

Introduction:

Internship is an opportunity that offers to a students to getting work experience in particular field . It will helps to learns more about what is particular and why students are benefit from them. An internship works at a company for a fixed period , usually 3 months. Some students will have a part-time internship in which they work at the office for some days or hours per week.

Importance of project:

- It helps to students work a their interested field.
- It helps to students to apply their theoretical knowledge to a real and to get a valuable experience which make them stronger candidates for future work.
- It can be good way to try out a certain career. For instance, we may think that we want a
Job in advertising after college, but after an internship, we may find that its not for us: that
Is valuable insight that will help us to select our future path.
- Nowadays colleges are count the internship as course credit. This is dependent on college`s
Requirements , but usually, a3 months long internship counts as a full course credit students to build their career.

Benefits of project:

- To enhance our skills
- To gain the leadership skills
- To get to know a community
- To increase in the social -relationship
- Provides help for to career development
- Helps in gaining experience and self -confidence
- Helps in the development of the personality

Primary Handloom Weavers cooperative Society At Golasangi



Introduction

Handlooms are the oldest forms of weaving , dating back thousands of years . Handlooms were used by nomads in Central Asia as early as 5000 BC. The widespread use of handloom fabrics began around 3000 BC after the invention of cotton

Cotton was much more versatile than wool, making it easier to weave on handlooms .The first Handlooms were frames made of wood and bamboo on which the weaver would sit while they worked. The warp threads were stretched across two lengths of wood, with one end secured to the ground and the other attached to a peg at the top of each frame. The weaver would then place the weft threads between these two lengths of wood and use a sticks to push them backwards and forwards as they were woven.

The use of bars and treadles allowed the weaver to sit down and work instead of standing, thus significantly improving upon the process by which threads had previously been pushed by hand . However, it would still take a long tome for one person to weave cloth in this manner.

Over time, weaving became an integral part of Indian culture. The Indians used handloom fabric for clothing needs – and its usage expanded rapidly.

Karnataka's handloom industry has a rich history that dates back to the 8th century. The state is renowned for its exquisite silk and traditional weaving techniques, with Ilkal sarees from north Karnataka being woven since the 8th century.

The traditional weaving industry in Karnataka has been passed down through generations, with many varieties of sarees obtaining Geographical Indication [GI] tags, including Ilkal Sarees, Mysore Silk Sarees, Udupi Cotton Sarees, and Karnataka Kasuti Sarees.

Overall, Karnataka's handloom industry has a rich history, diverse traditions, and a strong modern presence, making it a significant contributor to the state's economy and cultural heritage.

BACKGROUND OF HANDLOOMS AT GOLASANGI VILLAGE

The handloom industry in Golasangi village has a rich history that dates back to its establishment on 25th November 1953. Over the years, this traditional craft has played a pivotal role in the socio-economic development of the village and has been the source of livelihood for many local artisans. The industry's primary products include towels, handkerchiefs, shirt pieces, veils, and sarees, reflecting the exquisite craftsmanship and cultural heritage of the region.

During its early days, the handloom industry in Golasangi village witnessed significant demand for its products. The locally woven fabrics garnered appreciation not only in the village itself but also in neighboring regions, contributing to a flourishing market for these handcrafted goods. The industry provided sustainable employment opportunities to the weavers and artisans, allowing them to preserve and pass down traditional weaving techniques and designs through generations.

However, like many other handloom industries across the country, the industry in Golasangi village faced challenges with the advent of technological changes. The emergence of power looms and the availability of synthetic fabrics resulted in a decline in demand for handloom products. The handloom industry struggled to keep pace with the changing market trends, which threatened its existence and the livelihoods of the artisans.

Nevertheless, in 1996, a turning point occurred in the industry's trajectory with the vision to adapt and embrace technological updates, the handloom industry in Golasangi village began a journey of transformation.

Needs of Handlooms:

The handloom industry has several needs to thrive and sustain itself.

1.Market Access:

Handloom products need to reach a wider market, both domestically and internationally, to increase sales and revenue.

2.Financial Support:

Handloom weavers often face financial difficulties due to delayed payments, lack of access to credit, and low wages. Financial assistance, such as subsidies, loans, and timely payments, can help alleviate these issues.

3.Skill Development:

Handloom weavers need training and skill development opportunities to improve their craft, learn new designs, and adapt to changing market trends.

4.Design Innovation:

Handloom products need modern and innovative designs to appeal to contemporary consumers and compete with machine-made products.

5.Raw Material Supply:

Handloom weavers need access to high-quality raw materials, such as yarn, dyes, and other inputs, at reasonable prices.

6.Infrastructure:

Handloom clusters and villages need basic infrastructure, such as electricity, water, and sanitation facilities, to support the weaving process.

