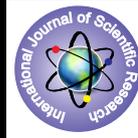


Present Conditions and Problems of Handloom Weavers in Kovur Mandal, Nellore District of Andhra Pradesh



Commerce

KEYWORDS:

Dr. R. VIJAYA BHASKAR

Lecturer In Commerce, Besant Theosophical College, Madanapalle, Chittoor (Dt), Andhra Pradesh, India.

ABSTRACT

The existence of Handloom dates from times immemorial in India. Though handloom literally refers to a traditional weaving method, symbolically it stands from much more. It represents a philosophy- a way of life. The philosophy is the simple faith of Indian folk artisan- the handloom weaver- the man behind the loom. Handloom stands for the revitalization of traditional creative energies and the certainty that they can be infused into our modern civilization. Though the methods employed in making handloom products are simple, the results are extraordinary. The human effort results in creations, which are both aesthetically delightful and extremely durable

INTRODUCTION:

Indian handloom Industry is the oldest industry since times immemorial handloom Industry has been an integral part of Indian Economy. Handloom Industry not only very ancient but also unique in the sense that in no other country hand weaving is being carried out on a national wide basis. The Handloom Industry is one of the major decentralised industries and it is highly labour intensive which plays a crucial role in the rural economy. Handloom weaving is a cottage industry spread throughout the Indian sub- continent there are almost 4 million handlooms in the country. Generally weaving is a family activity, with each member contributing in varying degree to the processes involved in producing cloth. In this way some 15 million, men, women and children are involved in Handloom Weaving. Their efforts resulting in the production of about 4000 million meters of cloth each year(1).

Further Handlooms have been successful in preserving Technical designs and skills which have wide repute. One of the good things about handloom Industry is that it has kept to the traditional patterns. No other country in the world can boast of a similar skilled artisans like the Indian handloom Weavers excellent workmanship are the hallmark of the Indian Craftsman(2)..

OBJECTIVES :

To study the Socio- Economic background like literacy, income and caste In Kovur Mandal, Nellore District. .

- To Examine the relationship between literacy and sale of fabrics, Caste and production of fabrics, cost and profit of product , man hours spent and product wise in the study area.
- To assess the problems of weavers in the study area.

SAMPLE DESIGN:

In the Nellore District has famous for Paturu saris, Chennuru silk saris, Venkatagiri Zari saris and Pattimarpu Cloth which are also exported to some foreign countries. There are 10,532 weavers households in Nellore District. In Kovur Mandal 1,286 weavers households are spread over Two revenue villages namely Paturu, Gummala Dibba and as per census of Government of Andhra Pradesh Office of the Assistant Director of Handloom Weavers, Nellore District using simple random sampling technique nearly 10% of the households (120) in each weavers village was selected for the study thus, the study is confined to 120 Handloom weavers households in the Kovur mandal.

1. LITERACY :

Table 1: LITERACY LEVEL OF THE HEADS OF HOUSEHOLDS

Village Wise	Illiterate Weavers	Primary Level	High School	Intermediate	Graduation	Literate total	Total	Average Education Score
	35	41	20	3	1	65	100	1.44
	1	14	5	-	-	19	20	1.26
Total	36	55	25	3	1	84	120	1.35
Percentage	30.00	45.83	20.83	2.50	0.84	70.00	100	
Weight-age	0	1	2	3	4			

1. Paturu	35	41	20	3	1	65	100	1.44
2. Gumaalla Dibba	1	14	5	-	-	19	20	1.26
Total	36	55	25	3	1	84	120	1.35
Percentage	30.00	45.83	20.83	2.50	0.84	70.00	100	
Weight-age	0	1	2	3	4			

Source: Field survey

Of the sample Heads of households 30.00 percent are illiterates. Among literates 45.83 percent have primary education 20.83 percent have high school education, 2.50 per cent have intermediate education and only 0.84 percent has high school education and no person has post graduate education. The sample heads of house holds have the average education score of 1.35 which means that on an average they have upper primary education. Table 1 gives particulars regarding literacy level of the sample heads of households.

