

## ROLE AND GROWTH OF HANDLOO INDUSTRY IN KERALA-AN ANALYSIS

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### ABSTRACT:

*From the traditional ways of development the industrial sector in our economy had shown a massive development. Almost all areas of development had shown this. With the advent of the synthetic materials the importance of the handloom industry had collapsed. The 'Make in India' campaign and the planning commission gives a high and importance position for the development of the handloom sector in the economy. USA, UK, Germany and France are the topper countries to which the export activities are undertaken and massive income are generated. The handloom sector in India is unique in its style, pattern, texture and quality. However the third handloom census reveals that the number of workers in the handloom sector has shown a declining tendency. So to help the weavers the Indian government has initiated various schemes and policies for the development of the industry. Market researchers however show that a massive development of the handloom sector matters mostly which yields an important contribution in the area of industrial development.*

**Keywords:** *E-commerce, Indus valley civilization, COPEX, handloom sector, mechanized loom, Handloom Reservation Act, The national textile policy (2000).*

### 1. INTRODUCTION

The Indian Textile Industry has advanced a lot in the area of industrial production. The Indian textile industry is one of the largest and oldest one. The availability of the resource basin had helped a lot in the development of the handloom industry. Today India lies in the second position in the area of textile production. About 36 million people are directly employed in handloom sector in country. According to the Ministry of Textiles, the share of textiles in total exports during April–July 2010 was 12.04%. During 2009–2010, the Indian textile industry was pegged at US\$55 billion, 64% of which services domestic demand. In 2010, there were 2,600 factories for textile weaving and 4,135 textile finishing in all of India. The performance of the handloom industry was also increased with the aid and help of the government sector which tried to improve the performance of the industry through various schemes and beneficial programmes.

Cotton textile industry is one of the largest handloom industries in India. India's textiles industry contributed eight per cent of the industry output (in value terms) of India in 2018-19. It contributed three per cent to the GDP of India and employs more than 44 million people in 2018-19. The handloom sector also contributed 16 per cent in the area of export sector of India in 2018-19.

## 1.1. PICTURE OF A TRADITIONAL HANDLOOM WEAVING



*Fig1: Handloom Industry*

Figure 1 shows the nature of a traditional handloom industry which is a part of our rich tradition.

## 2. OBJECTIVES OF THE PROJECT

- 1) To study the socio-economic impact taken place among the weavers due to implementation of various developmental activities.
- 2) To study the present status of handloom sector in Kerala such as number of weavers, number of looms, ownership of looms, production details like varieties of clothes, count wise consumption of yarn, rebate sales, export, wages etc.
- 3) Financial assistance received by each co-operative society under various schemes (loan, share, grant) and present outstanding dues.
- 4) The problems faced by the primary co-operative societies in the erosion of working Capital assistance extended by NABARD/ District Co-operative Bank, due to higher rate

of interest, blockage of funds with Hantex/ Hanveev and state government etc.

- 5) To know the
  - a) Number of Handloom Societies functioning and number of society members.
  - b) Number of weavers and other workers related to societies and their socio-economic conditions.
  - c) Number of weavers and other workers engaged in Private firms (Factory type) or on individual basis and their socio-economic conditions.
  - d) Details regarding the weavers like income received, main source of income etc.
  - e) Number of looms with facilities.
  - f) Details regarding employment generated and job related diseases.
  - g) Quantity of clothes woven, price received, transaction etc.
  - h) Availability of raw materials
  - i) Loans or any financial assistance obtained.
  - j) Number of Hanveev workers etc.

## 3. HISTORICAL DEVELOPMENT AND GROWTH OF HANDLOOM INDUSTRY

The handloom industry in India had attained severe development strategies even before centuries where mechanized loom was developed to produce handlooms. The cottage industry in India plays an important role in the development of the handloom sector. About 1/6th of the total requirement of country in the area of handloom sector is provided by this sector, which meets all the requirements of the sector.