7.Social Security:

Handloom weavers need social security benefits, such as health insurance, pension schemes, and protection from exploitation.

8.Promotion and Branding:

Handloom products need promotion and branding efforts to raise awareness about their unique value proposition, quality, and cultural significance.

9.Technology Integration:

Handloom weavers can benefit from technology integration, such as digital loom, e-commerce platforms, and social media marketing, to improve efficiency and reach a wider market.

10.Policy Support:

The handloom industry needs supportive policies and rights of weavers, and encourage growth.

→ By addressing these needs, the handloom industry can thrive, and handloom weavers can lead a sustainable and dignified life.

OBJECTIVES OF HANDLOOM:

- **Preserving Traditional Craftsmanship:**

Handlooms help preserve traditional weaving techniques and craftsmanship.

- **Promoting Cultural Heritage:**

Handloom showcase cultural heritage and traditional heritage and traditional designs, promoting cultural diversity.

- **Empowering Artisans:**

Handlooms provide livelihood opportunities for artisans, empowering them economically.

- **Sustainable Practices:**

Handlooms often use eco-friendly materials and sustainable practices, reducing environmental impact.

- **Unique Products:**

Handlooms create unique, handmade products with distinct textures and designs.

- **Supporting Local Economy :**

Handlooms contribute to the local economy by generating income for artisans and local communities.

- **Fostering Creativity :**

Handlooms allow artisans to express their creativity and innovation through designs and patterns.

- **Providing Employment :**

Handlooms provide employment opportunities for weavers, designers, and rural, semi-urban populations, other stakeholders.

- **Market Development:**

To develop and expand domestic and international markets for handloom products.

- **Quality Improvement:**

To improve the quality of handloom products through training, technology upgradation , and quality control measures.

- **Design and Fashion Development :**

To promote contemporary designs, fashion trends, and styling in handloom products to appeal to modern consumers.

- **Empowerment of Weavers:**

To empower handloom weavers, particularly women, through training, capacity building, and social security measures.

- **Export Promotion:**

To promote exports of handloom products to increase foreign exchange earnings.

- **GDP Contribution :**

To contribution to India's GDP through the growth and development of the handloom industry.

- **Tax Revenue Generation :**

To generate tax revenue for the government through the growth of the handloom industry.

- **Provide Employment:**

Handloom weaving provides employment opportunities to millions of people, particularly in rural areas.

- **Increase Income :**

Handloom weaving helps to increase the income of weavers and their families.

- **Promote Rural Development:**

Handloom weaving contributes to rural development by providing a source of income and promoting economic growth.

- **Empower Women:**

Handloom weaving provides women with economic independence and social recognition.

VisitingPhotos



D. ORGANIGATIONAL PPROFILE OF HANDLOOM SOCIETY:

Board of dairecters

- 1) Pampannappa B Ulli
- 2) Pundalikappa S hadlageri
- 3) Kidiyappa talagadi
- 4) Shankrappa P Kaladagi

Staff category of the association

1. Gururaj H Kuchabal
2. Narayan P Sinnur
3. Ashokswami C Devangmath
4. Pundalik G Guledagudda
5. Aakash S Hubballi
6. Raghavendra S Kaladagi
7. Irappa S Koppada
8. Neelamma V Gani
9. Annapurna R Malaghan
- 10.Triveni R Balabatti
- 11.Bharati Y Buddar
- 12.Nanda N Sangannavar
13. Prakash M Bantanur

Textile weaving process



Manufacturing items in industry

- **Woven Shirting:** Woven Shirting in polyester Viscose, Polyester Cotton and 100% Cotton yarn are available in Pastel, Medium and Dark shades and also in woven stripes and Check patterns.
- **Woven Towels :** Woven Towels are manufactured by using 2/20s * 2/20s, 2/20s *10s Cotton yarn in Honeycomb and Huck-a-back weaved so that moisture is absorbed immediately.
- **Illkal Traditional Sarees :** Illkal Traditional Sarees are manufactured with Artsilk warp yarn* Cotton weft yarn and available in shot colours weaving with Maroon colour border and pallu.

- **Cotton Bedsheets** : Cotton Bedsheets in woven stripes, Checks, in plain weave and also Dobby and Jacquard designs.
- **Carpets and Durries** : Carpets and Durries are available in various sizes. These carpets and durries are produced in different sizes, design and colours.

Types of Handloom

- a. Pit loom
- b. Frame Loom
- c. Chittaranjan Loom
- d. Hattersley Loom
- e. Power Loom

1.PIT LOOM :



This loom is created by sunken four posters into the ground and with an overhang sley. The thread work inside the pit, so that the warp threads may absorb moisture and better weaving will result. In, this looms the combination of sley and shuttle boxes. In 1733 A. D John key of bury, England invented the “Fly Shuttle”. This invention was an extremely important event in the history and development of weaving.

