



HANDLOOM SECTOR IN INDIA: A LITERATURE REVIEW OF GOVERNMENT REPORTS

PRODUCTION, EXPORTS, WEAVERS, GOVERNMENT SUPPORT SCHEMES, 12TH FIVE YEAR PLAN AND MARKET RESEARCH

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ABSTRACT

Handlooms, a traditional wear in India has lost its significance slowly with the advent of low cost and eye catchy synthetic materials. However, with the notion of 'Make in India' campaign and the planning commission giving it a due place in the economic sector under other priority sectors is regaining its unique identity. USA, UK, Germany and France are among the top ten countries to where the Indian handloom products exported. The Indian government launched Handloom brand to ensure its uniqueness, flexibility of production, openness to innovations, adaptability. The number of handloom weaver households decreased in the third handloom census compared to that of second. So as to support weavers the Indian government launched schemes and initiated exhibitions, crafts museum, trade facilitation centre and E-commerce. Market research on the Handlooms identified the need for publicity, availability, Handloom designer dresses and awareness campaigns on a large scale for its sustenance.

Key words: handloom production; exports; handloom weavers; twelfth five year plan; government support schemes; market research;

Introduction

The handloom sector has a unique place in our economy. It has been sustained by transferring skills from one generation to another. The strength of the sector lies in its uniqueness, flexibility of production, openness to innovations, adaptability to the supplier's requirement and the wealth of its tradition [1].

The Government of India, since independence, has been following a policy of promoting and encouraging the handloom sector through a number of programmes and schemes. Due to various policy initiatives and scheme interventions like cluster approach, aggressive marketing initiative and social welfare measures, the handloom sector has shown positive growth and the income level of weavers has improved. The handloom fabric production has been very impressive and growth has been at the rate of 6% to 7% in the beginning of the 11th Plan. The subsequent economic downturn has affected all the sectors in India and handloom sector was no exception. Indian handlooms are characterized by an infinite variety of weaves, textures and designs spun on the handloom, ranging from the finest muslins to heavy bedspreads, from delicate pastels to earthy hues, and from appealingly simple to amazingly every need, from exquisite fabrics, which take months to weave, to popular items of mass production for daily use. Handloom, being a State subject, its development is primarily the responsibility of the State Governments. However, the Government of India has been supplementing the efforts of the States with its policy of promoting and encouraging the sector through suitable interventions [2].

Hand loom

The Handloom (Reservation and Articles for Production) Act, 1985 defines Handloom as "Any loom other than Power loom". This Act was promulgated with a view to protect the interests of handloom weavers. Initially, 22 textile articles with certain technical specifications were reserved for exclusive production by handlooms [3].

A hand loom is a simple machine used for weaving. It is a manual operating system. Shedding is done by pressing the treadles pedal and picking and beating is done manually. In a wooden vertical-shaft looms, the heddles are fixed in place in the shaft. This loom is powered by hand. The warp threads pass alternately through a heddle, and through a space between the heddles (the shed), so that raising the shaft raises half the threads (those passing through the heddles), and

lowering the shaft lowers the same threads—the threads passing through the spaces between the heddles remain in place [4].

Hand looms yield less production compared to power loom. It can be operated at slow speed only compared to high speed of power looms. Initial investment is very low compared to power loom.