2. INCOME LEVEL:

The largest income group account for 54.17 per cent of the total weavers households has annual income between Rs. 20,000 -40,000 they are followed by these in the income group of Rs. 40,000 -60,000 forming about 22.50 per cent and those the income group of Rs. 0-20,000 constituting 13.33 per cent of the total weavers households table 2 shows the details.

Table 2: INCOME LEVEL AND VILLAGE VISE DISTRIBUTION

Income Range	Paturu	Gummala Dibba	Total	Percentage
0-20,000	12	4	16	13.33
20,000 -40,000	55	10	65	54.17
40,000 -60,000	22	5	27	22.50
60,000 -80,000	10	1	11	9.17
80,000 -1,00,000	1	0	1	0.83
Total	100	20	120	100.00

Source: Field survey , (No's in Households)

3. OCCUPATIONAL INCOME:

There are 90 per cent (108 members) of the sample weavers reported that their primary occupation is weaving. The remaining involved in Agriculture and Agricultural Labour as their primary occupation. All the weavers reported that they had subsidiary

occupations the major secondary occupation was Agriculture followed by Agricultural Labour and cloth marketing many of them used to have more than one subsidiary occupation. Female members of the weavers were mainly engaged per- weaving activities, agricultural labour and cloth marketing.

Weaving ia the main source of Income, to the weavers followed by cloth trade, agriculture, allied activities, agricultural labour and other activities. The average per capital income of weavers (Rs.8,314) is low compare to the per capital income at current prices in India (Rs.53,331) 2010-2011. Table 3 shows the distribution of sample weavers among the different income groups and average size of Household is 4.20

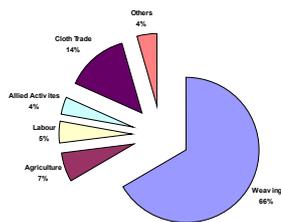
Table 3: OCCUPATIONAL INCOME SOURCE

Sl. No	Source	Total Income (Rs.)	Income per Household (Rs.)	Per Capital Income (Rs.)	Percentage
1.	Weaving	27,88,000	23,233	5,532	66.54
2.	Agriculture	2,75,000	2,292	545	6.56
3.	Agricultural labour	1,92,000	1,600	381	4.58
4.	Allied Activities	1,64,000	1,366	325	3.91
5.	Cloth Trade	5,90,000	4,917	1171	14.08
6.	Others	1,81,500	1,513	360	4.33
	Total	41,90,500	34,921	8,314	100.00

Source: Field survey ,.

OCCUPATIONAL INCOME SOURCE

4. CASTE: The weavers of the mandal belong to Five major Com-



munities which are included in the list of backward classes in Andhra Pradesh. These castes are Devanga, Padmasali, Thogata, Pattusali, and Kaikala. These casts have low status and the weavers belong to the socially and economically weaker section of the mandal population. Recently some of the weavers of the mandal are partly engaged in agriculture and all activities. The women weavers have a habit of working as agricultural labourers in the field during the agricultural season

The community background of the respondent weavers is given Table 4. Among the 120 handloom weavers studied here 57 were Devange caste(47.50 %), 25 Padmasali caste (20.83%) , 10 Pattusali caste(8.33%), 23 Thogata caste (19.17%) and 5 Kaikala caste (4.67%) Among all weaving communities Davanga Caste is 47.50 percent nearly half of the population.

Caste Wise Distribution

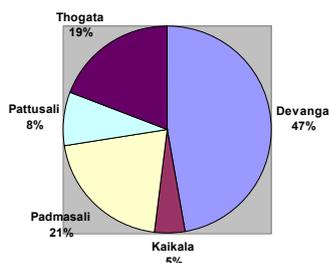


Table 4: CASTE- WISE DISTRIBUTION OF RESPONDENTS

S. No	Caste	Frequency	Percentage
1.	Devanga	57	47.50
2.	Padmasali	25	20.83
3.	Pattusali	10	8.33
4.	Thogata	23	19.17
5.	Kaikala	5	4.67
	Total	120	100

