

## Problems and Prospects of Weaving Industry

(A study with reference to Cotton, Wool & Silk Weaving Industry in Anantapuramu District of Andhra Pradesh)

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### Abstract:

The weaving industry in India has self-depending mechanism that includes training the young weavers, abundance of resources and capacities, thereby, helping the industry not to be dependent on the Government. In addition, weaving is eco-friendly, and is aimed at the cutting back on the environmental impact. Even in Rig-Veda and the epics of the Mahabharata and the Ramayana dwell upon the craft of weaving at length. These weavers of the past were true masters of their craft. Their capability was so great that legend even refers to the fabulous semi-transparent sari (worn by Amravati, the famous courtesan). Although the Indian weaving industry employs a large section of the Indian population, it was considered as a failing industry. This ancient industry of India is experiencing a bad phase, a large market for weaving products still exist both in the international and domestic market. The manufacturing of weaving products makes the most remarkable contribution to the national GDP and even in the exports revenue. Estimates and analysis over the years have found out that the weaving industry are supporting some 32 other sectors that include marketing, financial, transportation, hotels and even maintenance services. The Indian Weaving Industry has been a self-depending mechanism that includes training the young weavers, abundance of resources and

capacities along with helping the industry not to be dependent on the Government. In addition, weaving is eco-friendly, and is aimed at the cutting back on the environmental impact.

**Keywords:** Environmental sector, Craft, weaving industry.

### INTRODUCTION:

#### Weaving Industry in Andhra Pradesh

Andhra Pradesh is a frontline State in gearing up for Post-MFA era effective from Jan'2015. Chances are abound for creation of employment avenues and earning foreign exchange through Textile Industry. New vistas are laid towards realizing this goal and strategy evolution. Moves are afoot to implement Apparel Export Parks and Textile Parks across the State as envisaged in the Strategy. The State of Andhra Pradesh has well developed spinning and processing Sectors in the Textile industry. Today the infrastructure of the State is well developed. It has a good number of 100% EOUs along with 10759 weaving units with a production capacity of 28,381 million meters of fabric.

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Processing centers are equipped with a capacity to process on an average over 54 units, which adds up to 15 million meters of cloth per annum. The State is leading producer of Cotton with an annual production base of about 2.6 million bales per year. The State aims to emerge as a major player in the production and exports of textiles by 2020. Apparels, fabrics, made-ups and furnishings have been identified as growth engines by the State. The State has a target of achieving exports to a level of US \$ 2 billion in handloom and textiles per annum by 2020.

The State also aims to increase its domestic contributions for apparels and textile products to Rs 50,000 crores. The domestic sales of the state are expected to be around Rs 32,000 crores per annum by 2020. Exports of apparels from the State are expected to grow steadily to the level of US \$ 8 billion by 2020. In order to achieve these goals, Government of Andhra Pradesh has come with a strategy evolution.

The Cotton Corporation of India (CCI) has lifted 37.5-lakh quintals, valued at Rs. 642 crores so far from the 54 centres it has opened in the State. The CCI has been asked to bear the transportation cost of Rs. 60 to 70 per quintal instead of burdening farmers, the Minister said. According to several scientific reports, climate change will have an impact on water provision and thus agriculture, which depends on soil moisture for plant survival. India is a country that is heavily dependent on agriculture as a source of income. One of the country's future challenges is securing water for irrigation. Cotton in India is an important cash crop which is grown under high evapotransprivative demand, using about 15%

of the national water resources, making the crop vulnerable to changes in water availability.

The purpose of this study is to evaluate the resilience of cotton production with regards to water availability and pesticide use in Punjab and Andhra Pradesh. Three aspects of resilience: latitude, resistance and precariousness has been used to analyse three variables, precipitation, irrigation and pesticide in order to understand how these cotton growing systems are going to be affected by climate change. By bringing together existing data from several scientific reports and governmental websites, assumptions could be made whether these systems are resilient or if they are reaching a threshold. The results show that the cotton growing regions of Punjab are highly vulnerable when it comes to water provision in the region and that they might be reaching a threshold. Changes in climate are predicted to affect precipitation and temperature in the area, which in time might ultimately affect water resources in the region. Groundwater depletion and water logging are already prevailing problems in the area where almost all cotton production is irrigated. Cotton farmers in Andhra Pradesh are struggling with pest infestation which induces them to over consume pesticides, affecting not only water quality in the area, but also farmers' livelihood. It is likely that climate change will not minimize the outbreaks; on the contrary it might benefit some pests, which might increase the consumption of pesticide in the region. Coastal districts are more exposed to extreme weather which can harm cotton cultivation.

