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THE HANDLOOM INDUSTRY'S IMPACT IN RAJASTHAN

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Abstract

The handloom industry is an important part of India's economy, supported by a network of marketing organizations, but plagued by low productivity, outdated technologies, unorganized production system, lack of working capital, and mill sector and the power loom have competition. The handloom industry in Rajasthan is a major industry, divided into various groups such as Barmeri Print, Kota Doria, Bagru Print, Mothara Print, Jaipuri Quilts, Leheriya Print, Sanganeri Print, and Block Printing. The handloom industry in Rajasthan is facing reduced growth and increased competitiveness, and the government has devised programs to help it grow. However, there is a lack of unified effort to address these problems, which will have an impact on output and the industry's ability to survive.

Keyword:- Handloom, Technology, Loom, Print etc

Introduction

The practice of manually weaving cloth on a wooden frame known as a loom gives rise to the term "handloom." It differs greatly from power looms, automated looms, and shuttleless looms. Due to a variety of factors, handloom woven cloth is always regarded as being stronger. It has a monopoly on the manufacturing of a wide range of fabrics with worked gold and silver lace, such as the beautifully designed saris, striped and checks fabrics, etc., due to its technical and aesthetic excellence. The handloom industry, with its long history of superior craftsmanship, holds a special position in protecting the nation's heritage and contributes significantly to its economy. The Indian Handloom Sector, with its rich legacy and long history of excellence, represents the spirit of the lively Indian culture and civilization. Some of this sector's unique characteristics include:

1. Because tradition and modernity are intertwined, it creates a distinctive image for enhancing the environment.
2. It offers the broadest selection that suits all social classes and caters to all demographics.
3. The sector benefits from the agility of small manufacturing, willingness to embrace innovation, and responsiveness to supplier needs.
4. The greatest infrastructure, which has 3.486 million weaving looms of all designs and employs 6.55 million people.
5. A significant portion of weavers nearly 60% of them come from the socially disadvantaged groups.
6. This industry produces 13% of all the fabric produced in the nation.

7. It uses a variety of fibers, including cotton, silk, jute, wool, and synthetic mixes, to weave.
8. The industry is supported by a network of marketing organizations, ranging from businesses to apex institutions, cooperative societies, and the umbrella ACASH organization.

Current Scenario in Indian Handloom Industry

Nearly 45% of the workforce in India is employed in the handloom industry, which employs a large number of people. Only 16% of these are located in metropolitan areas. A more important characteristic of the sector than the rural-urban split is the extremely skewed geographic distribution of the labour in a few key states. In actuality, just two states host more than half of the workforce. 38.6% of the entire workforce is accounted for by one state, Assam in the northeast. West Bengal in the eastern area has the second-heaviest concentration. This accounts for 17.3% of the total. The next two significant handloom centers are in the southern states of Tamil Nadu and Andhra Pradesh, each of which has slightly more than 8% of the total. The northern state of Uttar Pradesh has the highest concentration of handloom workers, accounting for 5.6% of the total. Nearly 45% of the workforce, or 77.8% of the total, is employed in these five States. One effect of the handloom industry's concentration in only five states is that it has become far less significant in broad portions of the country and has severely restricted the employment possibilities to just a handful of these locations. The spatial distribution of the industry in the rural and urban sectors, however, is very different. Assam has 45.1% of the handloom workforce in the rural sector, followed by West Bengal (16.8%), Andhra Pradesh (5.9%), Tamil Nadu (5.7%), and Manipur (5.3%); together, these five states employ 78.9% of all handloom workers nationally.

An old cottage business with a decentralized structure is the handloom industry in India. Millions of individuals in the nation rely on this sector of the economy as their primary source of income. A timeless component of India's extensive cultural heritage is its handloom textiles. Indian handlooms have an artistic and crafty component, which makes them a viable market for premium local and international consumers. However, the industry is plagued by a variety of issues, including outdated technologies, an unorganized production system, low productivity, a lack of working capital, a limited selection of conventional products, a weak marketing network, a general stagnation of production and sales, and, above all, competition from the power loom and mill sector. The handloom industry has been able to overcome these drawbacks to some extent as a consequence of successful government intervention through financial aid and the execution of different welfare and development initiatives. Thus, handloom represents both the diversity and richness of our nation as well as the craftsmanship of the weaver and is a priceless component of the generational tradition.

