies and innovative practices have helped to reduce the cost of production and increase the weaving efficiency of the handloom weavers in eighteenth century. This study concludes that the cost of production of textile products has declined internally due to technological improvement and organizational changes throughout the study period. And further, it pointed out that the traditional industries could not continue as a viable system unless it adopted its production process to the changing technology. He suggest that there is a emergence to conduct the research for improve the livelihood status of traditional (handloom) weavers by introducing new subsidiary schemes for raw material procuring and new technologies.

Subburaj. B. (1992) in his work ‘A Study of Marketing Strategies of Handloom Weavers’ Co-operative Societies in Tamil Nadu’, analyzed the mature and extent of marketing strategies by primary handloom weavers’ cooperative societies. And this study found that there is not much effective marketing strategy was followed to market the handloom materials produced by the handloom weavers. Weavers cooperative societies are the only way to market the handloom materials. Socio-economic conditions of the handloom weavers are very backward in the state and they are lacking to fulfill their needs by their low earnings. Ineffective marketing channel for
handloom materials leads to limited sales (festival season) that causes the poverty among handloom weavers. Procuring of good quality raw materials are the major problem for the handloom weavers and that may also needs huge investment. And handloom weavers are using traditional techniques for weaving and dying the material and that leads to low production in the study area. He suggested that, for improving the marketability of handloom fabrics, the Government of Tamil Nadu should make efforts for supply of quality raw materials, dyes, other inputs, and production of high value added items and training of weavers in modern methods of production.

**Mishra, A.K. (1993)** conducted a study of the performance of weavers’ cooperative societies in Tripura and his study analyzed the roles and functions of the weavers cooperative societies and its effectiveness in the study area. This study founds those weavers cooperative societies are played the major role to enhance the socio-economic standards of the handloom weavers in the study area. Weavers cooperative societies are the only marketing channel to market the handloom products produced by the handloom weavers in the study area. Handloom weavers cooperatives are helped to assess the government intervention schemes and programs and enhance the socio-economic status of the handloom weavers in the study area. And the observation result of this study concludes the handloom weavers cooperatives are performed well and help to improve the socio-economic status of the weavers community in the study area. He suggests
that the majority of the handloom societies have to improve production and sales, improve the quality of dyeing, upgrade the technology for handloom weaving process to enhance the livelihood condition of the handloom weavers.

/Gurumoorthy, T.R., (1994), his study on New Life to Handlooms, has analyzed the handloom industries in detailed manner in growth aspects. It shows tremendous growth due to emerging government policies and programmes as well as different subsidies. And he founds that government schemes are very helpful to the handloom weavers for enhancement of their livelihood activities and at the same time handloom weavers are lacked in the awareness level about the available schemes and programmes and its benefits and also the schemes and programmes are insufficient for the present needs of the handloom weavers. The study suggested creating awareness to handloom weavers about the available schemes and programmes and its benefits and also periodic revision is necessary to fulfill the needs of the handloom weavers.

^Mishra. A.K. (1994) studied the ‘Social Impact of Handloom Weavers’ Cooperative Societies in Odisha State’. He used to analyze the family size, educational status and caste groups as variables to measure the impact of cooperative societies to enhance the handloom weavers society. And this study he founds that woman groups are dominating in cooperatives in the study area, majority of the handloom weavers are followed the joint family system and they have a minimum 6 members in their family to for to

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maintain their economic status. Most of the handloom weavers are literate in their local language and they are having primary education as their qualification. The children of the handloom weavers are completed higher secondary education and some of them are gone for higher studies. Caste system is a major drawback of the handloom weavers society, majority of the handloom weavers are belonging to one community and the cooperatives also based on the caste system and high power in the handloom weavers society was occupied by the some particular community. It concludes that the weavers cooperative societies are main influencing factor for the handloom weavers society. He suggests that there is a need to adopt new revised cooperative policies to enhance the social status of the handloom weavers in Odisha state.

*Srinivasalu. K. (1994) has studied the problems of the handloom industry and weavers community. He has observed that the root cause for such sharp price levels is the New Textile Policy announced by the Government of India in 1985. He analyzed the factors which are affects the handloom weavers and handloom production process. And he founds that quality and supply of yarn, fluctuation in yam prices, cost of production, weavers efficiency, outdated technologies, marketing and exporting of handloom materials and less government encouragement in terms of limited subsidiaries are the major problem of the handloom industry. Poor infrastructure, poor management of government schemes and policies, less earnings, inadequate knowledge and poor living standards are the major
problems of the handloom weavers. And he concludes that there is a
emergence of participatory approach from Government, Management and
Weavers to uplift the weavers economic condition and handloom industrial
growth.