FEATURE:

- It fl shuttle loom
- It production is double because by the introduction of sley, shuttle- boxes.
- An average weaver cans weave a medium width fly- shuttle loom at 80-110 pics per minute.
- Shuttle is transfer one box to another box.
- To control moisture loom are settled in floor that way yarn can get moisture
- By this loom we get texture fabric.

ADVANTAGES:

- Production is high
- Moisture can easily control.
- May produce texture fabric
- An average weaver can weave
- Fly shuttle pit loom , back and beast beam has been introduced to remove these difficulties like {knot, yarn, breakage, etc }
- It can accommodate a greater quality of weft in the pirn.

DISADVANTAGES:

- Difficult to control more number of heald shaft
- This is one kind of handloom so large scale production is impossible
- To set the loom is difficult.

2.FRAME LOOM:



This looms almost have similar mechanisms that ground looms hold. The loom was made of rods and panels fastened at the right angles to construct a form similar to a box to make it more handy and manageable. This type of loom is being utilized even until now due to its economy and portability.

FEATURES:

- This type of loom made on a frame
- The movement of the slay is given by the left hand of the weaver
- Twill, satin another weave more number may produce
- Beam dia may high by weaving.

ADVANTAGE:

- It has an increased speed one hand of the weaver operates the picking handle and the other remains free to operate the slay.
- Fabrics of long width can as conveniently be woven as narrow ones.
- Larger number of heald can conveniently be operated.
- Ensure better selvage.
- Let off is done with a pawl lever arrangement.

DISADVANTAGE:

- Cloth beam dia increase and make it very large
- Difficult to fit the level.
- Fabric may compact

3. CHITTARANJAN LOOM:



Chittaranjan type of semiautomatic loom of sturdy construction made

of iron and wood commonly used in Bengal is known as Chittaranjan loom. This loom also called Japan loom.

FEATURE:

- The principal characteristic of this loom lies in its beating up take up and let off motion.
- For beat up, two wheels upon the top shaft connect the slay at two ends with two livers.
- A five wheel positive take- up motion has been adopted to regulate picks per inch.
- Production rate is high
- Shedding and picking motion in this loom work as fly shuttle loom.

ADVANTAGE:

- An average can conveniently run this loom
- In 80 percent Efficiency, this loom run at 120 to 140 picks per minute
- It ensures uniformity in the insertion of picks per inch by the use of five wheels positive take- up motion
- It also ensures uniform beat up
- It is more suitable for weaving medium and coarse fabric than finer ones
- The sweep of slaying to produce terry piles

DISADVANTAGE:

- This is not an automatic loom
- Five wheels positive take-up motion is used which gives jerky motion
- Precise control of a fraction of pick is not possible
- Production rate is less over than modern loom

4. HATTERSLEY LOOM:



This loom in 1856 Hattersley and hill of Keighley, Yorkshire act in the same manner as a power loom excepting the movement of the slay which may either be operated manually or by motive power to the top shaft, but the loom is constructed with lighter forming.

FEATURE:

- This is the same manner of the power loom.
- This loom is lighter than power loom.
- Shredding, picking, beating up, taking up, and let off motions are automatically operated.
- For taking up five wheels take-up motion is used.
- Shedding is formed from the bottom shaft in case of the plain weave.

ADVANTAGE:

- Maximum motion are motive by power.
- This loom is lighter than power loom.
- It also ensures uniform beat up.
- It ensures uniform insertion of pick
- An average weaver can conveniently run this loom.

DISADVANTAGE:

- For driving manually more than 50” read space is not control
- A weaver can not weave a long time
- Five wheels take up give jerky motion

5. Power Loom:



Power loom revolutionized the textile industry by significantly increasing the speed and volume of fabric production. It operates using machines powered by electricity, allowing for mass production. While this offers economic advantages and meets the fast-paced demands of the market, it also raises concerns about environmental damage and loss of traditional weaving skills.

Advantages:

- Increased Productivity
- Consistency
- Scalability
- Cost- Effective

Disadvantages:

- Unemployment
- Environmental Impact
- Limited Flexibility
- Dependence on Technology
- Initial Investment

Items used in handicrafts

Natural Materials

1. Wood
2. Bamboo
3. Clay
4. Paper {handmade or recycled}
5. Fabric {cotton, silk, wool}
6. Natural fibers {jute, hemp, coconut}
7. Shells
8. Stones
9. Seeds
10. Beads {wooden, glass, or seed-based}

Recycled Materials

1. Recycled paper
2. Repurposed fabric
3. Reclaimed wood
4. Metal scraps
5. Glass bottles or jars

Traditional Materials

1. Handmade dyes
2. Natural pigments
3. Traditional textiles (batik, tie-dye)
4. Hand- carved wooden items
5. Pottery and ceramics

Other Materials

1. Clay or terracotta
2. Papier-mache
3. Woven fibers (basketry)
4. Natural adhesives (glue, resin)

1.HANDWOVEN



A handwoven fabric is woven manually on a loom that is operated by hand, and hence the name handloom. Any fabric is produced by the interlacement of yarns- **the warp which makes the length of the fabric and the weft which interlaces/ interlocks with the warp and makes the width of the fabric. Weaving is this interlacement of the warp and weft.**

Materials: Natural fibers like cotton, silk, wool, and jute are commonly used.