### 3.1. DYING PROCESS IN HANDLOOM INDUSTRY



*Fig2: Dying method adopted in handloom industry*

Figure 2 shows the dying process in the handloom industry which is a part of our rich tradition. The history of the handloom sector dates back on to the Indus valley civilization. It has now a great part of our tradition and prosperity of culture. The export sector of India had a well-developed export market with advanced and developed country. The Textile industry was an important component of income generation in India before the English colonies. "The hand-loom and the spinning-wheel, producing their regular myriads of spinners and weavers, were the pivots of the structure of that society," described by Karl Marx. The English colonies had revolutionised the structure of the old handloom industry and pushed it moving from small units into factories. They exported massive amounts of cotton and lead to free trade into India by Britishers. But as days passed the traditional outlook of the industry has undergone massive changes. The industrial revolution of 18th century had also lead to the decline of the handloom industry.

### 3.2. COPEX

It is the apex institute in the area of handloom production. It has a wide range of product categories (about 30) with a large number of variations within each. It is the nodal marketing federation for several handloom weavers' co-operative societies, with 328 exclusive showrooms all over India. There are fifteen regional warehouses, including nine within Tamil Nadu. The textile industry went massive revolution under the development of the COPEX. In customer preference there was a shift from traditional sarees to other fashionable dress materials. The unit helped a lot for the development of the handloom industry to have a strong basin.

### 4. HANDLOOM INDUSTRY UNDER FIVE YEAR PLANS

In the First Five Year Plan period, to review the progress of the handloom industry the All India Handloom Board was formed. A number of industrial units and sales unit were developed for handloom industry during the First Plan period. In the Second Five Year Plan period, efforts were taken to improve the production of the handloom industry since the plan gave more importance to the industrial basin of the society. Various research activities were also undertaken to increase the productivity of the handloom sector. In the Third Plan period, rather than developing the existing handloom industrial unit, massive activities were made to enhance the export of handloom products. With the upcoming expansion of Weavers' Service Centres at Bombay, Madras, Varanasi, Calcutta and

Kancheepuram the handloom sector produced massive development.

The two Institutes of Handloom Technology played an important role for providing the training for weavers in the handloom industry. In the Fourth Plan, measures were taken to make the sector of handloom industry. Handloom export area showed an increase as the plan proceeds. During the Fifth Plan period, employment in the handloom industry also showed an increased tendency by 20 per cent and exports increased by Rs.6 crores to Rs.100 crores.

Twenty-six Intensive Handloom Development projects were established all over India which provided employment opportunity to the people in the rural area. In the Sixth Plan period, the supply of raw materials was also increased through establishment of co-operative spinning mills. Various Financial assistance programmes were initiated for the development of the handloom industry.

To ensure better marketing of handloom products several State level societies were formed as an aid and advice unit for the handloom sector. Modernisation was also a part of the process. The Seventh Plan period mainly aim for augmenting the share of handloom cloth, which leads to an increase in the employment generation programmes. Several initiatives were also taken in the area to improve handloom training, research and marketing.

In the Eighth Plan period measures were taken to ensure reasonable wages for weavers, supply of hank yarn at reasonable prices, establishment of silk yarn bank and export development. Efforts were formulated for the

implementation and development of the Handloom Reservation Act of 1985. Several welfare measures were also undertaken for the development of the workers in the industrial area. In the Ninth Five Year Plan, the handloom sector faced serious competition from power looms which led to the massive downfall of the industrial unit.

#### 4.1. PLAN EXPENDITURE ON VILLAGE AND SMALL SCALE INDUSTRIES

Plan	Total Expenditure (₹. Crores)	(2) as Percentage of Total Expenditure	
		on industry	in Plan
1	2	3	4
First (1951-56)	48.00	47.8	2.1
Second (1956-61)	187.00	18.7	4.1
Third (1961-66)	248.00	12.2	2.8
Fourth (1969-73)	242.00	7.7	1.5
Fifth (1974-78)	592.00	6.2	1.5
Sixth (1980-85)	1945.00	11.3	1.8
Seventh (1985-90)	3,249.00	10.7	1.5
Eighth (1992-97)	6,334.00	7.8	1.5

**Fig3: Increasing trend of the small scale industry**

The figure 3 shows the trend of the expenditure of the government for the development of the small scale and village industry which includes handloom sector which is a form of our traditional unit of industrial activity.

