



Performance Of The Handloom Industry In Andhra Pradesh

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ABSTRACT

The Indian handloom industry is the oldest industry and highly labor-intensive, which plays a crucial role in the rural economy. Generally, weaving is a family activity with each member contributing in varying degrees to the process involved in producing cloth. Handloom weaving is a hereditary occupation, and the weaving cannot be done by a single man; it requires collective work. The entire work, from the pre-weaving process to the weaving of the cloth, is shared by different members of the family, including women and children. The involvement of men, women, and children varied from process to process, but the final act of weaving is carried out mostly by the men in bulk. There is no formal training for the weavers. Andhra Pradesh has much economic importance, and the fabrics are being exported to various countries, but the primary handloom cooperative societies in Andhra Pradesh are facing acute management problems. A majority of them are struggling hard to survive. Competition of mill or power loom products, unfavorable climatic conditions, lack of finance, and other management problems have also enhanced the problems of cooperative societies. Hence an attempt is made by me to analyze the production problems of primary handloom cooperative societies in Andhra Pradesh.

Keywords: handloom households, workforce, Religion, usage of yarn, production, sales.

INTRODUCTION

Production on handlooms is a traditional industry, thus it is constrained by customs and a set of ideals. It continues to be home-based, family production with the involvement of almost all the family members. Role of women is very high, though their potential is not utilized to the maximum owing to the practices and traditions. Equally, markets have been harsh on the handloom production. With no regulation whatsoever, handloom producers do face losses from different dimensions-lack of efficient management, unfair competition, theft, debauchery, etc. These losses are typically passed to the handloom weavers, especially cutting down their wages or returns. Thus, everyone is happy with an unfair market system, except the handloom weaver. Most handlooms weaving in Andhra Pradesh takes place in rural areas. It is primarily a household activity, with mainly men involved in weaving, and women and children involved in the preparatory work. More than 90 percent of weaving households own their own

OBJECTIVES

1. To analyse the financial requirements and sources of handloom households
2. To discuss the production and sales of handloom industry of Andhra Pradesh.
3. To explain the workforce utilization of handloom industry.

PERFORMANCE OF HANDLOOM INDUSTRY

The handloom sector is a major employment generating sector, as is also noted as per the latest fourth handloom census of 2019-20 and third handloom census of 2009-10 presented in table-1. As could be seen from the table in census 2019-20 there are 122644 handloom households in the country, providing employment to 177447 handloom workers both weavers and allied workers whereas 109776 workers in rural areas and 67671 workers in urban areas. Handloom workers per households to total is 1.45 while 1.42 workers per household in rural areas and 1.48 workers per households in urban areas. The total handloom female workers of 86398 (48.69 per cent) out of 177447 total workers this include 49.11 per cent in rural areas and 48.01 per cent in urban areas and female workers per household to total has 0.70 while 0.70 female workers per household in rural areas and 0.71 female workers per household in urban areas. The total handloom male workers has been 91030 (51.30 per cent) out of 177447 total workers it includes 50.89 per cent in rural areas and 51.96 per cent in urban areas and male workers per household to total has 0.51 while 0.51 male workers per household in rural areas and 0.52 male workers per household in urban areas.

As per the census 2019-20, 127662 handloom households weaver workers (71.94 per cent) of which 71.03 per cent in rural areas and 73.42 per cent in urban areas and 49785 handloom households allied workers (28.06 per cent) while 28.97 per cent in rural areas and 26.58 per cent in urban areas are engaged in weaving and allied activities. The majority (71.94 per cent) of handloom working households are weaver households while handloom weavers per household average 1.04 while 1.01 per household in rural area and 1.09 per household in urban areas which means that at least one member of every such household are engaged in the weaving activity. The small part of 49785 allied workers households (28.06 per cent) while handloom allied workers per household average 0.41 while 0.41 per household in rural area and 0.39 per household in urban areas which means that at least one member of every such household are not engaged in the weaving activity.