Handloom industries in India and in Rajasthan

Any country's economic development strategy that includes measures to reduce widespread poverty through large-scale employment, education and training, capital formation, efficient resource mobilization, dispersion of industry, balanced regional development, expansion of trade, and equitably distributing national income cannot relegate handloom to a secondary position. India, a developing nation, cannot afford to overlook this important industry because it requires little capital and employs many people. Handloom industries are crucial to the industrialization of our nation because they offer immediate, substantial employment, have a higher labour-to-capital ratio, require a shorter gestation period and smaller markets to be profitable, require fewer investments, ensure a more equitable distribution of national income, and make it easier to mobilize resources of capital and skill that might otherwise go unused. They encourage a more dispersed ownership and location structure and the expansion of industrial entrepreneurship. They have arisen out of India's own talent, resource, entrepreneurship, and culture and are seen as signs of the country's economic growth. The handloom industry is seen to be the panacea for all the problems facing a growing country like India.

The Government of India had fully acknowledged the socio-economic significance of Handloom businesses and adopted many policy steps for their growth. The government's efforts to create a favourable environment for the development of the handloom industry are reflected in the industrial policy announcements, the progressive allocations made in the five-year plans, the formation of a constellation of different promoting and supporting organizations, the introduction of the "credit guarantee scheme," and the "nationalization of commercial banks.". This industry has grown to be an important and active part of the Indian economy as a result of this enthusiastic encouragement and support, and it is responsible for transforming a traditional economy into an industrial one.

Handloom industries in Rajasthan

India now has a population of around 1417 crore. The sole industry of great significance is handloom since it meets a fundamental demand for the whole population. India has a very long history with its handloom industry. Therefore, it is essential to give this industry's growth your complete attention. On the basis of the type and caliber of the fabric woven, Rajasthan's handlooms may be broken down into various groups.

Barmeri Print:

The Barmer area of Rajasthan is where the Barmeri Print was created. Barmeri Print's striking designs stand out. The Sindhi Muslims created the prints that draw inspiration from the Sindh area. One of Rajasthan's most well-known textiles is this one. Barmeri Print is frequently seen on sarees, pagdis, lungis, shoulder cloth, and odhnis. Among Barmeri Prints, the Chirkala Booti is a typical pattern. Barmeri Print bedsheets are likewise highly well-liked. Balotra, a tiny settlement near Barmer, is well-known for its handmade textiles with traditional block prints.

Kota Doria:

There are renowned Kota Doria weavers in Bundi, Kota, and Chiitorgarh. It is a thinly woven cloth that developed in the city of Kota and is also referred to as Kota Doriya. The well-known Kota Doriya sarees are made in Kaithoon, a town close to Kota. The Kota Doria sarees, which are made of cotton, are particularly well-liked by ladies. Because of its roots, Kota Doria was formerly known as Kota Masuriya. Kota Doriya can be richly embroidered, hand finished, or block printed by hand.

Bagru print:

The 'Chippa' population in rural Rajasthan practises the Bagru print technique. In Bagru print, only natural colours are employed. The Bagru Print is a distinctive handloom from Rajasthan that is traditionally created on an indigo or blue backdrop. However, the seyali bagru print is created using the colours black and cream/yellow ochre. Dabru print is another form of print that is common in this area. A special resist method is used to do it. Animal, bird, floral, and geometric motifs are just a few of the Bagru Print's recurring patterns. Rajasthani textiles do come in a wide variety.

Bandhani Print

The Bandhani print is a variation on the tie-and-dye technique and is arguably one of the most well-known of all Rajasthani weaves. It is also known as Bandhej and is practised in Gujarat in West India and my native state of Uttar Pradesh, the Sanskrit term from which the word "Banda" has been derived means "to tie" in its literal sense. It is the best cloth produced in Rajasthan. Gujarati and Rajasthani bandhani sarees are highly sought-after both domestically and overseas. Black, scarlet, maroon, saffron, yellow, and other basic colours are some of those utilised in bandhani prints. When visiting Rajasthan, many international tourists like purchasing Bandhani Prints as well. The designs Ekdali and Mothra are also noteworthy.

