



## Production and marketing of handloom products in Chittoor district

Dr. R Rajendra Naidu

Principal, Govt. Degree & PG College, Puttur, Andhra Pradesh, India

### Abstract

India has the world's largest number of handloom weavers and an extremely rich heritage of handloom products. Until only a few decades ago, we also had the most diverse cotton varieties, providing the most suitable raw material for handloom weaving. The Handloom sector plays a very important role in the country's economy. It is one of the largest economic activities providing direct employment to over 65 lakhs persons engaged in weaving and allied activities. As a result of effective Government intervention through financial assistance and implementation of various developmental and welfare schemes, this sector has been able to withstand competition from the power loom and mill sectors. This sector contributes nearly 19% of the total cloth produced in the country and also adds substantially to export earnings. Handloom is unparalleled in its flexibility and versatility, permitting experimentation and encouraging innovations. The strength of Handloom lies in the introducing innovative designs, which cannot be replicated by the Power loom sector. Thus, Handloom forms a part of the heritage of India and exemplifies the richness and diversity of our country and the artistry of the weavers. Despite such obvious and impressive strengths, India has not been able to ensure sustainable and satisfactory livelihoods for handloom weavers. The grim reality today is that an overwhelming majority of handloom weavers are living in poverty, while many others have left the occupation based on intricate skills to toil as construction workers and rickshaw pullers. This paper discusses the status of production of handloom products in Chittoor dist of Andhra Pradesh.

**Keywords:** handloom weavers, handloom weaving, handloom forms, power looms

### 1. Introduction

The production of cloth in the unorganized cotton textile sector, particularly in a handloom sector, is different from its mill sector, since in the former production is undertaken with family labour, whereas in the latter wage labour is engaged in the factory environment. In the same way the problems encountered in the marketing of handloom products are quite different from those faced in marketing the mill and power loom cloth. The differences persist even in the procurement of inputs, their storage, use and the total productivity. Furthermore, all these differences are region and time specific. This paper deals with the different phases of cloth production and marketing by the sample weavers in the handloom sector in Chittoor district.

### 2. Objectives

1. To study the production of Handloom products in Chittoor District
2. To observe Marketing of Handloom products in Chittoor District

### 3. Sample Design

The basic of the study is the sample survey devised for the purpose. The eclectic survey method has been followed for the selection of the sample. The Chittoor district has been divided into three revenue divisions namely, chittoor, tirupati and Madanapalli. The villages were selected from chosen mandals based on concentration of handloom weavers inhabiting the villages. The universe of weaver households has been divided into 1. Independent weavers, 2. Weavers working under master weavers, 3. Weavers working in the co-operative fold and, 4. Weavers working both under master weavers and co-operative societies the number of sample weaver household weavers.

For The study of all classes is limited to 200 samples. Ultimately, depending upon the results of pilot survey conducted for the purpose, the sample was divided into 32 independent weavers representing 16 percent of the total sample, 113 sample weavers working under master weavers representing 56.50 percent, 17 under weavers working in the co-operative fold consisting of 8.5 percent and 38 sample weavers working under both the master weavers and co-operative societies representing 19 percent.

The data used for the present study is based on household survey. For the analysis of the data, appropriate statistical and mathematical devices like averages, percentages and analysis of variance were used. ANOVA and  $\chi^2$  tests were used for testing hypothesis formulated.

### The present study is based upon the following null-hypothesis formulated for the purpose

1. These is no difference in the socio-economic conditions of different types of weavers in Chittoor district.
2. These are no difference in the earning of different types of weavers in the district.

### 4. Types of looms and design tools

There are basically three types of looms used by the weavers in Chittoor district (i) Throw Shuttle pit-loom (ii) Fly shuttle pit-loom and (iii) Frame loom. The weavers also acquire the design tools namely dobby and jacquard, the former being used in the case of simple designs in the borders and the latter, for intricate designs, particularly in the sarees weaving. In the sample of 200 weavers, 57 percent own throw shuttle pit-loom, followed by 32 percent of weavers owning the fly shuttle pit-loom while only 11.00 percent of the weavers own the frame loom.