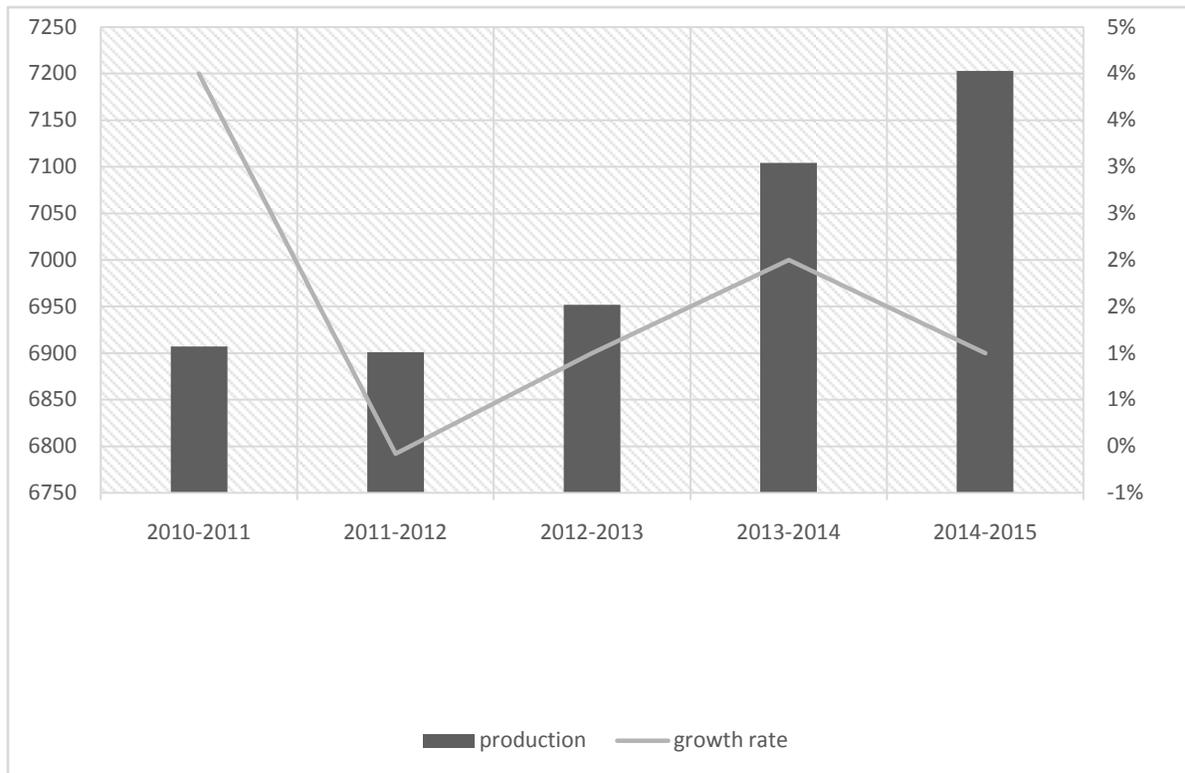
Number and type of looms

- There are a total of 23.77 lakh looms in India, spread across household and non-household handloom units. Of the total number of looms, 20.66 lakh are in rural areas and 3.11 lakh are in urban areas.
- 90 per cent of the looms are working and 10 per cent are idle.
- Of all looms, 58 per cent are frame looms (4% with dobby/jacquard, while the majority 54% are other frame looms), 26 per cent are pit looms (15% with dobby/jacquard and 11% are other pit looms), 13 per cent are loin looms, 1 per cent are pedal looms, and 2 per cent are other kinds of looms.
- There are major differences in the type of looms found in handloom households in the North-East and other states. Frame looms (78%) and loin looms (21%) account for the majority in the North-East. On the other hand, pit looms (74%) dominate all other states, even though there are frame looms (19%) and pedal looms (4%) as well.
- Of all looms, 53 per cent are used fully or partially for commercial production, with some being used only for commercial production (29%) and others being used in a mix of domestic and commercial production (24%). 38 per cent of the looms are used for domestic production and 9 per cent are idle looms.
- Most of the looms undertaking domestic production are in rural areas, and a large majority of them is located in the North-Eastern states. Most of the looms undertaking mixed production are in the rural areas as well. A relatively higher proportion of commercial looms are found in urban areas.
- A large majority of looms in the North-Eastern states engage into domestic production (62%), and a relatively less proportion is into mixed production (34%). In states outside the North-East, 82 per cent of the looms are purely for commercial production and 14 per cent for mixed production.
- There was a decline in the number of idle looms from the second (10%) to the third (4%) census [5].

Handloom products

The production of handloom products in India has experienced a growth rate of 4% in the year 2010-11 while there is a declining trend in the growth with 0.08% in 2011-12. The year 2012-13 has witnessed a growth rate of 1% while in 2013-14 the growth rate is 2%. The year 2014-15 has 1% growth rate in the production of handlooms in India (refer to Chart 2).

Chart 2: Handloom production (in million sq. Meters) and its growth during the years



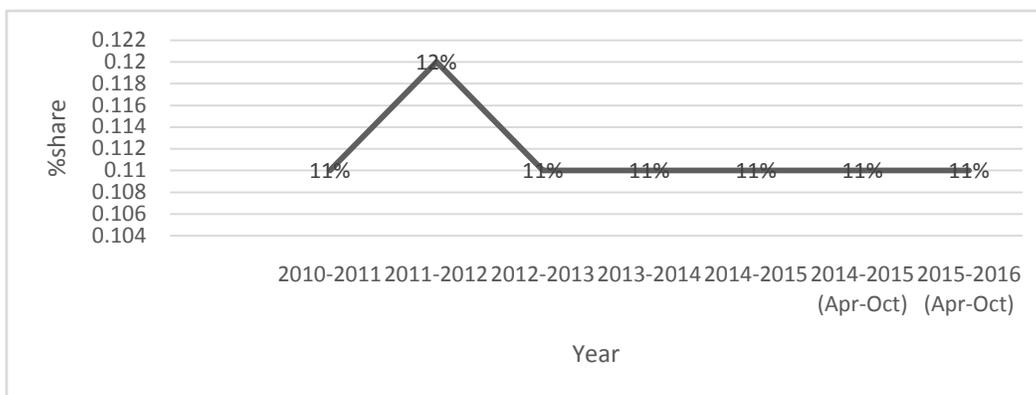
2010-16

Note: Growth rate is calculated w.r.t. same period of last year.