Mothara Print:

Another tie-dye printing method is this one. Did you know that the Moth Daal inspired the name of the Mothara print? A method is used in Mothra print to create checkered patterns with undyed regions in between. This motif occurs often in repetition. It is known as Mothara Print because the size of the undyed region is comparable to one grain of moth or lentil.

Jaipuri Quilts

The softness and warmth of Jaipuri quilts are renowned the world over. Although they are attractive because of the lovely designs and vivid colors, their true beauty resides in their construction. The design keeps the warmth while making it incredibly light.

Leheriya Print:

The well-known Leheriya print, a kind of tie-dye, is yet another well-liked Rajasthani textile. Leher, which meaning wave, explains the patterns used in this. Leheriya print's zigzag patterns have recently attracted a lot of attention. The design is aesthetically intriguing because to the sporadic colour stipres. On turbans, cotton sarees, odhnis, duppattas, and ghaghras, the Leheriya pattern can be imprinted. Leheriya print is created in Rajasthani towns like Nathdwara, Jaipur, Udaipur, and Jodhpur using only natural dyes.

Sanganeri Print

When the British conquerors were busy exploitation the rich country of India and other culturally robust Asian nations, the Sanganeri Print rose to great popularity. The cunning East Indian Company had established its tentacles in India between the 16th and 17th centuries C.E. They had been interested in the Sanganeri print since they shipped plenty of them to Europe. The greatest Sanganeri prints are made in Sanganer, a town in the Jaipur area. On a basic off-white or stark white backdrop, wooden blocks are employed. Calico printing is another name for the Sanganeri block prints. Sanganeri Print has intricate designs with themes of lotus flowers, buds, roses, rosettes, marigolds, sunflowers, and lilies. Sanganeri prints are typically made solely using natural colors, while artificial dyes are also permitted. In diagonal parts, the patterns and motifs are frequently repeated. The cloth is printed on both sides in the doo rookhi style of block printing.

Block Printing

Block printing is a traditional Rajasthani technique that has been done there for ages. The colours used in block printing are natural. Rajasthan is renowned for its extensive use of the block printing technique even today. Since the 12th century, when the art of block printing acquired royal sponsorship from the ruling monarchs of the time, it has prospered. Fabrics made of cotton are used for block printing. Block printing has flourished in Rajasthan, a significant region in India. Rajasthani patterns for block printing are regarded as the most well-liked and superior to all other designs.

Review of literature

Papola, T. S. (2003) the many attempts of the procedures and techniques of wage determinations in Indian industry during the previous three decades are synthesized in "Wage Determination in the Indian Cotton Textile Industry." This review will be useful for the current study's analysis of the Paithani weavers' salary trends.

Jin, B (2004) East Asian countries' declining competitive advantage, difficulties, and implications for the apparel industry have been investigated. He listed the following characteristics of the industry: minimal automation and computerization, a growth in labour costs, unstable markets, a large number of SKUs in a season, and subjective assessment criteria.

Tewari M. (2006) His research asks if, after quotas, price and cost competitiveness are enough for garment companies to grow their market share internationally. A Review questioned the widely known notion that price, volume, and cost competitiveness will be enough for export success among clothing manufacturers in supplier nation's post-MFA. It continued by stating that although cost-competitiveness is important, there are other institutional, non-price, and non-cost factors that will influence how competitive textile and apparel manufacturers are in the future. Examples from China, India, and Latin America were used to explain this.

Singh and Naik (2006) In their research on "Status of Banaras Weavers: A Profile," they have found a few grey areas that require immediate attention in order to preserve and advance the ancient craft and to assist the weavers with their socioeconomic circumstances, marketing strategies, and issues they confront.

Nayak, A. (2009) In his research paper titled "Hard Times for Indian Textiles," the author discussed the difficulties in maintaining competitiveness faced by the Indian textile sector, which was already suffering from the global financial crisis and the strengthening of the rupee since January 2007. The grave situation of the textile exporters was examined in relation to high rates of inflation and sluggish industrial expansion.

Watchravesringkan, K., et al (2010) Porter's theory of The Competitive Advantage of Nations was used to examine the impact of trade liberalization and changes on Thailand's textile industry's competitiveness.