Handloom census 2009-10 176,996 handloom households providing employment to 632,663 handloom workers of which 381,576 workers in rural areas and 251,087 workers in urban areas whom handloom workers per households to total is 3.57 while 3.53 per household in rural areas and 3.65 per households in urban areas. The total handloom female workers of 235,370 (37.20 per cent) out of 632,663 total workers it includes 37.39 per cent in rural areas and 36.93 per cent in urban areas and female workers per household to total was 1.33 per household while 1.32 female workers per household in rural areas and 1.35 female workers per household in urban areas. The total handloom male workers has been 244,403 (38.63 per cent) out of 632,663 total workers it includes 38.72 per cent in rural areas and 38.50 per cent in urban areas and male workers per household to total has 0.39 per household while the same in rural and urban areas also.

Census 2009-10, 181,506 handloom households weaver workers (28.69 per cent) of which 27.91 per cent in rural areas and 29.88 per cent in urban areas and 124,959 handloom households allied workers (19.75 per cent) while 21.74 per cent in rural areas and 16.73 per cent in urban areas are engaged in weaving and allied activities. The majority (28.69 per cent) of handloom working households are weaver households while handloom weavers per household average 1.03 while 0.98 per household in rural area and 1.09 per household in urban areas which means that at least one member of every such household are engaged in the weaving activity. The small part of 124,959 allied workers households (19.75 per cent) while handloom allied workers per household average 0.71 while 0.77 per household in rural area and 0.61 per household in urban areas which means that at least one member of every such household are not engaged in the weaving activity. Basically the handloom sector (weaving and activities allied to weaving) is concentrated in rural areas. It may provide more employment in rural areas as well as in urban areas.

Table-1
Distribution of handloom households and handloom workers of Andhra Pradesh

Handloom	2019-20			2009-10		
	Rural	Urban	Total	Rural	Urban	Total
Total households	77065	45579	122644	108,114	68,882	176,996
Total handloom workers	109776	67671	177447	381,576	251,087	632,663
Total handloom weavers	77978	49684	127662	106,491	75,015	181,506
Total handloom allied workers	31798	17987	49785	82,943	42,016	124,959
Total handloom female workers	53911	32487	86398	142,656	92,714	235,370
Total handloom male workers	55865	35165	91030	147,733	96,670	244,403
Handloom workers per household	1.42	1.48	1.45	3.53	3.65	3.57
Handloom weavers per household	1.01	1.09	1.04	0.98	1.09	1.03
Handloom allied workers per household	0.41	0.39	0.41	0.77	0.61	0.71
Female workers per households	0.70	0.71	0.70	1.32	1.35	1.33
Male workers per households	0.51	0.52	0.51	0.39	0.39	0.39
Female worker % to total workers	49.11	48.01	48.69	37.39	36.93	37.20
Male worker % to total workers	50.89	51.96	51.30	38.72	38.50	38.63
Weavers percentage to total workers	71.03	73.42	71.94	27.91	29.88	28.69
Allied workers % to total workers	28.97	26.58	28.06	21.74	16.73	19.75

Source: Fourth all India handloom census 2019-20 and third all India handloom census 2009-10.

Note: 1. 2009-10 handloom census differences handloom household children less than 14 years. i.e., 91,187 rural, 61,703 urban, 152,890 total

2. 2019-20 census male and female differences are transgender

Table-2 indicates that the gender-wise distribution of the handloom workers. In total male handloom workers, 76812 weavers made 43.29 percent whereas 60.90 per cent in rural areas and 39.10 per cent in urban areas and 14218 allied workers has 8.01 per cent while 63.90 per cent in rural areas and 36.10 per cent in urban areas to total handloom workers. Total female handloom workers 50832 handloom workers made 28.65 per cent weavers (61.38 per cent in rural areas and 38.62 per cent in urban areas) and 35566 handloom workers has 20.04 per cent allied workers (63.86 per cent in rural areas and 36.14 per cent in urban areas) are female workers. Next the total transgender handloom workers, 18 handloom weavers made 0.01 per cent while the total 100 per cent in urban areas and one handloom allied worker marked in urban area.