2.Hand spinning:



This process of converting cotton fiber to yarn is complex and the strength and fineness of yarn is dependent on the staple length of the fiber and the skill of the spinner. Yarn can be hand spun in two ways- cotton fiber to yarn by hand, cotton to sliver by mechanical process which is then spun by hand in various thickness. Srikakulam in north coastal Andhra remains the only hand spinning belt in the country, where fine yarn up to 100s count is spun.

- **Bobbin Winding:**

Yarn in the hank form is wound on bobbins in this process. This is the first step in transforming the yarn from the hank form to a linear form. Dyed hank yarn is wound on bobbins with the help of charkas. This process enables the laying out of yarn lengths for weaving. Bobbin winding is done by women in the weaver households.

3. Dyeing:



Textiles can be dyed in the yarn form or at the fabric and garment stages. Hank yarn dyeing is a predominant practice in South India unlike in the North where fabric is dyed for developing prints in the craft sector. The dyeing process involves “scouring” to remove natural oils and dirt present in cotton after which natural or chemical dyes are used for colouring. Dyeing for handloom is done in and around weaving villages by local experts.

4. Street sizing:



The warps are stretched out on two beams and natural adhesives are applied to add strength to the yarn and lubricate it to withstand the rigors of weaving in most handloom centers, rice starch/ gruel is mixed with coconut /groundnut oil and applied as “size” material. Sizing is carried out by weavers or specialists in the village. Since this activity is done on the street, it is called “street sizing”

.

The brush that is used in the sizing process is made locally using available natural material like palmyra fiber.

5. Shuttles:



Shuttles, tools used in looms to carry the weft thread across the warp threads during weaving.

- **Function:** Shuttles hold and guide the weft yarn, which interlaces with the warp yarn to create fabric.
- **Operation:** The shuttle is thrown or passed through the shed (the space between warp threads) to weave in the weft. Some looms, like shuttleless looms, use alternative methods.
- **Historical Significance:** The invention of the flying shuttle in 1733 allowed for wider and faster weaving, contributing to the development of power looms and textile mills.
- **Modern Use:** While some modern looms are shuttleless, shuttle looms are still used, particularly for producing selvedge denim and by artisans focused on traditional weaving techniques.

6. PVC pipes:



This is colorful PVC pipes being used in a textile factory for weaving. PVC pipes are versatile and widely used due to their durability and resistance to corrosion. The pipes in the image are likely used as warp threads in a handloom, a traditional weaving device.

- **Textile Use:** In this context, the PVC pipes serve as warp threads on a handloom, enabling the creation of colorful and patterned fabrics.
- **Weaving Process:** The weaver uses a shuttle to carry the weft thread between the warp threads creating the fabric.
- **Sustainability:** PVC is recyclable, contributing to environmental sustainability.

Key facts about handloom industry:

- This industry gives the opportunity to women in villages and small towns who have proved they are no less.
- They are working with proficiency and this is benefiting them and their families.
- The need of the hour is to make traditional designs match the modern requirements. The industry is progressing at a fast pace but it needs a little help in terms of encouragement and facilities to the artisans.
- There are several ways in which one can get into this sector like marketing, designing etc. You can learn the skills either from a master craftsman or an institute.
- There are several institutes that are offering this kind of training. There are customer-centric institutes which believe in first understanding the needs of the customer and using that information to create the right kind of products.
- There are organizations using eco-friendly ways to help create value products and also provide employment to many people by providing the right kind of skill based training. India is the second largest banana producer in the world. Once the banana is harvested the plant is discarded as waste. The artisans use this banana waste to make very attractive handicrafts. The farmer is paid for the waste too.
- Handlooms can provide a sustainable livelihood for artisans and weavers where other employment opportunities may be limited.
- Handlooms are an important part of many cultures, particularly in India, where they are a significant part of the country's textile heritage.

Work Environment of Handloom Weavers

The term **work environment** is used to describe the surrounding conditions in which a person operates. The **work environment** can be composed of physical conditions, such as work place office temperature, of equipment, such as personal computers. It can also be related to factors such as work processes or procedures.