Mahendra Dev (2011) has emphasized the significance of the workshop by pointing out that, after agriculture, the handloom industry is the second largest employment. He claimed that the handloom industry is crucial because it helps boost economic growth, which increases as job levels rise. The issue of having yarn available at fair costs was then brought up. These comments launched the conversation.

Objective

- To determine the Handloom Industry Business exists situation and the root of the issue.
- To assess the problems faced by the handloom industry in the study area.
- To analyze the trends in production growth of the selected handloom in Rajasthan.
- To make recommendations for enhancing the handloom industry's productivity performance.

Hypotheses

1. Technology has reduced the growth of handloom industry in Rajasthan.
2. Leads to increased competitiveness of the handloom industry in the study area.

Handloom development schemes

The government has devised a number of programs, including the ones listed below, to help the handloom industry grow.

1) Rebate Subsidy Scheme

The State Government provides rebate subsidies because of the handloom industry's inherent disadvantages with relation to the cost of its goods. This is an underhanded method of defending the handloom industry from intense competition and the handloom weavers from the onslaught of the handloom products market downturn.

2) Deendayal Hathkargha Protsahan Yojana

The Government of India created the "Deen Dayal Hathkargha Protsahan Yojana Scheme", a comprehensive handlooms programmer that went into force on January 1, 2000. The Center and State Governments will each provide 50 percent of the financing for the programmers. The following financial aid is offered under different parts of the programmers:

- Basic Inputs
- Infrastructure Support
- Design Input
- Publicity
- Strengthening of Handloom Organizations

3) Free Distribution of Sarees and Dhoties Scheme

Approximately 27,000 power loom weavers and 19,000 handloom weavers receive ongoing employment through this program, which also meets the clothing requirements of 3.28 crore underprivileged individuals in Rajasthan. The Power loom Weavers and Handloom Cooperative Societies in the State will make and supply the Sarees and Dhoties needed for the project.

4) Free distribution of Uniform Scheme

The State Government began implementing the Free “Supply of Uniforms to School Children” Studying in Grades 1st through 8th Covered under Nutritious Noon Meal Program in the 1985–1986 school year. The fabric needed for the programmers is manufactured by the Weavers' Co-operative Societies. A provision of rupees forty core has been allocated in the revised budget for the fiscal year 2010–11 in order to implement this Scheme.

5) Integrated Handloom Cluster Development Programmers

For the entire development of handloom clusters, the Indian government has developed new programmers called the “Integrated Handloom Cluster Development Programmers”. Assistance is being offered under this programmers for a number of different components, including renovation, modification, the acquisition of accessories and looms, the establishment of the creation of showrooms, common facility centers, dyeing units, the holding of exhibits and publicity, fairs the provision of design inputs, etc.

6) Working Capital at concessional rate of interest to Handloom

Under the NABARD Refinance Scheme, “Rajasthan State Apex Cooperative Bank” and the “District Central Cooperative Banks” offered financial support to Co-optex and Weavers Cooperative Societies at a reduced rate of interest. Working capital financing is offered to the Primary Weavers' Cooperative Societies at the standard rate of interest. For the 2010–2011 fiscal year, NABARD approved a total of Rs. 315.51 crore in Cash Credit Limits for Primary “Weavers' Cooperative Societies” and Rajasthan Handloom “Weavers' Cooperative Society” (Co-optex).

7) Prize Award Scheme for the Best Exporters

The Government of Rajasthan has been putting into practice the programmers to “Award Prizes to the Best Exporters” in Rajasthan in order to promote the export trade in handloom fabrics and to expand their market in other nations. This programmer has been in place since 1975.

8) Handlooms (Reservation of Articles for Production) Act, 1985

The Government of India passed the handlooms “Reservation of Articles for Production Act, 1985”, for adoption by all the States in the nation, in order to save handloom sector and the handloom weavers from the assault of power looms. 11 products have been set aside by the Indian government for handloom manufacture alone. Separate enforcement apparatus in Rajasthan with a deputy director at the headquarters has been developed in order to efficiently administer the Handlooms Reservation Act.