**5. Nature of yarn purchases by weavers**

The handloom weavers manufacture different types of clothes, using various types of yarn which is the basic raw material in weaving. The weavers purchase three different

types of yarn-cotton, silk and jari. The table 1 shows the purchase of different types yarn by the sample weavers in Chittoor district.

**Table 1:** Nature of yarn purchased by weavers

Sl. No.	Types of Weavers	Cotton	Silk	Jari	Total
1	Independent Weavers	21(65.63)	9(28.13)	2(6.24)	32(100.00)
2	Weavers working under Master Weavers	87(76.99)	21(18.58)	5(4.43)	113(100.00)
3	Weavers working in Co-operative Societies	16(94.12)	1(5.88)	--	17(100.00)
4	Weavers working both under Master Weavers and Co-operative Societies	27(71.05)	8(21.05)	3(7.90)	38(100.00)
All types of Weavers		151 (75.50)	39 (19.50)	10 (5.00)	200 (100.00)

Source: Field Study

Note: Figures in parentheses are the percentages to row totals

The table shows that all the weavers purchase all the varieties of yarn excepting those under co-operative societies who get only the cotton yarn supplied by the co-operatives societies. Cotton and silk yarn from greater proportion and the jari forms only the marginal proportion because it is used only for the borders and hence the requirement is very meager. Out of the total sample weavers about 75 percent purchase the cotton yarn, while only 20 percent purchase silk yarn and just jari 5 percent yarn. Among different types of weavers, weavers working under master weavers purchase mostly the cotton yarn (76.99 percent) because the master weavers supply the yarn. The percentage of weavers who purchase silk yarn is highest in

independent weavers (28.13 percent) and the least in case of weavers working under co-operative societies and in case of purchase of jari yarn, independent weavers has the highest purchase (6.24 percent).

**6. Pattern of production of clothes**

The weavers produce different types of clothes depending upon the demand for them on one hand, and the supply of yarn by the master weavers and the co-operative societies on the other. But it is observed in the field study that the pattern of production is the same irrespective of the type of the weavers. The pattern of production is shown in the following table 2.

**Table 2:** Annual production of different varieties of cloth

S. No	Types of Weavers	Cotton Sarees	Cotton Lungies & Dhoties	Jari Sarees	Silk Sarees	Cotton mixed silk sarees	Cotton mixed polyester sarees	Janathe sarees	Total
1	Independent Weavers	4 (12.50)	8 (25.00)	14 (43.75)	3 (9.38)	2 (6.25)	1(3.12)	--	32 (100.00)
2	Weavers working under Master Weavers	12(10.62)	28(24.78)	50(44.25)	10(8.85)	8(7.08)	4(3.54)	1(0.88)	113(100.00)
3	Weavers working in Co-operative Societies	2(11.77)	4(23.53)	7(41.18)	1(5.88)	1(5.88)	1(5.88)	1(5.88)	17(100.00)
4	Weavers working both under Master weavers and Co-operative societies	4(10.53)	9(23.68)	17(44.74)	3(7.89)	4(10.53)	1(2.63)	--	38(100.00)
All types of weavers		22 (11.00)	49 (24.50)	88(44.00)	17(8.50)	15(7.50)	7(3.50)	2(1.00)	200(100.00)

Source: Field Study

Note: Figures in the parentheses are the percentages to row totals.

As revealed by the above table, the jari sarees and the cotton lungies and dhotis are preferred more by the weavers of all types, followed by cotton sarees and cotton mixed silk sarees. About 44 percent of the weavers in total and the weavers working under master weavers and co-operative societies produced the jari sarees whereas slightly less than i.e., about 42 percent of the independent weavers and weavers under co-operative societies produced the same. Next in the order, about 25 percent of the weavers except those working under co-operative societies produced cotton lungies and dhoties. Third in the order, in all the types of weavers, is the cotton sarees. Eleven percent of the total weavers, 12.50 percent of the independent weavers, 10.62 percent of the weavers working under master weavers, 11.77 percent of weavers working under co-operative societies and 10.53 percent of the weavers working under both master weavers and co-operative societies produced the cotton sarees. While more than 7 percent of the total weavers, and the weavers working under master weavers are engaged in the