Source: O/o Textile Commissioner, Mumbai

The % share of handlooms in the total production of cloth in India is steady at 11% in the years 2010-11 and 2012-16 while in the year 2011-12 the % share increased to 12% (refer to Chart 3).

Chart 3: Share of Handlooms in the total production of cloth in India (2010-16)



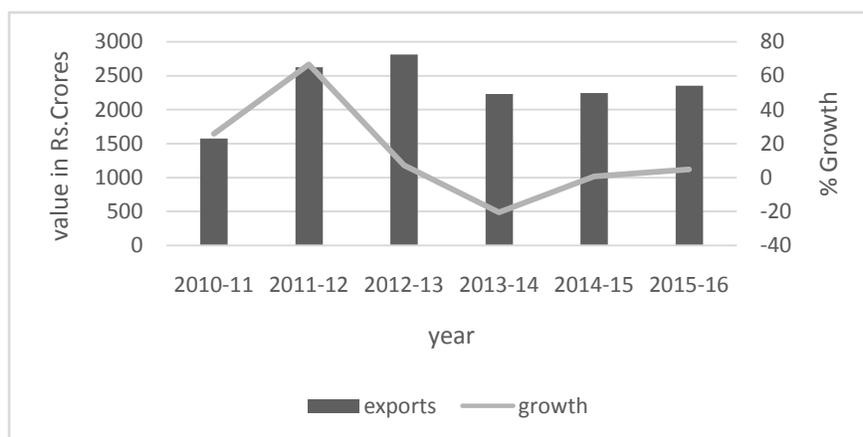
Note: Growth Rate is calculated w.r.t. same period of last year.

Source: O/o Textile Commissioner, Mumbai

Exports

Export of handloom products was Rs.1253 crore (US\$ 264 Million) during FY 2009-10 and witnessed a steady increase during the FYs 2010-11, 2011-12 and 2012-13 registering Rs.1575 crore (US\$ 346 Million), Rs.2624 crore (US\$ 548 Million) and Rs.2812 crore (US\$ 517 Million) respectively. Subsequently export witnessed a decline during FY 2013-14 registering Rs.2233 crore (US\$ 369 Million). However, export has marginally increased during FY 2014-15 and 2015-16 reaching Rs.2246 crore (US\$ 367 Million) and Rs.2353 crore (US\$ 360 million) (refer to Chart 4).