Handloom markets

- The self-consumption industry, like in the northeast of India, where handlooms are produced for domestic needs rather than for safety.
- The marketplace in remote areas where weavers handle their own marketing.
- The far-off domestic market, which is primarily urban and out of reach for weavers.
- Markets for export.

Ninety percent of handloom items are marketed by master weavers and independent dealers. The traders can sell these goods directly to consumers through their own stores or serve as middlemen that supply wholesalers or retailers. The majority of exports are handled by merchant exporters and manufacturer-exporters, the latter of which having on-site production facilities while the former gets its supply from manufacturers and master weavers.

Problems of handloom industry

The handloom industry is structured into three main production models: individual weavers, cooperative systems, and wage weavers. The wage weavers' system is the most common. The majority of these wage weavers currently work from home. At several locations, they do everything from pre-loom preparation to simple wearing. In every instance,

pay is determined by the attire worn and the level of talent required for that attire. Rarely do we see independent weavers. This is mostly due to the accessibility, availability, and production investment of raw materials.

A number of handloom production-related problems have persisted for many years in some cases, for more than a century now. There hasn't been a unified effort to deal with these problems. They will likely last over the next 10 years and have an impact on output, which will affect the handloom industry's ability to survive.

- Co-operative System
- Women
- Responding to Market Needs
- Infrastructure and Investment
- Raw Material Supply
- Wages, Employment and Livelihood Issues

Prospects of handloom industry

The handloom industry is well-established. Changes in established industries are frequently evolutionary rather than revolutionary, but they are also frequently met with resistance. It is difficult to change quickly. The other sub-textile industries are more recent, however they are not necessarily more adaptable. For better or worse, the following factors will be the key forces behind change in the handloom industry:

- Focus areas of Handloom Production and Products
- Skills, Training and Lifelong Learning
- Markets
- Globalization

Need for the study

The research critically analyzed how rural women from weaving villages in Rajasthan changed their status and patterns of work. In addition, the nature, seasonality, and pay of their jobs, as well as their role and contribution in the production of handloom goods, social and economic constraints, work participation, changes in their social and economic status in their families and communities, changes in employment and working conditions, as well as new issues and risks/threats perceived by them in their occupation and work environment, have all been studied. It offers practical advice on how to improve their socioeconomic standing and standard of living through the essential supply of better infrastructure, welfare assistance, and better sources of income. In light of their social and economic advantages to society, the study has examined the current employment situation and working conditions of women employees, notably those employed by handloom cooperatives, manufacturing facilities, and private handloom firms.

Limitation

Only the handloom industry in a few districts of Rajasthan was the subject of this investigation. As a result, additional cities in other states may not be represented by this study. This study is extremely problematic since recall bias among the respondents is a possibility because of the poor accuracy and memory capacity of humans. Owners of the handloom industry keep some business and personal information private, which places restrictions on this study. By informing the respondents about the purpose of the study and using all feasible cross checks, this study has carefully minimized such inaccuracies.

Policy suggestions

The following proposals and recommendations have been made in light of the pertinent elements, issues, and issues related to the globalization of the textile industry and its subsequent influence on the socio-economic situation of weavers involved in handloom operations, as evaluated by the present study.

The importance of the handloom industry to sustainable development must be acknowledged by the federal government. Government employment would never be able to accommodate such a vast workforce on its own. In accordance with the logic of liberalization itself, the government should develop, advance, and support measures that maintain this employment. The government must provide "level playing fields" so that the various textile industry subsectors can engage in healthy competition.

Conclusion

Handloom weavers faced unexpectedly substantial risks as a result of the central government's 1991 economic reforms. The community of handloom weavers is ignorant of international politics, notably the Economic Reforms, and they are unable to comprehend the effects of globalization. To accommodate the many participants, phases of development of handicraft firms, and subsectors that have their own value chain dynamics, government programmers must be more imaginatively structured. Weavers have a strong belief that the quickly occurring changes are the result of competition from power looms and a lack of necessary yarn supply. There is room for state action to provide relevant and consistent market knowledge and essential supply conditions for the craftspeople' ongoing growth path. The drought and food shortages are a result of nature's curse on the handloom weaving sector. The handloom industry has seen widespread disruption and irreparable loss as a result of the Bretton Wood Brothers (WTO and WB). This necessitates modifications to state and federal policies.

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