Overall, majority i.e. 51.30 percent of the handloom male workers and 48.69 per cent are female workers. The analysis reveals that the small variance between the male and female workers along with weaving and allied workers.

Table-2
Gender wise total workforce of handloom workers in Andhra Pradesh

Gender	Type of handloom workers	Rural handloom workers	Urban handloom workers	Total handloom workers
Male	Weavers	46779	30033	76812
	Percentage to total	60.90	39.10	43.29
	Allied workers	9086	5132	14218
	Percentage to total	63.90	36.10	8.01
Female	Weavers	31199	19633	50832
	Percentage to total	61.38	38.62	28.65
	Allied workers	22712	12854	35566
	Percentage to total	63.86	36.14	20.04
Transgender	Weavers	0	18	18
	Percentage to total	0.00	100.00	0.01
	Allied workers	0	1	1
	Percentage to total	0.00	100.00	0.00
Total		109776	67671	177447
	Percentage to total	61.86	38.14	

Source: Fourth All India Handloom Census 2019 - 20

Religion wise handloom households, handloom workers and handloom weavers of Andhra Pradesh presented in table-3. It can be seen from the table that the majority of handloom households follow Hindu religion 119198 households (97.19 per cent) out of 122644 total households through provided to 172658 handloom workers (97.30 per cent) out of 177447 total household workers of whom 123933 handloom weavers (97.08 per cent) out of 127662 total handloom weavers doing weaving work only.

The majority of Hindu religion out of 119198 handloom households (44.67 per cent staying in rural areas and 55.33 per cent households staying in urban areas) through provided to 172658 handloom workers (62.40 per cent workers in rural areas and 37.60 per cent workers staying in urban areas) of whom 123933 handloom weavers (61.56 per cent workers in rural areas and 38.44 per cent workers staying in urban areas) were doing weaving work only. The average workers per household was 1.45, average weaver per workers 0.72 and average weavers per household 1.04.

Next highest religion of Muslims out of 3342 handloom households (63.34 per cent in rural areas and 36.66 per cent in urban areas) supplied to 4645 handloom workers (41.85 per cent workers in rural areas and 58.15 per cent workers in urban areas) of which 3608 handloom weavers (44.46 per cent workers in rural areas and 55.54 per cent workers in urban areas) were doing weaving work only. The average workers per household was 1.39, average weaver per workers 0.78 and average weavers per household 1.08.

The religion of Christians out of 60 handloom households (71.67 per cent in rural areas and 28.33 per cent in urban areas) contribute to 88 handloom workers (70.45 per cent workers in rural areas and 29.55 per cent workers in urban areas) of which 75 handloom weavers (72.00 per cent workers in rural areas and 28.00per cent workers in urban areas) were doing weaving work only. The average workers per household was 1.47, average weaver per workers 0.85 and average weavers per household 1.25.

The religion of Sikhs out of 22 handloom households (54.55 per cent in rural areas and 45.45 per cent in urban areas) through produced 31 handloom workers (41.94 per cent workers in rural areas and 58.06 per cent workers in urban areas) of whom 27 handloom weavers (40.74 per cent workers in rural areas and 59.26 per cent workers in urban areas) were doing weaving work only. The average workers per household was 1.41, average weaver per worker 0.87 and average weavers per household 1.23.