Chart 4: Export of handloom products by India during the years 2010-16

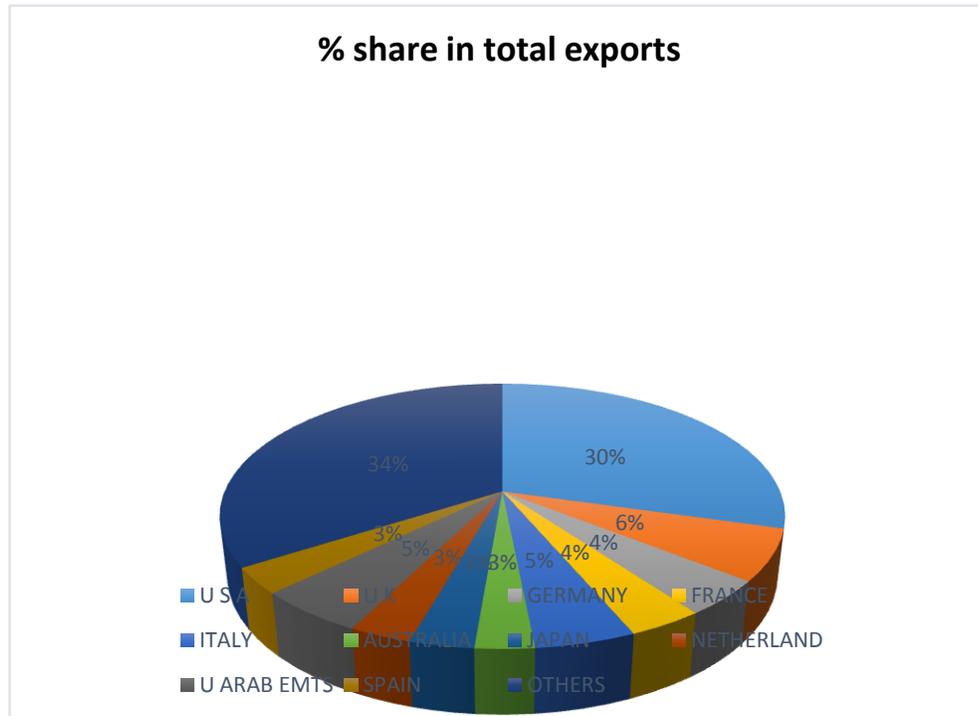


Source: //www.hepcindia.com/export-scenario/

There is an increase in exports of fabrics like sarees, carpets, rugs, mats, cotton durries and other fabrics in 2013-14. In total the Indian handloom fabrics are having a good demand in the global market between the years 2009-10 and 2013-14.

Among the top 10 export destinations of handloom products during FY 2014-15, USA, Japan and Netherland have witnessed decline of about 8%, 14% and 5% respectively whereas UK, Germany, Italy, France, Australia, Sweden and Spain have registered growth of 15%, 3%, 3%, 5%, 24%, 26% and 13% respectively during this period.

Chart 5: share of top 10 countries in export of handloom products of India (2015-16)



Source: //www.hepcindia.com/export-scenario/

It may be seen from the Chart 5 that among the top 10 export destinations of handloom products during FY 2015-16, USA, UK and Italy have a share of 30%, 6% and 5% respectively whereas Germany, France, Australia, Japan, Netherland, U Arab EMTS and Spain have registered a share of 4%,4%, 3%, 3%, 3%,5% and 3% respectively during this period.

Weavers

There are 43.31 lakh handloom workers in the country, out of which 36.33 workers stay in rural areas and 6.98 workers stay in urban areas.

An age-wise distribution reveals that adult (aged 18 years and above) handloom workers account for 89 per cent of the workforce, while under-age workers (aged less than 18 years) account for 11 per cent of the workforce.

Also, nearly 70 per cent of the handloom workforce is in the productive age group, that is, 49 per cent are aged 18-35 years, and 21 per cent are aged 36-45 years. About 15 per cent of the workers are in the age group 46-60 years, while 4 per cent of the workers are aged more than 60 years [5].

A summary of key indicators compared between second and third handloom census is as follows:

- A comparison of the Handloom weaver households enumerated in the second and third census shows a decline in the number of weavers from the second census (25.25 lakh) to the third (22.68 lakh).
- A comparison of the weavers enumerated in the second and third census shows a decline in the number of weavers from the second census (34.71 lakh) to the third (29.09 lakh).
- Total man-days worked by weaver households during census year was found to have increased from the second (4,977) to the third (5,313) census.
- Man-days worked per weaver household during census year was found to have increased from the second (197) to the third (234) census.
- Adult handloom workers report an average of 191 days of work. For adult weavers this is 183 days, while for an adult allied worker, the corresponding figure is 217 days.
- The proportion of full-time weavers was found to have increased from the second (44%) to the third (64%) census.
- There is a decline in the percentage of handloom worker households that reported less than a metre of fabric production per weaver per day from second census (68%) to third census (46%).
- There is an increase in the proportion of households who report more than 60 per cent of income from handloom sources from the second census (31%) to the third census (35%).
- There was a decline in the number of idle looms from the second (10%) to the third (4%) census.

Twelfth five year plan (2012-2017)

Budget allocations to handloom sector in the 12th five year plan

Plan outlay and expenditure: During the year 2013-14, the total plan expenditure incurred was 3130.94 crore as against the Revised Estimate provision of 3900 crore which is 80.28% of the Revised Estimate. The expenditure during the year 2014-15 (upto 28-02-2015) is 2837.78 crore as against the Revised Estimate of 3500.00 crore which is 81.08% of the revised estimates.

Non-Plan: During the year 2013-14, the total expenditure incurred was 784.58 crore against the Revised Estimate of 803.97 crore which is 97.59% of the revised estimate. The expenditure during the year 2014-15 (upto 28-02-2015) is 614.18 crore as against the Revised Estimate of 683.54 which is 89.85% of the revised estimates [2].

The budget allocated and utilized in the years 2012-2017 was given in table 1.