Source: Field survey

5 WEAVERS CASTE BY PRODUCT GROUP :

As to the over all position it may be noticed from Table 5 , Devanga caste, Thogata caste and others are spread among most product lines it can be that above 76 per cent of the Devanga caste weavers (48 out 57) are confined to three product groups Viz., cotton saries, polister Saries, and Silk Saries nearly 65 per cent of the Thogata caste weavers (17 out 73) are confined to two product groups. Viz., Polister Saries above 84 per cent of the other caste weavers (17 out of 25) are confined to three product groups Viz., Polister Saries and Silk Saries. Padmasali caste have chosen only cotton Sarries product units and Kaikala caste have chosen Three types that is Cotton, Silk and Polister Saries

Table 5:WEAVERS CASTE BY PRODUCT GROUP

Caste	PRODUCT GROUP				Total
	Cotton Saries	Silks Saries	Zari Saries	Polister Saries	
Devanga	22 (38.59) (45.82)	13(22.80) (44.82)	9(15.78) (47.36)	13(22.80) (54.16)	57(100) (47.50)
Padmasali	10(40) (20.83)	7(20) (24.13)	5(20) (26.31)	3(12) (12.5)	25(100) (20.83)
Pattusali	4(40) (8.33)	4(40) (13.79)	2(20) (10.52)	-	10(100) (8.33)
Thogata	10(43.47) (20.83)	3(13.04) (10.34)	3(13.04) (15.78)	7(30.43) (29.16)	23(100) (19.16)
Kaikala	2(40) (4.16)	2(40) (6.89)	-	1(20) (4.16)	5(100) (4.16)
Total	48(40) (100)	29(24.16) (100)	19(15.84) (100)	24(20) (100)	120(100) (100)

Source: Field survey , Note : “-” Indicates ‘Nil’. () indicates percentage

6. MAN HOURS SPENT ON VARIOUS ITEMS:

One remarkable feature of the Handloom Industry is that it employs the largest number of women workers, next to agriculture. All the members of the family from Nine years to non- agearians work from six in the morning to ten in the night. It is the existing fact that the weavers hardly get square meal even after struggling for ten to twelve hours a day. They work all the twelve months a year without enjoying any holiday or leave, bonus, gratuity or provident fund, insurance or medical aid(3).

Table 6.MAN HOURS SPENT ON VARIOUS ITEMS: (Per 22 sq.Mts.)(Nos. In Hrs.)

Items	PRE- WEAVING				Weaving	Total
	Warping And dyeing	Pincloom Stagings Pin winding	Bleaching & Starching	Total Pre-weaving		
Cotton Saries	3	10	3	16	43	59
Silk Saries	4	10	2	16	54	70
Zari Saries	5	10	4	19	61	80
Polystar Saries	3	4	2	9	51	60

Source: Field survey

6. OPERATIONAL COST STRUCTURE:

It can be observed from the Table 4.6 that the total preweaving and weaving cost excluding yarn cost of 22 Sq. Meters of cotton saries worked out Rs. 850, Silk Saries Rs. 1030, Zari Sari Rs. 1105 and Polister Saries Rs. 1060 . The cost structure indicates the efficiency of handloom weavers and there is possibility of minimising the cost structure by improving their efficiency on weaving work.

Table :6 OPERATIONAL COST STRUCTURE OF VARIOUS ITEMS (in Rs.)

Items	PRE-WEAVING				Weaving	Total
	Warping and yeing	Pincloom Stagings Primwinding	Bleaching, Starching and sizing	Total Pre-weaving		
Cotton Saries	75	125	50	250	600	850
Silk Saries	85	125	70	280	750	1030
Zari Saries	85	200	70	355	750	1105
Polystar Saries	85	125	100	310	750	1060

Source: Field survey

7. COST, SELLING AND PROFIT STRUCTURE :

The total cost (including yarn cost) and selling price and profit margin on various items of handloom cloth. The weavers get a profit of Rs. 400 on 22 merers Cotton Saries excluding the time they spent namely 59 hours the profit of Rs. 470 on Silk Saries by spending 70 man hours. Profit of Rs. 695 on Zari Saries by spending 80 man hours, the profit of Rs. 540 on Polister Saries by spending 60 man hours. Thus it indicates that the weaving of Zari Saries will get the maximum profit weaving of Cotton Saries will give least profit to the weaver. It is evident that there is a heavy competition from the power looms and Textile units to the Handloom sector.

