**INTRODUCTION**

Tradition of hand weaving is a part of our country's cultural heritage and symbolises ability of the weavers to design intricate artistic and attractive products by use of handlooms. Handloom is unparallel in its flexibility and versatility, permitting experimentation and encouraging innovations.

**The fashion industry is unique**. Even if we are likely to associate fashion firms with the glamorous catwalks and the eccentric personalities of fashion designers, behind the curtains, there is much more than meets the eye.

The Apparel Industry consists of companies that design and sell clothing, footwear and accessories. Product categories include everything from basics, such as underwear, to luxury items, for example, cashmere sweaters and alligator-skin handbags. Traditionally, apparel companies were wholesalers, selling large quantities of goods to retailers, which then marked-up items and sold them to consumers at a profit.

A lot can be learnt from the socio-cultural aspects of a community through the food, language and clothing patterns. Clothing and textiles have been important in human history and reflect the materials available to a civilization as well as the technologies that had been mastered. The significance of the finished product reflects their culture, social standing and community aspects. The evolution of fabrics can be traced through the historical evolution of a region.

In this article, we will discuss the handlooms which have developed during the reigns of these empires and also which have indigenous origins based on the availability of materials and communities and their occupations. The types of handlooms in the state vary according to geography, climate, socio-cultural and economic aspects as well as the historical events which has shaped the cultural landscape.

**ABOUT ROSE THREAD**

The firm will mainly deal with the clothes that are handpicked from various parts of India. Here, there will be almost every kind of attire for kids, men's, women's, and old aged people; where Shirts, T-shirts, jeans, Sarees, Kurtas, Pyjamas etc will be listed. Every item will be from different parts of India and can be handloom or powerloom. It may also include fabrics, ready mades (dresses,tops,gowns), duppattas (many more products)etc. Keeping in mind about the culture customer will also be offered the ethnic wear and traditional outfit of various states and that will be purely handloom.

New product will be launched based on the season and on the demand from the clientele and also with the ongoing/current trend. The main objective is to showcase the products of the clothing firm which strongly believes in providing quality GOODS AND SERVICE by identifying the most profitable customers, their choices and buying habits. A platform for selling various handpicked clothing manufactured from different parts of India.

**PROBLEM STATEMENT**

* Communication gap between merchant and client.
* Few handloom product on the merchant site.
* Less options for the customer for buying clothes from different culture and tradition.
* Unavailability of the different handloom product at one place.
* Lack of information about the individual handloom product (product origin, work done on the product, fabrics used, etc).
* No place where customer can directly express their opinions and ideas i.e., a blog post.
* Stock availability of the ongoing trend.

**PURPOSE**

* Promote handloom products in Domestic as well as International Market.
* Provide assurance to the consumers about the genuineness of the product origin.
* Improve international marketing linkages to the handloom weavers.
* Strengthen supply chain for Handloom products
* Improve price realization of the Handloom products in Domestic as well as International Market
* Improve the earnings of the handloom weaver community
* Facilitate uninterrupted workflow throughout the year to the handloom weavers.
* Develop database on the handloom supplies and weavers that will help in supporting the weavers through the existing.

**Scope**

* The scheme covers all handloom fabrics and products made thereof.
* The Handloom Mark scheme will be operational throughout the country. Individual weavers, Master weavers, Primary Handloom Weavers Co-operative societies, Apex societies, State Handloom Corporations, Retailers, Manufacturer Exporters and Merchant Exporters are entitled to participate in the scheme and avail benefits thereof.
* As India being the largest hub for the production of textile and have a contribution of approximately 11 percent of the total export, handloom product is the top most product on demand in this sector that is why a firm that mainly deals with the handpicked clothes have a better future.