Table 1: Budget allocated and utilized in the Twelfth Five Year Plan

(Value in Rs. Crores)

Year	Budget allocated	Budget utilized
2012-13	13.51	13.51
2013-14	16.00	16.00
2014-15	20.00	18.98
2015-16	17.66	15.65
2016-17	29.00	14.50 (upto Sep 2016)

Source: Year End Review 2016: Ministry of Textiles

The Vision and Strategies for the Twelfth Plan for Handlooms

Vision: The vision for the handloom sector for the Twelfth Plan is to develop a strong, competitive and vibrant sector in order to provide sustainable employment to the weavers and ancillary workers, particularly belonging to the disadvantaged sections of the population and to ensure faster, more inclusive growth of the sector.

Strategy:

Marketing, Exports, Brand Building and Promotion of Handloom Products: The brand of 'Handmade in India' will be promoted domestically as well as abroad, and since the handlooms, handicrafts, and khadi and the village industry sectors are distinct but have threads of

commonality, greater synergy will be encouraged between them to achieve more efficient utilisation of resources. The coverage of 'Handloom Mark' is proposed to be enlarged to cover all handloom products within a definite time frame. States will be encouraged to leverage the rich tradition of the handloom sector to develop tourism potential by showcasing the unique skills/products by setting up permanent establishments where live demonstration of the crafts along with sales counters could be provided for, at strategic locations, which could serve as captive marketing channels for weavers.

To boost exports, besides participation in fairs and exhibitions abroad, 'India Weaves Week' will be organised at the Indian Embassies/High Commissions.

To overcome the exiting training and skill gaps, the Weavers' Service Centres (WSCs) and Indian Institutes of Handloom Technology (IIHTs) will be strengthened and further consolidated. Formal crafts education will be introduced through establishment of Textiles chairs in leading regional and national universities to inspire and draw young people into joining the sector. A Textile Museum/Observatory/Resource centre/ Hastkala Academy to support preservation, revival, archiving and documentation of languishing handloom crafts (including handicrafts) will also be set up under PPP. Design and product diversity, including development of niche products will be directed towards strengthening marketing and brand building.

- **Credit Availability:**To achieve the vision, the emphasis in the Twelfth Plan will be on consolidation of past gains and strengthening of marketing systems. Effort will continue over the next five years to promote supply of yarn/dyes and chemicals in smaller quantities/sachets and allocation of more depots; achieving universal financial inclusion of weavers/ancillary workers with margin money and credit guarantee support, interest subvention, greater coverage of Weaver Credit Cards and linking SHGs with banks, Microfinance Institutions (MFIs) and others for greater access to credit;
- **Infrastructure and Cluster Model:**Expanding coverage under weaver welfare programmes; restructuring the cluster development approach for more efficient management and increased sustainability of existing clusters and taking up new clusters where none have been assisted so far; broadening the eligibility of implementing agencies to include NGOs, associations, design institutes, management institutes and other institutions of repute which have local and regional experience and relevant expertise;

enumerating women's contribution in mapping/diagnostic exercises; and establishing robust monitoring and evaluation systems, along with defined goalposts.

- **Social Welfare Measures/Environmental Compliance:**The Twelfth Plan will also encourage greater environmental compliance and occupational health and safety by adoption of measures such as quantifying environmental impact in planning for cluster development, mandatorily installing effluent treatment plant (ETP) in all the dyeing units in PPP mode, promoting solar lighting and supporting adoption of improved looms with better ergonomics to reduce drudgery of weavers.
- **Raw Material Availability:**Special Assistance to NER will be extended through focus on up gradation of looms, dye houses and work-sheds after in-depth evaluation and review of existing infrastructure. SHGs will be formed and training facilities upgraded to arrive at 100 percent coverage of handloom workers.

An Apparel Designing and Training Institute is proposed to be set up, linked with one Special Weavers' Service Centre. A new umbrella scheme that gives space for framing projects for NER within the objectives for the handloom sector with flexibilities in guidelines to suit their peculiar difficulties is proposed. One of the projects within the scheme would be conversion of domestic handloom units into Minimum Economic Size (MES) commercial units aimed at creating commercial areas with infrastructure including work sheds, equipment and common facility centres for making the handloom industry in NER more market responsive and professionally oriented.

Government support schemes and initiatives

Schemes [7]

1. Comprehensive Handloom Cluster Development Scheme (CHCDS) – mega handloom cluster

The objective is to develop Mega Handloom Clusters that are located in clearly identifiable geographical locations that specialize in specific products, with close linkages and inter dependents amongst the key players in the cluster by improving the infrastructure facilities, with better storage facilities, technology up-gradation in pre-loom/on-loom/post-loom operations, weaving shed, skill up-gradation, design inputs, health facilities etc. which would eventually be able to meet the discerning and changing market demands both at domestic and at the

international level and raise living standards of the millions of weavers engaged in the handloom industry.