The South zone, comprised of Andhra Pradesh, Karnataka and Tamil Nadu, is a zone known for growing hirsutum, arboreum, herbaceum, barbadense and hybrid cotton species. Cotton cultivation is performed under both irrigated and rain-fed conditions. Soils of this zone are black and red and poor in fertility. The area is well known for growing long and extra long staple barbadense cottons. Cotton is grown in the South as a sole crop or as an intercropping system with onion, chili, cow pea, maize and other crops. Cotton/rice rotation is also followed in this region. This zone contributes nearly 18.49 percent of the total cotton area and 31.17 percent of the total cotton production of the country.

## REVIEW OF LITERATURE

There are several research studies on silk and Weaving Industry with reference to cotton, wool and silk mainly in the areas of mulberry cultivation, silk work rearing, economics of sericulture and silk industry, growth potential of sericulture etc. The research studies also cover the technical and biological aspects of silk industry which include techniques of silk related aspects.

The central silk board which has pioneered the propagation and development of silk industry brings out a monthly journal "Indian Silk" to disseminate information mainly on silk industry which consists of articles on silk industry research, planning and development programmes as well as monthly review of production statistics and silk exports.

Research institutions such as, Institute of social and Economic Change (ISEC), Asian Institute for rural development (AIRD), the Universities and other voluntary bodies also

bring out documents aimed at better sericulture and silk reeling practices. The Government of India, along with the Swiss Development Corporation (SDC) is conducting several workshops, seminars, and symposia to promote active interaction among researchers, administrators, farmers, reelers and other participants of the industry. The department of Sericulture, Government of Karnataka and Andhra Pradesh publishes regular reports on various institutions under its fold.

Ashutosh Mishra(2009) explained in his article that Orissa schools and colleges to buy handloom fabric cotton and silk fabrics from the handlooms of Orissa are prized across the country for their fine weaves but most weavers in the state earn very little. To improve their income, the state's department of handloom and textiles is planning to promote their fabrics for making school and college uniforms.

Bharat Dogra(2008) stated that Varanasi in North India, which employed 700,000 people in handloom a decade back now, employs only 250,000, with 47 reported cases of suicide. In the face of liberalization, silk cloth imports, indiscriminate mechanization, lose control over cheap imitations, rising price of silk, etc. weavers, like other artisans, are being dispossessed. This article discusses the inefficacy of existing government schemes, and suggests ways forward, stressing the need for an artisans' movement in the country. – Sanhati.

Chitra Siva Sankar(2010) explained in his article textile industry is a traditional, and very



old, has been amidst almost all kinds of culture around the world from the very beginning, which almost prove the point that the history of human culture and the textiles are the same. A wide spectrum of processes is involved in the textile industry. Starting from fiber manufacturing to the final processing and garmenting stage, involves a lot of technologies and skill which leads to a quality conversion of fibers into the ultra modern fashion or a high performance commodity in the case of technical textiles. The first major change in the textile industry took place somewhere during the industrial revolution which lead to the advent of the machines in to the manufacturing processes in the textile industry. This major breakthrough lead to reduction in the work load of the labours and pronounced the dawn of machines in the textile industry. After that there have been a lot of developments in the various sectors of the textile industry, and the following would through light on the latest developments that have taken place in the major pieces of textile industry namely spinning, weaving, knitting, and processing.

Wader and Murthy (1999) conducted study on evaluation of eye-sight grading on different varieties of groundnut at different markets in Chitradurga district of Karnataka. From the result it was evident that eye-sight graded samples average price is less than that of ungraded samples, which shows that the graders have failed to judge properly the quality of the producer.

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attempts to study the infrastructural facilities and agro-based industries and their impact on rural employment, rural income and rural wage structure in the rural areas. The efforts made by the Government to develop these facilities for the uplift of the rural economy have also been studied. Major factors responsible for the socio- economic development in the region at micro level in the state of Haryana has been identify and studied.