Handloom weaving involves manual sorting of raw material, carding and spinning with a cord machine, and dyeing the fibers with acid and chrome. Pre-weaving, fibers are boiled in an acetic acid and dye solution, washed in running water, and dried. Weavers use hand-operated looms that require the weaver to sit at the loom and operate foot pedals that hang below. These actions require repetitive movement of the upper and lower limbs to operate pedals and shuttles with the arms raised away from the body. Post-weaving activities include clipping threads, embossing and carving art designs , mending, edge bending, and chemical washes to produce the finished product. In addition to awkward positions, workers are exposed to noise and dust pollution during these processes.

Women in production system of Handlooms:

As far as women participation is considered, after agriculture sector, handloom sector is the second largest sector which has substantial percentage of women workers. Sector is basically a family driven enterprise, it involves the women members of the family. Generally the male members work on the looms and also involved in procuring raw material and marketing of the product. The women members are involved in the allied works related to weaving and most of the pre-weaving work is done by them and in some cases women also even weave and operate the loom. It was also observed that handloom sector is the only manufacturing sector wherein one finds large number of women producing products which are worn by large women.

Thus a unique feature of handloom sector is ‘ **women producing for women**’ . Most of the items like sarees, dupatta, dress material, house hold items like bed sheets, pillow, covers, curtains etc. are utilized by

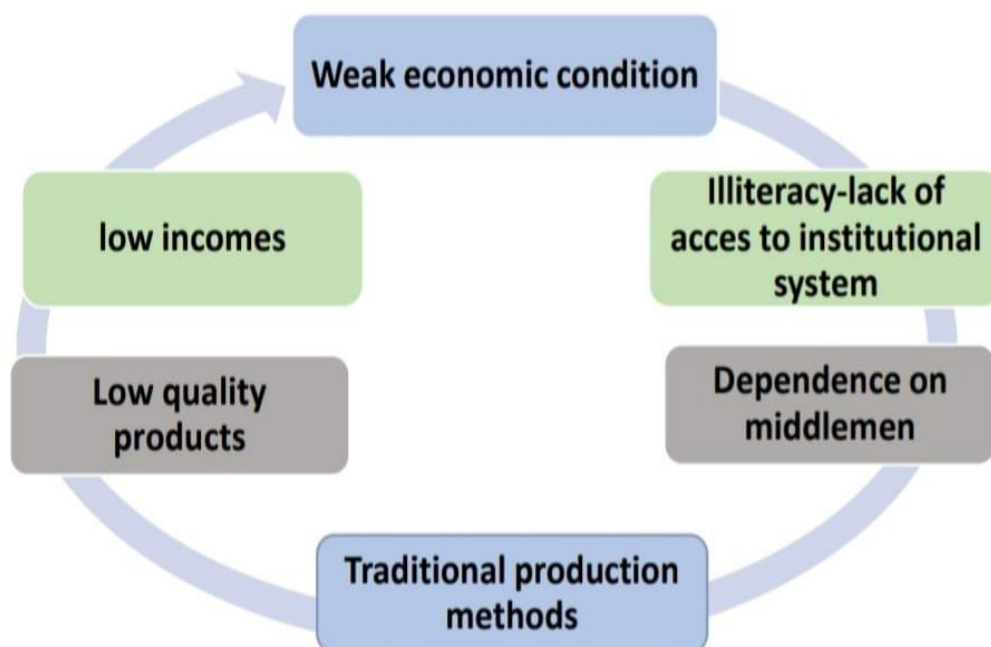
women. However, the shrinking of the sector is also affecting the women. Our country has large number of SHFs, if organized, nurtured and capacities are developed, they can contribute to the growth of this sector, which would ultimately help in economic empowerment and facilitate in bringing gender equity.

Vicious circle of poverty:

As can be seen from the above table the handloom weavers come from the disadvantaged sections of the society. Their literacy level is abysmally low and the economic condition very poor. Though they possess valuable skills, they are in the clutches of middlemen and money lenders and cannot bargain for their right dues. The vicious cycle of poverty in case of weavers is captured Fig 6 below

Vicious circle of poverty – handloom weavers

Fig-6: Vicious circle of poverty –handloom weavers



BENEFITS TO WEAVERS:

1. Economic Benefits:

❖ Improved Income:

Rural handloom societies help weavers access better markets, leading to improved income and financial stability.

❖ Access to Credit :

Many societies provide weavers with access to credit, enabling them to invest in their livelihoods.

❖ Marketing Support:

Societies often provide marketing support, helping weavers to promote and sell their products more effectively.

2.Social benefits:

❖ Community Building:

Rural handloom societies foster a sense of community among weavers, providing a platform for social interaction and mutual support.

❖ Skill development :

Many societies offer training and skill development programs, enabling weavers to improve their skills and adapt to changing market demands.

❖ Empowerment of Women:

Handloom societies often empower women weavers, providing them with economic independence and social recognition.