**Pradip** Kumar Dutta (1995) in his article on “Social and Economic
Value of Textile Fibres” analyzed the role of synthetics in the exporting
community. He investigates the amount of exports take place in the textile
fibres in the study period. He studies the social important of fibres in textile
industry and its economic benefits to the industries. This study founds that
fibres are the important raw material for weaving the clothes for the public
consumption. The marketing strategy for handloom products was very poor
and the exporters are not ready to take risk and export the handloom clothes
into foreign countries and earn less. The production capacity and earnings
from weaving was very less. Majority of the handloom weavers earnings
were not enough to fulfill the monthly family needs it is only enough for 20
days, remaining 10 days they expect some other sources for their daily
lives. He suggested that the Indian Textile Industry should concentrate a
stepping up value additions of textiles more towards high value realization
in export markets. The Government should take Initiative to help the
handloom weavers to market their clothes in global market and help to
improve the earning levels.

Dash (1995) in his book titled “Handloom Industry in India” has
analyzed the existence of the handloom sector in certain pockets of Odisha
state in spite of heavy modernization and growth of large-scale textile mills in the region. He observed that dualism was present in the handloom sector in Odisha state. He found that the handloom sector was stratified and fragmented into several and that a caste factor was dominating in Odisha in the trade for handloom products. The economic standard of the handloom weavers are very poor when compared with the others sector people in the study region. The handloom weavers are lack to fulfill their basic needs for daily lives. They are not aware about the special intervention schemes implemented by the government to them. Handloom weavers in Odisha are very backward and they enjoy poor infrastructure facilities and economic benefits. Their earning was very less and they threatened by the other high earning people living in those region. The earning of the handloom weavers are very less when compared to their work and they work more when compared to the other sector workers in the study area. And he suggests that creating awareness among handloom weavers about intervention schemes are very important and suitable polices and programmes are necessary to enhance the standard of living of the handloom weavers in the study region.

Gurumoorthy. T.R. (1996) studied the ‘Operational Efficiency of Thirubhuvanam Silk Handloom Weavers Cooperative Society’ for a period of five years (1990-95). He analyzes the operational efficiency in terms of analyzing the factors like financial decision, production process, weavers efficiency and productivity of the handloom sector in the study area. In this study the analysis results reports that the productivity of the handloom
society was increased throughout the study period. The lot of handloom weavers are enjoys the government beneficiary schemes with the help of cooperative society, and their socio-economic condition has got improvement throughout the study period. The handloom production process met lot of changes and adopted some few of the new technologies to increase the weaving capacity. Government and cooperative society are continuously tries to enhance the livelihood standards of the handloom weavers and economic condition of the handloom weavers community. The study concludes that the Thirubhuvanam Silk Handloom Weavers Cooperative Society was strong in financial position and it contributed to socio-economic development of the handloom weavers community and participate more to implementing of government special schemes to the needy people. He suggest to introduce advance technologies in all the areas of handloom process to enhance the operational efficiency of the handloom weaving cooperatives.

Shah, **Y.R.** (1996) in his study, “Importance of Raw-material manufacturing in Textile Industry” he discussed about the importance of raw-materials in the textile sector. And he observed the process of manufacturing units and found that the profitability of any establishment of textile industry was depends on its capacity to market more profitable products followed by an excellent raw-material management. As listed that, management of raw-material covered types of raw-material and other aspects such as technical, commercial, financial and administrative the
study noted that the cost of material formed 60 to 75 percent of the cost of production. In handloom sector the weavers got poor quality of yam when compared to the other formats like power loom and textile units. Handloom weavers facing lot of difficulties while procuring of good quality raw material for weaving process. The less earning handloom weavers are not able to purchase the high quality raw material by investing huge amount for that. And suggest government to sell the basic raw materials (yarn) into subsidiary price to encourage handloom weavers to increase their efficiency to produce more clothes to enhance their earnings.