Sandip Chatterjee and Taraknath Datta's" study "Employment Potentiality no of Women and Children in Agro-Processing and Allied Activities" examine the prospects of development of market for women and child labour in agro-processing and allied activities of Bankura distnct of West Bengal. The study has shown that agro-processing and allied activities provide excellent scope for absorption of women and child Labour force in the developing countries. In the study they have also analyzed the Bangladesh experience of group loan fbr exploring the prospects for development of part time and non standard Labour market in the agro-processing and allied sector and have suggested development of markets for non standard and part time Labour for women and children should be given priority in this activity.

## NEED FOR THE STUDY

Although in the first half of the 20<sup>th</sup> century cotton, wool and silk as an output finds its appearance in the handloom Sector of Anantapur district and it was only in the beginning of the second half of the 20<sup>th</sup> century that that a few local weaving community people ventured to install cotton, wool and silk units in Anantapur

district to cater to the ever increasing demand for cotton, wool and silk inputs-warp and weft. Since its inception, the cotton, wool and silk industry in Anantapur district, comprising cotton, wool and silk handlooms, is facing a lot of inconvenience in the absence of any assured means of supplying material through governmental or co-operative agencies. cotton, wool and silk industry in Anantapur is also facing other problems like finance, ever since its came in to existence. It also appears that 30 per cent of the district's population comprising weavers, almost all of them are directly depending on cotton, wool and silk handloom industry for their sustenance, are facing a number of problems. Therefore the present study, is intended to study the problems that are faced by the cotton, wool and silk handloom weavers and prospects of weaving industry in the District.

The research reported here has been commissioned due to widespread recognition of the need for change in the cotton, wool and silk selling industry. The aim of the research is to investigate and analyze the consequences of different options, and to make that information available for industry participants to use in their decision-making. While future decision-making will be complex, and any decision to change will have a broad range of consequences, history shows that failing to change will inevitably result in a continuation of the decline the industry has experienced over the last two decades..

## STATEMENT OF THE PROBLEM

The basic premise behind the approach to the present assignment is that the demand for

cotton, wool and silk is a derived one emanating from the demand for silk fabric and garments. The demand for finished cotton, wool and silk products gives rise to development of weaving sector like reeling units, twisting units, Charka units, Warped weft making units, dyeing units, Printing units etc., Thus, weaving sector holds the key for development of the other sub-sectors. Hence, weaving pockets are also studied as to their problems and prospects, sourcing of raw material, etc. Special emphasis is laid on cotton, wool and silk sector, as this sector is the most crucial but the most troubled link in the entire supply chain. Crucial, as it converts easily into stable and more durable cotton, wool and silk for end use in fabric making. Troubled, because cotton, wool and silk sector bears the maximum brunt of volatility of prices. Hence the study is taken up in Anantapuramu district of Andhra Pradesh.

## FOLLOWING ARE THE OBJECTIVES OF THE STUDY

- To assess the problems and prospects of cotton, wool and silk weaving industry with reference to the study respondents in view of the policies and programmes of the Government
- To suggest suitable measures in the light of the problems of the cotton, wool and silk weavers for their developments

## Selection of District

The Anantapuramu district has selected for finding problems and prospects of cotton, wool and silk weavers purposefully as this is the only industry after agriculture providing large scale employment..

## TOOLS OF ANALYSIS

Simple statistical tools like average, percentage have been used to analyze the data. Diagrammatic representation also used for birds eye view.

## COLLECTION OF DATA

Keeping in view the level of literacy among the entrepreneurs of the units, the tools used for eliciting the information are questionnaire and interviews. A comprehensive questionnaire is prepared for collecting information from 100 cotton, 50 wool and 200 silk units owners. The questionnaire is preferred to the questionnaires because it facilitates the investigator a personal contact with respondents in eliciting the information. Further, it also enables the investigator to probe in detail, whenever it is necessary to collect information. To collect information from the weavers the interview technique is used and for this purpose an interview schedule is also prepared.

## Supply of raw materials;

One third of weavers were found to be facing the problems of inadequate and shortage of raw material supply. The inadequate and shortage of raw material supply was found to be more pronounced in the case of silk weavers.

It is observed from the Table 1.1 that, 36.0 per cent Cotton weavers told that the raw material available sufficient followed by 33.0 per cent just sufficient, 28.0 per cent available plenty, 2.0 percent are No sufficient and 1.0 percent are told that the material not available..