3. Cultural Benefits :

❖ Preservation of Traditional Crafts:

Handloom societies play a crucial role in preserving traditional crafts and techniques ensuring their transmission to future generations.

❖ **Promotion of cultural Heritage:**

Societies promote the cultural heritage of handloom weaving, raising awareness about its significance and value.

❖ **Revitalization of Traditional designs:**

Many societies work to revitalize traditional designs and patterns, ensuring their continued relevance and appeal.

4.Other Benefits:

❖ **Technical support :**

Societies may offer technical support, helping weavers to improve their productivity and product quality.

❖ **Networking Opportunities:**

Handloom societies provide weavers with opportunities to network with other artisans, designers, and industry experts.

The Karnataka government has implemented several schemes to support weavers in the state. Here are some key initiatives:

Weavers Honor Scheme :-

❖ **Nekar Samman Yojana:**

A financial assistance scheme launched in 2020 to support destitute weavers affected by COVID-19 pandemic. Eligible weavers receive a yearly assistance of rs2000, which is transferred directly to their bank accounts.

❖ **Nekar Kalyana Yojana:**

A scheme providing financial assistance to weavers for various expenses, including health and education.

❖ **Government Rebate:**

The government offers a 20% rebate on the sale of handloom products to encourage their production and sale.

Marketing System in Handloom Sector:

The marketing system in the Handloom sector operations mostly through the following

Five channels:

- a. State Handloom Cooperative Societies
- b. State Handloom Development Corporations
- c. Private trader/ master weavers
- d. Sales outlet of weavers societies
- e. Exhibitions /Mela and market the products

Problems in marketing of handloom products:

Marketing is one of the major challenges for handloom products because of changing market environment like globalization , industrialization and mechanization. The major challenges in the field of marketing can be summed as under:

a. Lack of availability of market information:

The weavers are unaware of the market demand and unable to adopt new design and colours, etc, due to lack of direct customer feedback. The traders control major supply of inputs as well as marketing channels, design, patterns, trends and other market related information.

b. Lack of awareness about the product features among customers:

During interaction with the cooperative societies and individual weavers in the field, it was found that though the weavers are aware of all the qualities of handloom cloth, they lamented that very few present day customers are aware of the superior features of handloom cloth. Handloom cloth is very soft and good for skin., the customers are also able to distinguish between the handloom products and the products produced by power-loom. The customer should be aware of the qualities of handloom .

c. Insufficient promotion and Advertisement of Handloom:

The promotion is only through exhibitions and fairs with limited outlets for a limited periods, mainly only during festival seasons. Hence the customer purchase handloom products, only during festival seasons. Hence the handloom products, only when available and switches to the competing products when handloom products are not available in the market and therefore customers cease to remember handloom products, which ultimately affects marketing.

D. Lack of quality standardization:

The handloom cloth often is not able to compete because of lack of quality consistency in terms of finishing, colour and dye. Government of India and State Governments under their cluster development scheme promote adherence to the quality parameters . A procedure is needed for checking the quality standards of the products like durability, shrinking ect., so that customer is assured about this.

Initiatives by Government of India for marketing handlooms:

A. Handloom Marketing Assistance:

During 12th Five year Plan, the Government of India has launched “ Handloom Marketing Assistance Scheme . the main objective of the scheme is to provide direct marketing platform to the weavers and handloom organizations to sell their products directly to the consumers. The main activities under the components are:

- Organization of expos, events and craft meals
- Promotion of Handloom Mark
- Setting up of retail stores
- International fairs and exhibitions
- Publicity
- Awareness and band building
- Implementation of Geographical Indication of Goods

B. Handloom Mark:

The handloom Mark has been launched to serve as a guarantee to the buyers that the product being purchased by them is a genuine hand- woven product and not a power loom or mill made product. Handloom mark is promoted and popularized through advertisement and publicity.

c. e-Commerce Policy:

The Government of India has launched a policy framework to encourage e-marketing of handloom products, in order to promote marketing of handlooms in general and to reach the younger customers in particular. Under the policy framework, the office of handloom[DC] would collaborate with approved e-commerce entities in promoting e-marketing of handloom products, in a transparent, competitive and effective manner.

d. MoU with flip Kart:

Development commissioner, Handloom signed an MoU with M\S Flip Kart for domestic marketing of handloom products of individual weavers and Handloom Corporations. The intervention is aimed at providing the missing linkages of market intelligence, market intelligence market access and logistics and help Indian weavers in getting remunerative prices for their products.

PROBLEMS FACED BY HANDLOOM SOCIETY:

The present age of modernization and globalization has posed a number of challenges for the handloom industry in societies . The issues of concern to this industry are discussed below.