#### 5. HANDLOOM INDUSTRY IN KERALA

About 1.75 lakh of people in Kerala are employed in the traditional sector and massive levels of employment are being provided by the handloom units in India.

The handloom industry in the state is mainly concentrated in Thiruvananthapuram, Kannur, Kozhikode, Palakkad, Ernakulam, Thrissur, Kollam and Kasargode Districts.

The Kerala Kasavusarees are very much famous for its rich tradition, style and quality. Kerala is also known for the manufacture of cotton handloom fabrics in Kannur, Vadodara and Kozhikode and has captured an export market. Balaramapuram in Thiruvananthapuram district is the most important handloom production unit which has a high traditional background. Figure 4 shown below depicts the handloom weaving process in kerala which reveals a great culture of our tradition.

## 5.1. TRADITIONAL HANDLOOM WEAVING IN KERALA



Handloom Weaving in Kerala

*Fig4: Increasing trend of the small scale industry*

About 250 years back the weavers belonging to Chaliyas community migrated from Nagarcoil and Thirunelveli in Tamilnadu during the period of Balaramavarma, ruler of Travancore. Kuthampully in Thrissur District is also well known for handloom fabrics.

The Kuthampully Devangas who migrated from Karnataka were the ones who were engaged in weaving activities. It has been believed that they were brought in by the traditional royal family to Kerala. Ernakulum District is also an important centre for the production of handloom units in Kerala.

The weavers here produce the Double Dhotti and Mundu and Neriyathu. The handloom industry in Kerala faces severe competition from the Tamilnadu units creating massive problems for the development of the industry. This also affects the market of the Kerala handloom products. For the efficient use of all the resources the employment of a suitable human force is essential.

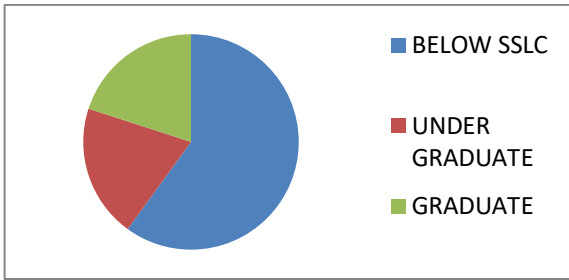
The industrial unit however requires highly talented ones to work in the industrial unit with strong base where the establishment of the unit shows a strong tradition that lay behind Technical, management and human resource training facility provision in the industry stands as an important barrier for the development of the industrial unit. Lack of management efficiency is the most important problem associated in the area of managerial development. The manufactured qualitative products value mostly that even people from different parts of the country come to Kerala to purchase the highly qualitative products which had immense popularity in the industrial sector outside India.

## 6. ANALYSIS OF THE REPORT

Based on the questionnaire which was given to 5 workers and 5 processing unit owners in Kerala handloom industry

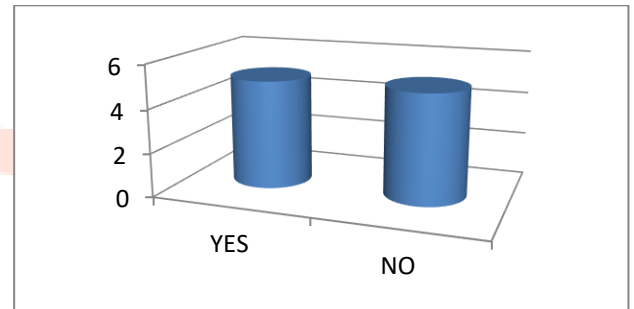
1. What is your Educational level?

- 1) Below SSLC
- 2) Under Graduate
- 3) Graduate



5. Are you able to maintain sufficient standard of living?

1. Yes
2. No



2. Are you a trained professional in this field?

- a) Yes
- b) No



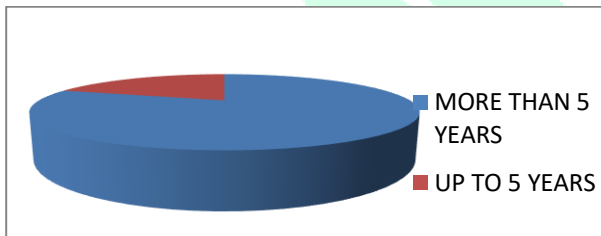
6. Do you face any health problems due to working here?