Amrit Singh Sudan (1997) in his book titled ‘Marketing Management of Handloom Products in Jammu & Kashmir’, has made a detailed analysis about marketing management of handloom products of Jammu & Kashmir State Handloom Development Corporation and observed that the handloom products. The study found that handloom products are lacked in quality control, testing and routine inspection of handloom products in the study area. The proper marketing management was missed in the study area; they followed traditional marketing strategies to sell their handloom products in market. And this study concludes that the handloom weavers in Jammu & Kashmir state are poor in terms of marketing management of their handloom products and also the product quality was varied and totally differed from the other product produced by the manufacturing units. And also there is no practices followed to test and inspect the products produced by the handloom industries in the study area.
He has suggested establishing data banks to assess customer preferences and speedy disposal of looms/sales rebates for strengthening the handloom marketing, apart from improving finishing operations and measures for incorporating variety of designs,

Renukarya. C.K. and Niranjan Raj Urs. B. (1998) has made an attempt to analyze the factors affecting the production of cotton handloom weavers’ societies. They use the supply of raw materials, economic condition of handloom weavers and weavers efficiency as a variables to study the influence of factors affecting the handloom production. They found that supply of raw material is a major component for the production of handloom products. Their study found that there was positive relationship between supply of raw materials and production of handloom fabrics in the study area. It is a discouraging fact that the cooperative structure had very little control over the production of fabrics as well as the price of raw materials. They found that handloom weavers efficiency was mainly depends on their economic status and mostly handloom weavers are expect the government supports to enhance their livelihood. It concludes that frequent supply of raw materials and weavers efficiency are the major factors to influence the production of handloom materials in the study area. They suggest that government and cooperatives will join together to help the handloom weavers to enhance their economic status and production capacity.
Thirthankar Roy (1999) has tried to study the small scale weaving factories in Tamil Nadu and their role in economic growth. The study was mainly focused on the small scale power loom units in Tamil Nadu. The study result shows that the majority of the entrepreneurs of power loom units hailed from the handloom weavers community. Both handlooms and power looms were used to produce the same kind of materials in Tamil Nadu. Handloom sectors are highly affected by the power loom sector. In general majority of the handloom weavers are transformed to power looms due to high productivity and easy to weave. Particularly in Tamil Nadu, the goods produced in power looms were the items reserved for handlooms, but had been encroached upon by the power looms. He asserted that there are about 1,50,000 handlooms in non-competing items such as high quality silk sarees and bedspreads. From the study result he suggested that the Government introduce some new intervention schemes in the form of financial incentives for to efficient production of high quality materials.

Murthy. V. and Madanmohan. T.R. (2000) in their case study, presented the problems associated with the distribution of handloom goods through Co-optex, Tamil Nadu. They found that warehousing facilities are very poor to compare with the power looms and textile mills. The distribution channel was not much effective and they retail outlets are lacked to fulfill the requirements of the consumers and not much attractive to compare with the other retail outlets. The marketing process and planning was very poor and they are lacking to forecasting the demand and supply of
raw materials to the customers in the market. And they suggested measures are: (a) revamping of procurement warehouses to six centers instead of 15 regional warehouses, (b) supplying 70 percent of requirements of a showroom one month before starting of the season, (c) timely flow of information between regional warehouses and showrooms, (d) meeting sudden demands of the showrooms with personal direct contacts, and, (e) strengthening the information processing through installation of computers in showrooms and warehouses.

^ Rao. V.M. (2000) has conducted an analysis of the functioning of an all women handlooms and handicrafts society in a North Eastern States of India. The society is being run under the guidance of an able and dedicated leader who hails from the same region. The society helped many poor and helpless girls by providing employment and income generating activities in the study area. It has helped in developing self-esteem in those girls. Due to the active involvement of the girls, the society is functioning efficiently. The management has concentrated on quality products with the introduction of the latest designs and tools arranged from other parts of India, The society is helping the community by providing dress materials at reasonable rates. Financial transparency is maintained.

Pieter Kildruff (2000) in his study “Textile in the New Environment” traced the strategy, structure and performance for textiles in a complex and turbulent situation. He forced on the collapse of the transaction costs, environmental changes taking place in the market,
competition, customer taste and preferences, expectations, demand supply position, quality invasion marketing and retaining and the future changes likely to take place in the industry. In that handloom weaving community has not able to meet the competition from other formats of highly modernize cloth producing units. He found that handloom weavers using only the earlier technology for all the process of weaving due to their economic status. The paid high cost for producing the clothes and they earn very less compared to their investment. The average income from the handloom and weavers family was below Rs.30/day during the study period. He underlined the role of strategy in textile and apparel products. He suggested openness, development of new strategies, structure and capabilities. Companies that failed to adopt could fall either through bankruptcy of acquisition and government should give more attention to enhance the handloom weavers community.