40.0 per cent Wool weavers sufficient followed by 35.0 per cent are told that the raw material available just sufficient, 23.0 per cent are available plenty, 1.0 percent are Not sufficient and 1.0 percent are told that the raw material not available..

41.0 per cent Silk weavers are told that the raw material available just sufficient followed by 37.0 per cent are sufficient, 18.0 per cent are available plenty, 1.0 percent are No sufficient and 1.0 percent are told that the raw material not available..

In total, 32.29 per cent Silk weavers told that the raw material available sufficient followed by 31.14 per cent are just sufficient, 19.71 per cent are available plenty, 1.71 percent are Not sufficient and 0.85 percent are told that the raw material not available.

From the above analysis it can be inferred that majority of the respondents are told that the raw material availability sufficient in the district is inadequate.

**Table 1.1**  
**Problems in Supply of raw materials**

Supply of raw materials	Cotton	Wool	Silk	Total
Available in plenty	28 (28.0)	12 (23.0)	36.0 (18.0)	69 (19.71)
Sufficient	36 (36.0)	20 (40.0)	74 (37.0)	113 (32.29)
Just sufficient	33 (33.0)	17 (35.0)	82 (41.0)	109 (31.14)

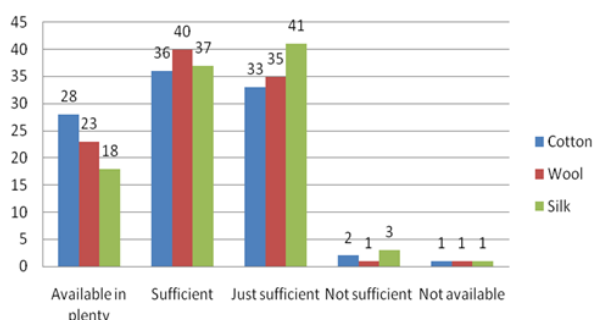


Not sufficient	2 (2.0)	1 (1.0)	3 (6.0)	6 (1.71)
Not available	1 (1.0)	1 (1.0)	1 (2.0)	3 (0.85)
Total	100 (100.00)	50 (100.00)	200 (100.00)	350 (100.00)

sufficient and 1.0 percent are told that the weaving machinery not available..

In total, 50.29 per cent Silk weavers told that the weaving machinery available plenty followed by 32.57 per cent are sufficient, 15.14 per cent are Just sufficient, 1.14 percent are Not sufficient and 0.85 percent are told that the weaving machinery not available..

### Problems in Supply of raw materials



### Weaving of machinery:

It is observed from the Table 1.2 that, 46.0 per cent Cotton weavers told that the weaving machinery available plenty followed by 38.0 per cent sufficient, 28.0 per cent Just sufficient, 1.0 percent Not sufficient and 1.0 percent told that the weaving machinery not available..

56.0 per cent Wool weavers told that the weaving machinery available plenty followed by 16.0 per cent are sufficient, 10.0 per cent are Just sufficient, 1.0 percent are Not sufficient and 0.0 percent are told that the weaving machinery not available..

51.0 per cent Silk weavers told that the weaving machinery available plenty followed by 30.0 per cent are sufficient, 17.0 per cent are Just sufficient, 1.0 percent are Not

From the above analysis most of the respondents told that the weaving machinery available in plenty in Anantapuramu District.