2. Revival, Reform & Restructuring package

The “Revival, Reform and Restructuring Package for Handloom Sector” will now be implemented as a component of new centrally sponsored plan scheme National Handloom Development Programme (NHDP) [6].

The funds required for loan waiver and recapitalization of handloom weavers’ cooperative societies and individual weavers will be shared in the ratio between the Government of India and States concerned as in the Table 2.

Table 2: Ratio between centre and states for loan waiver and recapitalization of handloom weavers

S.No.	Beneficiary	General States (Centre : States)	Special States (Centre : States)
(i)	State level apex societies	75 : 25	90 : 10
(ii)	Primary weavers cooperative societies	80 : 20	90 : 10
(iii)	Individual weavers/SHGs etc.	80 : 20	90 : 10

Source: Outcome budget 2015-16, Government of India, Ministry of Textiles, page no.99

3. Yarn supply scheme

Yarn Supply Scheme has three components, namely,

- Supply of yarn at Mill Gate Price- The objective of this component is to make available all types of yarn at Mill Gate Price to the eligible handloom weavers so as to facilitate regular supply of basic raw materials to the handloom sector and help utilize the full employment potential of the sector.
- 10% Price Subsidy on cotton hank yarn, domestic silk and wool
- Investment in NHDC- The objective of this component is to provide additional equity to NHDC to enable it to enhance its equity base for availing of the enhanced credit required for its activities including enhancing the volume of yarn supply to the handloom weavers / handloom organizations.

4. North Eastern region textile promotion scheme

a. **Cluster development project in NER:**The main objective of the scheme is to develop handloom sector in NER by providing the required government support to achieve increase in employment and value of handloom products by means of improvement in design capability, diversification of product lines and value addition, cluster development and improvement in labour productivity through various interventions such as baseline survey, diagnostic study, formation of self-help groups (SHGs)/joint liability groups (JLGs), formation of consortium, awareness programmes, engagement of designer, computer aided textile design (CATD) etc. The scheme is expected to have more impact and better outcomes than a strategy based on implementing other plan schemes of the Ministry of Textiles. Implementation of the project based strategy as envisaged in the NER Textile Promotion Scheme would not only enhance utilisation of earmarked funds but also, substantially contribute to the handloom sector development for the NE region.

b. **Technological upgradation of handlooms in NER:**The scheme is expected to have more impact and better outcomes than a strategy based on implementing other plan schemes of the Ministry of Textiles. Implementation of the project based strategy as envisaged in the NER Textile Promotion Scheme would not only enhance utilisation of earmarked funds but also, substantially contribute to the development of handloom sector in the NE region.

c. **Market promotion of textiles and handloom products in NER:**The objective of projects of market promotion of north eastern textiles & handloom products under NERTPS is to increase the handloom fabric production by way of establishing market linkages, to encourage innovation in designs and techniques for improvement in design capability, diversification of product lines and value addition, better access to domestic and export markets so that weavers are able to get continuous employment and improve their living standards.

5. Handlooms Weavers Comprehensive Welfare Scheme

a. **Mahatma Gandhi Bunkar Bima Yojana (MGBBY):**The basic objective of the Mahatma Gandhi Bunkar Bima Yojana is to provide enhanced insurance cover to the handloom weavers in the case of natural as well as accidental death and in cases of total or partial disability.

b. **Health Insurance Scheme:**The basic objective of Health Insurance Scheme aims at financially enabling the weaver community to access the best of healthcare facilities in the country. The scheme is to cover not only the weaver but his wife and two children, to cover all

pre-existing diseases as well as new diseases and keeping substantial provision for OPD. The ancillary Handloom workers like those engaged in warping, winding, dyeing, printing, finishing, sizing, Jhala making, Jacquard cutting etc. are also eligible to be covered.

6. Enforcement Wing

Objectives of the Handlooms (Reservation of Articles for Production) Act, 1985 include:

- The scheme will be implemented by State Governments/Union Territories through the State Director/Commissioner In-charge of handlooms and is aimed at establishing Enforcement Machinery in the States to ensure that the power loom and mill sector do not violate the provisions of the Handlooms (Reservation of Articles for Production) Act, 1985.
- The scheme is intended to encourage and assist the State Governments/ UTs to set up State level Enforcement Machinery. In States where an Enforcement Machinery for the purpose already exists, the Central Assistance will be extended to strengthen the existing infrastructure for effective enforcement of the provisions of the said Act.
- This scheme is in addition to the implementation of the Handlooms (Reservation of Articles for Production) Act, 1985 by Central Govt. agencies namely the Development Commissioner for Handlooms and the Textile Commissioner.