Malieswari.A., and Sivapragasam.P., (2002) their study about status of women weavers in handloom sector was discussed the socio-economic conditions and how handloom weaving helped to improve their economic development. Their study adopts the convenient sampling method to choose 150 respondents from the Chinnalpatti at Dindigul district of Tamil Nadu and the data were collected by structured and pre-tested interview schedule and used simple statistics for their analysis. Their study found that majority are from middle age group and among them majority are illiterate and they are married and followed nuclear family system.
Majority of the women weavers are dependent weavers and they are under master weavers and they are lacked to meet out expenditure within their income. And their study suggested forming the separate women cooperative societies and providing better remuneration packages for them to improve their economic condition. Government should take necessary steps to enhance the socio-economic conditions by implementing appropriate schemes which is suitable for the present seneario.

^ Sharma. P & Joglekar. P.V.N (2002) their study on upgradation of handloom cooperatives tries to study the working pattern in the study area, performance of handloom weavers cooperative societies in the study area and socio-economic condition of the handloom weavers in the study area. Veeravaram handloom weavers cooperative society from Andhra Pradesh were chosen and 30 percent among the population 140 sample from available 467 handloom weavers. The study founds that poor handloom weavers remain spoon-fed through government schemes remain tradition bound for last five decades. Financial assistance and marketing their materials into the market are the major problems of handloom weavers in the study area. Handloom weavers facing lot of problems while procuring good quality of yam at the right time and the handloom weavers are socially backward people and economically they are poor in the society. And this study suggested converting the handloom firms into semi-automatic looms, reducing the cost and improving the quality of yam supplied by the government and cooperatives. Government and research institutes works on
research and development activities to adopt new mechanism and
technology to improve the quality and standard of fabrics produced by the
handloom weavers.

Kanaka Durga. K. (2003) in her study on “Marketing of Handloom in Andhra Pradesh” she analyzed that the production policies, technical knowledge of the handloom weaving and its marketing strategies of handloom materials to market in Andhra Pradesh. She founds that the awareness level of handloom weavers about marketing practices are very low in Andhra Pradesh. Andhra Pradesh handloom weavers using poor technology for weaving and improper production polices compared to rival states like Tamil Nadu and Karnataka. Economic standard was very low and they enjoy poor facilities and they are facing several socio-economic problems due to their poor earning capacity and low purchasing power. Very few handloom weavers got technological education about handloom weaving to increase the production capacity and earning level. Handloom weavers in Andhra Pradesh are lacking to purchase the new technologies introduced for enhancing the weaving capacity due to their poor economic condition. And it concludes that the handloom weavers in Andhra Pradesh are lacking the efficient production policies and absence of technical knowledge, handloom is falling in introducing new products into survive the competitive global market.

Thomas Varghese (2004) Executive President, Grasim Industries said that weaving along with processing emerged as the weak link in the
Indian textile industry. These sectors had become a bottleneck in the production of high quality and product, as well as meeting the increasing demands of the garment industry. The Indian industries would have to become competitive to face the international competition, both the domestic and export markets. These could require massive inputs, dedicated efforts from weavers, initiatives and support from both the government and industry. In recent days the weavers efficiency has reduced and weavers productivity was very less compared to the previous years due to less earnings, high competition poor economic life, social backwardness and less education opportunities for both weavers and their children. And he noted that mostly elders only engaged in the handloom weaving compared to less participation from youngsters. Further, he suggest that the weaving industry would have to meet the requirements of the readymade garment sector for wider width and defect less fabrics, which the installation of shuttle less looms and modern technologies. Government should take initiation to help the handloom sector to enhance the socio-economic standards of the handloom weavers to increasing the sales volume of the handloom clothes by introducing better sales assistance polices for handloom materials in the study area.

Manikam Ramaswami (2005) report in his article namely “Sustainable Global Competitiveness of Textile Industry” he founds that the large outdated weaving sector is need to modernize the weaving process to enhance the standard of living of the weavers. The knowledge based south
has to leverage on its abundant technical manpower and add value through technology and produce more quantum of cloth with quality. Handlooms do not have to provide us our day-to-day clothing as was necessary during the freedom struggle due to high demand of handloom clothes. Handlooms do not have to provide entry level jobs as the textile industry is all geared to provide employment to crores of people at much better wages than what handloom weavers weaving non exclusive products can get after working for long continuous hours of weaving in the handloom, the earning was very less and enjoys poor economic condition when compared with the core areas. And he suggest to revise the weaving pattern and adopt modern technologies to increase the quantum of production of clothes with high quality for high earning to enhance the livelihood of the handloom weavers in the study area.