production of cotton mixed silk sarees, greater percentage (10.53) of the weavers working under both master weavers and co-operatives societies and less percentages of weavers working under co-operative societies (5.88) are engaged in the production of the same. Cotton mixed polyester sarees were the least produced. Only 3.50 percent of total weavers and the weavers working under master weavers produced the cotton mixed polyester sarees this percentage is highest (5.88 percent) in case of weavers working under co-operative societies and the lowest (2.63 percent) in case of weavers working under both master weavers and co-operative societies. Only one percent of weavers produced Janathe sarees because the Janatha scheme was closed.

**7. Marketing of handloom products**

Marketing in handloom sector is unique. The sector has no uniform or single marketing channel. This is one of the main reasons for the sad plight of weavers. The channels used for marketing of the products by different types of weavers are shown in table 3.

**Table 3:** Channels of marketing for the handloom products

S. No	Types of Weavers	Channels of Marketing
-------	------------------	-----------------------

		Master weavers	Wholesale Trades	Direct Selling	Co-operative Societies	Total
1	Independent Weavers	--	10 (31.25)	22 (68.75)	--	32 (100.00)
2	Weavers working under Master Weavers	96 (84.96)	7 (6.19)	10 (8.85)	--	113 (100.00)
3	Weavers working in Co-operative Societies	--	--	--	17 (100.00)	17 (100.00)
4	Weavers working both under Master weavers and Co-operative societies	18 (47.37)	2(5.26)	4 (10.53)	14 (36.84)	38 (100.00)
All types of weavers		114 (57.0)	19(9.5)	36(18.0)	31(15.50)	200(100)

Source: Field Study

Note: Figures in the parentheses are the percentages to the row totals.

More than half of the total weavers (57.00 percent) sell their products to the master weavers. As a matter of fact, the weavers get yarn from the master weavers, weave the products and sell them to the master weavers at prices quoted by them. Next most important marketing channel is direct sales to the consumers. Eighteen percent of the total weavers sell their products directly to the consumers.

About 15 percent of weavers sell their products to the co-operative societies. Only 9.50 percent of weavers sell their products to the traders. But, most of the independent weavers (68.75 percent) sell their product directly to the customers and the remaining 31.25 percent to the wholesale traders. Among the weavers working under master weavers only 8.85 percent and 6.19 percent sell their products to customers and traders respectively and the remaining eighty

five percent to the master weavers.

The weavers working under co-operative societies invariably sell their products for the co-operative societies. Of the weavers working under both master weavers and co-operatives societies, 47.37 percent and 36.84 percent of them sell their products to the master weavers and co-operatives societies respectively; about ten percent sell their products to customers and about five percent to wholesale traders.

**8. Surplus/Deficit**

The cost-price differences vary from product to product and among different types of weavers. As such, surplus-deficit also vary among different types of weavers as shown in table 4.

**Table-4:** Surplus income item-wise (in. Rupees)

S. No	Types of Weavers	Silk Sarees	Jari Sarees	Cotton Sarees	Mixed Sarees	Lungies & Dhoties
1	Independent Weavers	1480	348	-55	790	43
2	Weavers working under Master Weavers	1550	355	-40	860	47
3	Weavers working in Co-operative Societies	1450	345	-58	735	60
4	Weavers working both under Master weavers and Co-operative societies	1520	352	-47	815	50
Total		1500	350	-50	800	50

Source: Field Study

All the products fetch surplus to the weavers, exception being the cotton sarees. Further, the surplus or deficit also varies among different types of weavers. The surplus made from silk sarees is highest at Rs.1500 on average followed by surplus of Rs.800 from mixed sarees. A deficit of Rs.50 is incurred from cotton sarees in case of jari sarees and cotton lungies and dhoties, however, fetch surplus income is rs.350 and rs.50 respectively. In the case of silk sarees, the weavers working under master weavers get maximum surplus, and the weavers working under master weavers get minimum surplus, less than the average for all weavers. Same is the case with regard to the jari sarees, the independent weavers getting surplus less than the average. In the case of cotton sarees, the deficit is maximum and minimum for the weavers working under co-operative societies and the weavers working under master weavers respectively. But in the case of mixed sarees the surplus is maximum for the weavers working under master weavers

and minimum for the weavers working under co-operative societies. In the case of lungies and dhoties, however, the surplus is maximum for the weavers working under co-operative societies in the case of lungies and dhoties, however, the surplus is maximum for the weavers working under co-operative and minimum for the independent weavers.