❖ Rising input costs:

The prices of yarn, dyes, chemicals and other inputs have increased sharply in the recent period. This has resulted into cost disadvantage to the weavers. In spite of more than 700 yarn depots being operated in the country; the weavers are not able to obtain the necessary inputs at reasonable prices. The problem is more acute for the individual weavers who need small quantities of yarn and chemicals. This situation is affecting the level of output in the handloom industry .

❖ Credit problem:

The poor financial condition and independent functioning of weavers has made it difficult to obtain credit from the institutional sources. Hence they have to depend on the mercy of private money lenders, and their exploitation continues. In many cases the weavers have to divert the loan amount towards.

❖ Marketing bottlenecks:

The largely unorganized handloom industry suffers from a number of marketing problems due to poor financial and managerial resources. There is no easy availability of handloom products in tier-II and tier-III towns. The prices are also high and not within the reach of common people . There is also problem of genuineness of the products available in the handloom emporiums.

❖ **Lack of modernization:**

The handloom industry has been using age old technology and looms. These results into low productivity and high cost. Again the continuous and repetitive movements of production process adversely affect the health of weavers in various ways such body pain, pulmonary problems, chronic bronchitis, decrease in hand-grip strength and eye-strain.

❖ **Migration to other fields:**

Due to the lower income and instable work the younger generation of weavers has been migrating to other occupations. This has reduced the weaver community.

❖ **Poor infrastructure:**

Since “handloom” manufacturing is carried on in the houses of weavers spread over a vast geographical area, it lacks the necessary infrastructure which is available in industrial estates. There are no separate sheds, water and power supply, technology support effluent treatment plants ad waste management arrangements. The poor infrastructure affects the productivity, quality and cost.

Here are some casual problems faced by the handloom industries:

Social Problems:

- Lack of Social Security
- Limited Education and Training
- Migration of Weavers

Environmental Problems:

- Environmental Impact of Dyes
- Waste Generation
- Energy Consumption

Production- Related Problems:

- Labor- Intensive Process
- Limited Productivity
- Raw Material Quality

Financial Problems:

- Low Earnings
- Limited Access to Credit
- High Production costs

Market -Related Problems:

- Lack of Market
- Competition from Power looms
- Fluctuating Demand

Government- Related Problems:

- Lack of Government support
- Complex Regulations
- Limited Access to Technology

These are just some of the casual problems faced by the handloom industries. Addressing these challenges can help to promote the growth and development of the handloom sector.

Handloom Weavers challenges At Current Situation:-

Rural handloom societies weavers are currently facing numerous challenges that affect their livelihoods and the sustainability of the traditional handloom industry.

❖ Low Wages:

Weavers earn very low wages, with an average yearly income making it difficult for them to sustain themselves.

❖ Rising Material costs:

Increasing costs of raw materials, coupled with cheaper alternatives from power looms, make it challenging for handloom weavers to compete in the market.

❖ Limited Financial support:

Weavers have limited access to credit and financial assistance, making it difficult for them to invest in their business.

❖ Limited Digital Knowledge:

Weavers have limited digital knowledge, restricting their access to modern markets and e-commerce opportunities.

❖ Aging Workforce :

The Sector is facing a growing generational divide, with younger generations showing little interest in weaving, while experienced weavers resist innovation.

❖ Labour Shortage:

The younger generations of handloom weavers do not prefer weaving as a profession. As the wages being offered to the weavers refrain from adopting this occupation. They want a better lifestyle and are looking for better employment opportunities in and outside. This has led to shortage in the number of weavers in the golasangi handloom sector.

SWOT ANALYSIS:

STRENGTHS:

- ❖ Large skilled, semi-skilled workforce in the sector.
- ❖ Little or no demand for electricity
- ❖ Diversified products.
- ❖ A good cooperative base.
- ❖ Usage of natural dyes.
- ❖ Strong brand name.
- ❖ A widely recognized market
- ❖ An attractive customer base market.
- ❖ Cost Advantages.
- ❖ Customer -friendly and eco-friendly products.
- ❖ Huge range of coloured products beyond the spectrum.
- ❖ Adorned with a high sense of ethical and aesthetic qualities.
- ❖ Both full and leisure time activity.
- ❖ Exquisite design with handcrafted finish.
- ❖ High level of value addition by the handy process.
- ❖ Exclusive products with traditional technology
- ❖ Exquisite designs not replicable in power loom .

WEAKNESS:-

- ❖ Inadequate raw material provision to weavers throughout the year.
- ❖ Lack of market intelligence
- ❖ Lack of managerial talent.
- ❖ Slow process on product diversification and innovations.
- ❖ Rigidity of weavers to make a change over on existing product.
- ❖ No control on overheads, pricing , heavy inventory, damaged stocks etc.
- ❖ Lack of Advertising
- ❖ Lack of promotion strategies.
- ❖ Obsolete technology and facilities.
- ❖ Short on financial resources.
- ❖ Lots of underutilized plant capacity.
- ❖ Not attracting new customers as rapidly as rivals.
- ❖ Weaker dealer network than key rivals.
- ❖ Exploitation by money lenders.
- ❖ Subpar profitability, no cost control measures.