Santhosh Sharma and Nalini Ogale (2006) their study entitled “Occupational Health Problems and Output in Different Production Process- A Case of Women Workers in Handloom Industries” was analyze the problem faced by the women workers in the 18 handloom establishments in the study area. They found that the earning of women weavers are very low and they enjoys poor benefits from their work. Work-life balance was the major problem of the women handloom weavers in the selected handloom establishments. The remuneration for weaving is very low and their output also low it compared to male weavers. There is no proper facilities are available to the handloom women weavers in the study
area. Wolls sorting process is a big problem for women handloom weavers in those selected establishments in the study area. Labour welfare benefit measures are very poor especially women handloom weavers in those 18 handloom establishments in the study area. And they suggest the Government and employer to provide better working environment and welfare benefit measures to the women handloom weavers to enhance the socio-economic status of the women weavers.

Sanjeev K. Mahajan and Vinod Kumar (2007) their study they measure the performance of Swaranjayanti Gram Swrojgar Yojana (SGSY) scheme. They studied the impact of the scheme into alleviation of poverty in the study area. They use both secondary and block wise collected primary to data were used to found the impact of the scheme. The performance evaluation was conducted in two terms namely, financial (investment, expenditure and returns) and physical (coverage of the scheme) performance. They found that the scheme was not performing well in the Himachal Pradesh T^The allocated funds are not fully utilized under the scheme. Poor people are not fully enjoyed the benefits under the scheme. The swarozgaries (SHGs + individual) were facing difficulties in getting financial assistance under SSGY programme in the State. Thus it is suggested that government should take some corrective efforts so that the benefits of these anti-poverty programmes must reach to the poor and they get benefits under these programmes.
Rao. K.V & Raju. G.N. (2008) their study on working of handloom industry in Andhra Pradesh analyze the handloom sector in the study area. This study focuses the production and marketing problems of the handloom sector, problems faced by the handloom weavers cooperative societies and problems of handloom firms operated by the weavers and master weavers. 200 weavers and 35 master weavers were selected among total 8500 weavers and 69 master weavers from Mangalgiri Mandal area in Cuntur district which was located at Andhra Pradesh. In the study area 4712 handlooms are working looms and 35 looms are master weaver looms. The study results found that weaving is the only household occupation and also sole occupation of the study area. Many of the handloom weavers were migrated during last five years due to lack of availability of jobs in their home place and poor economic benefits from the weaving process. Very few of the handloom weavers in the study area only completed their primary level education. Socio-economic status of the independent handloom weavers in the study area was very poor to compare master weavers. And the study suggested giving more amount of financial assistance and rebate subsidy to encourage weaving. In order to increase the number of beneficiaries and increase the amount paid to the welfare schemes like ESI, Gratuity and pension schemes and pension amounts to extend the government schemes helps to meet the consumption needs of the handloom weavers. To create more number of handloom parks to fulfill the
social obligations from the public and handloom weavers community to enhance them.

Johnson. B & Pillai. B. V (2009) their study on cost and productivity analysis of handloom productivity in Kerala used cost of labour, cost of material, cost of other expenditure related to the handloom production to test the cost and productivity of the selected handloom weavers cooperative society from Balaramapuram in Kerala by using collected secondary data from the year 2004-05 to 2008-09 by employing percentages and averages. The study founds that there is a positive relationship between the material production and labour charges take place in the study area. The productivity of the selected handloom weavers society in terms of output per worker and wages per output does not show a favourable picture about the well functioning of the weavers cooperative society. And the study suggested that timely procurement of raw materials from handloom weavers and timely distribution to the needy handloom weavers by the handloom weavers cooperative societies at the fair prices to the market is very important. Intervening new technologies which will help to reduce the weaving hazards of the handloom weavers in future. The governments and cooperatives should join together to adopt the new mechanism which will help to reduce the cost of production and also help to increase the productivity of the handloom weavers to enhance the economic condition of the handloom weavers livelihood.
Gogoi. H & Sharma. A.K.(2010). their case study titled impact of weavers cooperative on members in employment study the impact of the handloom weavers cooperatives into the handloom weavers households and identify the major problems faced by the handloom weavers in the study area. The study was adopted proportional allocation method to select 100 samples from total 243 weavers households from six categories. This study found that employment from weaving as well as total employment of member household was significantly higher than that the non-member weavers households across the different size groups of handlooms from the study area. And also the cooperative shows the positive impact into provide high labour employment to the number of weavers households. And high price of yarn and raw materials, lack of availability at their needy time is one of the major problems of the handloom weavers. Non-availability of new design and using out dated technologies are the obstacles which gives more troubles to the member households from the handloom weavers in production process. And also they are facing financial problems while accomplishing their basic needs like purchasing raw materials and marketing problems during sale of their produced materials. This study suggested introducing new designs, mechanisms of production and different new technologies which will help to improve the production capacity and weavers efficiency to enhance the socio-economic condition of the handloom weavers.
Committee Reports