While the weavers working under master weavers get maximum surplus in silk sarees, jari sarees and mixed sarees, the weavers working under co-operatives societies get maximum surplus in the case of lungies and dhoties. The other two types of weavers get reasonable surplus.

**9. Net surplus income per annum**

The net surplus the weavers get from production of different types of handloom products is calculated by deducting 'other costs' from the average total surplus per annum. Those are shown in table 5.

**Table 5:** Annual average net surplus incomes by weaver types (in Rupees)

S. No	Types of Weavers	Average Surplus	Other expenses	Net surplus per Annum
1	2	3	4	5(3-4)
1	Independent Weavers	29,850	6,000	23,850
2	Weavers working under Master Weavers	32,113	7,500	24,613
3	Weavers working in Co-operative Societies	26,747	5,000	21,747
4	Weavers working both under Master weavers and Co-operative societies	30,551	6,500	24,051
All types of Weavers		29,815	6,375	23,440

Source: Field study

The average net surplus for all weaver types is Rs.23440. The average net surplus is maximum for the weavers working under master weavers (Rs.24613) and minimum for the weavers working under co-operative societies (Rs.21747). The independent weavers get net surplus of Rs.23850 which is slightly higher than the overall average, and the weavers working under master weavers and co-operative societies get a net surplus of Rs.24,051 per annum.

## 10. Conclusion

80 percent of handloom weavers in Chittoor district are BCS, 19 percent OCs and 1 percent SCs and STs. So handloom sector is predominantly rural and a caste occupation for BCs. As high as 90 percent of the households they produce cotton fabrics. The share of handlooms in employment in decentralized sector in co-operative fold has declined substantially whereas the comparative share of power looms has witnessed considerable growth.

The share of handlooms in the total value of production of cloth and also total value of sales is height at 93 percent. The rate of co-operativisation of both handlooms and power looms has declined in the last 10 years. Despite the efforts to bring more hand looms and power looms into co-operative fold, co-operativisation has been on persistent decline.

Major proportion of sample weavers working under master weavers and weavers in the co-operative fold are the least in number. Model family size of weaver is 4-5 members. Sex ratios of sample households is 847. Literacy rate of sample households is 55 percent. 72 percent sample households are either cement roofed or tiled houses.

68 percent of looms are located in sheds and the remaining 32 percent in the household premises. Average number of looms per sample household is 1.58. Three-fourths of sample household are landless and the remaining are either marginal or small farmers. For 77 percent of sample householders weaving is the fathers' occupation. 98 percent of the sample households owns the looms.

60 percent of the households are the one loom households, 20 percent two loom households and 18 percent are more than two loom households and the remaining 2 percent are the loomless households. Most of the looms are either inherited or purchased and insignificant number of looms are rented. Most of the sample households produce one product and one-third of the families manufacture silk sarees. 57 percent of the looms operated by the sample households are traditional type and the remaining 43 percent are modern. Average investment made in looms was Rs.14,000 which is a moderate investment. Three-fourth of the persons employed in the labouring process were fulltimers and the remaining one-fourth were part-timers.

Average annual production of silk sarees, jari sarees, mixed sarees, cotton sarees, cotton lungies and dhoties is 46, 68, 69, 80 and 157 numbers respectively.

Average cost of production of silk sarees, jari sarees, cotton sarees, mixed sarees, lungies and dhoties is Rs.8500, Rs.2450, Rs.650, Rs.7200 and rs.850 respectively. The average sale price for silk sarees, jari sarees, cotton sarees, mixed sarees, lungies and dhoties is Rs.10,000, Rs.2,800, Rs.600, Rs.800, and Rs.900 respectively. The average annual surplus income from weaving for all weavers put together was Rs.23,441. The average annual surplus income

is rs.23,850, Rs.24,630, Rs.21,747 and Rs.24,051 for type 1, type 2, type 3 and type 4 weavers respectively.