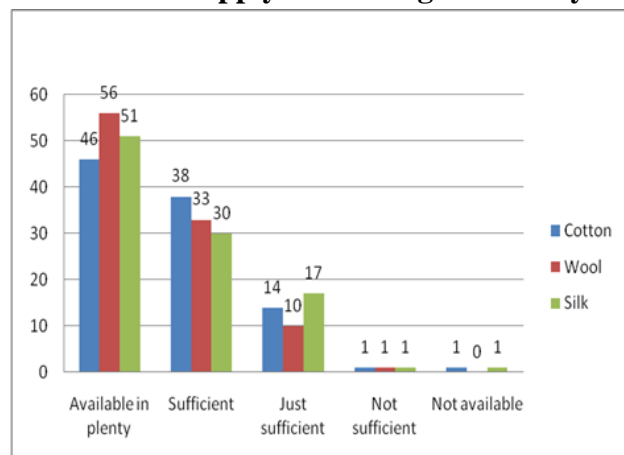
**Table 1.2**

**Problems in Supply of weaving machinery**

weaving machinery Available	Cotton	Wool	Silk	Total
Available in plenty	46 (46.0)	28 (56.0)	102 (51.0)	176 (50.29)
Sufficient	38 (38.0)	16 (32.0)	60 (30.0)	114 (32.57)
Just sufficient	14 (28.0)	5 (10.0)	34 (17.0)	53 (15.14)
Not sufficient	1 (1.0)	1 (2.0)	2 (1.0)	4 (1.14)
Not available	1 (1.0)	0 (0.0)	2 (1.0)	3 (0.85)
Total	100 (100.00)	50 (100.00)	200 (100.00)	350 (100.00)

**Figure 1.2**

**Problems in Supply of weaving machinery**



**Latest Technology:**

It is observed from the Table 1.3 that, 63 per cent Cotton weavers are Highly satisfied followed by 26.0 per cent are satisfied, 10 per cent are Moderately satisfied, 1.0 percent are dissatisfied and there is no highly dissatisfied with the technology & techniques.

41.0 per cent Wool weavers are moderately satisfied followed by 31.0 per cent are satisfied, 17.0 per cent are highly satisfied, 5.0 percent are dissatisfied and only 2.0 per cent are highly dissatisfied .

36.0 per cent Silk weavers are moderately satisfied followed by 25.0 per cent are highly dissatisfied, 22.0 per cent are satisfied, 16.0 percent are dissatisfied and only 1.0 percent are highly dissatisfied with the technology & techniques.

In total, 37.14 per cent Silk weavers are moderately satisfied followed by 27.00 per cent are satisfied, 21.67 per cent highly satisfied, 12.33 percent are dissatisfied and only 2.0 per cent are highly dissatisfied with the technology & techniques.

From the above analysis most of the respondents are moderately satisfied with the with the technology & techniques.

**Table 1.3**

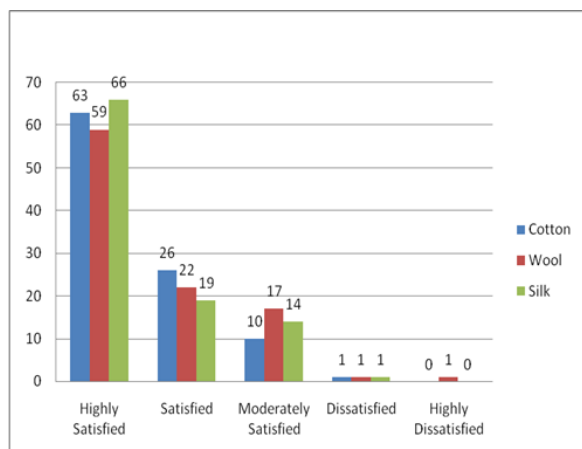
**Satisfaction towards latest technology & techniques of Weaving**

Latest technology	Cotton	Wool	Silk	Total
Highly Satisfied	63 (63.0)	30 (60.0)	132 (66.0)	225 (64.29)
Satisfied	26 (26.0)	10 (20.0)	38 (19.0)	74 (21.14)
Moderately Satisfied	10 (10.0)	8 (16.0)	28 (14.0)	46 (13.14)
Dissatisfied	1 (1.0)	1 (2.0)	2 (1.0)	4 (1.14)
Highly Dissatisfied	0 (0.0)	1 (2.0)	0 (0.0)	1 (0.28)
Total	100 (100.00)	50 (100.00)	200 (100.00)	350 (100.00)

**Figure 1.3**

**Satisfaction towards latest technology & techniques of Weaving**





### Magnitude of the Problem:

It is observed from the Table 1.4 that, 55 per cent Cotton weavers are high followed by 29.0 per cent are very high, 16 per cent are Medium, 0.0 percent are Low and very low magnitude of the problem in procuring quality inputs.

60.0 per cent Wool weavers are High followed by 20.0 per cent are Medium, 18.0 per cent are very high, 1.0 percent are Low and only 0.0 per cent are very low magnitude of the problem in procuring quality inputs.

51.0 per cent Silk weavers are high followed by 24.0 per cent are Medium 23.0 per cent are very high, 2.0 percent are low and very low magnitude of the problem in procuring quality inputs.