The budget allocation to the schemes in 2013-14 has experienced a total decline in all schemes from that of the year 2012-13. There is a 40% decline in the finance releases to comprehensive handloom development scheme, 7% decline in the finance releases to Revival, Reform and Restructuring Package, 48% decline in the finance releases to handloom weavers' comprehensive welfare scheme and 21% decline in the finance releases to yarn supply scheme(refer to Table 3).

Table 3: Financial releases during the 12th plan period

(Value in Rs. crores)

S. No.	Scheme	2012-13	2013-14	BE 2014-15
1.	National Handloom Development Programme:			
(i)	Comprehensive Handloom Development Scheme	197.4	117.35	38.00
(ii)	Revival, Reform and Restructuring Package (RRR)	291.03	269.79	19.00

2.	Handloom Weavers' Comprehensive Welfare Scheme	127.03	66.00	61.00
3.	Yarn Supply Scheme	122.91	96.86	73.00
Total		738.37	550.00	191.00

Source: draft consultation paper on Handlooms, Planning Commission Government of India, October 2014.

6.2 Government initiatives

1. Textile India 2017

A mega exhibition that will show case the value chain of India. The aim is to position textiles India as a mega annual international event bringing global and Indian leaders on one platform. Show case India's strength in the entire gamut of textile and apparel value chain, from farm to fibre to fabric to fashion. Establishing India as a global sourcing and investment destination. The vast sweep of Indian textiles extends from the hand woven sector on one end to the capital intensive sector on the other [8].

2. India Handloom brand

India Handloom brand has been launched by the Hon'ble Prime Minister of India on the occasion of the first National Handloom Day on August 7, 2015. The Handloom Mark Scheme was launched by the Government of India on June 28, 2006 to provide assurance to the consumers about authenticity of handloom products. However, it did not cover the aspect of product quality assurance. Therefore, the India Handloom brand is an initiative for branding of high quality handloom products with zero defects and zero effect on the environment. It would differentiate high quality handloom products and help in earning trust of customers by endorsing their quality in terms of raw materials, processing, embellishments, weaving design and other quality parameters and by ensuring social and environmental compliances in their production. The registration for India Handloom will be granted to certain specified eligible entities in respect of identified product categories which meet prescribed quality parameters [9].

3. E-Commerce

Promotion of marketing of handloom products through e-commerce is one of the priorities of Ministry of Textiles. In order to promote e-marketing of handloom products in a transparent, competitive and effective manner Office of the Development Commissioner for Handlooms

under Ministry of Textiles made a policy frame work under which any willing e-commerce platform with good track record can participate in online marketing of handloom products.

4. Trade Facilitation Centre

It is an innovative facility to provide marketing support to weavers and artisans of Varanasi in national & international markets. It helps for effective management of supply chain between foreign buyers and domestic retailers. It enables the environment & platform showcasing Brand India Handlooms and Handicrafts.

5. Crafts Museum

This helps to preserve, revive and promote research in handlooms & handicrafts of Varanasi region. Crafts museum also helps for linking promotion of handlooms and handicrafts with domestic and international tourism.

Market research and marketing strategies

market research

Today's young affluent Indians, both employed and students are well informed and take very conscious decision while buying and using apparel. There exist strong preferences of specific dresses for specific occasion. This practice opens up the opportunity for various apparel brands to offer their innovative product basket to the target group. The target group love to experiment when it comes to casual and festive wear. Specifically women have adapted to various forms of dresses including Indo- western, fusion dresses and pure western dresses along with the normal Indian attire. They no more stick to traditional wear as early times. There are distinct choices for formal wear and informal wears. Not only the type of dress, designs, colour ranges and fit also varies with the kind of dress worn in specific occasion.

To promote the use of handloom, there is a need to create occasion specific dresses with a blend of contemporary and traditional designs and colour. Introduction of formal shirts both for men and women would increase frequency of purchase as these are the most frequently bought dress items by the young Indians. Also, there is a need to introduce parallel range of economical dresses for daily use along with the expensive range.

The major reason for non-popularity of handloom products is its limited availability and negligible communication / publicity as a product with inherent superior fabric quality. The educated vibrant youth of the country are aware of handloom products only by its literal sense and word of mouth from the earlier generations.

Therefore to promote the product, there is an immediate need of availability of handloom products across different type of retail channels backed up with relevant advertisements. Ensure availability via online e-commerce sites, more number of exclusive outlets in malls and high street and branded lifestyle retail chains in India.