Table-3

Religion wise distribution of handloom households, handloom workers and handloom weavers

Religion	Handloom households			Handloom workers			Handloom weavers		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
Hindus	75501	43697	11919	107740	64918	172658	76296	47637	12393
Muslims	1493	1849	3342	1944	2701	4645	1604	2004	3608
Jains	0	3	3	0	4	4	0	2	2
Sikhs	12	10	22	13	18	31	11	16	27
Christians	43	17	60	62	26	88	54	21	75
Buddhists	1	1	2	1	2	3	0	2	2
Zoroastrians	1	0	1	1	0	1	1	0	1
Others	14	2	16	15	2	17	12	2	14
Total	77065	45579	12264	109776	67671	177447	77978	49684	12766

Source: Fourth all India handloom census 2019-20

The religion of Jains was 3 households, 4 handloom workers and 2 weavers in entire Andhra Pradesh as per the handloom census. The average worker per household has 1.33, average weavers per workers 0.50 and average weavers per household 0.67. The religion of Buddhists was two households, three workers and two weavers and the average worker per household has 1.50, average weavers per workers 0.67 and average weavers per household 1.00. The religion of Zoroastrian was one each of handloom household, handloom workers and handloom weaver the average worker per household has 1.00, average weavers per workers 1.00 and average weavers per household 1.00.

The majority of Hindu and Muslim handloom households are to be found in all most all districts, the rural share of the Hindu handloom households higher than the urban Hindu handloom households and the Muslim religion follow dissimilar trends of the overall handloom households. However, it is seen that a comparatively higher proportion of Hindus in rural areas and Muslim handloom households are located in urban areas, while a comparatively higher proportion of households of other religions (like Christians) are located in rural areas.

Social group-wise classification of Handloom households, handloom workers and handloom weavers in Andhra Pradesh as per the census 2019-20 presented in table-4. 25961 handloom households at an aggregate level of 21.17 per cent of the total households belong to general caste households. This trend is also found to be similar across both rural has 83.73 per cent and urban area has 16.27 per cent. The handloom households through contributed to handloom workers out of 38519 workers while 84.50 per cent workers in rural areas and 15.50 per cent workers in urban areas, of whom out of 27168 weavers marking 83.37 per cent in rural areas and 16.63 per cent in urban areas are making weaving work only.

But the largest social category is represented by OBCs 89708 (73.15 per cent to total handloom households), especially in rural areas 57.14 per cent households and urban areas 42.86 per cent households. The handloom households contributed to 129098 handloom workers while 55.59 per cent in rural areas and 44.41 per cent in urban areas, among out of handloom workers 93669 handloom weavers are working in weaving work while 54.73 per cent in rural areas and 45.27 per cent in urban areas.

Table-4

Social group-wise classification of Handloom households, workers and weavers in Andhra Pradesh

	Handloom households			Handloom workers			Handloom weavers		
	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
Scheduled castes	3005	2219	5224	4207	3419	7628	2983	2174	5157
Scheduled tribes	1063	688	1751	1249	953	2202	1082	586	1668
Other backward class	51260	38448	89708	7170	57328	129098	51263	42406	93669
Others	21737	42241	25961	32548	5971	38519	22650	4518	27168
Total	77065	45579	122644	109776	67671	177447	77978	49684	127662

Source: Fourth all India handloom census 2019-20

Next the schedule cast social category was represented 5224 (4.26 per cent to total handloom households), particularly 57.52 per cent households in rural areas and 42.48 per cent households in urban areas. The handloom households contributed to 7628 handloom workers (4.30 per cent to total handloom workers) while 55.15 per cent in rural areas and 44.82 per cent in urban areas, among out of handloom workers, 5157 handloom weavers (4.04 per cent to total handloom weavers) are working in weaving work while 57.84 per cent in rural areas and 42.16 per cent in urban areas.

Lastly the schedule tribes category represented 688 households (1.43 per cent to total handloom households), on the whole 60.71 per cent households in rural areas and 39.29 per cent households in urban areas. The households contributed to 2202 handloom workers (1.24 per cent to total handloom workers) while 56.72 per cent in rural areas and 43.28 per cent in urban areas, among out of handloom workers, 1668 handloom weavers (1.31 per cent to total handloom weavers) are working in weaving work while 64.87 per cent in rural areas and 35.13 per cent in urban areas.

However, the share of all most all the social group categories of handloom households, handloom workers and handloom weavers are their share in urban areas is relatively low compare with urban areas.

Table-5
Income group wise distribution of handloom households

Income	income from all sources			income from handloom related activities		
	Rural	Urban	Total	Rural	Urban	Total
Less than 5000	49924	19058	68982	55735	26166	81901
	72.37	27.63	56.25	68.05	31.95	66.78
5001-10000	18732	11515	30247	16854	16492	33346
	61.93	38.07	24.66	50.54	49.46	27.19
10001-15000	3330	4247	7577	1422	801	2223
	43.95	56.05	6.18	63.97	36.03	1.81
15001-20000	1327	1662	2989	343	281	624
	44.40	55.60	2.44	54.97	45.03	0.51
20001-25000	612	1993	2605	341	1262	1603
	23.49	76.51	2.12	21.27	78.73	1.31
25001-50000	3096	6970	10066	2365	553	2918
	30.76	69.24	8.21	81.05	18.95	2.38
50001-100000	35	125	160	5	21	26
	21.88	78.13	0.13	19.23	80.77	0.02
Above 100000	9	9	18	0	3	3
	50.00	50.00	0.015	0.00	100.00	0.00
Total HH	77065	45579	122644	77065	45579	122644

Source: Fourth all India handloom census 2019-20

The Table-5 shows that out of 122644 handloom households, 66.78 per cent belong to the monthly income category of below Rs.5,000, among 81901 weavers households 68.05 per cent earners in rural areas and 31.95 per cent income earners in urban areas. 33346 handloom households were 27.19 per cent belong to income relating handloom industrial category between Rs.5001-10000 while 50.54 per cent income earners in rural areas and 49.46 per cent income earners in urban areas. 2223 households were 1.81 per cent belong to the monthly income category in between 10001-15000 while 63.97 per cent income earners in rural areas and 36.03 per cent income earners in urban areas. 624 handloom household earners belonging to 0.51 per cent income range of 15001-20000 whereas 54.97 per cent income earners in rural areas and 45.03 per cent income earners in urban areas. 1603 households marking 1.31 per cent getting income range of 20001-25000 among 21.27 per cent income earners in rural areas and 78.73 per cent income earners in urban areas. 2918 households recognizing 2.38 per cent household earnings income range of 25001-50000 while 81.05 per cent income earners in rural areas and 18.95 per cent income earners in urban areas. 26 households noting 0.02 per cent earners income range of 50001-100000 Whereas 19.23 per cent income earners in rural areas and 80.77 per cent income earners in urban areas. Finally only three weaver households earning income range of above 100000 but no marking rural areas and 100 per cent in urban area.

Handloom weaving is not a suitable job for earning purpose. Suppose to earn minimum amount to run the family three of the family members are to be engaged to work for 5-8 hours per day. In order to earn higher income, no of family members and the working hours are to be increased in weaving.

Hence, it is various schemes sponsored by the government for the development of handloom weavers and their income.

The first round of handloom census had not covered the information regarding the sources of finance, while in second handloom census 1995-96 the data obtained about this source. As per second handloom census there were many sources have been mentioned like cooperative, own, commercial banks but many informal channels like master weavers, traders, friends and relatives were not covered has presented in table-6.

The data reveals that in the country 1188 handloom households (32.09 per cent) manage their financial requirement getting from the government the handloom weavers are also consider as a source while 67.26 per cent in rural areas and 32.74 per cent in urban areas. . Next major source was Commercial banks financial assistance to 765 handloom households (20.66 per cent) whereas 63.14 per cent in rural areas and 36.86 per

cent in urban areas. After highest financial assistance to handloom households, Cooperative societies contributed 537 households (14.51 per cent) of which 75.42 per cent in rural areas and 24.58 per cent in urban areas. The role of master weavers were also assistance for 525 handloom households (14.18 per cent) while 33.90 per cent in rural areas and 66.10 per cent in urban areas.

Self help groups (SHGs) is also financial support for 258 handloom households (6.97 per cent) of which 39.92 per cent in rural areas and 60.08 per cent in urban areas. The money lenders financial help for 231 handloom households (6.24 per cent) of while 29.87 per cent in rural areas and 70.13 per cent in urban areas. Who are getting financial assistance from Friends /relatives 186 households (5.02 per cent) whereas 79.03 per cent in rural areas and 20.97 per cent in urban areas. The last 12 households (0.32 per cent) financial assistance getting from other financiers while 83.33 per cent in rural areas and 16.67 per cent in urban areas.

It is found that weavers are more convenient to take loans from informal sources rather than government, commercial banks and cooperative societies. The weavers avoid obtaining loans from the commercial banks because in banks there is a major problem of time delay in sanctioning, increasing transaction costs, and bureaucratic attitudes of bankers, lack of awareness among bankers about handloom sector as well as lack of weaver's assets.

According to Dr. Manmohan Singh "Access to credit and cost of credit are two major problems facing by the handloom sector". The reasons for taking loan mostly from master weavers are due to change in the employment structure. Earlier major part of weavers was independent but now majorly they work under master weavers.

Table-6
Distribution of handloom households by Source of finance

Source of loan	Rural	Rural Percentage	Urban	Urban Percentage	Total	Percentage total
Cooperative societies	405	75.42	132	24.58	537	14.51
Commercial banks	483	63.14	282	36.86	765	20.66
Friends /relatives	147	79.03	39	20.97	186	5.02
Government	799	67.26	389	32.74	1188	32.09
Master weavers	178	33.90	347	66.10	525	14.18
Money lenders	69	29.87	162	70.13	231	6.24
Others	10	83.33	2	16.67	12	0.32
Self help groups	103	39.92	155	60.08	258	6.97
total	2194	59.27	1508	40.73	3702	100.00

Source: Fourth all India handloom census 2019-20

In Andhra Pradesh 2019-20, it is observed from table-7 that the consumption highest of Mulberry silk yarn is used for 42567 handloom households marking 28.75 per cent out of which 46.43 per cent in rural areas and 53.57 per cent in urban areas. Next highest usage of Zari yarn was extensively 22.72 per cent consumption belongs to 33644 households while 37.19 per cent in rural areas and 62.81 per cent in urban areas and 30294 households marking 20.46 per cent of Cotton41to80 yarn have consumed while 74.89 per cent households in rural areas and 25.11 per cent households in urban area. The use of Cotton above 80 marked for 13604 households (9.19 per cent) while 68.14 per cent in rural areas and 31.86 per cent in urban areas. Thereafter Eric silk yarn used for 9392 households marking 6.34 per cent while 45.30 per cent in rural areas and 54.70 per cent in urban areas. The consumption of Cotton 21to40 yarn has 7531 households recognizing 5.09 per cent whereas 76.14 per cent in rural areas and 23.86 per cent in urban areas. Another one Cotton 1to20 yarn was 4323 households marking 2.92 per cent of which 83.62 per cent in rural areas and 16.38 per cent in urban

areas. The consumption of Muga silk and others yarn were 2042 households (1.38 per cent) while 51.67 per cent in rural areas and 48.33 per cent in urban areas and 1587 households (1.07 per cent) while 88.34 per cent in rural areas and 11.66 per cent in urban areas respectively. Viscose blends, Tussar silk, Linen, Wool, Acrylic wool, Polyester blends and Jute yarns used by the handloom households marked less than one per cent to total used yarn.

The identified reason behind decreasing consumption of yarn was that because, power loom started producing the cotton fabric material like gamcha, dhoti, cotton saree etc. and due to cheaper price of power loom produced articles, the demand of handloom woven articles declined and resultant the consumption of yarn have reduced. It was also observed that consumption of Mulberry silk, Jute, Cotton 41 to 80 was increased and Viscose blends, Tussar silk, Linen, Wool, Acrylic wool, Polyester blends and Jute yarn has decreased.

The consumption of cotton yarn was reduced while “other types” of yarn consumption has increased. The consumption of cotton yarn has decreased in AP as well as in All India level because of high cost of cotton yarn and often the unavailability of yarn. The other strong factor is closure of Janta cloth scheme because for weaving Janta Cotton Sari, earlier the consumption of cotton yarn was very high.

Table-7

Distribution of handloom households by usage of yarn of Andhra Pradesh

Usage of yarn	Rural	Percentage	Urban	Percentage	Total	Percentage
Cotton 1 to 20	3615	83.62	708	16.38	4323	2.92
Cotton 21 to 40	5734	76.14	1797	23.86	7531	5.09
Cotton 41 to 80	22686	74.89	7608	25.11	30294	20.46
Cotton above 80	9270	68.14	4334	31.86	13604	9.19
Viscose blends	528	40.99	760	59.01	1288	0.87
Muga silk	1055	51.67	987	48.33	2042	1.38
Eric silk	4255	45.30	5137	54.70	9392	6.34
Mulberry silk	19764	46.43	22803	53.57	42567	28.75
Tussar silk	99	23.46	223	52.84	422	0.29
Linen	32	16.67	160	83.33	192	0.13
Wool	267	68.46	123	31.54	390	0.26
Acrylic wool	8	11.43	62	88.57	70	0.05
Polyester blends	354	72.24	136	27.76	490	0.33
Jute	136	62.10	83	37.90	219	0.15
Zari	12513	37.19	21131	62.81	33644	22.72
others	1402	88.34	185	11.66	1587	1.07
Total	81718	55.19	66237	44.74	148055	100.00

Source: Fourth all India handloom census 2019-20

Distribution of handloom households reporting major source of sales of their major products presented in table-8. It can be seen from the table that 32794 handloom households (25.20 per cent) stated that they carry sales through local market while 62.37 per cent households in rural areas and 37.63 per cent households in urban areas. The majority of 66433 handloom households out of 130117 households support sales through Master weavers of which 55.13 per cent households in rural area and 44.87 per cent households in urban areas. 25275 handloom households weavers (19.42 per cent) improve the sales through cooperative society while 83.57 per cent in rural areas and 16.43 per cent in urban areas. 1777 handloom households (1.37 per cent) will make promotional activities through exports of which 78.50 per cent in rural areas and 21.50 per cent in urban areas. 607 handloom households (0.47 per cent) improve the sales through Organized fairs/exhibition whereas 63.10 per cent households in rural areas and 36.90 per cent households in urban areas. 66 handloom households (0.05 per cent) using sales through e-commerce whereas 81.82 per cent in rural areas and 18.18 per cent in urban areas. 3165 handloom households (2.43 per cent) sell their cloths through in different ways while 84.55 per cent in rural areas and 15.45 per cent in urban areas.

The major reasons for sale of their production depended on Master weavers, Local market, Cooperative society, Organized fairs/exhibition, export, e-commerce and others, because of lack of finance, lack demand, working capital depended on above mentioned persons, shortage of rawmaterial, lack of knowledge on national and international market etc.

Table-8

Distribution of handloom households reporting major source of sales of their major products

Sales	Rural	Percentage	Urban	Percentage	Total	Percentage
Local market	20452	62.37	12342	37.63	32794	25.20
Master weavers	36622	55.13	29811	44.87	66433	51.06
Cooperative society	21122	83.57	4153	16.43	25275	19.42
Organized fairs/exhibition	383	63.10	224	36.90	607	0.47
export	1395	78.50	382	21.50	1777	1.37
e-commerce	54	81.82	12	18.18	66	0.05
others	2676	84.55	489	15.45	3165	2.43
Total	82704	63.56	84413	64.87	130117	100.00

Source: Fourth all India handloom census 2019-20

It is apparent from the table-9 that out of 105521 weavers households, majority weavers produce more than one handloom products. 84.32 per cent of the weavers (88978) produce saree out of which 60.27 per cent saree production in rural areas and 39.73 per cent saree production in urban areas and 5.06 per cent (5337 weavers households) produce Saree Dress material, Suiting, Shirting, Long Cloth of which 86.73 per cent in rural areas and 13.27 per cent in urban areas. 4.65 per cent (4906 weavers households) manufacture Dhoti, Sarong, Lungi, Angavastram out of 70 per cent weaver produce in rural areas and 30 per cent weavers produce in urban areas, 2.27 per cent (2393 weavers households) produce Others (including Bandage) which 83.99 per cent in rural areas and 12.24 per cent in urban areas.

2.07 per cent (2186 weavers households) produce Towel/Napkin, Duster/ Gamcha while 84.54 per cent in rural areas and 15.46 per cent in urban areas. 0.89 per cent (935 weavers households) produce Durries, Rugs, Mats of which 62.99 per cent in rural areas and 37.01 per cent in urban areas. 0.70 per cent (736 weavers households) produce Bedsheet, Furnishings, Blanket while 77.58 per cent in rural areas and 22.42 per cent in urban areas and 0.13 per cent (140 weavers households) produce Shawls/ Mekhla /Chadder/ Loi/Stole/ Scarf/ Muffler.

A primary product of handloom weaving households is sarees and the secondary is silk sarees. Since, both products are part of different culture like Tamil, Kanada etc. they stand first among the products. The reason for minimum production of other house hold products is that they are used only by a few rich people and they are considered to be export quality material. Hence, it is concluded that majority (84.32 per cent) of the weavers households produce sarees.

Table-9
Distribution of weaver households by production of major fabrics

Fabrics	Rural	%	Urban	%	Total	%
Dhoti, Sarong, Lungi, Angavastram	3434	70.00	1472	30.00	4906	4.65
Saree	53626	60.27	35352	39.73	88978	84.32
Saree Dress material, Suiting, Shirting, Long Cloth	4629	86.73	708	13.27	5337	5.06
Towel/Napkin, Duster/	1848	84.54	338	15.46	2186	2.07
Bedsheet, Furnishings, Blanket	571	77.58	165	22.42	736	0.70
Shawls/ Mekhla /Chadder/ Loi/Stole/ Scarf/ Muffler	62	44.29	78	55.71	140	0.13
Durries, Rugs, Mats	589	62.99	346	37.01	935	0.89
Others (including Bandage)	2010	83.99	293	12.24	2393	2.27
Total	66769	63.28	38752	36.72	105521	100.00

Source: Fourth all India handloom census 2019-20

CONCLUSION

The handloom industry is decentralised and home-based, with labour inputs from the entire family located both in rural and urban centers. Like financial and fiscal policies, which are decided every year by the Government of India, the textile policy is also being decided by the Government of India from time to time. The government should provide incentives in the form of subsidies for the handloom sector, especially handloom cooperative societies, because of their environmentally friendly nature. India is uniquely positioned with such a huge method of cloth production. Constitute an important element in the cost of production. Equipment and raw materials used in the production should be ensured by suitable measures. The supply should be regular and at reasonable rates. The concept of a raw materials bank is very useful in this respect. A suitable mechanism for stabilisation of prices of essential raw materials is urgently required. The government has the duty and commitment to promote technologies that help in natural resource conservation. In the textile sector, handloom production is the best for such support. Despite its contribution, the handloom sector is not acknowledged in various reports related to GDP, exports, development, and economic policies as a distinct sector. Importance should be given to the development of appropriate technology and training programs so that a higher income is ensured for weavers. The government has to develop procedures, data formats, and instructions that would enable the appropriate recognition of the handloom sector in the Indian economy.

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