In total, 52.82 per cent Silk weavers are High followed by 23.73 per cent are very high, 20.09 per cent medium, 0.84 per cent are low and only 0.56 per cent are very low magnitude of the problem in procuring quality inputs.

From the above analysis observed that most of the respondents High magnitude of the problem in procuring quality inputs.

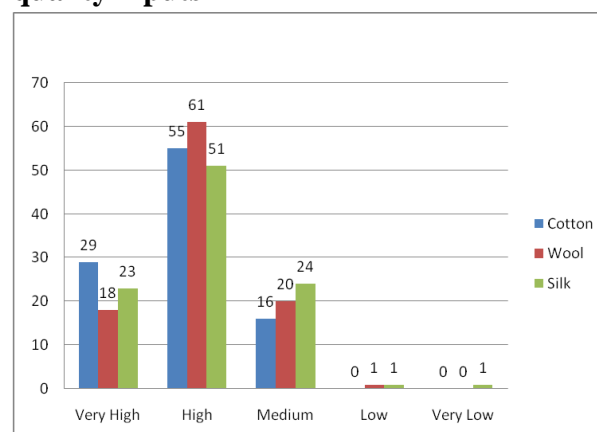
**Table 1.4**

**Magnitude of the problem in procuring quality inputs**

Magnitu de of the problem	Cotton	Wool	Silk	Total
Very High	29 (29.0)	9 (18.0)	46 (23.0)	84 (24.00 )
High	55 (55.0)	30 (60.0)	102 (51.0)	187 (53.42 )
Medium	16 (16.0)	10 (20.0)	48 (24.0)	74 (21.5)
Low	0 (0.0)	1 (2.0)	2 (1.0)	3 (0.87)
Very Low	0 (0.0)	0 (0.0)	2 (1.0)	2 (0.56)
Total	100 (100.0 0)	50 (100.0 0)	200 (100.0 0)	350 (100.0 0)

**Figure 1.4**

**Magnitude of the problem in procuring quality inputs**



### Production of Cost:

From the Table 1.5, that 37 per cent Cotton weavers are high followed by 19.0 per cent are very high, 18 per cent are Medium, 17.0 percent are very Low and 9.0 are very high in cost of the production.

34.0 per cent Wool weavers are High followed by 32.0 per cent are Medium, 16.0 per cent are Low, 8.0 percent are very Low and only 50 per cent are very high in cost of the production.

30.0 per cent Silk weavers are Medium followed by 26.0 per cent are Low 22.0 per cent are very low, 14.0 percent are high and only 8.0 percent are very high in cost of the production.

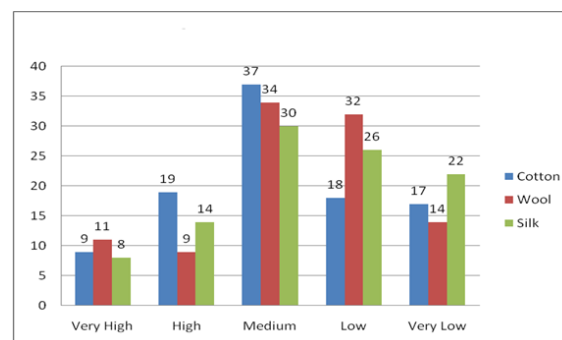
In total, 37.14 per cent Silk weavers are 32.57 followed by 24.57 per cent are medium, 19.71 per cent very low, 14.57 percent are high and only 8.57 per cent are very high in cost of the production. From the above analysis most of the respondents responded that the cost of production is medium.

**Table 1.5**  
**Cost of production**

Cost of production	Cotton	Wool	Silk	Total
Very High	9 (9.0)	5 (10.0)	16 (8.0)	30 (8.57)
High	19 (19.0)	4 (8.0)	28 (14.0)	51 (14.57)

Medium	37 (37.0)	17 (34.0)	60 (30.0)	114 (32.57)
Low	18 (18.0)	16 (32.0)	52 (26.0)	86 (24.57)
Very Low	17 (17.0)	8 (16.0)	44 (22.0)	69 (19.71)
Total	100 (100.00)	50 (100.00)	200 (100.00)	350 (100.00)

**Figure 1.5**  
**Cost of production**



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