1. Yes
2. No



3. How long have you been doing this?

- a) More than 5 years
- b) Up to 5 years

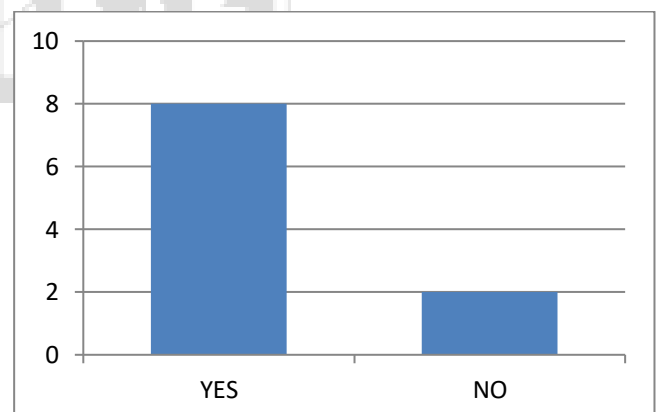
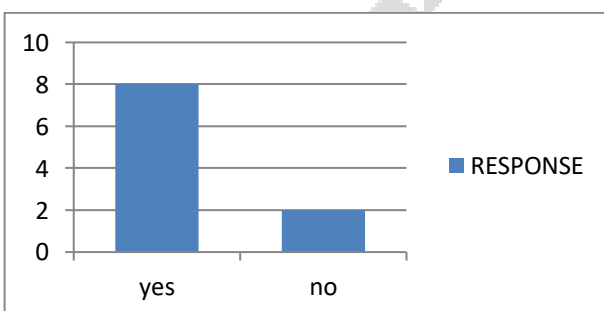


7-Do you regularly undergo any training programme?

- a) Yes
- b) No

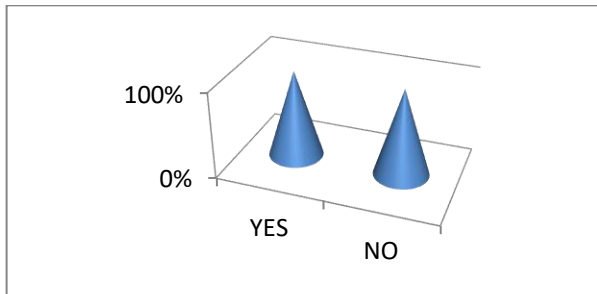
4. Are you able to make sufficient income out of this?

- a) Yes
- b) No



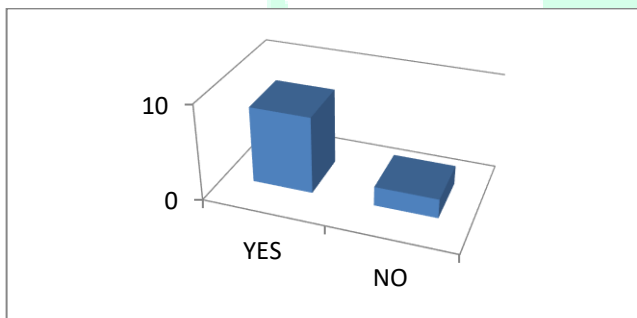
8. According to your opinion does more youth should be encouraged in this field?

- 1) Yes
- 2) No



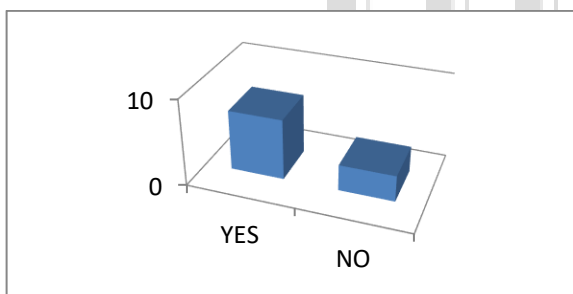
9. Are you interested to take up handloom industry as a profession?