Taking monthly income of Rs.4,000 as a dividing line between high and low income weaver households 40.5 percent of type 1 weaver households 21.4 percent of type 2 weaver households 47 percent of type 3 weaver households and 37 percent of type 4 weaver households were high income households. Thus majority of the households in all four weaver type categories were low income households.

## 11. Suggestions

As most of the weaver households produce single product on their looms, product diversification is suggested so as to enable the weavers to produce multiple products to meet the changing demand in national and international markets.

Necessary training should be given to the weavers to impart skills to manufacture diversified and value added products on their looms. Majority of the weavers market their products through master weavers who are the middle men in the supply of inputs and to market the fabrics woven on the handlooms. In most of the cases the relationship between the weavers and the middlemen is exploitative in nature.

To extricate the weavers from the clutches of middlemen, the handloom co-operative should be strengthened as an alternative institution to rely upon them as input suppliers and for marketing the output. One-third of the looms are located in the household premises. The scheme designed to assist handloom weavers to construct the house-cum-work shed should be extended to the weavers uncovered so far. Majority of the handloom households are single handloom households deriving meager income from weaving. These households are deficit in terms of smaller size of technical unit. There is a need to assist these households to purchase additional looms to augment their income from weaving.

Majority of handloom weaver households are low income households, which can be explained away in terms of low technical size (number of looms), low quality of fabrics, high cost inputs, low demand and low price realization for the products. It is suggested that the number of products reserved for the handloom sector should be increased. Strict enforcement is lacking at present to arrest encroachment of power looms into manufacture of products reserved for the handloom sector. Therefore the enforcement machinery should be strengthened to ensure proper implementation of product reservation policy.

## 12. References

1. Kapoor GP. Commercial Banking, A.P.H Publishing Corporation, New Delhi, 2004.
2. Masthan D, Bhale Rao S. Strengthening of the Leadership-A Success strategy for UCBs through disclosures and Governance practices, 2007.
3. RBI, Draft Vision Document for UCBs.
4. Ranga Reddy, A.: Agricultural Development, Rural Credit and Problems of its Recovery, New Delhi, Mittal Publications, 2000.
5. Suresh KA. "Organisational Viability of Cooperative-A Case study of PACCs in Kerala". Journal of Rural Development, 2(4), 501-7.
6. Report of the National Commission on Agriculture.
7. Akhouri MMP. Entrepreneurial Economic Success, Index for assessing Entrepreneurial Success, SEDME. 1979; 6:36-39.

8. Gangadhara Rao N. Entrepreneurial growth of enterprises in industrial Estates, deep and deep publications, New Delhi, 1978, p31.
9. Eduardo Morato Jr. Policies and strategies for promoting entrepreneurship and enterprise development, 2005, p46.
10. James T, Mc Crory. Case studies in Latest industrial potential-small industry in a North Indian tom, Ministry of commerce and Industry, Government of India, new delhi, 1956, p145.
11. Kabir ANMJ. Impact of socio-economic factors on the development of entrepreneurs in Bangladesh: a case study of food allied industries. Journal of institute of Bangladesh studies, Rajsthani University. 2004; 27:123-136.
12. Kirzner I. Entrepreneurial discovery and competitive market process: an Austrian approach. The journal of Economic literature. 1997; 35:60-85.
13. Manickavasagam V, Kasthuri and Jayanthi P. Women Entrepreneurs: An analysis, southern Economist. 2007; 46(1):43-44.
14. Schumpeter JA. The theory of economic development, Cambridge, M.A: Harvard University Press, 1934.
15. Shane S. Prior knowledge and the-discover of entrepreneurial opportunities. Organization science. 2000; 11(4):448-469.
16. Small industries extension training (SIET). A study of national-Small Industries Corporation is hire-purchase scheme. Hyderabad SIET institute, 1972.
17. Zahra S, Dess G. Entrepreneurship as a field of research: encouraging dialogue and debate, Academy of Management Review. 2001; 26(1):8-1.