OPPERTUNITIES:-

- ❖ Good domestic market and scope for the export market.
- ❖ Government policies in favour of the sector,
- ❖ Opening of Bank for Raw materials and designs.
- ❖ Implementation of welfare schemes.
- ❖ Expanding its products to meet broader range of customer needs.
- ❖ Using the internet and e-commerce technologies to reduce the costs.
- ❖ Opening to the market shares away from rivals.
- ❖ To make advertisement to sell the products.

THERTS:-

- ❖ Migration of weavers to other traders.
- ❖ Imitation of products and design by power loom industry.
- ❖ Import of goods at a cheaper price after globalization.
- ❖ Decrease in cotton cloth consumption.
- ❖ Income level of weavers is going lower day by day.
- ❖ Closure of government rebate schemes.
- ❖ Entry of the fraud competitors
- ❖ Loss of sales to substitute products.
- ❖ Increased competitors lead to a decline in profit margins.
- ❖ Slowdown in the market growth.
- ❖ Growing bargaining power of customers.

SUGGESTIONS:

We are observed from the study and suggests the following measures for improving handloom industry.

- 1. Government should give attention in up gradation and modernization of loom attention in up graduation modernization of loom, equipments and infrastructural development for the betterment of the handloom industry.**
- 2. Redesigning of the existing traditional products, the existing product can be made softer good textures and with standard size. The existing traditional motifs can be used for new product development and diversification and will give the product a local identity, Society should try to make damask fabric.**
- 3. Training to enhance the skills of weavers in manufacturing and marketing aspects in changing business environment. Effective implementation of various policies and programs could be successful when there would be proper integration, cooperation and coordination from the government. Skill and design development exercise can be conducted for the weavers which product range as well as improve their design sensibility.**
- 4. Societies should give more importance to promotional strategies and government should give promotion subsidy to well established societies. Society can employ interesting sales promotion tools like coupons, free gifts etc to create interest and excitement to the customer to buy handloom product. Publicity is one of the essential factors, which influence the sale of the products. Therefore government should provide special publicity drive to promote handloom products.**
- 5. The Government should organize more awareness programs in popularizing the handloom mark to create unique brand image for genuine Handloom products. Branding of products and youth icons should be used to make handloom fabrics into a fashion statement.**

6. TO bring superior quality in handloom products, the pre and post loom process development should take place. Innovative and faster weaving processes and techniques to increase efficiency of more competitive and profitable. Weaving of damask fabric for national or international market could be an added attraction.
7. Using various finishing techniques and product packing for better marketing. Calendaring unit can be set up in weavers service center of each district.

We also observed that the Handloom Textiles constitute a timeless part of the rich cultural Heritage of India. The element of art and craft present in Indian handlooms make it a potential sector for the upper segments of market, domestic as well as global. However, the sector is beset with manifold problems such as obsolete technologies, unorganized production system, low productivity, inadequate working capital, conventional product range, weak marketing link , overall stagnation production and sales, and, above all, competition free power loom and mill sector.

CONCLUSION:

From the present study it is concluded that Handloom weavers in societies are traditionally weaving as their primary occupation are in a pitiable condition, owing to poor socio-economic conditions. However various unfavorable factors lead to decline on the aspect of socio- economic conditions. Majority of them are wage weavers working for more than 8 hours day accompanied by the entire family. Majority weavers working under the study have been considerably related to the techniques to improve the socio-economic conditions of handloom weaver handlooms.

Handloom industry gives employment to thousand people it is thus productive as employment generator in the rural and urban areas it focus on development. Handloom weaving is a noteworthy industry that utilizes lakhs of individuals in the nation. It is important to expand on such qualities while articulating the prospects of the business.

A growing inclination, which has ended up progressively proclaimed today, is to see the prospects for the handloom business in corner[both national and universal] markets. So as to do this, a real move in the current points of view on the business will be important. Handlooms must be drawn nearer as a profitable industry and as a significant generator of business.

We found that weavers, are using their traditional weaving machines without any up graduation of weaving machines, nor great working conditions, not to mention access to capital or any sort of standardized savings, no proper shed weaving.

Thus the study finds out the problems and highlight them in different aspects and tries to highlight the impact of handloom sector. Few suggestions for fulfilling the basic need of growth and improving living standards of the weaver and his family. Having studied on the socio-economic conditions of weavers, an attempt has been made to offer suggestions for improving the plight of handloom weavers.

Awareness for education among the weavers society, government shall take necessary measures for the weavers by giving them a common working shed, there is a need of creating awareness, and providing capacity building series to help weavers to meet safety standards, government should provide technical to women.