- 1) Yes
- 2) No



10. Does government provides any financial to you?

- 1) Yes
- 2) No



11. According to your opinion how can the performance of the handloom sector be improved?

## 7. RESULT

The study revealed that majority of the people in the industry belongs to undergraduate or SSLC level people who consider it as a means of livelihood. Most of them technically qualified individuals who have been provided training facilities by the government. They say that they used to get various types of grants and allowances from the government for active development. Most of the people were comfortable with the working atmosphere in the industrial unit and have been working there for more than 5 years. They regard it as a permanent job for them. They also claim that they are able to earn revenue out of the job and maintain their family. They are able to maintain a sufficient standard of living with the job that they received.

They also say that even though the industrial unit has been considered as good it has its own limitations and also faces serious amount of problems from the unit. Most of them argue that more Young generation should be placed on to the field as it could be regarded as a sort of fixed employment area. They are ready to take up the handloom sector occupation as an occupation as they strongly believe that the sector will provide them with suitable revenue in future.

## 8. CONCLUSION

The national textile policy (2000) made immense contribution for the development of traditional textile industry which comprises of the handlooms, power looms and textile mills. The most important feature of the sector is that it is the largest provider of employment opportunity after the

agricultural sector in the economy. The main challenge of the industry was seen on its competition in the world market. Hence various sorts of schemes were initiated by the government for undertaking its development and provide various schemes for the development of the unit.

The handloom weavers are classified on the basis of organization of production into cooperative, Master-weaver and independent weaver segments. Government through all their possible measures have been trying a lot to remove the problems faced by the handloom workers in the unit and had appointed various committees to review the matter.

The importance and reputation that the traditional handloom sector of Kerala receives is of immense value and could not be even compared. The committee appointed to study the issue of the handloom industry claims that the industrial basin has no strong root and had not been able to protect and safeguard the interest of the workers. Many of their products have been under qualified due to lack of proper availability of resources.

Handloom industry is not developed in its versatility and flexibility, which permits quick and massive innovations. The quality of Handloom products lies in the introducing innovative designs, which cannot be replicated by the Power loom sector. Thus, Handloom sector becomes a part of the heritage of India and shows the traditional value of Indian textile Industry. Handloom production has had made immense contribution to the National GDP and export earnings.

The handloom sector provides employment to about 13.5 million people and is the regarded as

the largest rural employment provider next to agriculture; it also provides employment opportunity to the people working both in urban and rural areas of the society. According to surveys conducted by various research institutions over the recent past, the country has more than 39, 00,000 handlooms.

In north-eastern States, there are more than 16, 00,000 domestic handlooms. Handloom industry in all parts of India reveals our rich tradition and great culture. The handloom co-operatives are a major segment accounting for a large proportion of weavers, next to the master – weaver segment.

However the growths of the traditional handloom units are being misused by many bureaucratic controls and the largest sector after agriculture which provides massive employment opportunity to many have been destroyed. The lack of availability of resources and fair supply, payment of wages to the labour of the unit has also created massive problems and lead to the way for the destruction of the traditional unit. As a result of this, a large number of co- operatives, which once had Successful record, have been declared non-functional.

## **9. ACKNOWLEDGEMENT**

Firstly, I thank God for the successful accomplishment of this article. I also thank my parents, husband and children who whole heartily helped me to accomplish this article .I also thank my colleagues who contributed for the development of the article. I extend our thanks to the handloom unit who helped me by providing all the necessary

information needed. I also extend my thanks to the entire journal unit who provided us an opportunity to publish this article.

## 10. METHODOLOGY AND DATA SOURCE

The methodology adopted in this project includes secondary data and primary data which includes questionnaire. The questionnaire was distributed to 5 workers and 5 processing unit expertise in the unit and data was collected.

## 11. LIMITATIONS OF THE RESEARCH

The interview conducted was limited only to a small area of the population. Secondary data may be subjected to biased results. It cannot be believed that the primary source will be a reliable one as it may have certain amount of bias in it.

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