Lack of promotion and publicity of handloom products specifically apparels; have led to minimum awareness and interest within the young generation thus translating into very limited usage of handloom products.

However, the home furnishing products made of handloom are considerably popular and preferred as they are durable (curtains/ cushion covers) and perceived to be good for skin (bed sheets and covers).

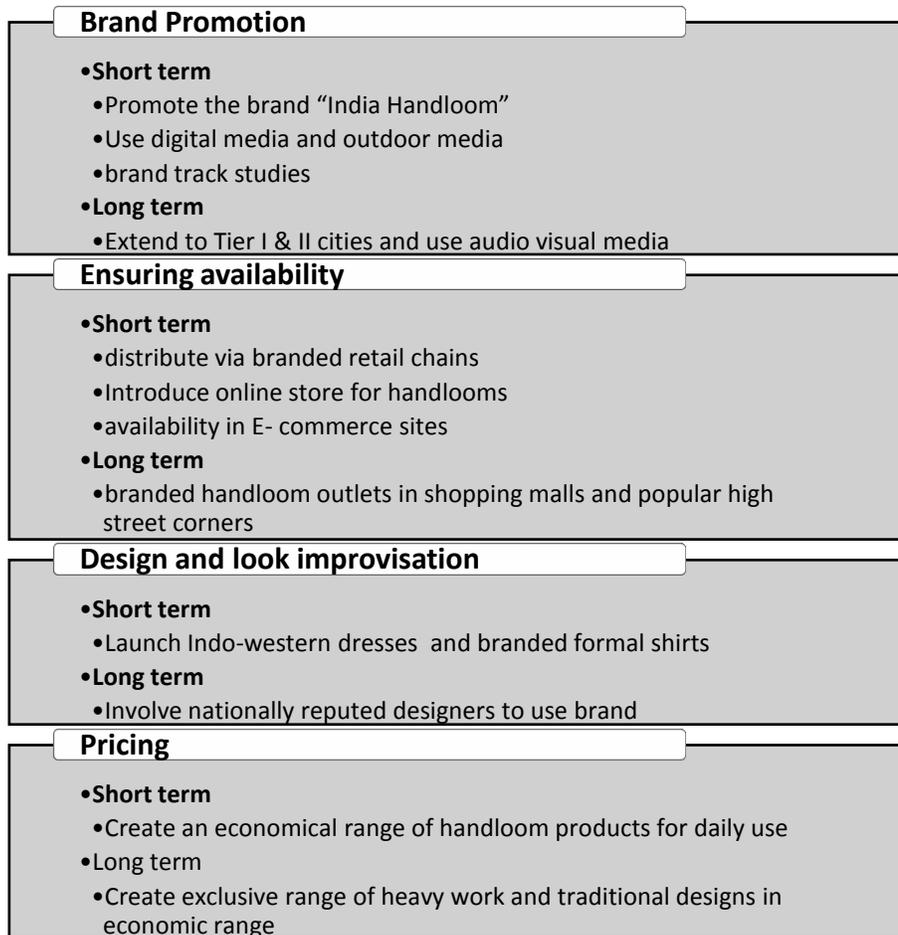
It is imperative to generate awareness for “Handloom” in general and India Handloom Brand (IHB) as a premium brand with a strong message of superior fabric quality and elegant design of the India Handloom Brand using digital media supported by outdoor advertisement keeping in mind the media habits of target customers.

Most of the people cannot differentiate clearly between Khadi, Handloom and cotton fabric. Hence, there is a need to educate the target customer about the same specially Handloom products which calls for adequate campaigning to promote usage of Handloom apparels across young adults of the country [10].

Marketing strategies

The Chart 6 inferred the following marketing strategies for handloom products:

Chart 6: Marketing strategies for handloom products



Source: Report on Market research for promotion of India Handloom brand: National Handloom Development Corporation, page no.53

Conclusion

There is a need to increase the man-made fibre and cotton-yarn production. The handloom production should be increased. There is a need to increase the exports of handkerchiefs, dhoti, lungis, woven fabrics and terry fabrics. The government schemes and initiatives should be properly implemented and audited. India handloom brand promotions, technological upgradation and E-commerce should be used as marketing strategies. In addition to these, there is an immediate need of availability of handloom products across different type of retail channels backed up with relevant advertisements. Another strategy is publicity-promoting superior fabric quality and its airy feature best suited to the Indian climate. Most importantly, quality

maintenance in terms of raw materials, processing, embellishments, weaving design and ensuring social and environmental compliances in their production ensures customer loyalty for the handlooms.

Notes

1. Annual Report 2013-14, Ministry of Textiles
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