The Committee on Cottage Industry of 1929 was the first committee that went into the various problems of the handloom industry under the chairmanship of Narayana Rao, D, It recommended the extension of co-operative marketing scheme as the best method to expand the demand for handlooms and free the ordinary weaver from the control of weaving capitalists in the Madras Province.

A three member fact finding committee under the chairmanship of Dr.P.G. Thomas (1942) gave an authoritative report containing comprehensive information recommendation of the committee was that, an All Indian Handloom Board should be established, whose main function should be research, supply of raw materials and marketing.

The recommendations of the committee headed by Dr.B.V.Narayanasamy Naidu (1947) were:

i. Compulsion must be adopted to bring all the weavers under the co-operative fold,

ii. The chain of middleman in the yam and cloth business should be eliminated, and,

iii. Weavers’ co-operative societies should function as multipurpose societies with a credit department.

In 1964, the Government of India formed a committee called ‘The Powerloom Enquiry Committee’ under Sri Ashok Mehta (1964). The
committee recommended that the production of colour sarees should be exclusively reserved for the handloom sector.

"Expert Committee Report on Handloom Industry" by Santhananm during the year 1973, Government of Tamil Nadu. The following are the main recommendations of the committee:

1. The protection and assistance should be given to Handlooms in the cooperative sector as well as those outside.

2. Weaver societies should continue to receive special assistance.

3. Handloom board may be formed.

4. The welfare of the handloom weavers should be given equal importance.

5. Adequate financial assistance should be created.

6. Comprehensive legislation should be enacted.

7. Ensure conservation and increase of total employment of weavers.

8. A Provident fond scheme for all weavers in the cooperative societies should be instituted

9. The provident fund scheme should be extended to all the weavers working under registered producers.

10. The Housing loans may be treated as free of interest,

11. The wage per meter level may be increased.

12. Weaving as a craft education should be introduced in school level.
13. The societies should be encouraged to give special assistance to their members to convert to pit looms in to frame looms and put up jacquards.

In 1974, a high power study team on ‘The Problem of Handloom Industries’, under the chairmanship of Mr. B. Sivaraman, studied the immediate problems of the handloom industry, in which the stress was on co-operativisation of the handloom industry for bringing better fortunes to the weavers.

The Government of India appointed a high power committee under the chairmanship of Mira Seth, a member of the Planning Commission, in July 1995, to review the performance of the handloom sector in the decade since the New Textile Policy of 1985 and suggest measures for development. The committee submitted its report, which recommended the following:

i. Training to handloom weavers in computer aided designing/computerized colour matching and modern managerial practices.

ii. Strict enforcement of the Handloom Reservation Act.

iii. A Package of welfare measures for handloom weavers.

iv. Inputs and marketing support.

v. Export promotional measures.

vi. Composite growth oriented packages.

vii. Publicity and other infrastructure supports.
viii. Orienting the handloom sector to the globalization process as a principal strategy for its survival.

In July 1998, the Government of India appointed a 12 member committee headed by S.R. Sathyam, former Secretary of the Ministry of Textiles, Government of India, to spell out policy issues on different segments of textile industries for making them competitive enough in the wake of globalization. The major suggestion was conversation to powerlooms and the use of cone yarn for handloom weaving. This report has yet to be made public.

All the above studies reported that there is a gap between the government aim to implement the intervention schemes and the achievement of the programmes and policies. All the schemes are made a change in the handloom weavers livelihood activities but, not fulfilled the needs of the handloom weavers. And also there are no such studies which highlight the impact of the intervention schemes into the improvement in specific area or particular factor. Hence the current study attempts to focus on the impact of intervention schemes in the standard of living of handloom weavers.
Reference:


