



MARKETING OF HANDLOOM PRODUCTS IN KARNATAKA: STRATEGIES AND POLICY MEASURES

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Abstract: Marketing of traditional and handmade products become a very complex and strategic view to create a market for them. The Handloom industry has contributed many credits to the Indian economy with its unique and specialized work. Therefore, it is the second largest sector that provides employment for rural people after the agriculture sector and increases foreign exchange earnings by attracting the global market. However, the industry is not free from sickness which is highest compared to other traditional and small rural-based industries.

The Government of India has initiated many programs and welfare schemes to recall the historical importance even in the globalization process. The main intention behind this is to safeguard the interest of stakeholders through strategic arrangements for marketing their final outputs. In this background, the Government has created proper backward and forward linkages to avoid hurdles in supply chain management.

This paper carries important strategies developed by the Governments for appropriate marketability and parking of handloom products both in domestic and international markets. The paper is developed based on personal interviews with handloom weavers, Government officials, and respective stakeholders. However, the majority of work is being done from secondary sources of data. Finally, the paper enlightens on strategies adopted for marketing handloom products and concludes with for and against the policy measures.

Index Terms - Government, Handloom, Marketing, Strategies, Supply-chain

I. Introduction

The handloom sector serves the Indian economy with its betterment of qualitative products, concentric employment for rural setouts, and gearing national income level. The development and history of the handloom sector rapidly emerged from the Indian freedom fight process against British Empire. The Father of the Nation Late Sri Mahatma Gandhi supported the handloom sector, even also practiced because this provisioned our employment where we (Indians) could have self-reliance without begging before British

rulers. The economy has identified that the sector is the second largest employment generator after the agriculture and recognized as the transformer of socio-economic discriminations and disparities and similarly, this sector also serves as such.

Ancient Indians are used handloom products as and only the means for clothing and growth of the sector is countless and regardless. However, as time passes, the sector gradually neglected due to enactment European culture and on the other hand, the forcible adoption of liberalization-privatization-globalization (LPG) process. The dependents are partially migrated from it and shown enthusiasm in other sectors such as only reselling of products rather than individual production at cottages. This gives negative impact on the hygienic importance of the sector. The Government switches on the issues and indulges in taking promotional measures and constructing platform for their outputs. As a result, the handloom sector has showcased richness with assistive involvement of skilled weavers and controlled regular migration.

Due to the constant changes in fashion and life style of teenage and adult has been diversified from the usage of traditional and handmade products into micro stitchings for wearing and their life become very soft than their ancestors' life. This change is evitable but how so far it had adverse impact on economy and even their hygiene and health. However, the regular demand force for handloom products still pushes the market especially in global market segment. With this sense, the Government has planned to implement strategies to protect, maintain and develop handloom units and dependents in particular and buyer and stakeholders in large. With this background, the Government of India and the respective State Governments have initiated many programmes and welfare schemes to recall the historical importance with competitive response to market push and pull demand and supply forces. Therefore, they have made proper backward and forward linkages along with some strategic policy initiative and promotional measures to construct barrier less supply chain mechanism.

II. Literature Review

The weaving castes have undergone a transformation with the changes in the technology of making fabric. Colonial legacy reduced the share of handlooms in the production of cloth. The Marxist school of thought has argued that colonial contact destroyed pre-existing industrial systems and brought about economic retardation. **Marx (1853)** observed that the British intruder who broke up the Indian handloom and destroyed the spinning-wheel. England began with driving Indian cottons from European market; it then introduced twist into Hindustan, and in the end inundated the very mother country of cotton with cottons. The independence could not be able to give an opportunity to retain the lost share of handlooms. **Janardhan (1977)** quoted the First Prime Minister of India, Jawaharlal Nehru, was very clear about the future of handlooms in the era of industrialization. He felt that handloom weavers couldn't survive if they did not change according to the changes in the industrialization. He has emphasized on the need of adopting occupations other than traditional occupation. The occupational association of the caste has continued to be the key characteristic of Indian society. **Klass (1998)** opined that the occupational specialization has been considered as an advantageous character and a perfect system of division of labour. Handloom weaving is one among such occupations practiced by specific castes of people in different parts of India. **Seemanthini (2001)** reported that it is providing employment to 12.4 million people and out of this, 60 per cent are women, 12 per

cent scheduled castes and 20 per cent scheduled tribes with 38.91 lakh handlooms in India. In the present industrial scenario, weaving activity has undergone many technological changes that divided it into three components. They are handloom, powerloom, and mill/industry. Handloom is the largest employer among these three sectors, one of non-farm sector and first in world. It is an important among small scale and cottage industries of the country. It has a strategic position in the socio-economic structure of the country due to its nature of work and employability. **Chatterjee (2005)** observed that handlooms and power looms are mainly used to manufacture various home furnishing products like table mats, durries, cushion covers etc. **Sivakkannan (2005)** stated that the handloom promotional and development bodies have well aware about their roles in catalyst of revitalizing the industry in to cater the increasing global demand. **Jayaswal (2005)** noticed that '*desi looms are fast changing into dollar minting machines*' with meeting fastest growing demand for ethnic Indian products abroad has caught attention of foreign entrepreneurs and encouraged by the growing foreign interests in Indian handicrafts business which boost the domestic exporters to setup handicrafts and handloom stores abroad. **Ramanurjan (2005)** observed that a plan for the preservation of skills through the '*Gurukulam*' concept has been formulated to stop the migration of children of handloom artisans and this not only nurture the talents of disciples, but also surely create a congenial atmosphere to make them proud of their profession. **Sivakkannan (2005)** observed that the Handlooms (Reservation of Articles for Production) Act, 1985 was enacted to reserve certain items for the industry and simultaneously, the Planning Commission has recently constituted a Steering Committee on Handloom to make recommendations to strengthen the industry and to provide inputs through policy formulation. In the EXIM Policy, Madurai, Karur, Kannur and Panipat have declared towns of excellence in respect of handlooms and a number of fiscal concessions are made available. **Shingi (2006)** observed that a village level handloom cooperative brings out various dimensions in relation to the survival of handloom industry and also pointed that the extremely low level of wages are given to weavers is the major reason why the weavers are leaving handloom and entering into other trades which promise them relatively more income. **ETI (2006)** has enumerated that 'Great Indian Heritage Promotional Scheme' aims at branding Indian handloom products and secures a niche market for them in domestic as well as international markets. **Nandan (2006)** examined that North-East India may soon have a business facilitation centre to train first generation entrepreneurs. This along with the proposed design house for handloom and handicraft products in Guwahati may help young entrepreneurs and increase export volume and the state handloom and handicraft commissioner's office is working on the same agenda. **IST (2006)** has marked that Punjabis could soon provide the justification of existence of the ailing handloom sector in India as the state becomes the biggest consumer of handlooms and the new machines are also been provided to weavers to improve product quality. **Singh (2012)** stated that the handloom industries are suffering from lack of professional outlooks and in order to increase in sales volume it is necessary to adopt marketing strategies towards satisfying customer requirements.

III. Significance of the Study

The present study is important in multidimensional such as finance, production, human resource and marketing aspects. The 21st century had made vision to accept life to live with competencies or else die as accidental postmortem. Therefore, with the gasp and pulse, the protection of traditional and heritage units for the next generation become strategic issue for good governance. Keeping our Fathers' soul for our glorious generation and returning to culture is the debatable aspect of every nation's agenda and Visions 2020 and 2050 and as such. Because of the family based activities are always chosen than searching complicated and meager requirement of labour force in the market. This creates the ambition of self employment and self reliance with peace and satisfactory life.

Though, the handloom sector employs the largest number of skilled labours. Therefore, it is considered as '*Sunset Industry*' and there is an air of inevitability given the relentless march of mechanization, modernization and sophistication. Still, there are many advocates of handloom for reasons including ideology, philosophy, sheer love for handloom products and economic arguments. However, irrespective of the policies, projects and aspirations arising out of various quarters, the handloom sector is undergoing changes that are impacting the livelihoods of handloom weavers.

IV. Statement of the Problem

The handloom industries are accredited as '*Green and Eco-Friendly Houses*' for healthy and sustainable economy and enterprise development. Due to the traditionally rapid leakage of population caused for poison to economy such as unemployment and poverty vicious. The huge volume of human involvement and recreation of employment in these units will certainly diminishes the customary clutches and open vision for world with diversified workforces and result in natural encounter of crucial economic problems with efficient efforts.

The selected sample area is well-known for handloom and cotton silk products, but is currently suffering from several severe problems. The reason behind is migration and timely involvement in producing the products. Currently, 20-30 families are involved in producing handloom products which is 120-130 in last decade. Apart from 20-30 families, only 8-12 families are in timely production of handlooms but remaining 12-8 families are indulged in reselling of products. In the sample area only two co-operative societies are operating to boost the handloom. The entire marketing process is done through these societies and there is no major role from the weavers and they are renewed as Master Weavers in textile terminology. During the survey interview, the scholars have pointed out many marketing problems for handloom products and identified the reluctant migration of labour force into other activities and other cities.

V. Objectives of the Study

The following objectives have been developed for the study:

1. To study the importance of handloom units in Indian economy.
2. To brought out the role of handloom units in alleviation vicious economic problems.
3. To analyze the present status and attitude of stakeholders in the sample area.
4. To review Government policies and measures in critical manner.

VI. Research Methodology

The present study has been undertaken in a purposeful survey on ‘Operation of Government Welfare Schemes on Handloom Weavers in Bellary District’, a study undertaken for independent self-financed minor research work. During the survey interview, the scholars pointed out many marketing problems for handloom products and identified the reluctant migration of labour force into other activities and other cities. The scholar has taken time to analyze the Government strategies and policy measures in protecting these units and stakeholders. For this, major devotion is given to analyze the Government schemes with the Department of Textiles and Handloom, District Industrial Centers and Zilla Panchayat Officials. The interview is conducted for 20 families, of which 10 in production and marketing and remaining 10 who are migrated to some other economic activities. The table-1 brings the clear picture on study population.

Table-1: Showing Population Interviewed in the Study

Type of Personnel Interviewed	Male	Female	Total
Handloom Weavers	13	07	20
Government Officials	06	---	06
Total	19	07	26

VII. Observations and Research Quotations

The scholars have observed many issues and challenges in marketing in specific and other aspects in general and raised their research quotations on surviving issues practicing in the sample area. They have pointed in below:

1. The Weavers-cum-Owners have lacked in giving professional outlooks for overall activities of the units. For example, Indian handloom sector is strong and enough to meet the both domestic and foreign customer requirements. In fact, it has become a fashion statement and need to attract designers as such.
2. Weavers-cum-Owners do not have awareness in marketing with modern techniques such as product development, brand promotion, packing, advertising, market surveys and demand forecasts. The main reason for this is non-availability reliable information regarding marketing and proper customer feedback system and therefore, this resultant to dissatisfaction of customers.
3. The increasing demand for fineness and creativity has enabled handloom outputs to cross geographical boundaries and detrimental in import and export duties have also boosted the business. This is done through Government setup channels and master weavers and hence, not from the individual weaver community.
4. In the time immemorial, various styles, patterns, fabrics and designs of handloom have been prevalent in India and maintained the richness of heritage and traditionalism. But, the customer community does not have awareness regarding the qualities and usage advantages of handloom products. Therefore, they are unable to differentiate from the rests.
5. The sales promotions are taken in only through exhibitions and fairs with shortlisted outlets. Therefore, the customers were intimately purchases only when it marketed and in rests automatically switches to revelry products.

6. Sometimes, the customers were not interested to purchase those products which are not standardized and quality certified such as durability, shrinking etc.
7. The units have managed under *Just-in-Time* philosophy. In many times, the handloom products are produced and marketed after taking specific orders from the customers.
8. Subsidies and other beneficiaries from the Governments are implemented through co-operatives and there is no major role of individual weavers, who are 60-70 per cent awaited to avail the material at their cottages.
9. There is an existence of tough competition both from intra level viz. mills and power looms and inter level viz. foreign countries such as China and Bangladesh. This has caused for slow growth in foreign earnings.

VIII. Strategies and Policy Measures – A Review of Sponsored Schemes

Ministry of Textile, Ministry of Commerce and Industry, the National Handloom Development Corporation (NHDC), the Office of the Handloom Development Commissioner, the Handloom Export Promotion Council (HEPC), the Department of Handloom and Textile and are implementing various schemes for the development of handlooms in large sense. In Karnataka, the Department of Handlooms and Textiles execute the various handlooms beneficiary schemes and those ongoing schemes have discussed in the following paragraphs.

1. **Integrated Handloom Development Scheme:** This scheme is formulated during 11th plan by merging the essential components of Deen Dayal Hathkarha Prothsahan Yojana, Integrated Handloom Training Project, Work shed-cum-Housing Scheme and Integrated Cluster Development Scheme previously implemented in 10th plan. This scheme comprises many benefits such as,
 - ❖ Up-gradating the skills of weavers to produce diversified products with improved quality to meet market requirements,
 - ❖ Making necessary arrangement for work place where the weavers enable to produce quality products with improved productivity,
 - ❖ Creating market orientation involving weavers, entrepreneurs, designers and professionals for marketing, designing and production management,
 - ❖ Developing inclusive approach to cover weavers both within and outside the co-operative folds,
 - ❖ Facilitating credit base through financial institutions and banks,
 - ❖ Inculcating holistic and flexible interventions to provide need based input specifications to each clusters,
 - ❖ Forming handloom weavers groups visible to production groups within the selected clusters consisting 3000 to 5000 weavers.

For the fulfillment of above objectives, the total budget allocation is restricted to Rs.300 lakhs where central share is Rs.235 lakhs and state's Rs.65 lakhs.

- 2. Group Insurance Scheme:** This scheme is implemented under the banner of “Mahathma Gandhi Bunkar Bima Yojana” and executed through Life Insurance Corporation of India (LIC). All handloom weavers aging between 18 to 60 years are eligible to avail the benefits. For this, the budget outlet is prepared for Rs.18 lakhs and wholly bear by state itself. However, the annual premium is framed as:

Beneficiary	GOK	GOI	LIC	Total
40	40	150	100	330

Apart from this, scholarship is provided by LIC for weavers’ children under Shikshak Sahayog Yojana. The main motto is to keep the weavers than migration by undertaking welfare measures for them and their dependents.

- 3. Health Insurance Scheme:** This scheme is implemented through ICICI Lombored General Insurance and enabled weavers community to access best of health care facility. The beneficiaries are weaver, spouse and two unmarried children and covered all pre-existing diseases as well as new diseases including OPD charges. Under this scheme, actual expenditure incurred by the weaver is reimbursed or paid directly. However, the benefit is availed by weaver, Spouse and two unmarried children and annual limit per family is Rs.15000. The premium per annum is as follows:

Particulars	Amount (Rs.)
GOI Contribution	769.36
GOK Contribution	120.40
Weaver Contribution	50.00
Total premium per family	939.76

- 4. Distribution of Saree and Dhoti to Weaker Sections:** The State Government has introduced the scheme with twin objectives of providing continuous employment to weavers and to provide clothing to the weaker sections at affordable prices. However, the sarees and Dhoties produced under the scheme have been distributed by the Karnataka Handloom Development Corporation to weaker sections in rural areas and urban slums through Public Distribution System (PDS). Therefore, the total budget is proposed to Rs.150 lakhs including necessary expenses.
- 5. Assistance to Handloom Cooperatives:** The financial assistance is provided to the Handloom Cooperatives, Weavers and Institutions involved in the development of handloom products. The total budget is made for Rs.55 lakhs and sub-schemes are being implemented in the following manner:
- ❖ **Interest Subsidy on Borrowed Working Capital:** The scheme provides reimbursement of interest at 3 per cent on Cash Credit Limit (CCL) borrowed by Primary Handloom Weavers Co-Operative Societies (PHWCS) from the District Central Banks under NABARD refinance scheme. The budget is proposed to Rs.2.00 lakhs.
 - ❖ **Kekarara Kalyana Yojane:** Under the scheme, the assistance is provided to weavers and their children in the following manner and the total budget outlay is made for Rs.35.00 lakhs.

Health Schemes	Particulars	Amount (Rs.)
	Reimbursement of Medical expenses for treatment of Cancer and Financial Assistance during treatment period	Maximum 50000.00 500.00 p.a.
	Reimbursement of Medical expenses for treatment of Heart operation and transplantation of Kidney and Financial Assistance during treatment period	Maximum 50000.00 500.00 p.a.
	Financial Assistance to Mentally retarded and leprosy patients	500.00 p.a.
	Cremation of Deceased Weaver (paid to family members)	1000.00

Education Schemes	Level of Education	Scholarship towards fees	Scholarship towards books	Additional Stipend to distinction holders
	PUC and Diploma Courses (per year)	500.00	250.00	500.00
	ITI	---	250.00	---
	Science Degree	750.00	750.00	1000.00
	Other Degree Courses	500.00	500.00	400.00
	Professional Courses	2000.00	1500.00	1500.00

- ❖ **New Designs and Trends:** Under the scheme, the assistance is provided for adoption and implementation of latest designs according to market trends and demands and the required practical training will be imparted at Weavers Service Center, Indian Institute of Handloom Technology (IIHT), Salem, Varanasi and Venkatagiri. During the training period, the weavers will be provided with stipend, accommodation and traveling allowances and study tours are also organized. However, for these activities the budget is proposed to Rs.2.00 lakhs.
- ❖ **Training for Emerging Handloom Weavers:** This scheme contemplates to impart the advanced training and skills to weavers' children at IIHTs for every year for a period of 3 years. For this purpose, the State Government sponsors 18 candidates to Salem branch and 3 candidates to Venkatagiri branch. Under the scheme, stipend and other allowances such as books, project allowances are paid who are deputed for training. The budget estimation is Rs.2.00 lakhs.
- ❖ **State Award to Weavers:** The State Government has recognizes the weavers every year who have shown creativity and innovation in handloom sector and the State Award will be given from the Governors and Chief Minister of the State. It encourages them to show keen interest in looming. However, the budget is specified that Rs.2.00 lakhs.
- ❖ **State Level Exhibition:** Every October month in a year, the Government organizes the state level exhibitions for the sake Gandhi Jayanti in order to provide platform for weavers to participate in that

exhibitions and explore their expertise their product features. Therefore, the budget estimation is Rs.12.00 lakhs.

6. **Marketing of Handloom Product:** A rebate of 20% is provided under the scheme on sale of handloom products by Primary Handloom Cooperative Societies and Cauvery Handlooms during the designated 135 days of a year. This encourages in undertaking many strategies for highest sales and availing the rebate amount. Under this scheme, the budget is allocated at Rs.490 lakhs.
7. **Thrift Fund Scheme for Weavers:** Under the scheme, 8% of the wages earned by the weavers are collected as subscription to the fund and equal matching contribution of 8% is remitted by State and Central Governments (4+4) to the fund. The scheme is operated as through Treasury and Government will provide 12% of interest on the total contribution. However, the beneficiary can draw 50% as advance from the fund to meet expenses in connection with marriages, house construction, medical expenses and children's education. The final amount becomes payable along with interest after successful completion of 15 years as subscriber to the fund becoming totally incapacity to work due to old age or after attaining the age of 60 years. The budget allocated for the scheme is Rs.60 lakhs.
8. **Weavers Package:** The State Government had announced the Weavers I Package during 2007-08 after examining the problems faced by the weavers, which included several benefits to them. During the current year, following schemes undertaken in Weavers Package. The major components of the scheme are as follows:
9. **Weavers Special Package-KHDC:** The State Government had announced the Weavers Special Package-KHDC which included several benefits to the KHDC and its weavers during 2007-08. During the current year, following schemes under Weavers Special Package are being implemented. The major components of the scheme are as follows:

	Components	Budget (Rs. in lakhs)
Other Components	Supply of looms and accessories	79.50
	Working capital to New looms supplied	20.00
	Working capital for restarting idle looms	75.00
	Repair of Pre loom unit (Sizing & winding machines)	25.00
	Generator installation at warping unit at Bilagi	10.00
	Computerization of Showrooms & godowns	50.00
	Interest subsidy on working capital loan availed from Commercial Banks (Rs.15 lakhs in 2012-13 and Rs.85 lakhs in 2013-14)	100.00
	Working Capital assistance for purchase of raw material	240.00
	Re-imburement of 20% rebate on handloom products	707.50
	Thrift fund interest (up to 31-03-2013)	90.49
	Production incentive to weavers	180.00
	Renovation of interiors of Showrooms	60.00

		Budget (Rs. in Lakhs)
a)	Other Expenses	1,637.49
b)	Special Component Plan	189.70
c)	Tribal Sub Plan	172.81
	Total Budget outlay	2,000.00
Other Components	Power tariff subsidy to power loom units with power connection up to 20 HP (including pre loom facilities)	2340.00
	Recurring expenditure to KHTI, Gadag and AHTI, Jamakhandi	30.00
	Interest subsidy to Co-op. and Urban Co-op. banks providing loans to weavers @ 3% interest.	300.00
	Interest on Thrift Fund Scheme	200.00
	Assistance to KHTI, Gadag for infrastructure development.	5.00
	Recurring expenditure to Bellary Trg. Institute	60.00
	Subsidy for raw material purchase by Handloom weavers co-operatives	10.00
	Rehabilitation of Co-operative Societies through NABARD	500.00
	Infrastructure facilities to weavers colonies and installation Express Feeders	50.00
	Mini powerloom parks	200.00
	Marketing complex at Belgaum	200.00
	State Government grant for conducting National Handloom Expo	25.00
	Weavers credit card camps	30.00
	Common facilities centre	100.00
	Supply of Powerlooms to Weavers - Ongoing taluks	500.00
	Total of On-going components	4550.00
	Establishment of woolen blanket marketing complex in Challakere	200.00
	Supply of Carding machine to woolen blanket co-operative societies	100.00
	Assistance for Handloom products for export.	100.00
	Total of New components	400.00
a)	Other Expenses	4950.00
b)	Special Development Plan	1000.00
c)	Special Component Plan	548.83
d)	Tribal Sub Plan	501.17
	Total Budget outlay	7000.00

10. Implementation of Garment Policy: The State Government has announced Suvarna Vastra Neethi 2008-13 for overall development of the Textile sector in the State. Some highlights of the policy are stated below:

- Overall development of Textile sector with emphasis on Readymade garments
- Employment generation is stated with special thrust on women, educated and uneducated youth of rural and backward areas with skill development activities
- Economic development of the State is given through employment, technology up-gradation and Capacity building.

Component	OE	SCP	TSP	Total
Training Programmes	777.19	378.59	344.22	1500.00
Incentives and concessions	1000.00	-	-	1000.00
Mega projects	2300.00	-	-	2300.00
Administrative expenditure	200.00	-	-	200.00
Total	4277.19	378.59	344.22	5000.00

11. Living-cum-Workshed: Under the scheme, the Government will sanction Rs.100000 per living-cum-workshed to SC/ST, where Government grant is 90% and remaining 10% will be the beneficiary's contribution/loan component. For general categories, the Government will sanction Rs.100000 per living-cum-workshed, where Government grant is 75%, 5% will be beneficiary's contribution and remaining 10% will be loan component.

Component	OE	SCP	TSP	Total
Living-cum-Workshed	898.80	61.07	40.13	1000.00
Living-cum-workshed Loan	488.75	06.79	04.46	500.00
Total	1387.55	67.86	89.19	1500.00

12. Share Capital Assistance to Powerlooms: The scheme is intended to encourage rural artisans to form powerloom co-operatives so that the assistance in the form of purchase of raw-materials and marketing could be rendered to the artisans through the societies. For this purpose, societies will be assisted in the form of share capital to meet the margin money requirements and also to increase borrowing capacity of the societies. Hence, the scheme comprised Rs.4.82 lakhs for this purpose.

IX. Compasped Discussion

In order to improve the current conditions of handloom sector and to make the sector more competitive in global scenario, it is necessary to have appropriate marketing strategies to create customer value and make profitable customer relationships. In order to maximize sales volume, it is important to know how to get maximum result/response by using different modern marketing strategies with profession looks. The present trend in handloom sector is mingled in old designs with new techniques and creating originality from it. This has also led the Indian handloom markets to step out of their country. And that's why; export of Indian handlooms is gaining momentum. In late 1998-99, export earning of the sector is Rs.1956 crores, Rs.720 crores in 2000-01, Rs.2000 crores in 2004-05, Rs.2860 crores in 2008-07 and this development is almost continued recently.

The Indian handloom sector has showcased the true blended artistic beauty and durability of materials. In fact, this field of creativity is the traditional culture in India. Each and every state in India has some specifications associated with it, which lends them self reliability. The magic of Indian handloom is such that it has attracted numerous fashion designers. There should be a mechanism for market research which will assist the weavers to produce and release the required design, colour, quality, and priced product towards

achieving utmost customer satisfaction levels. There should be the need of hour for largest promotion of creating Self Help Groups (SHGs) and Joint Liability Groups (JLGs) along with Weavers Co-Operatives Societies towards capturing more benefits and creating entrepreneurial qualities among the members of different SHGs.

X. Conclusion

Marketing strategy for handlooms involves two key decisions (i) customers it will serve (segmentation and targeting) and (ii) how it will create a value for them (differentiation and positioning). The handloom sector should focus on the customer-driven marketing strategy includes market segmentation, market targeting, market positioning and differentiation and developing an integrated marketing mix includes product, price, promotion and Distribution to market the handloom products effectively. To find the best marketing strategy and mix, the handloom sector engages in marketing analysis, marketing planning, marketing implementation and marketing control.

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