Table7:TOTAL COST, SELLING PRINCE AND PROFITS OF VARIOUS ITEMS
(per 22 Sq. Mts)(Value in Rs.)

ITEM	PRE WEAVING COST	WEAVING COST	TOTAL COST	SALE PRICE	PROFIT
Cotton Saries	250	600	850	1250	400
Silk Saries	280	750	1030	1500	470
Zari Saries	355	750	1105	1800	695
Polister Saries	310	750	1060	1600	540

Source: Field survey

8. PROBLEMS OF WEAVERS :

In the study has identified multiple problems of Handloom weavers that is Co-operatives in- efficiency in supplying raw yarn, Non availability of raw yarn, Lack of infrastructure, Financial Problems., Natural Calamities, Labour Problems, High cost of raw yarn, Weavers co-operative society or Government agencies are not active for selling their product, Competition from power/ Mill made products. and Lack of marketing facilities.. The Table 8 shows order of ranks given the problems of weavers .

Table 8: PROBLEMS IN WEAVING AND SELLING PROCESS OF FABRICS

S. No	AREA OF PROBLEMS	RANKS OF PROBLEMS
1.	WEAVING / PRODUCTION	1) Co-operatives in- efficiency in supplying raw yarn 2) Non availability of raw yarn 3) Lack of infrastructure. 4) Financial Problems. 5) Natural Calamities 6) Labour Problems 7) High cost of raw yarn
2.	SELLING / DISTRIBUTION	1) Weavers co-operative society or Govt. agencies are not active. 2) Competition from power/ Mill made products. 3) Lack of marketing facilities

Source: Field survey

SUGGESTIONS:

- It is suggested that the Government and its allied agencies should provide more financial assistance at concisional rates to the Handloom Co-operative Societies on need basis. The Co-operative Society should work honestly without indulging in unfair practices and canalize the benefits, facilities and incentives, offered to the weavers, and Weavers should realize that the themselves co-operatives came into existence for the welfare of the weavers.
- The Government should educate the weavers in modern methods of dyeing, weaving and designing etc. and also provide the necessary raw materials at confessional rates.
- The Government should provide financial assistance to the Handloom Weavers especially in the rainy season to meet their needs. The given finance assistance is repayable in small installments to the Government
- The Handloom Boards should work more in favour of promoting Handloom Sector and should strengthen the Handloom Societies, particularly in marketing their products. The weavers should observe the latest market trends and produce the fast moving items.
- The Handlooms Sector facing severe competition from the power-loom large scale textile units in promoting the products. To solve this problem the Government should provide more sales outlets and purchase their requirement from the wavers.

CONCLUSION:

The handloom sector is next to agriculture in respect of employment potential and with dealing trend in the handloom sector the problem of unemployment will agitate. Given due attention the handloom industry could very well re-establish the pride of place that it occupied on the industrial map of India and it could contribute in a better way for the economic growth of the country. It is hoped that every one will agree that the handloom industry under the informal sector is one of the major industry that needs immediate care and attention.

REFERENCE

1. Indian Hand Woven Textiles, Source Book, The Handloom Export promotion 2. . Tirupalaiah, 'A Project report on the working Trend of Venkatagiri. Handloom weavers Co-operative production of sale Society Ltd. No.V. 384 NELLORE. Dt;
3. John Gillow & Nicholas Barnard ' Traditional Indian Textile' Thomas and Hudson Ltd.- 1991, London.(by Singapore National Printed Ltd.)- Page.4.
4. MAMATHA & SHAILAJA D. NAIK, 'A study on working conditions of Handloom Weavers', Textile, Dyer & Printer, 19975VA.
5. SHENAI 'History of Textile Design', Sevak Publication 1992, Bombay